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The TALKING MACHINE WORLD

AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, January 15, 1916

Victrola XVI, $200
Mahogany or oak

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

Victor
HIS MASTER'S VOICE

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 2, 1879.

"The FIRST in the World"

Sonora

CLEAR AS A BELL

Do you wish to be "first" in your locality?

WHEN the jury of experts at San Francisco awards the highest Tone Quality Honor to the Sonora, our representatives and ourselves have the greatest endorsement to our statement that "The Sonora is the first in the world."

Not only this, but we help the Sonora dealer by giving him exclusive territory. His rewards are equal to the amount of energy put into the work. Many Sonora dealers today are the leaders in their respective communities as regards VOLUME of sales and NET PROFITS.

Price, $225.00

Style "Grand."

12" Turntable. Extra Heavy Double-spring Motor, playing half an hour, or ten 10" records, in one winding. Tone Modifier. Sapphire Needle. Diamond Needle. Automatic Starter and Stopper. Multi-playing Needle. Equipment for playing all makes of disc records in the world. Trimmings Gold-plated. Envelope Filing System, with capacity for holding 160 records.

The record library of the world can be played on the Sonora—any make of disc records, whether for diamond, sapphire or steel needle. Sonora motors are NOISELESS, playing 3 to 15 records with one winding. Furthermore, many Sonora machines are equipped with an AUTOMATIC STOP that works perfectly, as well as a Motor Meter and Spring control.

SONORA PHONOGRAPH CORP'N, Manufacturers

GEO. E. BRIGHTSON, President

57 READE STREET NEW YORK

(Turn to the next COVER page)

EDWARD LYMAN BILL

Publisher and Editor of The Talking Machine World

Died January 1, 1916

The Talking Machine World

Vol. 12. No. 1. New York, January 15, 1916. Price Twenty Cents

PLAYER-PHONOGRAPH DEVICES.

Patent Just Granted to Walter M. Davis for Electrical Means for Controlling Operation Synchronously of Player and Phonograph.

Walter M. Davis, the well known piano man, temporarily residing in Paris, France, was recently granted Patent No. 1,164,265, on a combined piano player and phonograph, and which relates particularly to devices for starting the player record in predetermined relation to the phonographic record.

This is a supplementary patent to those granted Mr. Davis on May 24, 1910, and January 2, 1912, respectively, in which means were set forth for producing a record of a vocal or other selection upon the disc or record receiving element of a phonograph, and for simultaneously producing a record of the piano accompaniment thereof upon the record sheet of a piano player. In these patents devices are shown for starting the records in predetermined relation and comprise a separable connection in the driving mechanism of the piano player, and electro-magnetic means for closing this connection, said means being controlled by a contact piece inserted in the phonographic record. When these contact pieces come into relation with the metallic needle or stylus of the phonograph a circuit is closed which operates through the magnet to connect the driving mechanism to the player.

It is the object of Mr. Davis' latest patent to provide electrical means for controlling the operation of the driving mechanism of the piano player which shall still be controlled by the phonographic record, but which shall not involve the addition of special electrical connections thereto.

Accordingly the invention contemplates the provision of electro-magnetic connections controlled by the vibration of the stylus of the phonograph for starting the player sheet.

ARRANGE FOR NEW TOLEDO FACTORY

Doehler Die Casting Co., of Brooklyn, Places Contracts for Plant to Be Ready May 1.

The Doehler Die Casting Co., of Brooklyn, N. Y., and Toledo, O., has placed contracts for its new Toledo factory buildings, to contain 70,000 square feet of floor space, consisting of foundry, machine shops and offices.

With these buildings, which are to be ready for occupancy May 1, completed, this company will be in a better position than ever to give its Western patrons the prompt and efficient service which they have heretofore received from its Brooklyn plant.

VICTROLA FOR THE NURSES.

Board of Health of Indianapolis Purchase $100 Instrument for Nurses of City Hospital.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., January 6.—The growing popularity of talking machines is indicated in a newspaper item in a local newspaper under the heading "Nurses to Have Music to Chase Away Gloom." Needless to say, the gloom chaser was to be a talking machine which the Indianapolis Board of Health has decided to buy for the City Hospital.

"The physicians agreed that the nurses should have something more interesting than the paintings on the walls of the hospital wards," the item says in telling why the board allotted $100 for the purchase of the machine.

NEW PHONOGRAPH PLANT FOR TROY.

(Special to The Talking Machine World.)

TROY, N. Y., December 31.—Mayor G. W. Lorimer and Charles Hicks have formed the Lorimer-Hicks Co., and are making arrangements for the erection of a large factory to be utilized in the manufacture of phonographs here. The company will turn out a new machine, the invention of Mr. Hicks.

VICTROLA TEACHES THE DEAF.

E. B. Knight, of the Stewart Talking Machine Co., Indianapolis, Finds Interesting New Use for That Instrument in School for Mutes.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., January 3.—The Victrola as an aid to teaching the deaf is the unique use of the talking machine as found by E. B. Knight, of the Stewart Talking Machine Co., jobber of the Victor line. Mr. Knight recently visited the Indiana

Loraine Rue, a Deaf Girl, in "Butterfly Dance" to Victrola Music.

School for the Deaf, located near Indianapolis, and there he witnessed deaf girls dancing in the gymnasium to the rhythm of the music of a Victrola playing in the center of the floor.

At one end of the gymnasium Mr. Knight saw a girl dancing with her head thrown back—dancing daintily to the rhythm of the music.

"The little girl can neither hear nor speak," an instructor informed Mr. Knight. The girl was doing the "Butterfly" dance and the Victrola was playing "Cecile."

The instructor explained to Mr. Knight that, while deaf, the girls could feel to a certain extent

Swedish Folk Dance by Girls in Indiana School for Deaf.

the beat or the vibration of the music, although, of course, they had to depend on counting for the accuracy of their time and steps.

Richard O. Johnson, president of the school, pointed out to Mr. Knight that Helen Keller gained articulate speech partly through the use of music, and Mr. Johnson hopes to be able to use the talking machine in some way to give his charges a chance for the same achievement, and it is his belief that the vibrations of the playing as felt by the mutes serve to quicken their sense of feeling.

WILL HANDLE THE SONORA LINE.

(Special to The Talking Machine World.)

CLEVELAND, O., December 20.—The furniture concern of C. L. Kaufmann, 3266 West Twenty-fifth street, has opened a music department and will handle exclusively the Sonora phonograph and the Tonk piano.

"LATERAL" OR "VERTICAL" CUT.

Public Should Be Educated to Use These Terms to Distinguish or Define the Two Styles of Records—Terms Used at Present Confusing.

Something ought to be done to educate the public at large to the difference in talking machine records. You are apt to hear of the "Smith-cut," of the "Brown-cut," of the "Sullivan-style" and other terms used to distinguish brands and to disturb the public as to the real character of records.

Analyzing the situation, there are only two styles of records, those in the "lateral-cut" class and those in the "hill-and-dale," or, as we prefer to call them, "vertical-cut," records. It would be for the benefit of the industry, as well as for the promulgation of knowledge, to refer to records as either "lateral" or "vertical," and cut out all the hocus-pocus designations which tend to confuse rather than to assist.

REAL TALKING DOLL THE LATEST.

William Rotter Invents Toy Containing Miniature Talking Machine.

William Rotter, of New York, has patented and is to place on the market a talking doll, the body of which, specially made, contains a phonograph 2½x3½x2 inches in size. A cylindrical record, made of celluloid, is used, and is 1½ inches in width. Such a record will contain forty-one words, the records, of course, being made by a child impersonator, so that the doll will have a "natural" voice. The spring, the train of gears and the governor of the miniature phonograph are all fitted inside the cylinder which holds the record, and by a unique arrangement a circular aluminum case protects the diaphragm, the reproducer moving across the face of the record on its own axis through a groove in the case, which arrangement makes possible the small size of the machine. The sound is emitted from a wire-screened opening in the chest, and the eyes and lips of the doll can be connected with the motor of the phonograph so that motions in keeping with the words can be effected.

PROPOSE PHONOGRAPH RECORD TAX.

(Special to The Talking Machine World.)

WASHINGTON, D. C., January 6.—Among the new suggestions that will figure, it is said, in the calculations of the Ways and Means Committee of the House of Representatives, which body is intrusted with the task of devising additional resources of revenue for the United States Government, is the taxing of phonograph records. Of course, this is largely rumor, but should it be considered, owners of talking machines will make a stiff fight against taxing what has proven one of the most pleasing as well as cheapest forms of entertainment imaginable in the home.

THE WORLD MARKET PLACE.

Help and Situations Wanted Up to Four Lines to Be Printed Free in The World.

There are many firms which are desirous of obtaining the services of salesmen, and there are many salesmen who are desirous of securing good paying positions. The World, therefore, would be the medium to bring them together—the market place, so to speak.

We are going to print Help and Situations Wanted notices free of charge, up to four lines of agate measure. Beyond that matter will be charged for at the rate of twenty-five cents per line.

The advertisement will be inserted and keyed if desired, and all replies will be forwarded to the advertiser without additional cost. This is done purely as a service proposition, and salesmen and employers are invited to make use of this offer.

SURPRISES PLENTIFUL FOR TRADE IN SAN FRANCISCO.

Closing of Canal Results in Placing of New Orders and Arrival of Delayed Goods Causes Some Embarrassment—Holiday Season an Unusual One in Many Particulars—Fred A. Denison New Columbia Manager—Activity of Local Association—Other News.

(Special to The Talking Machine World.)

San Francisco, Cal., December 31,—The holiday talking machine business brought some surprises and, apparently, some disappointments, although all lines have made a substantial gain, as was to be expected, over the same period last year. The season was an unusual one in several ways, the situation being affected by the closing of the Panama Canal just as the heaviest holiday shipments were coming, making it necessary to place new orders, and later to receive some large delayed shipments. Then when the Christmas rush should have started everybody in San Francisco was going to the exposition, and it is believed that the amount of money spent there and in entertainment tended to cut down the volume of business. Moreover, there was more competition in the trade than in previous years. It is hard to tell how large a share of the business was taken by the newer makes of machines, but some of them had quite a large sale, and a good many dealers who stocked up heavily on several makes have more machines than usual to carry into the new year. In fact, the complaint of lack of stock which has always before been heard around Christmas was very little in evidence. A striking feature of the season has been the extremely heavy advertising campaigns carried on by several talking machine manufacturers.

Exposition and Advertising Boost Victor Sales.

Andrew G. McCarthy, of Sherman, Clay & Co., reports a very busy month in the talking machine department, with sales of Victor goods running well ahead of all former records, both for the month and the year as a whole, the business having been greatly stimulated both by the excellent work done at the exposition and by the publicity campaign that has been carried out since. While the season opened with a scarcity of stock, causing some delay in early deliveries, the goods delayed at Panama arrived in good time for the holidays.

Fred A. Denison New Columbia Manager.

The most important change to occur in the local trade in some time is the appointment of Fred A. Denison as Pacific Coast manager for the Columbia Graphophone Co., succeeding W. S. Gray, who had been in charge of this territory since shortly after the fire of 1906. The change took place early in December, with no previous announcement, and was a great surprise to the local trade. Mr. Denison made a short visit to the local office, after which he started on a general tour of the Coast, getting acquainted with the trade in southern California and the North Coast States. He has just returned, and is well pleased with the prospects for business expansion in most parts of his territory. The December business, he says, was the best ever, exceeding last year's by 50 per cent. Mr. Denison has been in charge of the Columbia business in Detroit, Mich., and has had experience in most parts of the East, but says he hopes to remain permanently in California. W. E. Henry, a talking machine man of wide experience, who has lately been residing in southern California, has taken the management of the San Francisco establishment, F. R. Anglemeier remaining as his assistant.

Local Association Broadens Policy.

The new association of San Francisco talking machine dealers had its last monthly meeting December 8, a large number being present from all over the city and near-by towns. The most important action was a decision to admit to membership all employes, as well as the department managers. The prevalent opinion was that such action, besides strengthening the association, would stimulate a livelier interest among the salesmen and keep them more closely in touch with general trade developments, besides tending to eliminate some of the more injurious methods of competition. Action was also taken with a view to stopping abuse of the privilege of taking records home on approval. An interesting meeting is expected in January.

Where Competition Enters.

Clark Wise reports a great season in the talking machine department, attributing his success largely to the advertising of many makes, with facilities to try them out side by side. He is especially enthusiastic over the sales of Edison Diamond Disc machines, which have been one of the great hits of the year and are gaining enormous popularity.

The Hauschildt Music Co. has also been demonstrating competing machines side by side, featuring the Victor, Pathé, Sonora, Edison and Columbia. This has been about the only house in this vicinity handling Pathé machines, and while they have not been on hand long enough for thorough exploitation they are receiving considerable attention.

A. R. Pommer Home from the East.

A. R. Pommer, manager of the Pacific Phonograph Co., agent for Thomas A. Edison, Inc., has just returned from a trip to New York and the Edison factories, where he found things booming. He says it has been rather hard to get enough of the high-priced machines to meet the growing demand. The company is starting work on improvements to its already large quarters on Geary street. Mr. Schwab, the company's Portland, Ore., representative, has been spending the holidays with his family at Provo, Utah.

Lively Demand for the Sonora.

The local office of the Sonora Phonograph Corp. reports a surprisingly good holiday trade, practically cleaning out everything that was in stock, though a fair lot of goods has arrived since. The Nicholls Piano Co. had planned to put in the Sonora line on moving to its new store in the Newman-Magnin Building, but the opening had to be postponed for lack of goods.

Charles Mauzy, in charge of the talking machine business of Byron Mauzy, has had great success this season with an enlarged and improved department, and is building up this branch of the business to a point never reached before.

A. E. Spencer, in charge of the talking machine department of Hale's department store, which was recently greatly improved, says the enlargement was fully justified by the holiday trade.

IMPORTANT COLUMBIA CATALOGS.

Semi-Annual Record Catalog and New Grafonola Book Just Issued—Numerous Text and Design Improvements to Be Found Therein.

The advertising department of the Columbia Graphophone Co. has just issued two new catalogs of vital import to the trade, which indicate the "quality" atmosphere which characterizes every division of the Columbia publicity achievements.

One of these new catalogs is the semi-annual record catalog, which includes all records issued to date. This book contains 416 pages, 384 white pages and thirty-two tinted pages, and is indexed and cross-indexed in such a way that every selection is listed from eight to ten times. Every conceivable division under which a selection may be considered as belonging has been given consideration, and the result is a book which permits of maximum convenience in handling. The tinted pages are devoted to the recordings of the symphony and operatic artists in the Columbia record library. The cover of the new Columbia catalog is vastly superior to former editions, the design being both striking and artistic. The typography is excellent, and the catalog as a whole is deserving of hearty commendation.

The other new catalog, which is also a model of typographical excellence, is devoted to illustrations and descriptions of the complete Grafonola line, accompanied by an interesting story of the development of these popular instruments. A striking feature of this new catalog is the elimination of all names and the substitution of numbers corresponding with the prices. The "Favorite" will be known as "Grafonola 50," the leader as "Grafonola 75," etc.

MAY THE

New Year Be A Happy and Prosperous One

Is the wish extended to our dealers whose favors have made the year just closed the largest by far in the history of our Company, and as evidence of our sincere appreciation we pledge ourselves to an endeavor to improve upon our service and to, through co-operation, make 1916 the best ever.

To our own trade we have proven the value of "Eastern Service." To those whom we have not had the privilege of serving we say: "Try Eastern Service," it is the kind that helps to build a successful and profitable Victor business.

THE EASTERN TALKING MACHINE CO.

177 TREMONT STREET, BOSTON, MASS.

Largest Exclusive Victor Distributors in the East

Victrola XVI, $200
Victrola XVI, electric, $250
Mahogany or oak

Victrola IV, $15
Oak

Victrola VIII, $40
Oak

Victrola XVIII, $300
Victrola XVIII, electric, $350
Mahogany

Victrola supremacy

The enormous public demand for the Victrola is an endorsement of its supremacy.

Victor dealers are successful because they give the public what it wants.

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

Always use Victor Machines with Victor Records and Victor Needles—*the combination.* There is no other way to get the unequaled Victor tone.

Victor Distributors

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

NEW PROBLEMS FOR THE TALKING MACHINE RETAILERS.

Recent Developments in the Trade Require Close Study on the Part of the Dealer, Declares C. B. Noon, Manager of Music Department of Stix, Baer & Fuller Co., St. Louis.

(Special to The Talking Machine World.)

ST. LOUIS, MO., January 8.—"The talking machine business is to-day just beginning as a real business for the retailer," said Manager Noon, of the musical instrument department of the big Stix, Baer & Fuller department store. "I mean that just now the retail dealer must begin to use his business judgment and to watch the corners. Heretofore the business has been largely mapped out for the retailer. He could not go far wrong with the merchandise offered him to retail. Competition was fair, the business has been in good hands, and unethical or unfair dealers did not last long. There has been a good profit in it for the men with energy to get out and hustle.

"Now things look differently to me. There is hardly a day passes but that I am not called on to look at or consult about some new machine. I have examined every machine that has come to my attention, and on these machines are based my forecast as to the future. I believe that to-day the talking machine business stands exactly where the piano business did a few years ago when the avalanche of stencil and cheap instruments was thrown on it. I fear that the talking machine business has before it some of the unpleasant experiences that we of the piano trade can remember. I hope not, however, but that hope is not as strong as the fear.

"I am not passing judgment on any particular machine, but samples have been brought here for my consideration that reminded me, by the sounds that came forth, of fifteen years ago when we marveled that the human voice or the sound of a musical instrument could be reproduced, and someone sitting a few feet away would exclaim: 'Why, that's America!' Some of these machines have had pasteboard sound boxes. Some were tacked together and the lids would not fit. Some have been of very handsome cabinet work and the crudest possible mechanical apparatus. In fact, I have seen many sorts of machines that mean ill for the talking machine business when they are put on the market by some house that looks to first sale profits only. I have seen others that were in every way creditable. There lies the big question. Will the many dealers who know nothing of the talking machine business but who will now be urged to enter this trade be discriminating buyers? Will quality and ethics rule with them, and will it rule with all of the dealers now handling talking machines?

"The more you think of this question the more serious it becomes. I have mapped out my platform. I will stand fairly for quality for all of the talking machines I sell. That is to be the test. I do not mean to say that I would attempt to sell all of the talking machines that I can find that have quality any more than, if the possibility was presented, I would attempt to sell all pianos of quality from these salesrooms. Far from it; but what I mean is that the talking machine that is sold through my department must have quality, for I believe that is vital to a talking machine department and that quality machines will make for the record business, and that the person who sells a machine that is certain to prove unsatisfactory will destroy the confidence of his customers to the extent that he cannot sell them records.

"I hope that I am mistaken and that we will not have to fight out the old question of cut-throat competition as we have in the piano game, but I fear so. I have seen some machines that I would not under any circumstances attempt to sell from here. Also, I have seen some that look good at first hearing and glance, but why be in a hurry to put in something that you want to keep a long time. Every talking machine retailer should remember that the future of one of the greatest businesses in the land is in the hands of himself and his associates or competitors, as he cares to regard them. The responsibility is great, and if the dealers stand firm it will make for the future of ourselves, our salesmen and our industry."

VICTOR DEALERS

LANDAY SERVICE — Victor — His Master's Voice — THE SEAL OF QUALITY — COPYRIGHT

Who desire the support of a Victor Distributor who thoroughly understands and appreciates their problems will do well to let us serve them in 1916.

The House of Landay invites you to submit your problems:

Are you carrying sufficient stock?
Do you need financial assistance to develop your instalment business?
Do you advertise enough?

The above are only a few of the questions our experts will help you solve, and this is only a small part of the service which costs you absolutely nothing.

THE HOME OF LANDAY BROS

Landay BROS

Victor Jobbers Exclusively

563-569 Fifth Ave.
NEW YORK N. Y.

GREAT TRADE AT PATHEPHONE SHOP.

Holiday Demand So Enormous that the Large Stock Carried Was Cleaned Out Repeatedly.

The Pathephone Shop, 487 Fifth avenue, New York, which handles the products of the Pathé Frères Phonograph Co., New York, exclusively, looked on December 27 as though a cyclone had visited it the previous week. The warerooms were absolutely bare of machines, there being only two $200 Pathephones and three $100 Pathephones in the entire store. Manager McCormick stated that the Christmas machine and record business had been phenomenal, the store being filled with machines five times from Thursday morning to Friday noon and being practically cleaned out of Pathé discs early Friday afternoon. This record indicates the tremendous strides which the Pathé products are making in the local talking machine field.

A NEW EDISON BOOK.

Probably no American in recent years has furnished so much copy for the newspapers as Thomas A. Edison, and now the Macmillan Co., 64 Fifth avenue, New York, has just published a book in what is termed the "True Stories of Great Americans" series, which will be of interest to readers of the World. This is Francis Rolt Wheeler's "Thomas A. Edison."

A personality such as that of Edison is always fascinating, and the author has told in an interesting way the story of Edison's life, including, of course, his accomplishments in varied fields. The human interest in this Edison story is well maintained. It is illustrated, cloth bound, and is sold for fifty cents per copy.

Victor goods are handled exclusively in the talking machine department added to the Powers Furniture Co., of Portland, Ore.

The Victor Talking Machine Company announces an important discovery

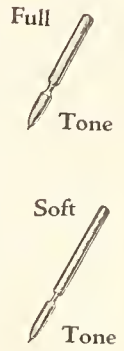
The Victor Tungs-tone Stylus

An improved, semi-permanent, changeable, reproducing stylus of tungsten combining all the desirable features of the Victor system of changeable needles with the added advantage of playing 50 to 200 records without changing.

After searching the earth for better stylus material, a Victor expert discovered the miraculous reproducing and wearing qualities of tungsten. The Tungs-tone Stylus will play from fifty to two hundred records or even more. The life of the Tungs-tone Stylus depends on the character and volume of the records played.

YOU DON'T HAVE TO CHANGE THE TUNGS-TONE STYLUS until it wears out. When this takes place the stylus simply stops reproducing as a signal for a new one. There is no danger of spoiling the record, because, strange to say, tungsten is softer than the record, although its wearing quality is one to two hundred per cent. better than the hardest steel. We cannot explain why—it is one of nature's secrets —a phenomenon. We only know it is true and recommend the Tungs-tone Stylus to all Victor users.

NO NEEDLES TO CHANGE is the chief nostrum of manufacturers of machines operated with a permanent jewel point, but the Victor Company knows what others will learn in time, namely: that no permanent point can be made to last forever on hard disc records. The jewel stylus was a success on the old wax cylinder records, but jewels do wear rough in time, and, if not instantly detected and changed, will quickly spoil a valuable collection of records—a most insidious danger; hence the Victor Steel Needle, to be used but once, was the only practical needle for the new gramophone type of hard record until the discovery of the miraculous properties of tungsten for reproducing styli.



TUNGS-TONE is a trade-name and was coined for the occasion. The new Tungs-tone Stylus is made in SOFT TONE AS WELL AS IN FULL TONE and can be changed instantly, just the same as a steel needle. The virtue of the Tungs-tone Stylus lies in a small cylinder of tungsten projecting from the end of a steel holder in which it is rigidly set.

The tiny cylinders of tungsten reproduce Victor Records better than any other known material. Smooth, strong and full as to tone. The Victor Tungs-tone Stylus fits all Victor sound boxes.

Made in Full Tone and Soft Tone
Boxes of ten, 25c
Packages of four, 10c

Manufactured exclusively by Victor Talking Machine Company, Camden, N. J.

Important warning. Victor Records can be safely and satisfactorily played only with *Victor Needles or Tungs-tone Stylus* on Victors or Victrolas. Victor Records cannot be safely played on machines with jeweled or other reproducing points.

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

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NEW YORK, JANUARY 15, 1916.

ANNOUNCEMENT

The business of The Talking Machine World will be continued by the Estate of Edward Lyman Bill, with the co-operation of the efficient staff which for so long has had charge of the paper, both at the New York headquarters and the various branch offices. James Raymond Bill, the eldest son of the late Colonel Bill, will be actively connected with the business.

NINETEEN SIXTEEN bids fair to be a good year from a business viewpoint, and it will be a high-price year as well, for it seems that everything is soaring skyward, so that all previous price records will be annihilated.

Americans may as well make up their minds that they will have to pay more for everything during the new year.

A good many manufacturing houses in various lines have withdrawn all quotations on supplies on account of the unsettled condition of the markets. But, on the other hand, there is going to be a business activity practically unprecedented in American industrial history. New records of accomplishment will be made in many industries.

It is believed, too, that the present active business conditions are not merely the result of a temporary trade feverishness, due to unusual demands made upon America by the people in the war-torn lands of Europe, but it is argued that America is entering upon an era of prosperity which will last for a long period of years, and that at the close of the war we will not slump immediately into business stagnancy.

The business situation, as the man at The World mast-head views it, is full of opportunity, and the spirit of optimism which is now abroad in the land must be stanchly upheld.

One of the greatest possible helps for the business situation to-day is to encourage prosperity by speaking at all times optimistically of the country's future. In that way wavering confidence is reinforced. And thus strengthened with a vast army of American optimists, who confidently face the future, business will move on all the while to higher points.

IT has been customary for years to use as our barometer the agricultural and mineral productions of the land, but these have been materially reinforced. The banks throughout the country contain more money than ever before.

Prices are better, and the railroads are now placing large orders for betterments, so with a tremendous balance of trade with foreign countries in our favor, which is bringing us almost unlimited wealth, it would seem as if 1916 should be a pretty good year from every viewpoint.

Money, crops, great industries prosperous, railroads busy and a big export trade, are pleasing facts which face American business men at the beginning of the present year, and the deeper those thoughts sink into the mind of every business man the better it will be.

We do not need hold-backers in business. They are only sand in the bearings, and, with a good, healthy, optimistic class of business men to aid, in all probability 1916 will be a record-breaker in every respect, for prosperity is actually here, with no crimp in it, with no one to throw a wrench in the business machinery as it moves resistlessly on.

Surely a perusal of the reports of the great business corporations, reports of banks and of stock quotations should make every talking machine man in this country glad that he is doing business, and should aid him to go ahead and build up his trade to larger proportions.

Every avenue of trade to-day is feeling the inspiring touch of the times, and talking machine men should make the most of the great possibilities which are round about them.

PREPAREDNESS is a word that is perhaps used more now in the general discussions of the country than ever before, and it is assumed that the word will not be relegated to an inactive vocabulary for some time to come.

In business we must be prepared at all times to make the most of the conditions which are round about us. We must be prepared to adjust our plans to fit the exigencies of the times. All of us must be prepared to hold what we have and make a strenuous effort for new advance.

Preparedness really is only foresightedness, and the business man who plans carefully for the new year is always working on the safe side.

At this season there are always readjustments and new policies adopted in the business world.

It would seem as if 1916 would be a year which, so far as America is concerned, will show a continued increase in business.

The latter days of 1915 were days filled with cheer, because the demand for products in the industry which The Talking Machine World covers was unprecedented. It was rush orders everywhere. Manufacturers, jobbers and dealers were reaping big returns during the holiday season, for it must be admitted that the talking machine has become one of the most favored of all Christmas gifts.

The quickened demand during the holiday season shows the result of steady publicity, and the slogan of a talking machine in the home at Christmas has meant nothing more than to arouse public sentiment in favor of the talking machine.

The year which closed was particularly good in many essentials, and for the talking machine trade it was a year of practically unbroken success. All lines looked up toward the close, and while for a time during the early part of the old year the cry of business depression was frequently heard, due perhaps to a multiplicity of reasons, this period has passed, and all sections of the country report prospects for the immediate future as very encouraging.

The training of the American business man is such that he is not easily discouraged by an apparent slowness in trade. He is usually optimistic and always confidently faces the future.

Nineteen sixteen will eclipse any previous year in the history of the talking machine business, because there are new forces constantly coming into the trade which will mean a larger output, as it is a known fact that the great manufacturing houses, notwithstanding their enormous physical properties, were unable to fill the avalanche of orders which came in upon them.

The talking machine trade has shown that it is a live one in every respect, and it is certain that 1916 will show enormous advances.

SO far as The Talking Machine World is concerned, we cannot refrain from expressing our appreciation to our good friends who have made the success of this publication possible.

Letters and telegrams of sympathy have been received at this office from all parts of the country, expressing the sincerest regret at the death of Colonel Edward Lyman Bill, for which, in behalf of his family and the staff of The Talking Machine World, we beg to express our deep appreciation.

We have thousands of readers in this and other countries, and to all of them we desire to express sentiments of appreciation for their approval of our humble efforts. We have endeavored to give the best that is in us to the industry, and to be a constructive force in its development.

Some of our friends are kind enough to say that we have succeeded. Certainly we have been successful in building a trade publication which not only is widely read, but which dealers rely upon for the accuracy of its reports.

Nineteen-fifteen was by far the best year which this publication has ever enjoyed since it was established in January, 1905. For a while it was uphill work to develop a sufficiently strong clientele to support a paper such as this, which necessarily must involve a great outlay to produce, but steadily, as the industry has expanded, our patronage has expanded, and last year was a banner year with us, as with others.

It shall be our constant endeavor to be of ever increasing service to all with whom we come in contact.

New Year's greetings to our many friends, and may their business show a steady increase during 1916!

THE latest reports from Washington would seem to indicate that the Stevens Bill may be enacted into law before the close of the present session of Congress.

There is, however, strong opposition among department store heads, who are ably represented at the capital, and talking machine men should see to it that they put their views in a forceful manner before their Representatives in Congress. Let them know exactly that the talking machine merchants of this country believe in price maintenance which carries with it not only protection to the manufacturers who create a standardized article, but for the public as well.

It is rather significant to note that practically all of the opposition to the Stevens Price Maintenance Bill comes from department store heads, who allege that it places a monopoly in the hands of the manufacturer to the disadvantage of the retailer, and, of course, compels the public to pay the maximum price fixed by the producer.

Some of the arguments are brought out in an interesting manner, but they forget one essential, and that is that the manufacturer of a standardized product is not only benefiting his entire trade by price maintenance, but the public as well, and the public receives a protection through a standardized product, the manufacture of which is conducted on the highest scale, which it cannot secure in bargain counter purchases.

The department stores, which naturally endeavor at all times to feature bargain counter offerings, do not select unknown products. They, themselves, wish to profit by the values and the demand created through standardized articles, and they wish to slaughter another man's assets to draw people to their stores, and then they prate about this bill being contrary to the interests of the public, and constituting an unfair monopoly.

Stuff and nonsense!

One point that interests department store men is to secure standardized articles which they can offer at cut rates with the idea of drawing people to their store, and with the hope, of course, that they will make other purchases on which there is a larger percentage of profit than in the cut-rate articles.

Then, again, they wish to cultivate the belief on the part of the public that if they can offer standardized articles at cut rates they can do it on all, hence leaving the impression that their establishment stands for low rates.

And the department store advocates have the nerve to stand up and say that this bill is contrary to the interests of the jobber and retailer—that distributers who have fixed expenses in their business are alone competent to decide what prices should be placed on articles which they offer for sale.

The arguments which they make are illogical, and it is difficult to imagine how thinking men could be deluded in the slightest by them. When they prate about the public they mean nothing more nor less than self, and if it were self alone that was interested there would be some reason for their line of argument, but by the slaughtering of prices on standardized and trade-marked articles they would wilfully destroy the property which other men have spent years of time and millions of dollars in creating.

Is the Government under which we live not obligated to protect the property rights of its citizens?

Get busy, talking machine men, and do your part to protect your own interests. Do not expect that others will do all the work for you.

Do your part and do it now.

IN order that his legion of friends throughout the country may have some memento of the late Col. Edward Lyman Bill, we are presenting in this issue of The Talking Machine World his latest and favorite portrait, printed on heavy calendered paper, and so prepared that those who wish to do so may preserve the same by framing or mounting. May it serve as a constant reminder of that kindly soul who

". . . turned his clouds about,
And wore their silver lining inside out."

RAPIDITY of Pearsall Victor Service is unusual. There was a time when orders received in the morning went out at night. Now, orders are received, time-checked and usually go out within a few minutes.

This makes a big difference for frequently it saves a FULL day's time.

Dealers who used Pearsall Service during the past rush of a few weeks realize better just what this means, but we will PROVE it to YOU NOW if you will send a test order.

SILAS E. PEARSALL CO.

16 West 46th Street, near Fifth Ave. New York, N. Y.

Death of Col. Edward Lyman Bill

It is with the deepest sorrow that we announce the death of Edward Lyman Bill, editor and publisher of The Talking Machine World and The Music Trade Review, which occurred suddenly at his home, 21 Broadview avenue, New Rochelle, N. Y., on January 1. On Friday night he extended his usually cheery "good night" supplemented by felicitations on the near arrival of the New Year to the members of The World staff, being apparently in the best of health and spirits. On Saturday, New Year's Day, after dinner, he visited the Wykagyl Country Club, returning home at 4.30 p. m. He went to the music room on the second floor, where he was talking with Mrs. Bill over plans for a short vacation some time this month, when he suddenly became ill. A trained nurse was called from a residence opposite, and Dr. Albert H. Moore and a physician from the New Rochelle Hospital arrived quickly, but Col. Bill was beyond their aid. He had been attacked by a cerebral hemorrhage.

Col. Bill was born in Lyme, Conn., June 5, 1862, and was the son of Judge John Wight Bill and Prudence Gallup. He was a blood descendant of William Bill, first Dean of Westminster Abbey and Provost of Eton, and was also descended from Elder Brewster, who came over in the Mayflower in 1620. He was the eighth direct descendant of John Bill, who came to America in 1630. He was educated at the State Normal School of Connecticut and Wesleyan University. After leaving college, he spent several years in teaching and in elocutionary work. Then going West, he became an officer in the first military organization in Dakota Territory, and saw active service on the plains. Later he was elected a police justice and entered business life at Fargo, N. D. During this time he corresponded regularly with several Eastern newspapers. This gave him the newspaper experience that began to shape his career toward journalism. Mercantile business soon became distasteful to him and, returning East, he purchased a part interest in The Music Trade Review, which had been established in 1879 as a semi-monthly. In 1891 he became the sole proprietor of this publication and changed it to a weekly, and from that time its growth and influence have been materially augmented.

In 1905 he established The Talking Machine World, which is the only trade paper in America devoted exclusively to this industry—a publication which has steadily grown in influence and prestige throughout the world. He was an honorary member of the National Talking Machine Jobbers' Association, and actively interested in this organization's welfare. At the last convention held in San Francisco, he was the Association's guest of honor at the Panama-Pacific Exposition festivities.

For some time he was president of the New York Press Club. He was also, at one time, president of the Republican Club of New Rochelle. For many years he had been a member of the New Rochelle Yacht Club, and was at one time vice-president of the Rochelle Park Association. He held membership in the Huguenot Association of New Rochelle, Society of Mayflower Descendants, Sons of the Revolution, the Reform and Wykagyl clubs, the Luther Burbank Society and the Tolland Fish and Game Association. He was a member of every Masonic body in both the York and Scottish rite work, holding membership in the Blue Lodge, Chapter and the Consistory. He was also a member of Bethlehem Commandery, Knights Templar, and was a Shriner, belonging to Mecca Temple.

Col. Bill was very popular with the people of New Rochelle, and time and time again refused to be a candidate for mayor of that city. He was, however, a member of the local Board of Education, a former police commissioner and actively interested in the Fire Department. He was also treasurer of the New York State Commission for the St. Louis Exposition in 1904, being the only representative of a trade paper on that board.

He was appointed as a colonel by President William McKinley on his military staff, and was a personal aide to the President in the McKinley and Roosevelt inaugural parade.

On February 12, 1889, he was married to Caroline Lee, daughter of Senator James L. Raymond, at Lyme, Conn. Mrs. Bill, with her two sons, James Raymond, a senior at Wisconsin University, and Edward Lyman, Jr., and her daughter, Hester, survive him. He also leaves a brother, J. Nelson Bill, who resides in Lyme, Conn.

Col. Bill's home life was an ideal one. He spent most of his leisure time with his family, all of whom possess marked musical and literary inclinations.

* * * *

When a life work is done, when long years of toil have gone unrewarded and a man is patiently awaiting the hour when the scythe shall cut him down, thereby ending his labors and his struggles, it may be in a certain sense reasonable to reckon with death as with a power which steals away that which has been cruel and harsh. It may be possible to feel that Pity has taken a hand and that the Eternal Sleep in its kindness has called to rest one more creature upon whom the burdens of life rested too heavily. But when in the fulness of his life, in the glory of a work which was steadily in its ascendancy, in the possession of mental strength which was the pride of all who loved him and the admiration of all who knew him, Edward Lyman Bill was taken away, the bravest and the most trusting, in their bitter grief, can but question why.

His last words, as he left his office on the last day of the year, to those who had been closely related to him through his long and honorable business life, were spoken with all the genial affection and confidence that on the following Monday morning together they should again meet and pursue the regular tenor of their life. He spoke of the new year which would dawn upon the offices where he had spent such happy days and he had bright hopes for his work and for the work of those whom he had made his associates throughout his beautiful and valuable business career.

None dreamed that already the King of Shadows had selected one of the most brilliant of its vaunted "shining marks" and that never again the master would radiate his splendid intellect, his sympathy, his wisdom and his warmth upon those assembled in the great work of journalism which he had built up, and that he would be seen in his daily haunts no more, snatched as he was without one moment of warning, into another life.

There is some small degree of gratification in the realization that here was one who did not have to receive at his death honors which were denied the living, for no man ever received more glowing tributes to his brain and character, to his feeling for mankind and to his understanding of great subjects than Mr. Bill, who was honored by the greatest individuals and political parties as well as by the music trades and allied industries in which he was for many years one of the most potent factors.

Col. Bill plied his oars steadily through a sea of com-

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mercial journalism, and there was never a voice that did not refer to him as the soul of honor and integrity. He was a great, towering, and unfailing proof that trade journalism, frankly commercial in its nature, could be conducted along lines that were as clean and free from taint as the pulpit. This doctrine he preached through the columns of his papers, he disseminated it through those whom he took into his employ and he proved it daily to those with whom he was engaged in business relations. So completely was he recognized as an unflinching example of purity in business that his name was rarely mentioned where someone did not make the comment that there was no "whiter" man in business. And perhaps this defines it more clearly and subtly than any other expression that might be applied, as his was a white, pure, lovable life, every phase of which was reflected in the career which he had carved out for himself, and every sheet of white paper upon which he wrote his ideas and ideals, his sentiments toward the industries to which he had devoted himself, was enhanced and ennobled by receiving what came from his pen, his brain and his heart.

The optimism of his nature has shone forth resplendently week after week in the editorial columns of The Music Trade Review. His confidence in man and in his work was supreme, and his belief that a man is as he thinks and is a creature of suggestion was never shaken. For this reason he felt a sense of responsibility to his brethren and he lent his best efforts to letting in the bright spots through the clouds when the piano trade was weathering the hardest storms. His encouragement, his intelligent guide-posts, his determined efforts to keep the wearying captains steadfast in hope have been masterpieces in the annals of trade journalism in the entire world, and far beyond the commercial worth of his efforts and achievements was his influence upon the spirits of those who read him and thus came to depend upon him for their strength and support in the hour of sorest need.

As is well known, Col. Bill had learned through military service what devolved upon the man at the head, and his military life well fitted him for the particular line of journalism in which he embarked. It was his knowledge of the financial and political conditions of the world, his wide knowledge of the conditions of this country, which gave him the authority and the faith in the ultimate success of every American enterprise, and with the courage of this conviction supplemented by his knowledge of how to handle forces and how to direct them he wrote himself into one of the largest industrial organizations of the world. Nor was his an acquaintance based upon supposition or imagination. He knew personally the dealers from every part of the country, he was in personal touch with every allied enterprise of Europe, added to which he had a retentive memory which never failed him and the sort of logic which made him understand.

Col. Bill was regarded by many as "easy-going," due to the great suavity of manner, the extraordinary self-control which he ever exercised, but those who knew him more closely, those to whom he showed himself without reserve knew the warmth of his temperament, the enthusiam with which he faced every contingency that arose in his daily life, and the great beauty of spirit which he brought into his very happy family life. They also knew the wrath and indignation which swept him at the sight of things which he regarded as unjust, unkindly and unethical, but he was a strong advocate of living his own life and of never interfering unless asked to do so. He never projected his ideas of private matters through the columns of his papers and never in any way allowed them used for personal reasons. He was a powerful ally and an opponent who aroused respect even as he conquered.

While few men ever devoted themselves with greater concentration to their business lives, Col. Bill always found time for wide interest in other things. He was an authority on many matters pertaining to the world of literature, he interested himself greatly in the civic welfare of New Rochelle, where he lived, and in that city he was held as a man of importance and influence. He had the unusual faculty of possessing a wide understanding of and sympathy for man and mankind, and it always seemed that wherever he carried his personal touch, he carried weight and conviction.

His advice was sought and respected by men in every run of life, and he gave of himself willingly, gladly and without show or egotism, always recognizing himself as the part of a greater thing, never seeking either reward, credit or recompense outside of the ultimate success of the thing in which he had interested himself.

In his own circle he built powerfully and his organization will long reflect the man and his mind, the aims and his methods, and so long as the present generation shall last, whether in the piano or in the talking machine industry, the name of Edward Lyman Bill will be a watchword, an example to be emulated and a memory to be revered. All who knew him will know that every avenue into which his forces have been directed were the better for his having lived.

The influence of Mr. Bill on trade journalism was uplifting in the truest sense of the word. In the early days of the industry when "hold-up" journalism was somewhat in vogue he fought it tooth and nail, believing that the industry would best thrive along the lines of trade honor and trade honesty. Later he fought just as earnestly and successfully the so-called coupon-picture contest advertising, exposing its baneful influence on the industry and showing how it lowered the ethical standards of the trade.

Col. Bill believed in an organized music trade industry, and was the first to support the formation of and helped to organize the National Piano Manufacturers' and Merchants' Associations. He took an active part both personally and through The Review in this movement with the idea of bringing the members of the trade closer together, so that they could work to the common end of uplifting and cleansing the industry of many of the evils which then prevailed. In fact, up to the day of his death he was a steadfast upholder of the value of trade organizations.

Col. Bill was the first to emphasize the importance of technical instruction in the piano trade and ten years ago inaugurated a technical department in The Review, under a competent editor, which has been of the greatest assistance to piano tuners, dealers and superintendents—in fact, to all having to do with the constructive side of the industry. In this connection a large number of technical books were issued by Col. Bill which have had a wide circulation.

With the advent of the player-piano he recognized the important part which it was destined to play in trade history, and he inaugurated a special player section as a monthly feature of The Review, and published a number of technical works bearing on the construction of the various player mechanisms which still command trade favor. More recently he devoted considerable attention to the importance of a higher conception of salesmanship and advertising in all branches of the piano trade.

In fact, Col. Bill had ever been a man of practical ideas, who believed in the importance of constructive work

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in every department of the industry and that the functions of a trade paper were to educate, as well as to convey the news of every happening in the industry.

As James F. Bowers, of Lyon & Healy, so well says in his tribute elsewhere in this paper, Col. Bill possessed an almost prophetic vision along the lines of trade development, and this is shown by the fact that he was the first trade journalist to realize the growing importance of the talking machine industry.

When the talking machine business was in its infancy he started a department in The Review which he devoted to furthering the interests of the talking machine, and in which he predicted its future as a great factor in the musical world. So convinced was he of the future of the talking machine that in 1905 he launched The Talking Machine World, to which he gave a great deal of attention. Through its aid the industry expanded and grew to enormous proportions, and the talking machine progressed from a toy to a dignified instrument that has long been one of the recognized factors in the dissemination of musical knowledge and enlightenment throughout the country.

Manufacturers, jobbers and dealers were given through this publication a new conception of the greatness and possibilities of the industry, and the success of The Talking Machine World itself is evidence that Col. Bill worked along the right lines and laid a sound foundation for the future of his publication and for the industry as well.

He assisted largely in the formation of the National Talking Machine Jobbers' Association, and never missed a convention from the time of its organization. He was made an honorary member at its first convention, and journeyed to the Pacific Coast last year in order to be with the "boys"—for the feeling of affection that existed between Col. Bill and his friends in the talking machine trade was like unto that of a brother's. He worked shoulder to shoulder with the talking machine men to advance their interests in every possible way, and they in turn early recognized the importance of his advice and influence in the development of the industry.

Col. Bill was essentially of a judicial temperament and few men were more consulted by members of the industry on matters of great moment concerning their business difficulties which never seemed to faze him. He was a man of remarkably even temperament, who tossed off with apparent ease those routine annoyances that come up in everyday life and which worry and irritate so many.

He was a man of broad vision, whose opinions rose above the small selfish considerations that dominate so many in this work-a-day world. He disdained subterfuge and underhand methods and always believed in fighting in the open. His friends were countless because his character was so clean and his mentality so inspiring that he possessed a charm of personality which so impressed itself upon those with whom he came in contact, that once an acquaintance was made he was a friend for life.

By the members of the trade who knew him, as well as by his associates of The World, he was looked upon as a true friend and counselor, whose lovable qualities demanded an affection so close and so sacred that it can hardly be described in cold type. He had a big heart, a great love for his fellowmen. He was a Christian in the truest meaning of that word, for he believed in helping humanity along the road to higher achievements.

This philosophy of his has been exemplified frequently in his signed editorials which have long been a feature of The Review, the last one written by Col. Bill appearing in that publication of January 8.

In the field of fiction, Col. Bill wielded a facile pen, being the author of "The Last of the Danvers" and "The Sword of the Pyramids." Another volume which won considerable favor was "Hitting the Thought Trail," a collection of 100 of his best editorials on a diversity of subjects.

As a participant in political affairs in his home town, and at public dinners in the piano trade and elsewhere, Col. Bill had a rare facility in public speaking. His addresses were simple, yet forceful, never tiresome. The tone was lofty, the diction choice, the imagery rich and realistic.

Col. Bill's death leaves a vacancy in the hearts of his associates and co-workers which can never be filled. A "prince among men" and "one of God's noblemen" have been a few of the tributes which his fellowmen have paid him in the course of his successful career, but even these words of appreciation fall far short of properly honoring the memory of this beloved man.

From one end of the country to the other Mr. Bill had won the friendship of piano and talking machine men who recognized the sterling character which had shaped the destiny of a successful trade-paper institution, and which had never swerved from the paths of the Golden Rule as applied to business or personal relations.

Col. Bill's friends in the commercial, social and political worlds who have been so inexpressibly shocked by his sudden death have endeavored by divers means to express in a measure their sorrow and sympathy, but admit their inability to state in mere words just how deeply his passing has affected them individually.

Mr. Bill's splendid qualities not only influenced every department of his business, but were in addition reflected in the members of the staff. It was impossible to be in his presence and be associated with him in the conduct of his daily affairs without being imbued with the sense of honor, righteousness and good will towards all, which formed the basis of his principles. It was impossible to be in close touch with his business activities without realizing that unfairness and ill-feeling were totally foreign to his magnificent manhood. Always lined up on the side of justice and integrity, every man who has had the honor of being associated with Col. Bill in any capacity whatsoever feels that this association has made a better man of him—morally, spiritually and intellectually.

One of our famous poets must have had Col. Bill in mind when he wrote:

"It is not the tear at the moment shed,
When the cold turf has been laid o'er him,
That can tell how beloved was the soul that's fled,
Nor how deep in our hearts we deplore him.

"'Tis the tear through many a long day wept,
Through a life by his loss all shaded;
'Tis the sad remembrance fondly kept,
When all other griefs have faded."

* * * *

The ideals and policies that have made The Talking Machine World so influential and respected in this industry to-day, will be maintained by the capable staff organized by Col. Bill, and inspired by his achievements and aims the policy will be to make The Talking Machine World even a greater power for trade betterment and advancement in the future.

J. B. SPILLANE.

The funeral of Col. Bill

The funeral services of Col. Edward Lyman Bill were held at his late residence, 21 Broadview avenue, New Rochelle, N. Y., on Monday afternoon, January 3, and, despite the fact that two business holidays intervening had made it difficult to get in touch with many of his

DEATH OF COL. EDWARD LYMAN BILL.—(*Continued from page 12.*)

close friends, the reception rooms and halls of the house were crowded with friends, neighbors and business associates of the deceased. The body lay in a plain black casket surrounded and almost covered with masses of bright flowers, tributes from all sections of the country. He appeared to those who so loved and respected him as simply resting in peaceful sleep, to awaken again, instead of having passed to the Great Beyond.

The services were conducted by Dr. Robert Gardner McGregor, pastor of the North Avenue Presbyterian Church, who paid an eloquent tribute to the memory of the departed as a loving husband, a good father, a valuable citizen and an honorable and forceful business man, doing right, without fail, as it was given him to see the right.

In addition to the leading city officials of New Rochelle, those who attended the services included many prominent members of the music trade, who had been associated with Col. Bill for years, and who included, among others, W. J. Keeley, president of the Auto-Pneumatic Action Co.; William Tonk, of William Tonk & Bro.; Henry Behning and Albert Behning, of the Behning Piano Co.; Charles Pfriemer, George W. Gittins, president of Kohler & Campbell; J. A. Le Cato, president of the Standard Pneumatic Action Co.; W. S. Weser, of Weser Bros.; William E. Strauch, of Strauch Bros.; Mark P. Campbell, president of the Brambach Piano Co.; Ben H. Janssen, C. A. Longwell, the Aeolian Co.; Frank C. Decker, president of Decker & Son, Inc.; Charles Muhlenfels, of Wessell, Nickel & Gross; Charles E. Bruno, of C. Bruno & Son, Inc.; Mr. and Mrs. George H. Beverly, William J. Haussler, of M. Hohner; Henry Christman and John Christman, of the Christman Piano Co.; Francis Connor, Max De Rochemont, treasurer of the Laffargue Co.; W. E. Baldwin, of The Music Trade Indicator; D. L. Loomis, of the Music Trades; H. N. McMenimen, managing director of the Pathé Frères Phonograph Co.; J. Newcomb Blackman, president, and F. P. Oliver, vice-president, of the Blackman Talking Machine Co.; Julius Winter, Winter & Co.; L. D. Perry, Ludwig & Co.; E. B. Bogart, The Bogart Piano Co.; John W. Stevens, Mathushek & Sons' Piano Co.; R. C. Rogers, Krakauer Bros.; J. B. Spillane, managing editor of Col. Bill's publications, and the staffs of both The Talking Machine World and The Music Trade Review.

The pallbearers were Dr. Robert Condit Eddy, Henry M. Lester, William A. Trubee, Dr. Edwin H. Codding, Ernest Albert and Hugh M. Harmer.

The floral tributes, which filled to overflowing an open carriage, included elaborate pieces from the Masonic bodies, the New York Press Club, Huguenot Association of New Rochelle, New Rochelle Yacht Club, Republican Club of New Rochelle, Picnic Luncheon Club, Girls' Card Club, Omega Chapter, Delta Gamma Sorority, of the University of Wisconsin, of which Miss Hester Bill is a member; Alpha Iota Chapter, Chi Psi Fraternity, of the University of Wisconsin, J. Raymond Bill's Fraternity, New York Piano Manufacturers' Association, Louis F. Geissler, general manager of the Victor Talking Machine Co.; Talking Machine Men of New York, National Association of Talking Machine Jobbers, C. Bruno & Son, Inc., N. A. Secord, of John Wanamaker, New York; J. Newcomb Blackman; the Behning Piano Co.; the staff of The Review, and numerous other business and personal friends.

The interment was in Beechwoods Cemetery, New Rochelle, immediately after the services, being attended only by the family and immediate friends.

Expressions of Sympathy from the Trade

Letters and telegrams of sympathy on the death of Col. Bill have reached the office of The Talking Machine World in such numbers that it is impossible to print them all. The few reproduced herewith, however, express the general feeling of affection and esteem in which Col. Bill was held.

NEW YORK, January 7, 1916.

Mr. J. B. Spillane, Managing Editor, Talking Machine World, New York.

Dear Mr. Spillane:—I cannot describe the shock and sorrow caused me when I learned of Colonel Edward Lyman Bill's death last Sunday. I feel that I have suffered a personal loss, owing to our long acquaintance, which enabled me often to receive the benefit of his advice and experience.

I can recall, many years ago, the time when Mr. Bill launched the first issue of The Talking Machine World, and his conduct of that valuable medium has been so beneficial to the entire trade that his loss will be most keenly felt.

In him we recognized a man of extrordinary ability with a sterling character, so pronounced that it seemed impossible for him to do anything by word or action that would do other than impress everyone with a sense of respect and admiration.

I have talked with Mr. Bill on many subjects during our long acquaintance and have learned to look to him often for advice and inspiration, knowing that his business ethics were founded on the principles of honorable journalizing and merchandising, and his ideas in general those of the true, patriotic American.

I therefore feel that I can justly share the loss with his family and business associates, and extend to them, not only in my own behalf but that of the officers and employes of our company, our most heartfelt sympathy. The influence of Colonel Edward Lyman Bill will live and should prove an inspiration to his many friends, and I consider it an honor to have been numbered among them.

Very sincerely,
J. NEWCOMB BLACKMAN.

WASHINGTON, D. C., January 6, 1916.

The Talking Machine World, New York.

Dear Sirs:—It is with feelings of deepest sorrow that we write this letter to extend to you our heartfelt sympathy and condolence in the great loss which not only you but the entire trade of our country has sustained in the demise of our dear and highly esteemed friend, Mr. Bill.

The writer counted Mr. Bill among his dearest and best friends, and not only loved Mr. Bill for his wonderful qualities of heart, but admired him intensely for his great and broad qualities of mind as well.

Kindly convey our expressions of sympathy to the family, and believe us to be,

Sincerely yours,
E. F. DROOP & SONS CO.,
E. H. DROOP, Secretary.

PHILADELPHIA, PA., January 5, 1916.

The Talking Machine World, New York.

Gentlemen:—We have heard, with much regret, of the death of your editor and proprietor, Mr. Edward Lyman Bill, and in behalf of our firm and the attaches of our piano and Victrola departments we offer you our heartfelt sympathy. Yours very truly,

GIMBEL BROS.,
R. S. MCCARTHY.

NEW YORK, January 5, 1916.

Mr. J. B. Spillane, New York.

My Dear Mr. Spillane:—The news of our good friend, Col. Bill's, death came to the writer as a blow such as I have not experienced in a long while, and I sincerely sympathize with you in the loss of such a valuable friend and associate.

I know that of words of consolation at such a time probably the less said in your hour of bereavement would be the best. Assuring you that my sorrow is far greater than I can express, I am, Yours sincerely,

H. N. MCMENIMEN.

HOT SPRINGS, VA., January 3, 1916.

The Talking Machine World, New York.

I sympathize deeply with you all in the death of your chief and my friend.

LOUIS F. GEISSLER.

ORANGE, N. J., January 3, 1916.

Mr. J. B. Spillane, New York.

Dear Mr. Spillane:—I cannot tell you how shocked I was when I picked up the paper yesterday morning and read of the sudden death of Mr. Bill.

Please accept for yourself and your associates, and convey to Mr. Bill's family, my most sincere sympathy.

(*Continued on page 14.*)

DEATH OF COL. EDWARD LYMAN BILL.—(*Continued from page* 13).

In the death of Mr. Bill the talking machine industry has lost one of its loyal friends, and one to whom it is much indebted. Sincerely yours,

L. C. McCHESNEY.

ST. LOUIS, Mo., January 3, 1916.

The Talking Machine World, New York.

Gentlemen:—It is with deepest regret and heartfelt sympathy that I have learned of the death of that acknowledged defender of the talking machine industry and the music trades generally—Col. Edward Lyman Bill.

This association will feel deeply the loss of one who has at all times been a friend since its inception, and I wish to extend to you my condolences in behalf of the members of the National Association of Talking Machine Jobbers. Respectfully yours,

E. C. RAUTH, Secretary.

CLEVELAND, O., January 3, 1916.

The Talking Machine World, New York.

Gentlemen:—It is with deepest regret that I read in the morning paper of the death of your Mr. Edward Lyman Bill.

The writer has always had the highest regard and admiration for Mr. Bill, and it certainly was a pleasure to be in touch with him and know him as a friend. His work during the past year as editor of his publications commands the greatest respect and his principles always stood for the highest ideals and straightforward transactions of every nature in the musical industry of this country.

The same may be said of his interest shown in the National Association of Piano Merchants of America, and I extend to his associates my heartfelt sympathy in the loss of this noble character, Mr. Edward Lyman Bill.

With kindest personal regards to your fellow members in business, I remain,

Yours very truly,

HENRY DREHER.

President The B. Dreher's Sons Co.

NEW YORK, January 3, 1916.

The Talking Machine World, New York.

Gentlemen:—It was with the deepest regret that the members of the piano and Victrola departments of Gimbel Brothers' New York store learned of the death of the Hon. Edward Lyman Bill.

We all mourn the loss of so sterling a character, who always stood for everything that was fair and just, and extend our heartfelt sympathy.

GEO. M. MORGAN,	GEO. E. REDDING,
F. E. FITZGERALD,	EL. LAW. BARNES,
CHARLES H. SAMBALINO,	F. M. MARTELL,
H. K. MANCE,	JOHN KELLY,
D. W GORDON,	CHAS. F. FROMM,
CARL H. EICHNER,	J. G. RIORDAN,
RICHARD STROBEL,	J. HAMMERSLAGH,

NEW YORK, January 5, 1916.

Mr. G. Henderson, New York.

My Dear Mr. Henderson:—The death of Mr. Lyman Bill has just been brought to my notice, and I should kindly ask you to convey my condolences to the bereaved family, and also to your office staff.

It is indeed regrettable, and I believe I express the sentiments of the entire musical industry throughout the world, as it is well known that through his energy and good judgment both the piano and talking machine industries have benefited largely, and have succeeded to a great extent through his advice.

Well may I say that his loss will be mourned by the whole musical world. I sincerely hope that his good work will be kept up by your office and be as a monument to his memory and for the new generation.

Yours sincerely, J. A. KRAUS.

ALBANY, N. Y., January 5, 1916.

Mr. Glad Henderson, New York.

My Dear Mr. Henderson:—I have heard indirectly that Mr. Bill passed away. I have not had any authentic statement on this matter, but if such is the case I hope you will extend my sympathy to his family. This surely is a much greater loss to the industry than we realize to-day. Time alone will prove the worth of such a noble character.

Yours very truly,

JOHN L. GATELY.

PITTSBURGH, PA., January 6, 1916.

The Talking Machine World, New York.

Gentlemen:—We are greatly shocked to hear of the sudden death of Mr. Edward Lyman Bill, editor of The World, whom the writer looked upon as a very warm personal friend, and we would be very glad if you will convey to his family our deepest sympathy and respect, and if there is anything we can do we would be very glad to hear from you. Sincerely yours,

J. C. ROUSH,
Standard Talking Machine Co.

NEW YORK, January 4, 1916.

Mr. J. B. Spillane, New York.

Dear Mr. Spillane:—We wish to express our sympathy and sorrow at the death of Mr. Edward Lyman Bill. The writer has personally known Mr. Bill for a number of years and was terribly shocked to see his death announced in last evening's paper.

There was no one man in this country that ever did more for the talking machine industry than Mr. Bill; and everyone, whether small or large, received a square deal through the columns of his paper.

Again expressing our sorrow, and wishing you and his papers the success they deserve, we are, Very truly yours,

WONDER TALKING MACHINE CO., INC.
H. B. McNulty, President.

PATCHOGUE, N. Y., January 3, 1916.

The Talking Machine World, New York.

Gentlemen:—The news of the death of Col. Bill in yesterday's New York Times came as a great shock to the writer, and we hasten to extend to you our profound sympathy. The entire trade has certainly lost a worthy representative leader.

The writer's personal acquaintance with Mr. Bill was always pleasant. He was indeed one of the few men that the small dealer could grasp by the hand and have returned a warmth unfound in many people occupying a position as high as his.

Very truly yours,

JEROME W. ACKERLY.

MOBILE, ALA., January 3, 1916.

J. Newcomb Blackman, New York.

Telegram received. Am shocked to hear of the sudden death of Col. Bill. In his passing we suffer a distinct loss personally, as an association and as an industry. Please convey my heartfelt sympathy to the family.

W. H. REYNOLDS.

Tributes from Chicago

(Special to The Talking Machine World.)

CHICAGO, ILL., January 10.—Universal regret is expressed in the trade here because of the sudden death of Edward Lyman Bill. Even those who had not the privilege of intimate personal acquaintance expressed the deepest admiration for him as a constructive force in the talking machine industry, among which his remarkable personality was reflected in his writings. Here are a few of the tributes paid in talks to The World representatives:

James F. Bowers—"Music trade journalism has suffered a serious blow. One of the greatest lights has gone out. I have known him and Lyon & Healy have known him for a number of years, and we have always found him a cultured, high-class, dependable gentleman. I knew him intimately as a man as well as an editor.

"He was a man of most remarkable breadth of view and kindliness of nature, and in all the years I have known him I have never heard him speak disparagingly of anyone in the trade. In both piano and talking machine lines he exercised a wide and enduring influence. He possessed almost a prophetic vision along the line of trade development, and this is shown by the fact that he was the first trade journalist to realize the growing importance of the talking machine industry. He was largely instrumental in the formation of the National Talking Machine Jobbers' Association, and at its first convention in Buffalo was made an honorary member of the organization. He was present at all subsequent conventions, and his advice was always sought and valued. He was universally admired and respected by every man in the trade. Those who knew him intimately were ever impressed by the wide range of his knowledge. He was one of the most delightful conversationalists I have ever known. His life was gentle and the elements so mixed in him that nature might stand up and say to all the world, 'this is a Man.'"

C. E. Goodwin—"I was greatly shocked to hear of the death of my friend, Edward Lyman Bill, and am conscious of a deep and great personal loss. I have always regarded him as the ideal type of man to conduct a trade paper. He was fearless, fair and clear headed in all of his dealings with every branch of our trade. It is gratifying to know that his publications will be continued without change by an organization thoroughly imbued with his ideals and policies."

F. A. Siemon—"Mr. Bill was a wonderful man—a gentleman in the highest sense of the term and a journalist of most distinguished ability. I spent many delightful hours with him on the journey to the Talking Machine Jobbers' Association Convention in San Francisco last summer. He was a loyal friend to the entire talking machine trade, which will feel his loss most keenly."

L. C. Wiswell—"I cannot find words to express my sorrow at the death of Mr. Bill. Our entire trade esteemed him as an adviser, counselor and friend. We will miss greatly his genial presence at the meetings of the National Talking Machine Jobbers' Association, with which he had been so intimately associated from its inception."

R. J. Keith—"I esteemed it a great privilege to know Mr. Bill, and his loss to the trade cannot be estimated. The members of his family and the staff of his publications have my sincerest sympathy."

W. C. Fuhri—"I last saw Mr. Bill at the funeral of our late president, Mr. Easton, last summer, and was impressed anew with his fine character and tender heartedness of the man. He has exerted a wide influence for good in this trade, and his loss will be keenly felt."

The Superior Tone

of The Aeolian Company's
new phonograph, the

AEOLIAN-VOCALION

THE Advertisement on the two pages following appeared in the September issues of the leading national magazines as a part of the impressive campaign of publicity being conducted on the Aeolian-Vocalion. The campaign as a whole has attracted widespread attention. Thousands of inquiries have been received from all parts of the country, and many from such far-off points as China and the Philippines.

This particular advertisement deals in a suggestive way with the method by whieh the superior tone-quality of the Aeolian-Vocalion has been achieved. The complete story is told in The Aeolian-Vocalion Catalog, probably the most interesting and unusual pieee of eommercial literature ever published.

While the Aeolian-Vocalion has many features that distinguish it from other phonographs, its most important attribute is naturally its tone. Its superiority, in this respect, is immediately apparent to listeners. Curiosity is often expressed, however, as to how this distinctive tone has been attained, and the story of its scientific development has proved to be readily understood and interesting to everyone.

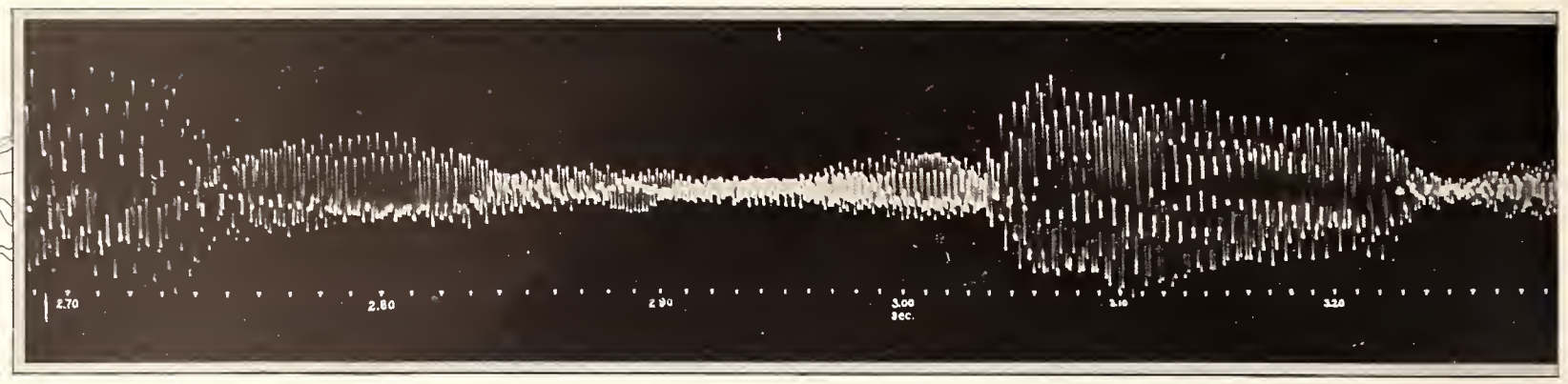
Every fact relating to the tonal development of the Aeolian-Vocalion, whieh is published, is aeeurate and based on the most advaneed scientific knowledge of the present day. The eonelusion that these facts indieate—that the Aeolian-Vocalion is unquestionably the leading phonograph upon the market—is amply supported by the evidence rapidly accumulating from authoritative musical sources, and by the extraordinary suecess this instrument has achieved in the year that it has been before the public.

Territory is now being assigned for the representation of the Aeolian-Vocalion. Such territory is exclusive, thus insuring to the merchant the benefit of all the business he helps to create.

Address the Aeolian-Vocalion Department

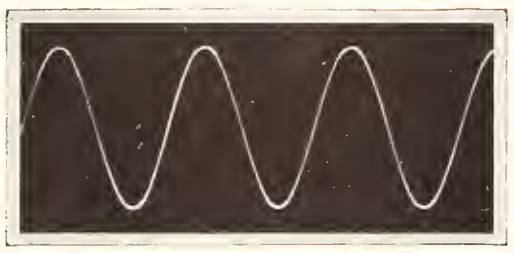
THE AEOLIAN COMPANY
AEOLIAN HALL NEW YORK CITY

CHICAGO OFFICE: FINE ARTS BUILDING, MICHIGAN AVENUE
A complete display of all models of the Aeolian-Vocalion may be seen at this office

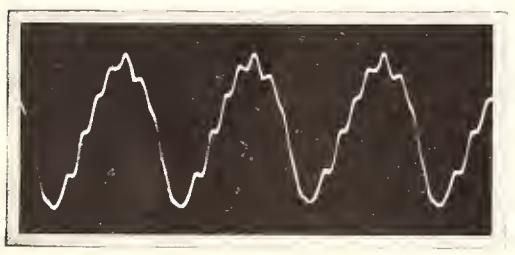


Here is reproduced an actual photograph of the tone waves created by an orchestral rendering of Tschaikowski's "Marche Slave." The duration of the waves shown was 7/10 of a second. The instruments playing were the violins, violas, violincellos, double basses, flutes, clarinets, oboes, French horns, trumpets, and trombones. This illustrates the way in which musical-tones reach our ears—by means of "tone-waves" traversing the atmosphere. Every musical instrument, every combination of instruments and all voices produce their own peculiar waves. The phonograph is simply a scientific device for reproducing these waves, and the nearer

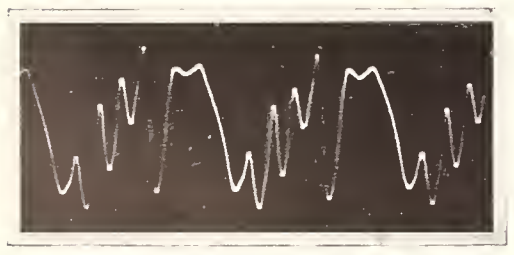
A Wonderful New Phonograph



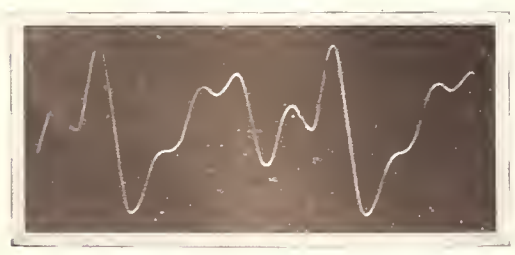
TUNING FORK—The tone of a scientifically mounted tuning fork is absolutely devoid of partial-tones. Hence the tone-wave it creates is entirely free from the irregularities found in other tone-waves which are caused by their partial-waves.



VIOLIN—The tone of the violin has many partial-tones. None of these are aggressively dominant, however, hence the fluent, smooth quality of the instrument. This is shown in the photograph of its tone-wave. There are many irregularities in the wave but they are all too small to influence its general symmetry.



OBOE—Here we have a tone-wave which shows unmistakably a tone of very distinct individuality. The pronounced irregularities of the oboe's tone-wave are caused by the dominance of certain of its partial-tones.



HUMAN VOICE—This tone-wave was created by pronouncing the vowel sound "Ah." The voice is particularly rich in partial-tones, some voices, indeed, containing as many as 40 that are appreciable.

Last winter in New York a new and improved phonograph was announced by The Aeolian Company, the leading organization in the world's music industry.

The standing of this great concern was such; its achievements in developing other musical instruments, of such epochal nature, that this announcement attracted widespread attention. The public, musicians and those interested in the music industry hastened to hear the new instrument.

Nor were any disappointed. All who heard it realized that a new era had dawned for the phonograph. Many have desired to know the *secret* of its extraordinary tone.

There is no secret, however, connected with The Aeolian Company's marvelous success in developing the tone of its new phonograph—The Aeolian-Vocalion.

For years this Company has been studying and applying the principles of tone-production. In its employ are the most able musical and mechanical experts in the music-industry. It maintains complete laboratories for research, both here and abroad. And during the past dozen years it has spent greater sums in experiment and investigation than probably *all other music-manufacturers combined.*

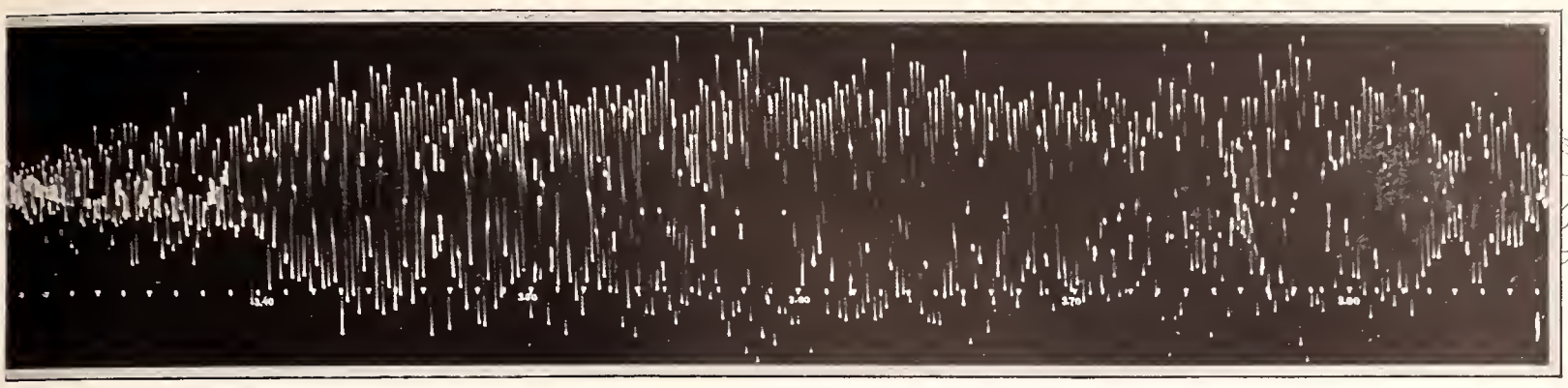
There are many features in The Aeolian-Vocalion that contribute to its pronounced musical superiority and its extraordinary tone. Some of these, like the marvelous Graduola device for *controlling* tone, are entirely novel to the phonograph. Others, like its new and scientific Sound Box and Symphonetic Horn, are in the nature of higher developments of existing features.

How these features have been developed—the origination of some of them in single brilliant inventions, and the slow processes attending the attainment of others, constitutes one of the most interesting stories in musical history.

One phase alone will serve as illustration. On these pages are reproduced actual photographs of *tone-waves.* These are but a few from among hundreds taken in the course of developing The Aeolian-Vocalion.

They were all produced by a patented process—the most perfect known to science—and were made especially and exclusively for The Aeolian Company.

While as has been shown, many factors have contributed to the perfection of The Aeolian-Vocalion, the availability of such means for scientifically analyzing and studying tone, for the first time in musical history, has been of invaluable assistance.



it approaches scientific exactitude in doing so, the more "natural" it sounds. The Aeolian Company has at its command the most perfect means known to science for photographing and analyzing "tone-waves." And it is interesting to know that the tonal perfection of its new phonograph — The Aeolian-Vocalion — is partly due to hundreds of photographs of such tone-waves. These afforded the means for visual comparisons and analyses, so that the superiority of the Vocalion's tone is a tangible, demonstrable fact.

The Aeolian-Vocalion

Tones from the Phonograph you never heard before

Have you heard The Aeolian-Vocalion—that tonal phonograph whose voice is *art?*

If you have never done so a revelation of the music possibilities in this perfected phonograph awaits you.

Tones, so delicately beautiful that they could never be voiced by a phonograph before, enchant the ear. Sweet, full richnesses of round, deep tone sound with the very vibrancy of life. The long familiar meagreness of lower tones has gone. The unmusical metallic phonograph qualities have disappeared, thanks to its marvelous new Sound Box. Because of its wonderful Symphonetic Horn the true, the delicate, the *living* character of each single instrument is preserved and set apart, distinguishing it subtly from the rest.

And while it is doing this, it is permitting you, if you choose, to vary on a single record every changing shade of your passing mood.

Just press the Graduola, that exclusive tone-controlling feature of The Aeolian-Vocalion. You will hear the music melt to your touch, then grow to strength again, graduated delicately by every changing pressure of the hand—and without the slightest muffling or dulling of its qualities.

You are varying infinitely the color and shading yourself—just as you remember the artists themselves to have varied their performances each time they have sung or played for you.

Thus, this great instrument produces tones incomparably more melodious than you have ever heard from phonographs before, and also gives you command of them, lets you express your music-feeling if you wish. But only if you wish, because like other phonographs The Aeolian-Vocalion will *play itself*, without your help, if you prefer it to.

Notwithstanding the marked musical superiority of The Aeolian-Vocalion and the fact that architecturally it sets an entirely new standard, it costs no more than other phonographs of equal capacity.

The Aeolian-Vocalion is made exclusively by The Aeolian Company. Owing to its relatively limited output, it is on exhibition and sale, at present, only in certain cities. To all who write, information as to where it may be seen will be sent. Also there will be mailed a catalog giving styles and prices and containing the most interesting popular treatise on "tone" and "tone-production," probably ever published.

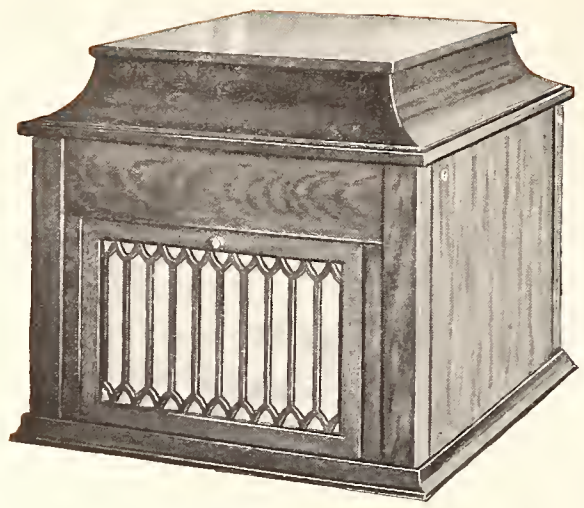
Address Department D10

The Aeolian Company

Aeolian Hall - - New York

Makers of the world-famous Pianola and the largest manufacturers of musical instruments in the world

Copyright 1916, The Aeolian Co.



AEOLIAN-VOCALION
STYLE E, $50.

THE distinguishing features of the Aeolian-Vocalion line, which is larger and more complete than that of any other phonograph upon the market, are—the good taste displayed in stock models, and the group of special Art cases which far surpass anything hitherto known in connection with the phonograph.

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

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

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

Aeolian-Vocalions appeal to all classes. Their prices range from $35 to $2000 as follows: Conventional designs, $35 to $75 without the Graduola. $100 to $350 with Graduola. Art Styles from $375 to $2000 with Graduola and other important and exclusive features.

ART VOCALION
STYLE Q-K (*Sheraton*)
$1250

1915 has passed—the biggest year by far in the history of the Columbia Graphophone Company. We have still enough big news for Columbia Dealers to make them think that their best months heretofore were only promises.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

NEW VOCALION CATALOG ISSUED.

Attractive Volume Gives Interesting Details Regarding the New Phonograph Manufactured by the Aeolian Co. and Which Has Proven Popular—Graduola Emphasized.

A catalog of unusual excellence has just been issued by the Aeolian Co., New York, featuring the company's new phonograph, the Aeolian-Vocalion. Although several catalogs devoted to this instrument have been published during the course of the year, this new book is by far the most interesting and valuable that has yet made its appearance. Typographically it is beyond improvement in every detail, and the text and illustrations are equally as worthy of commendation from a trade or musical standpoint.

It was the intention of the Aeolian Co. in preparing this new catalog to have it present the Aeolian-Vocalion as a musical instrument in the true sense of the word, and to that end the reading matter is of keen interest to music lovers.

The first few pages of the new Vocalion catalog feature the prestige of the Aeolian Co. in the musical world, and the fact that the Aeolian organization was ideally equipped in every way to perfect a new type of phonograph. The contents of this section are summed up: "The Aeolian-Vocalion is the logical product of scientific and artistic capability." This section is followed by several pages presenting pertinent paragraphs headed, "The Work of Development," "An Aeolian Triumph" and "A Practical Phonograph with Ideal Qualifications."

The constructional features of the Aeolian-Vocalion are set forth interestingly and informatively, several pages discussing the tone of the Aeolian-Vocalion, the improved sound-box and the Symphonetic horn in a manner free from technical terms. The Graduola, which is one of the most important developments in the phonograph field, is adequately described in two pages.

Following the text matter, which is accompanied by striking sketches, the various models of the Aeolian-Vocalion are illustrated and described. Among these instruments are Styles "D," retailing at $35; "E," at $50; "F," at $75; "G-1," at $100; "H," at $150; "I," at $200; "J," at $225; "K," at $300; art style "Q-K," at $1,250; art style "L," at $375; art style "V-K," at $450; art style "P-K," at $875, and art style "R," at $1,500.

The Aeolian Co. calls attention to the fact that the above named art styles are only a few of the artistic and special designs which have been produced by the Aeolian department of design, which is equipped to manufacture any style of Aeolian-Vocalion to suit individual requirements.

E. C. DAVIES ATTRACTS TRADE.

Novel Advertisement of Diamond Disc Phonographs Results in Good Business.

E. C. Davies, of Dodgeville, Wis., who has the agency for the Edison Diamond Disc machines, secured excellent results from a small advertisement, which he used in the daily press, containing a picture of Thomas A. Edison, with the announcement that "Mr. Edison will show you marvelous discoveries in sound production at the Davies Music Store next week; you are invited." Many responses to the invitation were received in the form of personal calls, and the subsequent demonstration of the qualities of the Edison phonograph resulted in a very agreeable business in machines and records.

WANTS OLD RECORDS FOR SOLDIERS.

Popular Records Which Are No Longer Interesting Wanted for French Hospitals.

A very admirable use for old phonograph records which may have lost some of their original charm is pointed out by Miss May Taylor Morelton, of the Vacation War Relief, 38 West Thirty-ninth street, New York, who has made an appeal for old records and machines to be sent to various hospitals in France to help make things cheerful for the wounded soldiers.

"So many people buy quantities of popular records, play them a short time, and then put them aside for new ones," she says in her appeal. "Just think of the pleasure these would give in a French hospital! There the men have very little to amuse or cheer them during the long, weary days of recovery. Any donation of new or old machines and records will be more than appreciated by hundreds and perhaps thousands of soldiers."

Charitably inclined individuals who are tired of their popular records of the yester-year will probably welcome this opportunity to put these old records to a very humanitarian use.

JOINS THE TRAVELING STAFF.

W. G. Porter to Fill This Post with the New York Talking Machine Co.

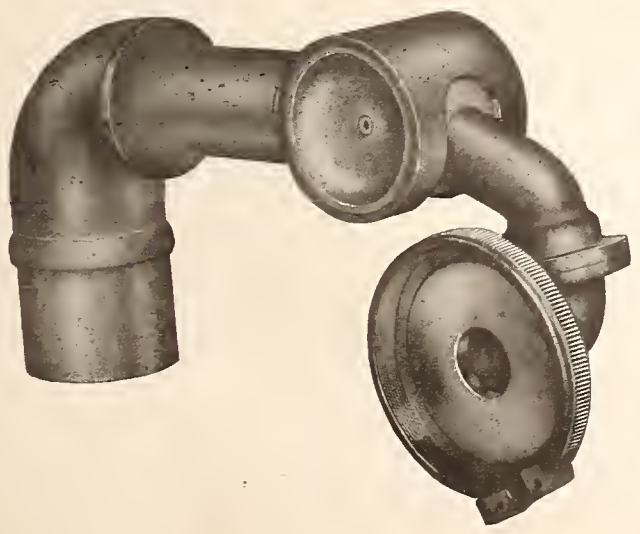
W. G. Porter has been appointed a member of the traveling staff of the New York Talking Machine Co., New York Victor distributer, succeeding A. T. Doty, who is no longer connected with the company. Mr. Porter will travel in central Pennsylvania and southern New York, and his first trip has been very successful. Mr. Porter's past experience ideally equips him for his present post, as he has had a thorough training at the Victor Talking Machine Co.'s factory and is well versed in all details of Victor merchandising. His intimate knowledge of the business will enable him to extend to Victor dealers in his territory co-operation of a practical and result-productive nature.

BUYS OUT TALKING MACHINE STOCK.

(Special to The Talking Machine World.)

GREENVILLE, S. C., January 3.—The entire stock of the Talking Machine Co., of this city, has been purchased by John H. Williams, the local piano merchant, who will remove the machines to his own establishment. The Williams Music House will then carry Victor and Columbia records besides all other equipment for these instruments.

PROTECT YOUR OWN INTERESTS AND URGE THE PASSAGE OF THE STEVENS BILL. DO IT NOW!



Doehler Die-Cast

means a more perfect and more economical production of talking machine parts than when machine-finished

Doehler Die-Cast Talking Machine parts can be produced faster than you can use them.

When castings are delivered they will have all holes, slots, etc., accurately located, and a smooth surface ready for buffing, polishing, plating or enameling.

Send us blue prints or models of parts, and let us tell you what the actual cost will be to have them Doehler Die-Cast. Write for our literature.

DOEHLER DIE-CASTING CO.
BROOKLYN. N.Y.
TOLEDO. OHIO.

Producers of Die-Castings in Aluminum, Zinc, Tin, and Lead Alloys
Also manufacturers of Die-Cast Babbitt Bearings and Babbitt-Lined Bronze Bearings

Edison Diamond Disc Phonograph Perfect, Say Noted Critics

When the New Edison Diamond Disc Phonograph was placed on the market, Mr. Edison stated that he had at last produced the perfect phonograph. Such a statement from such a man should have been sufficient for the most skeptical, but Mr. Edison himself was not satisfied with a mere statement, so he is proving by public tone tests that what he said is true. He is having concert and operatic artists sing in direct comparison with the Re-Creation of their voices on the Edison Diamond Disc Phonograph.

Newspaper critics of leading musical centers have come forward and confirmed everything Mr. Edison claimed, in such enthusiastic terms as:

CHRISTINE MILLER, Noted Contralto
Singing With Edison Diamond Disc Phonograph

"Just how true and faithful is this re-creation of the human voice was best illustrated when Miss Miller sang a duet with herself, it being impossible to distinguish between the singer's living voice and its re-creation by the musical instrument that bears the stamp of Edison's genius."

BOSTON (MASS.) HERALD.

"Thomas A. Edison has solved perfectly the problem of life-like reproduction of music."

MILWAUKEE (WIS.) EVENING WISCONSIN.

"Except for the volume of sound, the reproduction was as perfect as the original interpretation."

PHILADELPHIA (PA.) PUBLIC LEDGER.

"Record so like voice could not tell difference."

CLEVELAND (O.) LEADER.

"It was almost impossible last evening for the audience to ascertain when Miss Verlet had ceased singing, so perfect were the notes given out by the instrument."

ALBANY (N. Y.) ARGUS.

"It was almost impossible to tell when she (Miss Elizabeth Spencer) stopped and when the phonograph began, except by watching her lips."

ST. LOUIS (MO.) GLOBE DEMOCRAT.

These criticisms speak volumes more than we could say in self praise.

Purely mechanical comparisons are common. Comparison of machine with human voice was unheard-of until Mr. Edison startled the critics with his Re-Creation, preserving all the magic of the living tones. The almost, the near, the approximate are things of the past—

The Perfect Phonograph Is Here

Edison Dealers Are Adding Daily to Their Clientele the Most Cultured and Critical Music Lovers

Why?

Because they know the Edison Diamond Disc Phonograph is the one instrument that actually Re-Creates the human voice in all the magic of the living tones. Nothing less than perfection would satisfy them.

Webster says PERFECT is: "Without defect or lack—complete."

Do you realize the full meaning of PERFECT when applied to the phonograph? Especially when it comes from the most competent, unbiased critics.

Do you want anything short of PERFECT?

If so, you are not interested in the Edison Diamond Disc line, but if you want to sell an instrument "without defect or lack" the Edison Diamond Disc Phonograph is the only one to consider.

Model C 250 Chippendale
Price $250

Judge for Yourself Whether the Edison is Perfect—Hear a Tone Test

Find out about the next tone test recital near you and go hear it. Arm yourself with all the skepticism you can command and we will leave it to you to decide.

Edison tone tests are educating the public to the highest standard of reproduction—to greater dissatisfaction with the "talking machine" product and greater demand for Edison Re-Creation. Constantly increasing sales of Edison dealers prove this.

Model B 250 Modern Renaissance
Price $250

Edison Artists World's Best Musically

The fresh, youthful, full-toned voices of artists who are making their names world famous are at the command of the Edison owner—Alice Verlet, one of the most wonderful of all coloratura sopranos; Jacques Urlus, greatest of Wagnerian tenors; Emmy Destinn, the famous Bohemian dramatic soprano of the Metropolitan Opera Company; Anna Case of the Metropolitan Opera Company, who has one of the sweetest soprano voices in the world; Christine Miller, one of the finest contraltos on the concert stage; Albert Spalding, America's greatest violinist, and over a hundred others.

Our Plans for 1916 Tell How You Can Qualify as a "Re-Creation" Dealer. Get Them.

Thomas A. Edison, Inc.

279 Lakeside Avenue **Orange, N. J.**

GOOD STATIONERY IS IMPORTANT.

Every Business House is Judged to Some Extent by the Stationery It Uses, and Strangers Are Guided by Their Impressions.

The first impression made by a business letter goes a long way toward determining what sort of attention the letter will get, and this, of course, applies almost more strongly to the form letter than to any other. Look your letter heads over carefully and figure out what sort of an impression they are apt to make on strangers.

You yourself may know, and your customers may know that your store ranks high in efficiency, good taste and all the other desirable qualities that a good store should have. But how are you going to convey that impression to a stranger?

By having your business stationery carry the suggestion.

It can be done, and easily. Go through your own letter files some day and compare a dozen or so of other people's letter heads. You will find letter heads that are dignified—sometimes too much so. They can be so dignified that they are cold, stiff, repellant—so. there is an extreme to be avoided. You will find other letter heads that fairly sparkle and are in such thoroughly good taste that it's a pleasure to look at them. You will find others that are slovenly and cheap looking. You will, in other words, find that business stationery does make an impression, and a very definite one. Then, in the light of that experience look at your own with a critical eye. If you are satisfied with it—stick to it—otherwise, change it.

There are business houses to-day which continue to use admittedly unattractive stationery for no other reason than that they have used that particular form for so long that it has come to typify the house and is consequently an advertising asset.

It is perfectly true that the stationery of any house after it has been used for a considerable time does acquire a certain advertising value, but is it wise to advertise that you are too indifferent or too lacking in taste to know good stationery when you see it? If you are lacking in attention to the details of your own business isn't it likely your customers may fear that you will similarly be lacking in attention to details which will affect them?

A slip in grammar or the improper use of a word somewhere is regarded as a serious error, but even that may be excused more readily than slovenly stationery. "There's many a slip 'twixt the cup and the lip," and in the various stages of dictation, transcription from notes and the perversity of typewriting machines there are possibilities of trouble which can be readily explained away. A slovenly letter may be attributable to an employe, says the Voice of the Victor, but the house's stationery is attributable only to the house.

HERZOG PROSPERITY BANQUET.

Employes of Herzog Art Furniture Co. and a Number of Prominent Citizens of Saginaw the Guests of the Company at a Banquet Given at the Teutonia.

More than 360 employes and executives of the Herzog Art Furniture Co., with a number of prominent citizens of Saginaw, Mich., where the big Herzog plant is located, as their guests, were present at a "prosperity banquet" given by the heads of the firm at the Teutonia, Saginaw, December 27. The event was held in commemoration of one of the most successful seasons ever experienced by the company and of the sale, during the last two months, of approximately $160,000 in Herzog art furniture.

John L. Jackson, president of the firm, who acted as toastmaster, reported that the year's business would reach $600,000, and with the enthusiastic approval of those in attendance, the million dollar mark was set as a goal for 1916. The banquet tables were arranged in a huge letter "H," and the Herzog orchestra furnished music throughout the evening. Those seated at the speakers' table included John Herzog, manager of the plant; Mr. Jackson, Congressman J. W. Fordney, W. S. Linton, president of the Saginaw Board of Trade; Postmaster William F. Hemmeter, M. N. Brady, Zack Baskin, Robert B. Hudson, J. W. Ippel, Phil. Ittner, Charles A. Khuen, William Seyffardt, W. K. Andrews, Fred Zahner, John Stenglein, A. D. Furong, Louis Liskow and William Robertson.

In the after-dinner speech of Congressman Fordney the facts that the Herzog payroll totals $250,000 and that 1,800 men, women and children are dependent upon the company's business for support were mentioned. Postmaster Hemmeter declared that of the total receipts of his Saginaw office, $47,562, the Herzog Co. paid $3,600. John Herzog was given an enthusiastic ovation by the Herzog employes and emphasized, in his address, the spirit of co-operation that had made the company's success possible. A. C. Warner, head carver at the Herzog factory, and William Perkins, yard foreman, also addressed the firm's guests.

NO PAY UNTIL AFTER THE WAR.

German Talking Machine Firm Offers Full Credit to Customers Until Peace Comes.

Correspondence of the Associated Press from Berlin states that a Breslau firm dealing in talking machines has either decided to go in for long credits or else it expects an early peace.

It advertises its instruments and records on the following terms: "During the war you pay nothing. Beginning four weeks after the war you pay four marks monthly until phonograph and records are paid for."

INCORPORATED.

The Albany Diamond Disc Studio was incorporated with the Secretary of the State at Albany, N. Y., this week, for the purpose of dealing in talking machines. The capital stock is $22,000. The incorporators are: Edward R. Hoffman, Rudolph Horst, Richard M. Nelson, 465 Broadway, Albany, N. Y.

DO IT NOW! YOU HAVE CAPITAL INVESTED IN YOUR STOCK. IT WILL BE SECURE IF THE STEVENS BILL PASSES THE NEXT CONGRESS.

CRESCENT "Silvertone" PRODUCTS

CRESCENT RECORDS . . . . . 35 Cents

8" double-sided, play as long as any 10" standard record

UP TO THE MINUTE MUSIC

Played With Steel Needle

Attachments enabling you to play Crescent, Edison, Pathe records on standard machines, 25 cents, retail

"Crescent"

NewEngland Distributors Crescent Sales Co. Providence R. I.

Sapphire Records . . . . . 65 Cents

10½ inch double-sided. Something new

CRESCENT "Silvertone" JEWEL POINT—NEEDS NO CHANGING

Can be used in place of DIAMOND POINT as well as for lateral cut steel needle records, $1.00

TRADE-MARK.

CRESCENT "Silvertone" PHONOGRAPHS—PLAY ANY MAKE OF DISC RECORD

without attachments or change of parts, $15.00 to $200.00

WRITE FOR CATALOGUE

CRESCENT TALKING MACHINE CO., Inc.

99 Chambers Street
New York City

Otto Heineman Phonograph Supply Co.

INCORPORATED

25 West 45th Street

NEW YORK

Central West Division
CHICAGO, ILLS.
19 West Jackson Boulevard
A. S. RIBOLLA, Sales Mgr.

FACTORY
Elyria, Ohio

Northern Pacific Coast Division
SEATTLE, WASH.
218 Second Ave. So.
JOSEPH M. ABRAMS, Sales Mgr.

We manufacture high grade motors for phonographs. Eight different styles, playing from one to eight records with one winding.

TONE-ARMS

SOUND-BOXES

Write for our new catalog

MIDDLE WEST TALKING MACHINE TRADE PHENOMENAL.

Reports from Cincinnati Correspondent to The World Tell of Tremendous Activity in All Departments of the Industry in That City—Reserve Stock Completely Cleaned Out—This Applies to Every Make of Machine—Same Condition in Surrounding Territory.

(Special to The Talking Machine World.)

CINCINNATI, O., January 5.—A rather phenomenal talking machine business is the only way the jobbers and retailers of the Middle West are able to describe the holiday demand for this instrument. Generally speaking, the trade, from a reserve standpoint, is pretty well shot to pieces, and all along the line there is talk of getting extra supplies in storage by early fall in order to prevent a repetition of the shortage of the past two weeks.

Fred J. Empson, inventor of the Graduola feature of the Aeolian-Vocalion, spent part of the holiday week in this city. His principal object in coming to Cincinnati was to view the grave of his wife, who died recently in the West and was buried in Spring Grove Cemetery. Mr. Empson was accompanied by a relative. While here he announced that he would become a resident of Los Angeles, giving up his home in Australia. The visitor was shown considerable attention by Messrs. De Vine and Byars, of the Aeolian Co., and addressed the talking machine force on some of the salient features of his invention. The address was heartily appreciated.

Scarcity of material, particularly brass, is crippling the efforts of the Knabe Bros. Piano Manufacturing Co. in supplying the trade with the Crystola talking machine. Although the latter instrument only appeared in the market in December, Ernest Knabe yesterday stated that the department was rushed to the limit. Should the demand keep up, he was of the impression that a new building would be required before the end of the year.

Mr. Byars, manager of the Vocalion department of the Aeolian Co., reports December business considerably over double that of last December, and 90 per cent. of the business was Vocalions. Three styles were sold out entirely before the 20th of the month, the Style "H" ($150) and the Style "J" ($225) were the two big sellers. The tremendous demand for the Vocalion only stands as a monumental demonstration of the fact that an article of merit, backed by a concern with real prestige and an advertising campaign of forceful and elegant copy, can command the immediate confidence of the thinking public.

The most fascinating part of the 1916 holiday business was the fact that there was small demand for low-priced instruments, a large percentage of the business was cash and practically none of it long time payments. These characteristics surely indicate prosperous conditions generally.

"We have just witnessed the largest rush I have ever had the pleasure of participating in since I have been connected with the Columbia Co.," said Manager Whelen, of the local Columbia store. "In every department records of previous years were smashed and all the old statistics have faded to nothing in the face of the new standards that are being set this year.

"We had a wonderful increase over last year, and had we been able to supply the demand in its entirety the increase would have been far greater. As it was, it kept all departments hustling night and day to deliver as far as possible, and, despite the fact that there were many disappointments, the results were phenomenal, and we believe that all our dealers are satisfied with the total figures.

"The new electric Grafonolas have filled a long-felt want, and the trade, both wholesale and retail, have ordered heavily and have made us realize just how great was the demand for an electric-driven machine. The new year is starting out with a 'boom,' and we anticipate that 1916 will even far surpass 1915, which is going some, as 1915 was some year."

The Starr Piano Co.'s branch is now devoting more attention to the new instrument of that house. New styles are being received and are meeting with approval.

The many patrons of the local Columbia store will miss a familiar face from the sales force. Andy Griffig passed away the latter part of December after a short illness. Mr. Griffig was well liked, always had a smile for everyone, and his loss is felt at the store.

President Summey, of the Cable Company, who features the Victor line, was the one dealer of this line who did not worry during the holiday rush. As early as last July he stored a sufficient supply for his needs, and his expectations as to the demand and the goods on hand were realized.

Just now all dealers are swamped with demands for records. This phase of the business has caused the houses to be as busy during the past week as the salesmen were in disposing of machines.

NEW DIAMOND DISC STUDIO OPENED.

Crowds Attend Opening of New Exhibition Rooms at Gloverstown, N. Y.

(Special to The Talking Machine World.)

GLOVERSTOWN, N. Y., December 20.—A large and commodious studio has just been opened here by the Diamond Disc Co. The new studio, located in the Rose Building at 3 North Main street, is elaborately decorated and no convenience for the benefit of its patrons has been omitted. The largest of the demonstration rooms easily accommodates a score of people. During the evening hours the sales force are in evening dress to meet the visitors and interest them in the phonographs.

INCORPORATED.

The Peruna Recording Laboratories Corp. was incorporated recently at Albany, N. Y., for the purpose of manufacturing and handling master records, musical instruments, talking machines, etc.

Albany—for CAPITAL Service

Read it again—Albany—for CAPITAL Service

Now you have both the black and white of it. This is the sign of Victor stability; it is the sign that you can secure records and machines when you want them—when your customers want them.

We want to dwell on this strongly—1916 will be the biggest Victor year. It means that your Victor profits will be the largest ever IF you are backed up with G-E Service. Don't overlook the fact that several of the most experienced men in the talking machine business—specialists in every instance—are here working heart and hand to further your interests.

Tell us about your problem; one of our experts will help you to solve it.

GATELY-HAIRE COMPANY

John L. Gately, President **James N. Haire, Treasurer**

Albany, N. Y.

THE TRADE IN BOSTON AND NEW ENGLAND

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

(Special to The Talking Machine World.)

BOSTON, MASS., January 8.—A remarkable year has passed for the talking machine business. Of this there is no mistake, as evidenced by the widespread comments one hears among the heads of the various concerns. Everywhere the sales showed an increase over 1914—in some cases a gratifying one, in other instances a phenomenal one. There is no question, at the rate the business has grown, as to what 1916 will show; that seems to be already established. Everyone in the business is looking for a large increase, but none dares speculate as to what the percentage of increase will be. With some of the local concerns there has been a little lull in trade since Christmas, but in other cases the month thus far appears to have made an excellent beginning.

Death of Colonel Bill Regretted.

Throughout the Boston trade there is a feeling of keen loss over the death of Edward Lyman Bill. Some of the members of the trade had known him a long time, but not as many in the talking machine business knew him for so long a period as those of the piano trade, for the reason that the business is so comparatively new. Many who had never had the pleasure of meeting Mr. Bill in person yet knew of him, for no one ever mentioned his name that it did not suggest a remarkable personality. Those who went to San Francisco to attend the talking machine men's convention most pleasantly recall Mr. Bill, and several who then had met him for the first time were loud in their praises of the man. One in Boston who pleasantly recalls Mr. Bill on that occasion is Henry A. Winkelman, manager of the Victor department of the Oliver Ditson Co., who went on that trip with his wife. Mr. Winkelman, it appears, had known Mr. Bill for about nine years, and the latter had often dropped in to see Mr. Winkelman on his visits to Boston. Mr. Winkelman always found Mr. Bill a man of the highest principles, who never allowed any sense of personal gain to stand in the way of his giving the best of himself to the cause of the business which he always sought to advance.

Talking Machine Men Should Get Together.

Up to the present writing the possibility of the Boston Talking Machine Club having a dinner this month looks pretty slim. There was a good excuse in December for not having a dinner, because all the trade were worked to the limit, but now that the holiday rush is over it would seem about time for the boys to again get together. The first meeting proved so enthusiastic that everyone thought it augured well for permanence, but things don't look so rosy now. And it's about the same way with the bowling teams that started off hotly enthusiastic over the prospects of a busy and lively season. For the first month the alleys were just about monopolized by the talking machine fellows, but now some of the teams fail to show up, and unless there is more interest shown there'll be next to nothing doing long before the winter is over Come, boys, get busy, keep the ball a-rolling, and don't forget the festive board at least bi-monthly.

Makes Glowing Reports of Business.

Manager Frederick H. Silliman, of the Pardee-Ellenberger Co., makes a glowing statement of the fine business done in the Edison Diamond Disc outfits during the holidays. The business, too, for the year showed a most satisfactory increase, satisfying alike to Manager Silliman and to Mr. Pardee, head of the Pardee-Ellenberger Co., who was over in town for a few days from New Haven. The highly efficient staff surrounding Manager Silliman remains the same for the year.

Visitors at Eastern Talking Machine Co.

Harry Lauder, who has been playing an engagement at the Shubert Theatre, was a caller at the warerooms of the Eastern Talking Machine Co. while in town. He was accompanied by Charles Frank, his orchestral leader. Lauder's picture with an arrangement of his Victor records formed an attractive window display. Other callers at the Eastern Co. were Tom Brown, of the Six Brown Brothers, of the "Chin Chin" company; both Mr. Stone and Mr. Montgomery, the stars of that show, and their manager, Arthur Houghton; George MacFarlane, who has been playing at Keith's Theatre; Edith Helena, the singer, who has been playing at one of the Loew theatres.

Accident Happened at Bad Time.

Norman Mason, of the wholesale department of the Columbia Graphophone Co., lost more than a week in December by reason of spraining the ligaments of one of his feet, which kept him housed. His accident happened at a bad time, as his business was of large proportions. He is practically entirely recovered, however, at this writing.

Will Attract Many Visitors.

One bit of interesting news along the Talking Machine Row is that the tickets for the great open-air performance of "Elijah," to be given in the spring at the Braves' Field in Alliston, are to be sold at the Eastern Talking Machine Co.'s warerooms. Sam Kronberg, who so successfully managed the "Siegfried" performance at the Stadium last summer, and which was an undertaking of great magnitude, will be in charge of the "Elijah" performance and will have his headquarters with the Eastern Co.

The Lack of Preparedness.

As one looks into the talking machine business the wonder grows that some dealers are so short-sighted as not to make sufficient provision for the enormous demand for goods that sooner or later overtakes them. Reference was made to this situation in a recent issue of The World, but here is a Christmas past and gone and still dealers are entering complaints to Manager Arthur Erisman, of the Columbia, bitterly complaining that had they three times the amount of goods they could have sold them. Mr. Erisman instanced the case of a dealer in New England who early in the season ordered 100 machines at a certain price. He was urged to make the order 300, for he could have had the goods then, but he replied that that was altogether too many, that he would be more than satisfied to get rid of the 100. December had scarcely got under way before the full 100 machines were sold; then he began to clamor for more, but they were not to be had. Could such a man see some of the orders running up into the hundreds of machines on a single order which could not be filled for the holiday trade, and even now are only beginning to be distributed from the factory, he would appreciate the amount of business that has been done through the Boston headquarters of the Columbia Co. If Columbia dealers learn their lesson from the recent experiences they will see to it that such a situation does not exist another season, and when Manager Erisman urges them in midsummer, as he did last year, to place their orders early, and make them big enough to cover emergencies, they will act upon his advice.

In this same connection it is of interest, on the word of Manager Erisman, that no new contracts will be closed with dealers until March 1. During the past few weeks Manager Erisman has been simply deluged with letters from would-be dealers, and there are fully 200 of these applications on file with him at the present time.

Spent Holidays in Washington.

Manager Erisman spent Christmas with his wife's family over in Washington, and on his return home spent a day or more in Philadelphia and

MORE is heard today regarding "quality" of phonograph music than ever before, and the Edison Diamond Disc Phonograph started this general conversation by reason of its admitted superiority. The Edison phonograph is also taken as the basis of ALL phonograph comparison and its tone is admitted to be best.

Aside from its tonal perfection, the artisticness of the cabinet designs enables the Edison Diamond Disc phonograph to harmonize with the most expensive interior furnishings of any home. We are "Exclusively Edison."

THE PARDEE-ELLENBERGER CO., Inc.

BOSTON, MASS. NEW HAVEN, CONN.

"E. D. D. P."

New York, having been away for five days. The Columbia dealers with whom he came in contact were more than surprised and delighted at the amount of business that had been done by Columbia dealers everywhere.

Visiting the Victor Trade.

S. M. Revness, representing the Victor Co., arrived in Boston a few days ago from Camden, N. J., and is making his headquarters at the Parker House. Mr. Revness, who is calling on the local Victor dealers and will be in town for a week or so, is making friends wherever he goes.

Makes Encouraging Report.

Manager Wallace Currier, of the Victor and Edison departments of Chickering & Sons, makes a most encouraging report of business done during the holidays. The increase over the year's output of the previous twelve months showed a splendid gain, and January already has shown up well.

Enjoyed Big Holiday Business.

The Victor department of the Henry F. Miller Co. enjoyed a fine holiday business, thanks to Manager Warren Batchelder and his efficient staff of salesmen. Mr. Batchelder is one of those who succumbed for a time to the ravages of grip, and he was away from business for several days. An addition to his staff is Henry Hallett, who spends most of his time on the outside.

Fred Bond's New Post.

Fred Bond, the Boston baritone, has been placed in charge of the operatic department of the Eastern Talking Machine quarters in Tremont street, and he will have his offices on the third floor. By a shifting about Miss Martha Kadetsky, who had been on the third floor, is now located on the second, and Miss A. Beaumont is back on the first floor, where she will wait on customers.

Home for the Holidays.

Wilbur W. Longfellow came to Boston for the holidays from New Haven, where he is pleasantly located with the Pardee-Ellenberger Co. He paid a call upon his friends in the talking machine department of Chickering & Sons, with which he was associated before going to New Haven.

Another visitor from out of town who was given a cordial greeting locally was Harry Brown, manager of the Berliner Co. at Montreal. Mr. Brown formerly was with the Eastern Talking Machine Co., and his friends in the trade are legion.

Excellent Trade for Past Year.

John Alsen, manager of the Edison and Victor departments of the George Lincoln Parker establishment, makes a good report of the December business, and he and his staff were glad when the Christmas rush was over. Mr. Alsen's business for 1915 was highly creditable to the hustle that is so characteristic of his whole staff.

BONUS FOR COLUMBIA BOSTON STAFF

Every Employe of the Store Profits by the Great Increase in Business Developed During 1915, According to the Promise of Manager Erisman—Bonus Averages 15 Per Cent. of Yearly Salary—Some Excellent Advice.

(Special to The Talking Machine World.)

BOSTON, MASS., January 10.—The forty-two employes of the Boston offices of the Columbia Graphophone Co. are in a merry mood these days because of the wonderful generosity of Manager Erisman, who early last year promised his staff a bonus on the year's business.

Throughout the entire past year the business grew and grew, and the distribution was not confined to those actually on the floor, that is, those daily meeting the customers, but included the bookkeeping force and even the janitor, as it was Mr. Erisman's laudable idea that everyone had played his or her part in developing business. Therefore no one was to be overlooked. The bonus was primarily based on the year's business, the increase alone having more than equaled the total year's business for any year in the history of the Boston office up to 1914, and out of this individual months could be cited which produced as much business as any total year's business up to and including 1912.

To arrange this plan satisfactorily Mr. Erisman was obliged to make several visits over to the home office, for there were many details to take into consideration.

In appreciation of what his splendid staff has been able to accomplish Manager Erisman addressed a well-worded letter to his men. One of the encouraging features of this bonus distribution, the size of which was a great surprise to the employes, is the establishment of bank accounts by several who never before had them. The letter in part says:

"This bonus, which represents approximately fifteen cents on each dollar paid you in the year 1915, should mean more to you than you might see at first glance. It is certainly a splendid investment for one dollar to earn you 15 per cent.—it is more than equal to the enormous profit paid to stockholders in some of the most successful concerns, especially some of the concerns now making war supplies, but I believe it is of greater satisfaction to you to know that war has nothing to do with the bonus you have received from us, except if you should wish to liken some of the hard, conscientious work that you have all done days and nights to war in the trenches; certainly most of you have been on the 'firing line,' but fortunately no one has been 'fired.'"

Mr. Erisman's concluding advice to his men is this: "Study our printed matter; be familiar with every advertisement that we run; know the goods that are displayed in our windows; give the best of service; make no enemies; read every trade paper you can get your hands on, and keep up the splendid pace set by this company."

THE VOCALION CO., BOSTON, OPENS.

Handsome New Quarters at 190-192 Boylston Street Opened to the Public—Handsomely Decorated and Equipped—R. F. Hibshman in Charge—Large Business Is Expected.

(Special to The Talking Machine World.)

BOSTON, MASS., January 10.—The Vocalion Co. of Boston opened its doors to-day at 190-192 Boylston street, and the attractiveness of the store was the prime means of drawing hundreds to the place. Once inside, the admirers of recording instruments enjoyed a demonstration of the Aeolian-Vocalion, which is now widely known in New York, where it has been splendidly exploited by the Aeolian Co., but which is quite new in these parts. The warerooms are large and flooded with daylight, and extend quite a distance back to Park Square, where there is an entrance and large show window. The interior is finished in rose and gray, the woodwork being in the latter tone and the furnishings in the former color. The electric fixtures are in antique bronze, and the whole interior is as cheery and inviting as one could wish. There are numerous demonstration booths, and the various styles of Aeolian-Vocalions are attractively arranged about the warerooms. The manager of this new Boston establishment is R. F. Hibshman, who comes over from New York and has brought with him several men from the New York house.

It is of special interest that the first day's demonstration resulted in the sale of many instruments, and the prospects look most encouraging for a large output.

AN INTERESTING NEW MACHINE.

The Arionola, Manufactured by the Arion Manufacturing Co., Presents Some New Features of Tone Production That Have Proven Exceptionally Successful and Very Popular.

(Special to The Talking Machine World.)

BOSTON, MASS., January 10.—The announcement of the Arion Manufacturing Co. in this issue of The Talking Machine World will doubtless prove interesting to talking machine dealers. The unusual success of the $15 Arionola, which has now been upon the market for two years, has created a widespread demand for larger machines employ-

(*Continued on page* 22.)

Bagshaw and Needles are Synonymous

We are pleased to announce that 1916 is the 45th year in the history of the Bagshaw business.

Ranking as the first makers of talking machine needles, our record to date covers the greatest number of quality needles ever produced by anyone in the world.

Some time ago we shipped over 63,000,000 needles in 10 days, showing conclusively that not only is Bagshaw-quality the world's leader, but for output we likewise stand unsurpassed.

Every time you play a talking machine record, think of Bagshaw.

W. H. BAGSHAW **Lowell, Mass.**

Oldest and Largest Manufacturer
Established 1870

TRADE IN BOSTON AND NEW ENGLAND

(*Continued from page* 21.)

ing the same method of tone reproduction and reflection that was so well received by the general talking machine trade and public.

This method of tone reproduction, which is similar to the construction of a piano, namely, that of the wooden sounding board, is one of the unique features of the Arionola. It produces a tone which is clear and mellow, eliminating any metallic sounds.

After months of experiments, testing and exhaustive study, this company has finally produced a larger machine, built on the same principle as the original. This machine retails for $50 and has a handsome, well finished mahogany case, which fits standard record cabinets. The company has also produced an electric machine for $75 which has the same case and finish as the $50 machine. The company thoroughly tests and absolutely guarantees every phonograph in its line.

Charles F. Simes, sales manager of the Arion Manufacturing Co., is planning to start on an extended trip throughout the United States to introduce these two new models in various territories. The attractiveness of these new machines to the dealers lies not alone in appearance and mechanical excellence, but also in the broad policies of the company's sales plans. Judging from indications these new models will be received by the public with the same enthusiasm with which the little $15 Arionola was greeted.

DOUBLES CAPACITY IN SHORT TIME.

Chas. E. Roat Music Co. Opens Finest Music House in Central Michigan.

(Special to The Talking Machine World.)

BATTLE CREEK, MICH., January 8.—With the formal opening of the large new companion room of the Charles E. Roat Music Co.'s store Battle Creek has the most commodious and up-to-date music establishment in central Michigan. The new department, which was formally opened Friday evening, December 10, proved a revelation to those who have watched the growth of this firm as the Roat Co. has doubled its facilities for handling its rapidly growing business twice in the last sixteen months.

The new department is devoted exclusively to Victrolas, Edison diamond disc phonographs and Apollo player-pianos and completes a very commodious arrangement with a frontage of 40 feet on Main street by 120 feet deep. The very last word in the manner of modern display and equipment has been reached. Five large demonstration booths, tastefully decorated in flat tones of pearl and Kaiser gray with midnight blue tapestries and rugs, luxuriously fitted with easy chairs and a suction air ventilating system, where the intending purchaser may be entertained, prove an attractive feature of the Roat store. In the basement is a well-appointed repair department, shipping room and surplus stock room.

The growth of the Roat concern is little short of remarkable. It started fourteen years ago with one clerk, and now employs fifteen people on the floor, with several outside salesmen. Two years ago Mr. Roat associated with him Forney W. Clement, who has entire charge of the talking machine department. That this particular branch of the business has advanced to its present large proportions is entirely due to his deep interest in musical matters, his thorough business methods, his capacity for painstaking courtesy in serving the public and pleasing a large and growing clientele.

TALKS TO SALES FORCE.

J. F. Collins Talks to Jacob Doll & Sons Salesmen of the Construction and Sales Possibilities of the Pathephone and Pathé Records.

Jacob Doll & Sons, 116 West Forty-second street, New York, have installed three very attractive Unico booths in their warerooms which will be devoted primarily to the display of Pathephones. These booths are finished in French gray and their furnishings harmonize with the general color design.

Frank Hamilton Jones, general manager of the retail stores of Jacob Doll & Sons, is well pleased with the Pathé business which the store is closing, and during the past few weeks there has been a shortage of several of the more expensive models of Pathephones and quite a number of the Pathé records. In order that his sales force may be conversant with the merits of the Pathé product, Mr. Jones invited J. F. Collins, sales manager of the Pathé Frères Phonograph Co., to visit the store and give an interesting talk on the constructional features of Pathephones and Pathé discs to the sales staffs from all of the Doll & Sons stores.

VICTOR CO. LITERATURE.

A group of interesting letters was sent out recently by the Victor Talking Machine Co. to its dealers throughout the country. One division of this literature contained a batch of sales aids for the Victor records in the January supplement. This consisted of hangers, new window streamers, sheets of ready-made advertising electrotypes and proofs of some of the January magazine, educational and farm paper advertising. There was also a series of supplements of new Italian, Mexican, Spanish, Danish, Swedish and Polish records. Incidentally, it may be added that the January Victor supplement is unusually diversified and well calculated to meet with a ready sale.

Other letters to Victor dealers called attention to new repair part catalogs for certain types of Victors and Victrolas, and also gave some pertinent information regarding the proper handling of main springs on the smaller models of Victrolas.

INCORPORATIONS.

The Union Talking Machine Co., 555 Elizabeth avenue, Elizabeth, N. J., has applied for a New Jersey charter to manufacture and deal in phonographs and musical instruments. The capital is $5,000, divided into fifty share of $100 each.

* * *

The Toledo Pathephone Co., Toledo, O., filed articles of incorporation at Cleveland. The incorporators comprise Rob V. Phillips, A. C. Stevenson, F. K. Doty, E. H. Horton and Sholts M. Douglas, with $5,000 capital.

DO IT NOW! YOU HAVE CAPITAL INVESTED IN YOUR STOCK. IT WILL BE SECURE IF THE STEVENS BILL PASSES THE NEXT CONGRESS.

M. Steinert & Sons Co.

Victor Distributors

Many talking machine owners are forming their record buying habits now. Be sure they find what they want when they come to your store. Keep your VICTOR record stocks complete.

We can help you for we have

The Largest and Most Complete Stock of Records in New England

Wire or mail your orders to

M. STEINERT & SONS CO., 35 Arch Street, BOSTON

Up-to-Date Trade Puller

MY PROVEN PLAN

tried by over 2000 talking machine dealers with big results. This is no price-cutting scheme—no catch-penny idea, but a straight, legitimate business proposition. Will bring customers right into your place without any cost. Write me today for full particulars FREE.

W. I. SCHWAB, Mgr. 281 Canal Street PROVIDENCE, R. I.

DETROIT CLOSED GREAT TALKING BUSINESS IN 1915.

Increase of Prosperity Among the Working Classes Resulted in Money in Abundance to Buy Talking Machines and Records—Talking Machine Houses, Without Exception, Report a Most Satisfactory Business, with the Only Complaint a Shortage of Stock.

(Special to The Talking Machine World.)

DETROIT, MICH., January 8.—If space permitted, we could write at length regarding the fine year which Detroit talking machine dealers had—the enormous business transacted during the twelve months just ended and the bright outlook for 1916—but undoubtedly the same thing applies to all other sections of the country, judging from the reports of the orders now on hand at the different factories. But one thing we do want to state: Not only did the people of Detroit buy heavily of talking machines and records but their business was spread among all the dealers, so that the record-breaking business of 1915 means that not one, but all, the dealers received their share. The great trouble was to get enough goods. Victor, Edison, Columbia and Pathé jobbers have more orders on their books right now than will be filled for some time to come.

And so in starting a new year we feel justified in saying that the month of January opens up most auspiciously. The fact that the holiday season was over did not seem to make any difference. Of course, dealers did not have machines to sell, but record business was just as good, if not better, than during holiday week. The hundreds of people who received talking machines for Christmas presents naturally were anxious to get their favorite selections to play. And so, while the scarcity of machines will make that particular department dull until the factories can make shipments, dealers can be consoled with the fact that their record business will be better than ever. And after all, this is the best part of the business because it is practically all cash.

K. Mills, the new manager of the Columbia branch in this city, has already become a booster for Detroit—he likes the town, its people and its spirit of progressiveness. "I never met a finer bunch of dealers," he said. "All of them are live wires and know how to do business on a real commercial basis. The best part of it all is that every one of them is doing a big business. The more I know of these men the better I like them. I know that we will all get along splendidly."

Sam Lind, city sales manager in Detroit for the Columbia, reports: "This has been by far the greatest year in our history. Business was thousands of dollars ahead of expectations. We easily lost $50,000 worth of business by not having the goods."

Robert Barclay, manager of the talking machine department of the J. Henry Ling store, during December had tea served every afternoon in the Japanese room by a young lady dressed in Japanese attire. The idea was very original and proved a popular drawing card.

Louis McHugh, for eight years with the Cable Piano Co. talking machine department, has resigned to take charge of the new Columbia Grafonola department recently installed by the Elliott-Taylor-Woolfenden Co.

Goldberg's new talking machine store at 167 Gratiot avenue is without question one of the finest in the State. It is unusually fine when you consider that it is a half mile from the center of the city. This shop carries the largest assortment of foreign records in the State of Michigan. A formal opening is to be held some time in January.

Sidney Guest, 541 Dix avenue, is certainly enthusiastic about the talking machine business. Although in it a comparatively short time he says he can see great possibilities. He did an enormous holiday business.

M. Adler, 726 Michigan avenue, says he never saw anything like it.

Manager Bloom, of Summerfield & Hecht's talking machine department, did as big a business as any Columbia dealer. This store went after talking machine business—used professional dancers in their windows—and sales were made faster than the firm could get goods. An order in January was placed for Columbia machines that was one of the largest ever given in Detroit.

The J. L. Hudson Co. did a million-dollar business in December. Each department was asked to reach a certain figure. The talking machine department, which is managed by F. K. Andrew and which handles Victor goods exclusively, reached its required figure several days before Christmas. Manager Andrew left Sunday, December 26, for Cleveland, Philadelphia, Camden, N. J., and New York. He was gone until the following Friday morning. He visited some of the leading retailers and jobbers and also the Victor factory, where he went through the various mechanical departments. He came back more enthusiastic and optimistic than ever. He still believes the talking machine business is only in its infancy.

The Detroit Piano Co., formerly in the Valpey Building, has moved to 73 Broadway, where it is now handling talking machines.

At the Grinnell Bros.' department managers' meeting December 31, C. A. Grinnell spoke. He emphasized the importance of giving service to the customer, of giving every customer individual attention and the Grinnell smile. He also said that 1915 was the best year in the history of the company, which included Detroit and all branches.

Frank Bayley, 11 Witherell street, said: "We sold thirty-one Edison talking machines Christmas week without one penny of advertising. It is coming better every day." Mr. Bayley, who for the past five years has been chairman of the entertainment committee of Friendship Lodge, F. & A. M., has resigned after building the membership from 300 to 1,200—a world's record. Mr. Bayley will hereafter give his entire time to business. He will move from his present location in the spring while a new building is being erected on the present site, the completion of which will probably find him back occupying a new store in the building.

On December 21 the J. L. Hudson Co. announced the receipt of over 100 mahogany Victrolas, Model XI, at $100. They sold like wildfire. All were disposed of by Christmas Eve.

The East Detroit Music House, J. E. Schmidt, proprietor, 336 Gratiot avenue, is now selling the Sonora talking machine.

Richard B. Caldwell, of the Pathé Frères Phonograph Co., was a visitor to Detroit early in December on his way East. Manager Harry Shea, of the Pathé Co. of Detroit, reports a splendid trade for 1915—better than he figured on.

With every Edison machine sold at the Wallace Brown Shop, 31 East Grand River avenue, goes "The Wallace Brown Guarantee." This is against any defect of manufacture or finish for one year; the diamond point is guaranteed for life; every Edison record is guaranteed against wear or breakage for six full months. Wallace Brown did a "whopper" business in 1915.

The official opening of the new Victrola and Edison store at 60-62 West Main street, Battle Creek, was formally held on December 10. The store is owned by the Charles E. Roat Music Co.

Max Strasburg is now running two talking machine stores—74 Library avenue and in the Scherer Building.

Boston—Oliver Ditson Co.
New York—Chas. H. Ditson & Co.

YEARS of experience in co-operating with musical instrument dealers particularly fits the House of Ditson to anticipate and fill the requirements of Victor dealers. We know musical instrument conditions and we help you in every way.

Many Victor dealers handle sheet music or musical instruments such as drums, cornets, violins, etc., and there is an advantage here in a saving of freight and express to those who send combination orders for goods of both classes.

What we desire to impress as our greatest service, however, is the vast stock of Victor goods continuously on hand, including machines, records and other supplies, and a service of this kind is not only desired, but is absolutely essential to the dealer who wants to make the most profits during the next two months.

Ditson Victor Service

COMPLIMENT FROM ALMA GLUCK.

William Knabe & Co., New York, received recently the following interesting letter from Alma Gluck, the famous opera soprano, relative to her visit to the company's Victor department:

"While in your shop selecting the pianos for my residence I had the pleasure of seeing your Victor department, upon which I wish to compliment and congratulate you. When Victor records can be played in such attractive surroundings they must be more irresistible than ever."

DO YOUR PART AND DO IT NOW. TELL YOUR CONGRESSMAN HOW YOU STAND ON THE STEVENS BILL SO THAT HE MAY KNOW YOU ARE IN BACK OF HIM. DO IT NOW!

INTERIOR TALKING MACHINE ROOMS
A $10,000 UNICO INSTALLATION

HARDMAN HALL

A MILWAUKEE UNI

SINGLE ROO

UNICO DEMONSTRATING ROOMS
constitute the most advanced type of equipment for the talking machine and piano establishment.

MODERN MERCHANDISING METHODS
are essential to the successful merchant.

THE MOST SUCCESSFUL DEALERS
large and small throughout the country are daily adopting the *Unico System*.

WHETHER YOUR REQUIREMENT
is for a complete department or for but a single room you will find *The Unico System* to be your *most economical investment.*

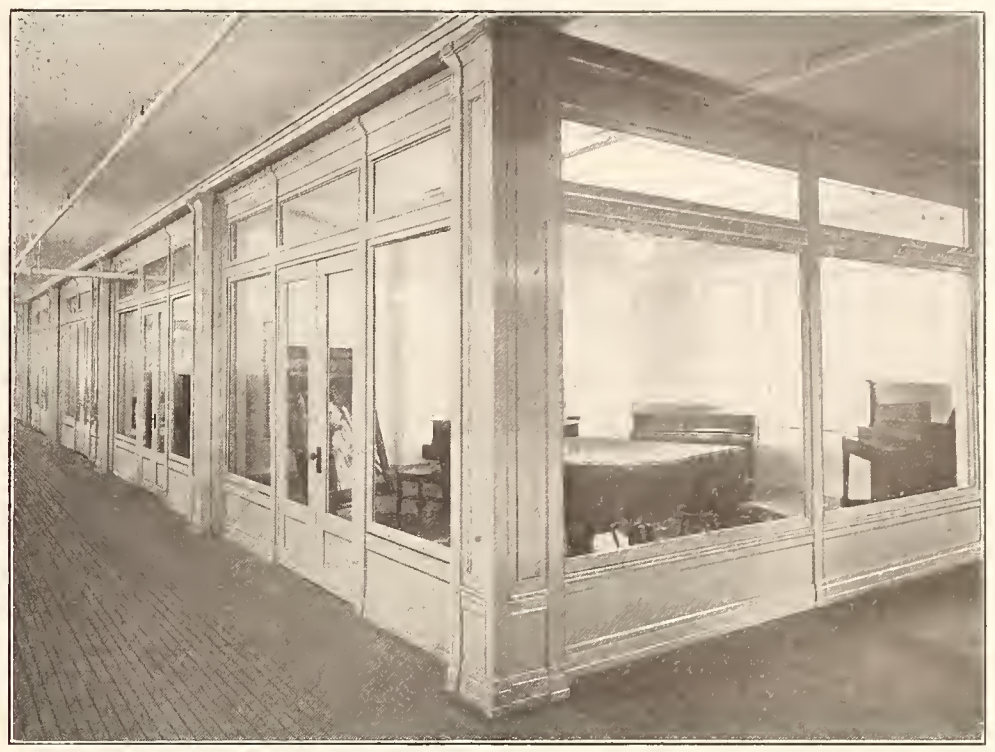
To stimulate your sales, to increase your profits, to develop and hold new trade
INSTALL THE UNICO SYSTEM.

UNICO DEMONSTRATING ROOMS
are endorsed and sold by the principal talking machine distributors. Consult your distributor today or mail the coupon for full information.

CALL AND INSPECT OUR MODEL UNICO SHOP

THE UNIT CON
121-131 South Thirty-
Dis

HARDMAN HALL



EXTERIOR PLAYER DEMONSTRATING ROOMS

26 ROOMS FOR TALKING MACHINES, PIANOS and PLAYER ROLLS

ROOMS—COST $1,458.75

ON—COST $75.80

TION COMPANY
ILADELPHIA, U. S. A.
Cities

UNICO DEMONSTRATING ROOMS

Sound proof—Elastic—Dust proof. Completely finished, glazed and fitted before shipment.

PATENT SECTIONAL UNIT CONSTRUCTION:

Interlocking sections quickly assembled without screws, nails, cutting or fitting. Rearranged in size, plan or location as often as desired without delay or expense.

UNICO DEMONSTRATING ROOMS

are carried in stock for immediate shipment. Eight artistic designs. Five standard finishes.

Send for pamphlet giving 216 plan and price combinations ranging from $75.80 to $1,329.75. Then

START THE NEW YEAR RIGHT
INSTALL THE UNICO SYSTEM

The Unit Construction Company, Date_____
121-131 So. 31st St., Philadelphia, Pa.

Kindly send full information about the Unico System. The dimensions of our store (or dept.) are_____. We now have_____demonstrating rooms. We desire to install_____rooms in size_____
Our distributors are _____

Signed _____

CLIP THE COUPON—MAIL TODAY

APPOINTED ADVERTISING MANAGER.

Landay Bros., the Well-known Victor Distributers, Announce the Appointment of Herman A. Harris as Advertising Manager of Their Company—Has Had Wide Experience.

Landay Bros., New York, the well-known Victor distributers, have announced the appointment of Herman A. Harris as advertising manager of the company. Mr. Harris assumed his new duties a few weeks ago and was responsible for the splendid Christmas advertising which Landay Bros. used in the local newspapers.

H. A. Harris.

Mr. Harris is a practical advertising man in the true sense of the word, having been associated with the advertising world in various divisions. For some time he was a copy writer for the David Williams Co., New York, prominent technical and trade paper publishers, subsequent to which he was connected with the American Lithograph Co., the largest concern of its kind in the world. Before joining Landay Bros. Mr. Harris was a member of the staff of the Bates Advertising Agency, where he handled a number of important accounts.

In addition to taking care of Landay Bros.' general publicity, which has reached large proportions during the past year, Mr. Harris will co-operate with Landay dealers in the preparation of their advertising campaigns. The remarkable success which Landay's have achieved during the past few years is attributable in a large measure to the excellent advertising which they have used, and as the experience gained from this advertising is at the service of Landay dealers, there will doubtless be considerable interest aroused by the details of the 1916 wholesale campaign of Landay Bros., which will be announced later.

TIFFANY MOTOR CO.
MANUFACTURERS OF ELECTRIC MOTORS FOR TALKING MACHINES
75 FULTON ST. NEW YORK CITY

FOREIGN RECORD BUSINESS

Being Carefully Developed by Columbia Co.—New and Attractive Hangers Issued Each Month—Records in 13 Different Languages.

The international record department of the Columbia Graphophone Co., formerly named the foreign record department, has been achieving remarkable results the past few months, and the valuable co-operation which it has extended Columbia dealers has resulted in the steady increase of foreign record sales.

This department recently sent out to Columbia dealers a very attractive record hanger featuring the foreign records for January. It is planned to issue new hangers each month, and the designs will be different for each list. Over sixty records are being issued monthly, and it is not uncommon to have records in thirteen different languages represented in a month's selections. There is now in course of preparation a detailed plan of service which will be at the disposal of Columbia dealers during 1916 to aid them in building up this important branch of their business.

CLOSED BANNER YEAR.

"Nineteen-fifteen was the best year in our history," said Philip A. Ravis, vice-president of the New York Album & Card Co., manufacturer of Nyacco record albums. "We have greatly increased our manufacturing facilities during the past few months, and as 1916 gives every indication of being a prosperous year for all branches of the industry, we have added to the equipment of our plant so that it can handle customers' orders with even greater promptness and dispatch. One of the most pleasing features of our year's sales was the many repeat orders we received for Nyacco metal back albums, which have won praise from our dealers throughout the country."

BREAKS HOMESICK SPELL.

Hoolock Gibbon Perks Up Amazingly When He Hears His Own Jungle Talk.

There is such a thing as being too exclusive, and Hoolock Gibbon, of Borneo, found it was nearly killing him. He is the nearest thing there is to a man that isn't. Up in the Bronx Zoo, in New York, he has had a cage all to himself—like an imprisoned prince.

He doesn't talk low monkey talk, anyway. But he was getting very homesick. And the war made it impossible for Curator Ditmars to import any individual of Gibbon's own social class.

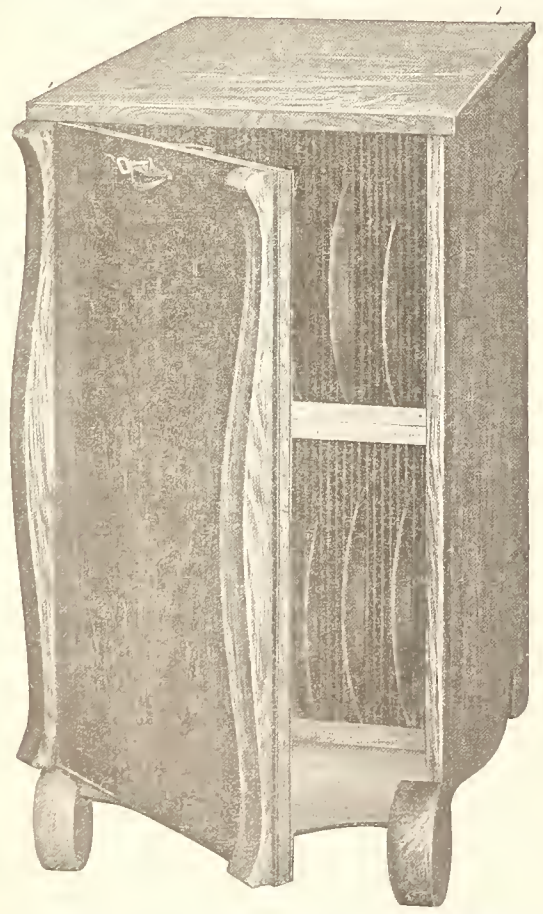
Ditmars' heart went out to the languishing Hoolock Gibbon, so he put a phonograph in his cage, and when Hoolock sang wistful jungle songs or chattered to himself, as perforce one must talk to himself or go mad, the phonograph took down every word of it.

Then the curator turned on his own stuff at him. Hoolock talked back to the machine gaily, perked up amazingly, ordered a double portion of bananas for supper, whereas his appetite has hitherto been very poor, and last night he was singing glee songs of Borneo to the little box that had in it the spirit of home.

RESPECTFULLY SUBMITTED.

Why doesn't somebody put the voice of the people on a few graphophone records?—Exchange.

Reputations will be WON and LOST in 1916



Colonial Style No. 750 Salter Cabinet.

Height, 34 ins.; Top, 21¾ x 18½ ins. Large enough to hold Victor IX, Columbia "Favorite," or any number machine. Felt-lined compartments hold 90 records. Wood Rack, 152 records.

Manufacturers and dealers will enjoy a tremendous business in 1916, but upon the service that they render and the quality of the goods that they sell will rest their business future.

We are not only preparing for a demand far greater than we have ever enjoyed before but also for an even greater degree of quality than we have yet reached. Salter Cabinets have been Quality-Built for many years and always will be.

Here are two of our styles that always sell well.

What Catalogs shall we send you?

Style 166 Salter Cabinet.

Height, 30 ins.; Top is 25 x 20 ins. Will hold any sized machine. Records can be laid on front when down. Felt-lined compartments hold 52 Records. Wood rack holds 96. Any color of mahogany or oak.

SALTER MFG. CO. JOHN F. MORTENSEN President 337-39 N. Oakley Blvd. CHICAGO

If you have not yet equipped yourself to supply Columbia Records by Ysaye, Hofmann, Casals—three of the world's leading instrumentalists—you are missing a considerable portion of your rightful income.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

PUSH THE STEVENS BILL.

National Association of Talking Machine Jobbers Makes Another Strong Appeal to the Trade in Support of the Measure.

(Special to The Talking Machine World.)

ST. LOUIS, MO., January 8.—The National Association of Talking Machine Jobbers, through its secretary, E. C. Rauth, of this city, again urges all Victor dealers and merchants generally to take off their coats and hustle for the Stevens Bill, which was reintroduced in Congress on December 14, 1915, by the Hon. William A. Ayres, of Kansas. This will be very essential if the merchants of the country are going to improve business conditions and protect themselves from the mail order houses and chain stores.

The opposition are working like beavers to defeat this measure, but if the dealers will do their share we will win out at this coming session of Congress.

If you have not already pledged your Congressman, write him again and again until you have his definite reply—either that he is for or against the bill.

The opposition are contending that the Stevens Bill will operate to create a monopoly on trademarked goods. The bill explicitly states that its provisions shall not apply to any article that is produced or controlled by a monopoly.

The following editorial from the St. Louis Post-Dispatch proves, conclusively, that the standard price would not work to the advantage of a monopoly:

"A CONGRESSIONAL AUTOMOBILE TRIP."

"An unnamed Missouri Congressman had a singular experience in driving from this State to Washington City by motor car. He left with a tankful of gasoline for which he paid 11 cents a gallon, but as he renewed his supply en route the price he was compelled to pay increased with a regularity suggesting that for every 100 miles traveled toward the East one cent a gallon is added to gasoline cost. The last stage of his journey into the capital was made on gasoline for which he had to pay 21 cents.

The "Congressman is curious to know why, in going from Missouri to the District of Columbia, the cost of running a motor car should practically be doubled, and may take means to find out. Of course, it is not explained by the transportation charges on the refined gasoline. He will discover that the principal reason is a difference in competitive conditions. In the Mississippi Valley Standard Oil has rivals it is anxious to put out of business."

TALKING MACHINE STOCK DIVIDENDS.

Announcement has been made of a new dividend of 1¾ per cent. on stock of the American Gramophone Co., which will aggregate $45,981. The American Graphophone Co. has declared a dividend of a similar per cent., the total amount to be paid to stockholders being $98,531.

The Lorimer-Hicks Phonograph Co., of Piqua, O., has completed the removal of its plant from its former location on West Ash street to Troy, O.

BANQUET OF BUFFALO ASSOCIATION.

Annual Dinner to Be Held Next Month at the Statler Hotel—Association Comes Out in Support of Stevens Bill for Fixed Prices.

(Special to The Talking Machine World.)

BUFFALO, N. Y., January 8.—The members of the Talking Machine Dealers' Association of Buffalo are now making ready to celebrate the most successful year in the association's career with the annual banquet to be held at the Hotel Statler early in February, on a date yet to be fixed, although Wednesday evening, February 2, has been suggested as the fitting time.

W. J. Bruehl, T. A. Goold and A. Biseinger form the committee in charge of the arrangements and are expected to provide some excellent entertainment. The speakers will include representatives from the headquarters of the prominent manufacturing companies.

The Talking Machine Dealers' Association of Buffalo is lined up solid in support of the pending Stevens bill for the maintenance of prices, and the members of the association have urged the legislative representatives in their various districts, in and out of the city, to support the measure. Several prominent legislators have already agreed to give their support.

Articles of incorporation have been filed for the Fremont Manufacturing Co. by E. M. Titus, F. S. Gannon, Jr., and W. H. Seibert, of 2 Rector street, this city. The new concern is capitalized at $200,000, and will manufacture talking machines.

EDISON TONE TEST IN INDIANAPOLIS.

Over 1,000 People Expected to Witness Edison Diamond Disc Demonstration in That City—Elizabeth Spencer Will Be Star Feature.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., January 8.—With 800 acceptances already received, the Edison Shop is expecting to entertain more than 1,000 persons at a demonstration of the Edison Diamond Disc phonograph which will be given in the Riley Room of the Claypool Hotel Monday night. As in similar demonstrations which have been given the Edison machine in other cities, Elizabeth Spencer, the soprano, will feature the concert by the tone test demonstration.

This invitational concert is only another feature which has brought so much favorable attention to the Edison Shop, which is owned by the Kipp-Link Phonograph Co., distributers of the Edison machine.

The Edison Shop has been giving concerts in its concert hall which have been well attended. This week the records of Christine Miller were featured. Arch Olds, manager of the Edison Shop, reports that the public has displayed great interest in the matinee concerts.

Christman Sons, who recently opened new warerooms at 753 Sixth avenue, New York, have arranged to handle the Edison Diamond Disc line, and a number of sound-proof demonstration rooms are now being constructed to properly present this high-class line. Newspaper advertising will feature the Edison Diamond Disc phonograph.

The Majority of

Cabinet Machine Makers

have found from actual experience that the most economical and convenient packing cases for them to use are the famous

ATLAS 3-PLY VENEER PACKING CASES

Over seventy-five per cent. of the cabinet machines made are packed in these northern hard-wood veneer cases with clear spruce cleats. There must be a good reason—the fact is there are many excellent reasons.

We will gladly furnish convincing facts concerning the superiority of Atlas cases. Write today—only a card is necessary.

NELSON & HALL COMPANY
MONTGOMERY CENTRE VERMONT
New factory at Camden, New Jersey

THE TRADE IN PHILADELPHIA AND LOCALITY

(Special to The Talking Machine World.)

PHILADELPHIA, PA., January 8.—The Philadelphia talking machine trade closed the biggest holiday business it ever experienced. Many firms doubled their business of last year, and all the firms were limited to the amount of goods they were able to receive, and this was in no way nearly equal to the demand. One thing which the dealers as a whole express is the patience of their customers in recognizing conditions, the dealers willing to share with the jobbers and the public willing to patiently wait, and it is this consideration that has made trade active ever since Christmas. The factories shipped goods to the local dealers at the eleventh hour. This was rather a hardship, for it kept firms unable to keep their promises, but they did the best they could and worked until a late hour Christmas Eve to get out the machines that came to their stores late on the afternoon of the 24th.

C. J. Heppe & Son tell me that the Victor Co. delivered to them about ninety machines on December 24 at 5 o'clock in the afternoon, but they put every one to work, and before the store closed the day before Christmas every machine was delivered. Many other firms received large stocks at the same time, but some of them were not able to get them out Christmas Eve, and the delivery wagons were compelled to work Christmas Day.

This was undoubtedly the banner Christmas, and probably it will never be possible again to duplicate it. With records the conditions were not as bad, for the firms had laid in big stocks and the factories seemed to have this part of their business in better command.

Louis Buehn & Co. reported that their business was "overpowering" in December. In fact, their business for the entire year was greatly in excess of any previous year. They say that although they were unable to receive a sufficient number of machines during December to fill all their orders from the dealers complete they received practically no cancelations, which was most gratifying to them. On the other hand, there is still a large shortage in machines and they believe that this condition will continue for some time to come.

The Edison dictating machine had a very heavy business in Philadelphia in December, and while they supplied this machine to a great many firms the month brought them many orders and prospects for the new year after the firms began readjusting things. Among some of the leading firms supplied with the Edison in December were the United States Navy, seventeen to the Franklin D'Olier Co.; a number of machines to the Frank H. Stewart Co.; to Eugene McGuckin; to Arthur Thomas; seven machines to D. L. Ward, the paper firm; a large number to the True Shape Hosiery Co., the Philadelphia Dye Works and many other prominent firms.

N. C. Durand, vice-president of Thomas A. Edison, Inc., division of the Edison dictating machines, was a Philadelphia visitor the past week. January has already started in brisk, the firm having sold forty-three machines the first week.

The Penn Phonograph Co. reports that its December business was very big, and in spite of this the company was unable nearly to meet the wants of its dealers and the public. The heavy shipment that came to it the afternoon before Christmas day was sent to near-by stores, thus helping out these firms, which had been driven almost to despair. The company's Christmas business was very much better than any previous year. It is expecting a very large record business for the next few months and is placing orders accordingly. It has every facility for handling a tremendous stock of records and is going to lay in a very large supply.

Louis Buehn & Co. are at work removing their shipping and packing department from the basement of their warerooms to the first floor.

Walter Eckhart, manager of the Pennsylvania Talking Machine Co., went to New York at the end of last week to see what arrangements could be made to get more stock in Philadelphia. Mr. Eckhart was almost as bad off this year with the Columbia as were other firms with the Victor, not being able to get nearly enough machines to supply his trade. He has built up a tremendous business in this territory, and unless he is able to get more goods it will be useless for him to attempt to hold it. The company had a remarkable business in December. It was greatly ahead of 1914, and in spite of that seemed most discouraging in the amount of business that was lost through inability to get goods. Mr. Eckhart states that when he says that the company had an increase of 100 per cent. the past December it means a whole lot, for its December of 1914 was very big. It finds one gratification in the fact that its dealers have been most considerate in their attitude in view of the existing conditions, and seem to be willing to make the best of the situation, which is prompted no doubt by their recognition of the equitable way in which the company made distribution of the goods it had on hand.

Mr. Eckhart takes a rather cautious view of the future when he says: "We do not dare let our men get on the firing line until we are assured of more product. The question of business is a small matter. Our shortage has been in everything; not only in machines but in records, even down to catalogs. We are very grateful that, under the conditions, we have been able to hold the good will of our accounts. It seems that of late all the

(*Continued on page* 30.)

Penn Phonograph Co.
VICTOR

The Penn is mightier than the sword, it stands for right service. We know what you want and your first order will prove it. If you want service on "shorts" during the rush of the next few weeks, 'phone us and we'll deliver. Victor Records a specialty.

PHILADELPHIA PENNA.

Pen Your Victor Orders to Penn

1864—ESTABLISHED OVER HALF A CENTURY—1916

VICTOR DEALERS

Send your orders for Victor Records to

WEYMANN

for the best Victor Service in the East

We are now booking orders for Victrolas,
all types, for early deliveries.
May we serve you?

WEYMANN & SON, Inc.
VICTOR DISTRIBUTORS
1010 Chestnut Street Philadelphia, Pa.

We Are Filling Record Orders Practically 100 Per Cent.

BALDWIN LOCOMOTIVE is now quoted at about 118. What was it a few months ago?

Is there any difference between buying an advancing stock and selling VICTOR goods? You must buy them—somewhere. Selling Victor records during January and February to all the machine sales in December offers an opportunity of unusual profits.

Records cannot be sold, except in few instances, unless the customer hears the selection. You cannot take "advance" orders; you cannot describe "how good" any number is; you cannot do anything but actually DEMONSTRATE the record.

RECORD orders are filled as complete as factory deliveries to us permit. Send your record orders to us and orders for the different types of Victor machines. Orders for repair parts and accessories are filled promptly and correctly.

Test us with any size of order — small or large — so you can see that Buehn Victor Service means a co-operation that is modern in every characteristic.

We will guarantee a larger percentage than any other jobber.

Get the records from Buehn. Buehn Service provides all records when you want them. It is clean-cut, compact service, with the aim of YOUR satisfaction foremost.

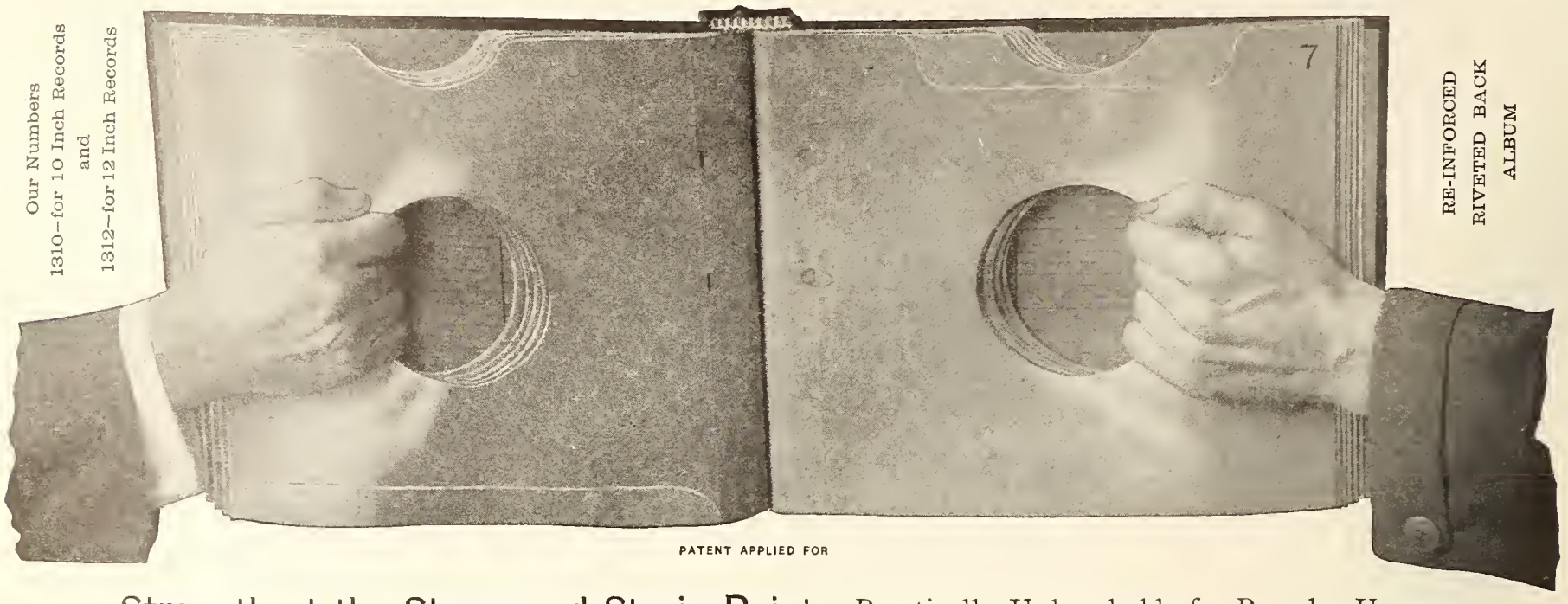
Safe to say that you can make up a list of a thousand (1,000) or more records, and you can GET them as fast as hands can pick them from the racks.

Buehn Service is intelligent, efficient, complete and trustworthy.

The Louis Buehn Co.
Philadelphia
Exclusively WHOLESALE
Victor Distributors

THE PULLING TEST—THE STRENGTH IS THERE

THE STRONGEST ALBUM MADE *AT ANYWHERE NEAR ITS LOW PRICE*



Strength at the Stress and Strain Point. Practically Unbreakable for Regular Usage.

THE WELL-KNOWN "NATIONAL" RECORD ALBUMS ARE ALWAYS THE LEADERS

THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

These Albums will pay for themselves in a short time by preserving Records. When full the Albums are flat and even like books. They will fit in a library cabinet or book case, or they will lie flat on one another.

We manufacture disc Record Albums containing 12 pockets to fit the Victrola cabinets Nos. X and XI. We also make Albums containing 17 pockets. With the indexes they are a complete system for filing all disc Records.

For durability, finish and artistic design, our Albums have no equal. They are made in the most substantial manner by skilled workmen. We sell our superb Albums at big discounts to meet competition. Shall we quote prices?

THESE ALBUMS ARE THE BEST FOR VICTOR, COLUMBIA AND ALL OTHER DISC RECORDS

NATIONAL PUBLISHING CO., 239 S. AMERICAN ST., PHILADELPHIA, PA.

TRADE NEWS FROM PHILADELPHIA.

(*Continued from page 28.*)

machines we were able to keep in stock here were just sufficient for demonstration purposes."

The Columbia Dictaphone business in December was also very large, and the management is highly gratified that it was able to gets its 100 per cent. increase over the corresponding month of the previous year, for such a thing is naturally becoming harder all the time. With the addition of two more salesman to the city force, the company believes it is in fine shape for 1916.

Blake & Burkart, the big handlers here of the Edison, enjoyed a tremendous holiday business, and enter the new year with most encouraging prospects. This firm has fought hard, and its own energy has been the reason for its gratifying success. They are about to occupy the whole of the first floor of their present building, which will double their floor space and give them a fine concert hall. They expect to do considerable campaign work in this line during the next two months, for they believe it is the only way for them to get in direct contact with the people. All of the Philadelphia Edison dealers seem to have done a very satisfactory Christmas business.

The Philadelphia talking machine dealers to a man deeply deplore the death of the editor of The Talking Machine World, for they believe that through his enterprise in their behalf very much good has been accomplished. Mr. Eckhart tells me he was very much shocked when he heard the sad news, for he counted Mr. Bill one of his warmest friends, and will always remember with great pleasure their many talks on the business and the much good advice he received from the late editor—in fact, every member of the trade was greatly shocked and greatly lamented the news of his death.

Proprietor Goldberger has moved his Detroit phonograph salesroom from 236 Gratiot avenue to newer and more commodious quarters at 167 Gratiot avenue.

A WONDERFUL JOURNAL.

The twelfth and final number of the eleventh volume of The Talking Machine World reaches my desk while this column is being prepared for our Talks this week. In my opinion The Talking Machine World is the most wonderful journal of its kind in existence. It has a field all its own and any competitor attempting to enter the field might as well prepare an advance obituary of itself. The World, aside from being the pioneer in the field of the talking machine industry, has done more than any other power in bringing manufacturer and dealer together. It is in this journal that all of the manufacturers of talking machines, records, supplies and everything entering into the making of talking machines, are brought into touch with dealers over the entire world where the talking machine is known or sold. It is a magazine that keeps the live dealer fully posted on all that is new in the industry and is a magazine that does not hesitate to recommend or condemn a product with all the vigor at its command. The World is a wonderful journal at a dollar a year. It's worth a dollar a single number to any dealer. Of the hundreds of journals and magazines reaching this office within the course of the month there is one valued above all the rest, and that is The Talking Machine World. I congratulate the publishers of The World, and will look forward with interest to the succeeding number of the twelfth volume.—R. E. Cord, in the Camden Daily Courier, December 22, 1916.

ANNOUNCES SUCCESS WITH HIS LINE.

(Special to The Talking Machine World.)

St. Louis, Mo., January 10.—J. P. Fitzgerald, sales manager of the Artophone Co., 454 North Boyle avenue, announces that his company is achieving a success with the Artophone that has exceeded his fondest hopes. The holiday sales of the Artophone were so great as to make the most strenuous demands upon the factory output. The Artophone is equipped with all the standard features, and in addition is said to possess an unusually large sound-developing chamber, with a resultant round and mellow tone. The machine stands 45½ inches high, is 24½ inches deep and 18½ inches wide. The Artophone is made in any finish.

The East Detroit Music House, 336 Gratiot avenue, Detroit, has secured the local agency for the Sonora phonograph.

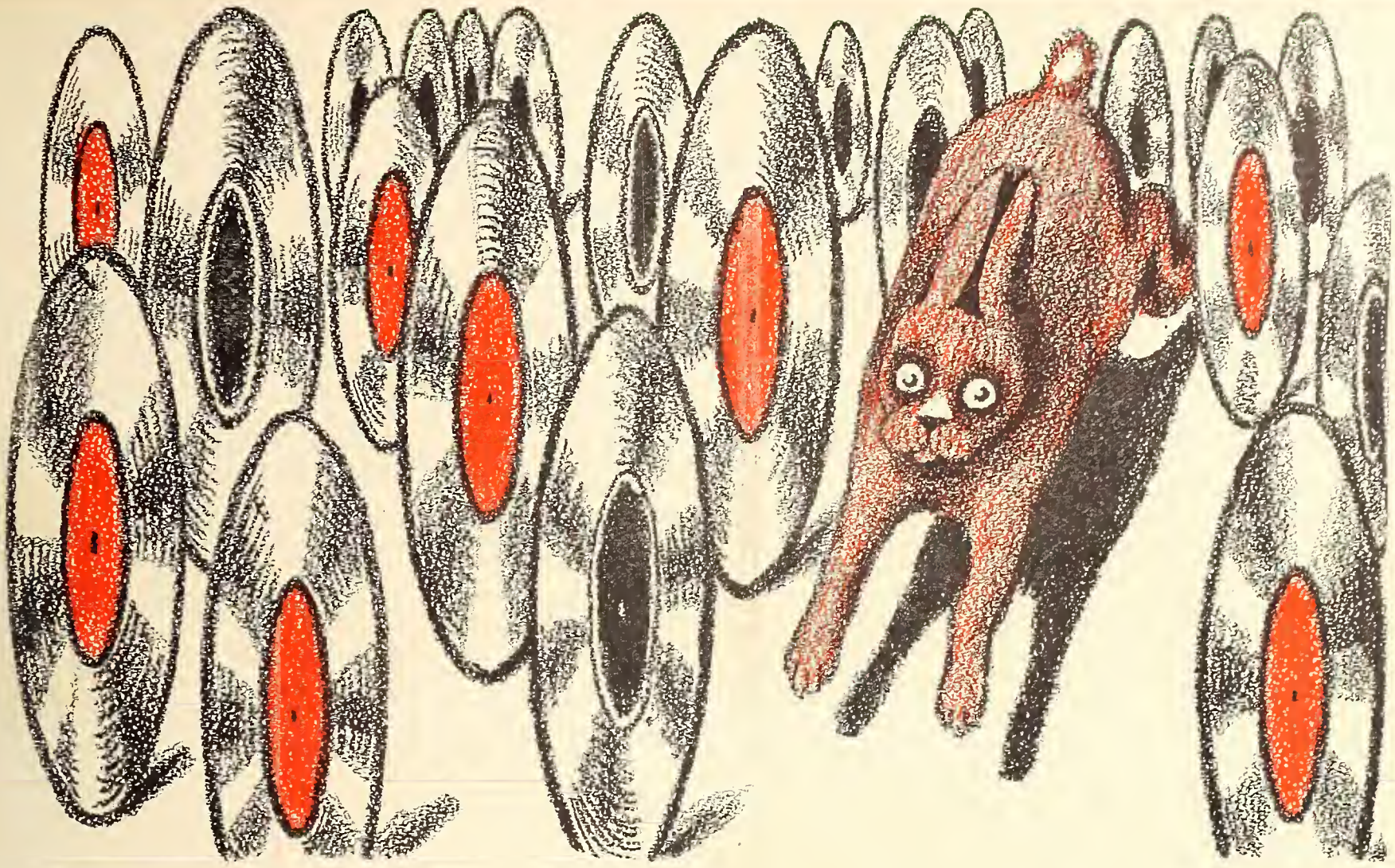
Frank Schultz, who has opened a new piano store at 5354 Seventh avenue, Brooklyn, N. Y., is also handling talking machines.

We Are in the Market

For Talking Machine Notes, Leases and Contracts Held by Responsible Dealers and Manufacturers. Will Pay the Highest Percentage.

EMPIRE SECURITY COMPANY

208 S. LA SALLE ST. CHICAGO



Give us a Chance!

"Let Some One Run What Can Run!"

as the Rabbit said! Let some one serve you that **can** serve you—the spryest, swiftest, speediest service that ever hustled a package of records to the express office! **Rip!** Your letter or telegram is opened! **Scratch! Swish! Bang!** Your order is entered, filled and on its way! No lost motion! No excuses! Just smooth, efficient action!

¶ The fact that we are jobbers exclusively helps materially! We do **one thing** and do it **well!** And, incidentally, we never compete with our customers.

Koerber-Brenner Company

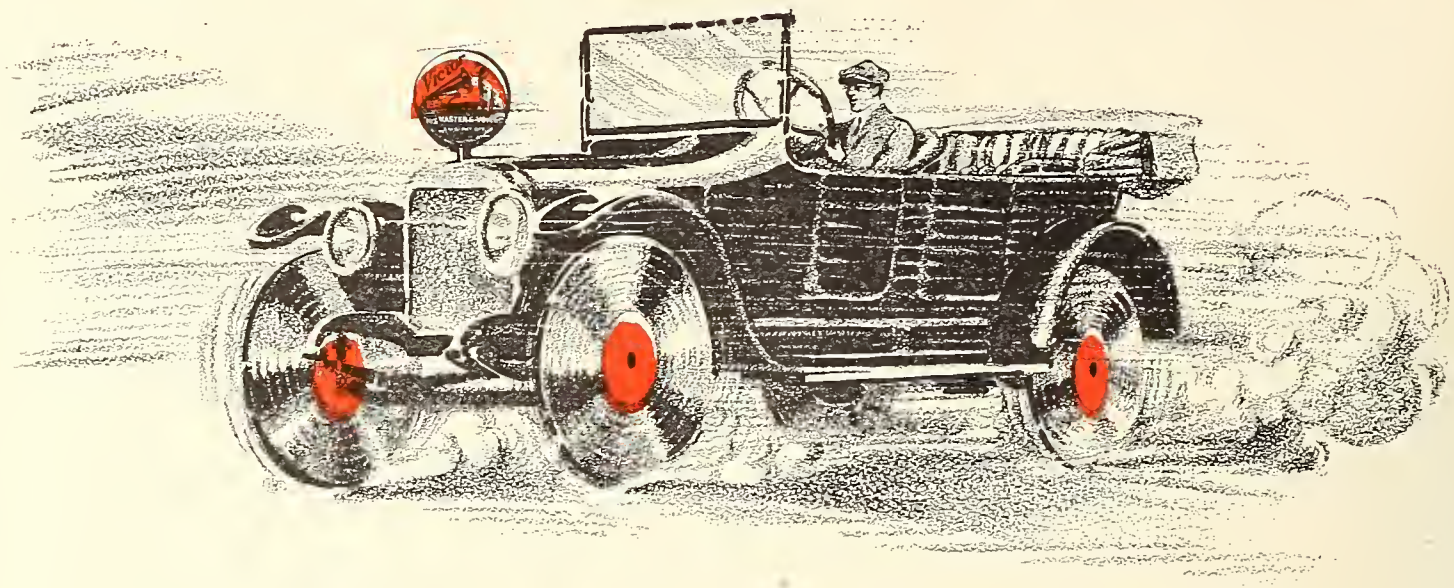
Victor Distributors

Saint Louis

Harry G. Koerber
President & Treasurer

Edwin C. Rauth
Vice-President & Secretary

We'll Break the Speed Limits!



JUST ASK us to give you an example of our S. O. S. (Speed-Order-Service) when next you need Victor Records. We'll have your order entered, assembled packed and **on its way** within two hours from the time we open your envelope! Yet there'll be nothing heedless or careless about it—every item is packed with utmost care, but without lost motion or wasted moments.

¶ One of the largest assortments of Victor Records in the entire country is here, backed by a thoroughly systematized shipping service that we've never seen surpassed!

¶ The central location of St. Louis makes it the logical place for you to buy—a fact we'll be glad to demonstrate by means of your next order. Just send it to us and compare the time it takes with the time required from any other shipping point!

Koerber-Brenner Company

Victor Distributors

Saint Louis

Harry G. Koerber
President & Treasurer

Edwin C. Rauth
Vice-President & Secretary

TRADE MARK.

TONE ARMS, SOUND BOXES, ELBOWS, TONE ARMS AND SOUND BOX ATTACHMENTS AND TONE ARM SUPPORTS OR BASES

may be die-cast by the Acme process, when used in quantities, giving you a beautiful and accurate product at less cost than if the same parts were made out of tubing or sand castings. The parts have a perfect finish and fit and are delivered by us unplated, but otherwise ready for assembly. We have had years of special experience in phonograph work, and will co-operate with you in the matter of design when desired. Submit models for estimate, stating quantities you will order.

ACME DIE CASTING CORPORATION
Bush Terminal Building 5, 35th Street and 3rd Avenue, Brooklyn, N. Y.

LONDON COLUMBIA MANAGER HERE.

Louis Sterling, on Visit to Headquarters, Declares That Past Year Was Record One for Company in Great Britain—Prosperity of Working Classes, Due to War, Having Effect.

"Nineteen hundred and fifteen was the best year in the history of the Great Britain division of the Columbia Graphophone Co.," said Louis Sterling, general manager of the European interests of the company, who arrived Sunday on the "Adriatic," accompanied by Arthur H. Brooks, head of the English recording department. "We not only closed the best year in point of sales volume, but also the best in profits, the entire twelve months' business being satisfactory in every respect.

"This gratifying prosperity, notwithstanding the

Louis Sterling.

European war, may be attributed to a number of causes, chief of which is the fact that the working classes of Great Britain are earning more money at the present time than they ever earned before, and what is more important, are spending it freely. Less money is being spent for beverages and similar forms of 'amusement' and more money is being spent on the brightening of the home. The workingmen are buying better furniture for their homes, together with talking machines and pianos to furnish musical entertainment for their families.

"It should also be considered that the Great Britain people as a whole are in no mood to enjoy visits to theatres and other public places. They have loved ones at the front who are ever foremost in their minds, and they prefer to spend their spare time in their own homes. As they are all working harder than ever before, they need some form of amusement, and turn to the talking machine as best suited to entertain the whole family.

"It is interesting to note that the average machine sale in 1915 was 30 to 40 per cent. higher in price than the average sale of the past three or four years. The people recognize the advisability of owning a talking machine at the present time, and realize that they may as well purchase a good one which will give them perfect satisfaction. The present duty of 35 per cent. levied by the English Government on talking machine imports has also decreased the sale of the so-called cheap machines, as this duty makes a material difference in machine prices. As we all know, freight schedules from this country to England have jumped 100 to 300 per cent., all of which contributes to the increased price of machines.

"Record sales in 1915 were enormous and were practically double those of any preceding year. Our entire business showed a very large gain over 1914, our previous banner year, and we have every reason to expect a similar condition this coming year.

"General conditions in England are excellent, contrary to the reports in some of the American newspapers. There is a job for every man in England who wants work, and there is also employment for those women who may desire it. There has been a slight increase in the prices of foodstuffs, which was expected, but even this has been immaterial. There has been no increase in rents, or any general advancement in clothing prices. As a matter of fact, the English workingmen are approaching the American standard of living more closely than at any time in the past.

"The conscription question has not exercised the slightest influence on English business activities, and instead of the nation being divided, as some reports may lead the American people to imagine, there is a general feeling that the conscription measure will place every man on the same basis as his neighbor, and that is exactly what the English people desire."

EDISON TO BE GUEST OF HONOR.

President Wilson Also Invited to Ohio Society's Dinner.

Thomas A. Edison will be the guest of honor at the dinner of the Ohio Society of New York in the Waldorf-Astoria Saturday evening, January 15. "Preparedness for Defence" has been selected as the topic, and will be discussed by speakers of national reputation, including Henry D. Estabrook, the Rev. S. Parkes Cadman and Martin W. Littleton. President Wilson has been invited.

An unusually large number of prominent men will be present and join the Ohioans in New York and from Ohio in honoring Mr. Edison, who is a native of that State.

DEPLORE PASSING OF COLONEL BILL.

Talking Machine Men of Twin Cities Looked Upon Late Editor of The World as Friend of the Industry—Some Expressions of Regret.

(Special to The Talking Machine World.)

ST. PAUL AND MINNEAPOLIS, MINN., January 8.—Announcement of the death of Edward Lyman Bill was received with surprise and genuine sorrow by the piano men and the talking machine dealers of Minneapolis and St. Paul. A brief Associated Press notice was all that the local papers carried, but to the men who knew him this was sufficient, for they carried in their memories all the eluogies that could be said.

Robert O. Foster, of Foster & Waldo, held a high opinion of Mr. Bill as a writer and publisher, and often spoke of him as the head of the piano trade writers. Eugene F. O'Neill, of the Beckwith-O'Neill Co., had known Mr. Bill for many years, as had Laurence Lucker, president of the Minnesota Phonograph Co. Archie Matheis had many pleasant recollections of the dead author from various conventions.

W. J. Dyer, the leading music dealer of the Northwest, had many pleasant recollections of and commended always Mr. Bill's stand for clean advertising.

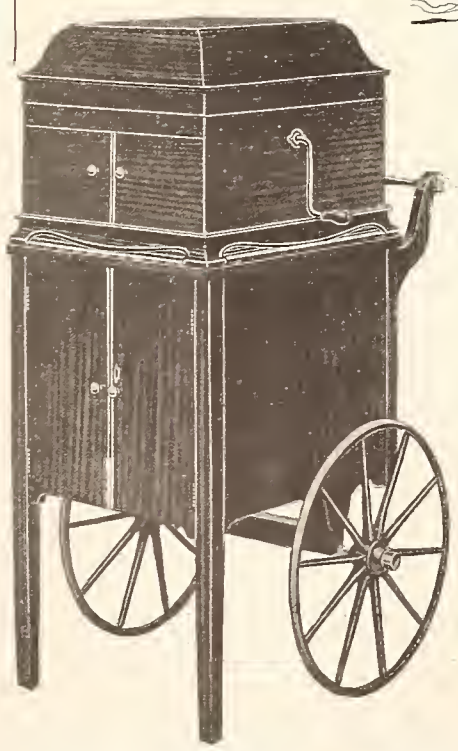
Even the dealers who had not counted Mr. Bill as a personal friend knew of him by repute and deplored his passing as a distinct loss to the trade.

ADDITION TO VICTOR PLANT.

Ballinger & Perrot are preparing plans for a four-story addition, 274 by 91 feet, and a six-story addition, 76 by 233 feet, that will be erected at Front and Market streets, Camden, for the Victor Talking Machine Co.

The Superba Phonograph Co., of Chicago, has been incorporated with a capital of $1,000 by A. A. Olsen, B. G. Richards and H. G. Bull.

We Are *Prepared*



700—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Nickel-plated trimmings. Lock and key. Rubber-tired wheels. Height, 30 ins. Top, 17 x 20½ ins.

to make immediate shipment, from a large supply on hand, of all styles of "The Very Best" Disc Record Cabinets shown in our catalog. Prosperity awaits you in the New Year if you start it right. It is our earnest wish that you enjoy it, so we are ready to tell you how it may be done.

Send for Catalog at once

SCHLOSS BROTHERS
637-645 West 55th St., New York
TELEPHONE: COLUMBUS 7947

THE TRADE IN NEW YORK CITY AND VICINITY

After closing the best December in the history of the talking machine trade the local dealers started the month of January with the natural assumption that a breathing spell would be in order, and that they would have an opportunity to recover from the strain caused by the remarkable activity of the past few months. Such has not been the case, however, as the great majority of the local distributers and dealers are at the present time almost quite as rushed as they were in the holiday season. As a matter of fact, January, 1916, is proving to be every bit as good as the Decembers of only a few years back, and this healthy condition gives every indication of continuing for some time to come.

Shortage More Acute.

There is only one topic of discussion in the local trade just now, and that is the tremendous shortage of stock which has kept up unabated for the past six months. The scarcity of machines is almost a matter of alarm, as it is now almost impossible to get certain types of machines when they are needed. A fair idea of the extent of this machine shortage may be gleaned from the comments of one leading distributer, who remarked the other day that his company had on file unfilled orders for over 8,000 machines, with very little prospect of catching up with these orders for many months to come.

The record situation is somewhat better, but as January is recognized as one of the biggest record months of the year, it is quite likely that the comparatively slight shortage which exists at the present time will become more acute by the end of the month. Those dealers who had the foresight to place their record orders well in advance have very little complaint to make regarding shipments, but that percentage of the trade which waited until the last moment to give the distributers their record requirements are sorely in need of many of the standard and popular selections.

Efficiency Department Producing Results.

"Nineteen hundred and sixteen has opened up with unusual activity," said R. W. Morey, general manager of the New York Talking Machine Co., Victor distributer. "We have been short of merchandise for many months and as far as machines are concerned January has seen absolutely no diminution of the remarkable Victrola trade of the past year. The record situation is showing the effects of the tremendous record demand which always occurs in January, but the New York Talking Machine Co. placed large orders many months ahead and had an actual stock of 400,000 standard records, which it has carried since last summer to meet the demands of the dealers at this time. There has been absolutely no lull in the business with the passing of the Christmas holidays, and the demand is equally as great at the present time as it was in the fall. Our dealers are becoming better acquainted with our efficiency department, and the results already achieved have proven to many dealers through their increased record sales what a valuable asset this efficiency department really is in developing profitable trade. Quite a number of our dealers have visited our offices the past few weeks to confer with Mr. Moody and his assistants regarding 1916 efficiency plans."

Closed Banner Year.

R. F. Bolton, district manager of the Columbia Graphophone Co., referring to conditions said: "We closed December with the biggest sales of any single month in the history of this division and finished up the year the same way, the total figures showing a very large gain over any preceding year. January has started off with so many orders on hand that there is no question about the month's sales totals being far ahead of 1915. As an indication of the Columbia dealers' confidence in the future it is interesting to note that we have received a larger number of advance orders for delivery in spring months than ever before. In some cases the dealers are planning to place orders within the next thirty days for delivery in July and August in anticipation of their fall requirements. One of the gratifying features of our 1915 business was the high standard of the new representation which the Columbia product secured during the year. We closed deals with live-wire, energetic dealers whose enthusiasm is reflected in the handsome Columbia departments which they have opened. Our sales of electric Grafonolas are steadily increasing, and the general advertising which is being carried on in behalf of these machines is producing excellent results."

Will Inaugurate Series of Recitals.

The Phonograph Corp., of Manhattan, which conducts the Edison Shop, 473 Fifth avenue, is planning to start a series of recitals the end of the month which will embody several distinctive features. A number of prominent artists recording for the Edison Diamond Disc library will be heard at these concerts, which will probably be generally similar to the successful series of recitals held last season. Commenting upon the retail sales the past month Raymond Duncan, of the Edison Shop, stated that Christmas business had exceeded all expectations, and had even run ahead of December, 1914, which had been a phenomenal month. The new Edison Diamond Disc phonograph designed after the Chippendale period and retailing at $250 is meeting with marked favor and is one of the leading sellers in the Diamond Disc line.

Using All Available Sales Space.

The activity at the Pathé Shop, 487 Fifth avenue, may be gleaned from the fact that the management has not yet been able to spare the time or the space to restore the recital hall to its former appearance and uses. In the midst of the holiday rush the recital hall was transformed into an

(*Continued on page* 34.)

Use This Order Blank

These are some of the Records you should be well supplied with to give the best of service to your many new patrons, as well as the old ones, who will be big record customers during the next few months.

They are numbers always in demand and you will not only lose immediate profits but lasting patronage if you cannot supply them promptly.

____16008	____17222	____35306	____64260
____16029	____17231	____35342	____64306
____16137	____17268	____35352	____64425
____16184	____17311	____35398	____70036
____16386	____17380	____45052	____74163
____16394	____17454	____60001	____87107
____16408	____17474	____60031	____87132
____16440	____17523	____60106	____87502
____16523	____17577	____61131	____88065
____16786	____17600	____64078	____88127
____16960	____17701	____64120	____88138
____16967	____35095	____64174	____89001
____16995	____35196	____64181	____89060
____16996	____35270	____64205	____96001
____17189	____35289	____64257	____96200

Use this as an order blank
Sign your name below and
mail to us

_____

_____

C. Bruno & Son, Inc.

ESTABLISHED 1834

Victor Distributors to the Dealer Only

351-353 FOURTH AVE., NEW YORK

WE DO NOT RETAIL

Service and Efficiency

DO YOU KNOW WHAT IT MEANS?—To be allied with an efficient Distributor? One who places at your disposal the unique service of a complete and thorough organization?

Snappy Window Cards, and Selling-Tips on records, stock systems, suggestions, and co-operation of all kinds that really benefit.

An efficient Victor Distributor must furnish Dealers with business-getting material and assist them to make the most of their opportunities.

ORDER FROM US. YOU'LL GET MORE THAN MERCHANDISE

NEW YORK TALKING MACHINE COMPANY

119 WEST FORTIETH STREET
NEW YORK CITY

THE TRADE IN NEW YORK CITY.

(*Continued from page 32.*)

auxiliary salesroom, and it was expected that after Christmas there would be a sufficient lull to permit of its return to its original purposes. This month's business has provided an agreeable surprise, however, and there has been such a steady demand for Pathephones and Pathé discs that every inch of floor space has been utilized for demonstration and sales purposes. The $200 Pathephone is the popular model of the line, the Pathé Shop finding it well-nigh impossible to keep an adequate stock of these instruments on hand.

Arousing Favorable Interest.

The extensive advertising campaign which the Aeolian Co. has been carrying on in the daily newspapers the past year to present the Aeolian-Vocalion has certainly created keen interest among music lovers regarding this new type of phonograph. Notwithstanding the fact that the Aeolian Co. has placed at the disposal of its Aeolian-Vocalion patrons unlimited display and salesrooms the favorable reception accorded this instrument by the local trade reached such proportions during the holiday season that many patrons were unable to have personal demonstrations of the particular type they wished to purchase, but bought their instruments on the strength of a general demonstration. The Vocalion sales force at Aeolian Hall was greatly enlarged and strengthened for the holiday trade, but even with its new members fell far short of the necessary requirements. The unusual success of the Aeolian-Vocalion in the short while it has been on the market is indeed a tribute to the prestige and methods of the Aeolian Co.

Appropriate Holiday Remembrance.

"The Spirit of the Season" was the title of a unique Christmas and New Year's booklet which the Blackman Talking Machine Co., Victor distributer, sent out to its dealers and friends, accompanied by a handsome leather wallet and card case. The booklet expressed the company's appreciation for the business which its dealers had entrusted to it in 1915, which incidentally was the banner year in the successful career of the Blackman Talking Machine Co.

Piano Houses Feature Graphophones.

The Columbia line, in addition to being well represented in local territory by exclusive talking machine dealers, department stores and furniture houses, is handled by a representative number of high-grade piano houses which are giving the Columbia product active exploitation. Among those piano stores which have closed an excellent Columbia buiness the past year are the following: Aeolian Co., Hardman, Peck & Co., Otto Wissner, O. W. Wuertz, Weser Bros. and others, in all sections of Greater New York.

Publicity Sold Machines and Records.

The joint advertising campaign which was sponsored last month by the dealers handling the products of the Pathé Frères Phonograph Co., and which reached its apex Christmas week, served to inform the local public in a convincing way of the popularity of this line in New York and the adjacent cities. As an example of the profitable results achieved by this publicity Jacob Doll & Sons reported a shortage of all types of Pathephones and Pathé discs in their New York, Brooklyn and Jersey City stores for two weeks preceding Christmas. This healthy condition has continued without interruption, and the Doll stores are enthusiastic boomers of the sales possibilities of the Pathé line.

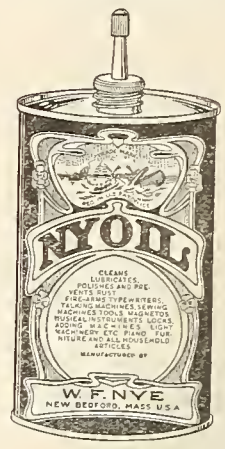
UDELL DISPLAY AT GRAND RAPIDS.

Showing Full Line at the Klingman Furniture Exhibition Building, with Tom Griffith in Charge of the Complete Display.

For the next two or three weeks Tom Griffith, sales manager of the Udell Works, Indianapolis, Ind., is to be at the display space of Udell furniture at the Klingman Furniture Exhibition Building, Grand Rapids, Mich. The Udell Works is one of the factors of the furniture industry of Grand Rapids, dealers coming from distances as far away as several hundred miles to see the cabinets made by the house.

FALL IN
JOIN THE ARMY OF
NYOIL DEALERS AND

YOU WILL SHARE



PROFITS WITH US

Let Us Submit Our Latest Proposition
WM. F. NYE, New Bedford, Mass.

GOES WITH SONORA CORP.

L. S. McCormick, well known in both the wholesale and retail divisions of the talking machine trade, has joined the staff of the Sonora Phonograph Corp., New York, in an important executive capacity. Mr. McCormick was previously manager of the Pathé Shop, 487 Fifth avenue, New York, from which position he resigned last Saturday.

Eight thousand five hundred turkeys and 17,000 quarts of cranberries were distributed among its employes on Christmas Eve by the Victor Talking Machine Co.

A single shipment of fourteen carloads of talking machines left Camden, N. J., recently over the Reading Railway for Western points.

ANNOUNCING THE ARTOPHONE

Here are good and sufficient reasons why YOU should include the ARTOPHONE as one of your standard sellers

¶ Tone arm of universal type, perfectly balanced. Has special adjustment screw to keep soundbox in perfect center, which does not destroy records through imperfect centering of needles.

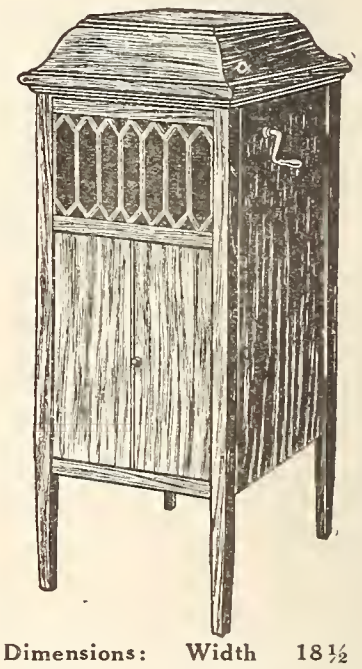
¶ Plays ALL makes of records without any extra attachment and if desired, without change of needle (we furnish jeweled point needles). The Artophone will also play records of ball jeweled point character.

¶ The ARTOPHONE has 7,200 cubic inches of tone developing space, against 4,450 cubic inches in instruments of competitive type, at the same wholesale price. Consequence, a rich, clear volume of tone.

¶ Motor especially constructed, fully nickel-plated (can be shown as talking point), absolutely silent smooth running, double barrel spring, will run full 15 minutes at 78.

¶ The retail price is well below $100.00, the wholesale price, well! one large successful dealer, who purchased 125 ARTOPHONES during the Holiday period, wrote us, "your wholesale price fairly takes one's breath away."

¶ Write us today and by return mail will give you full details of our proposition.



Dimensions: Width 18½ inches; depth 24½ inches; height 45½ inches. Made in any finish.

THE ARTOPHONE COMPANY

454 N. BOYLE AVE. SAINT LOUIS, MISSOURI

DEATH OF JOSEPH H. DODIN.

Well-Known Talking Machine Man Stricken While at Work at Gimbel Bros.

Joseph H. Dodin, in charge of the Victrola department of Gimbel Bros., New York, under Manager George W. Morgan, died in the French Hospital December 29 after being stricken suddenly while at his work. Mr. Dodin had been in poor

Joseph H. Dodin.

health for some time, and the exertion of the holiday season was largely responsible for his collapse. Mr. Dodin had been connected with the talking machine business in New York for many years, and joined the Gimbel department when it was first opened. Previous to going with the Gimbel department Mr. Dodin was for five years connected with the talking machine department of Frederick Loeser & Co., Brooklyn, N. Y., and two years with Driggs & Smith, Waterbury, Conn. He had hosts of friends both among his associates and the members of the outside trade.

Mr. Dodin was thirty-five years old, and is survived by a widow and one child. His brother, Andrew H. Dodin, is connected with the New York Talking Machine Co.

SUFFERS LOSS FROM FIRE.

Carbolic Acid Plant at Spring Lake Destroyed by Fire—Defective Insulation Blamed.

(Special to The Talking Machine World.)

SILVER LAKE, N. J., January 9.—One of the buildings which formed part of the Edison chemical plant here, being used for the manufacture of carbolic acid, was destroyed by fire last evening, the loss being estimated at $5,000. Defective wiring is believed to have caused the fire. Mr. Edison was notified by telephone when the fire started, and he and Mrs. Edison motored from their Llewellyn Park residence to witness it.

When the building was plainly doomed Mr. Edi said said: "This fire won't delay us at all. I'll have that building replaced within forty-eight hours, and before I go to bed to-night I'll have plans drawn for the new machinery." The property was not incorporated and belongs solely to Mr. Edison.

PROTECT YOUR OWN INTERESTS AND URGE THE PASSAGE OF THE STEVENS BILL. DO IT NOW!

GREAT PROSPERITY IN NORTHWEST.

Heavy Demand for Talking Machines and Other Musical Goods Indicates That Money Is Plentiful and That the People Are Confident of Future—All Stocks Depleted During Holidays—Edison Tone Tests Attract Attention.

(Special to The Talking Machine World.)

ST. PAUL, AND MINNEAPOLIS, MINN., January 8.—Without comparison the closing month of 1915 was the best that the talking machine dealers of the Twin Cities have ever known, and the new year is one of joy to them, as a continuance of good trade is presaged by the general prosperity pervading the Northwest.

Just before the holidays W. J. Dyer & Bro. and the Beckwith-O'Neill Co., the two big jobbing houses, were "shot to pieces" by orders. The former had upward of fifty orders which could not be supplied. Beckwith-O'Neill's wholesale stock was a wreck, and they were at their wits' ends to piece out orders by loans from retailers.

Among the retailers of Victrolas, Foster & Waldo were almost swamped at times, and reported the biggest trade ever for December. The J. E. Frank Music Co.'s report was that the increase had been phenomenal. The Cable Piano Co.'s three stores in Minneapolis, St. Paul and Ashland reported excellent business.

The Talking Machine Co.'s store, of which Archie Matheis is manager, had a generally successful trade through and after the holidays, with Prince Lei Lani, of the "Bird of Paradise" company, as a regular feature.

More business was done by the Minnesota Phonograph Co. in December, 1915, than during the entire year 1912, according to President Laurence H. Lucker. The new $20 Edisons are proving an attraction not only in the cities, but many are being shipped into the country. William A. Lucker, who handles the Edison instruments in St. Paul, has discontinued his Victrola department and will concentrate the business on what was his major line. Most interesting events of the past month were the "tone tests" at the Auditorium in Minneapolis and the People's Church, St. Paul, by Richard Czerwonky, concertmeiser of the Minneapolis Symphony Orchestra, and Alice Verlet, the grand opera singer, accompanied by their own records. Christina Miller will duplicate their tests in February, using Edison records.

Robert Souders, the new manager for the Columbia Co. in the Northwestern territory, found himself in deep water over the holiday rush, but is emerging in good condition. The new year opened nicely, and many new accounts are being opened. The Emporium, a large department store in St. Paul, and Howard, Farwell & Co. have added the Columbia line to their talking machine departments, making an even dozen Columbia dealers in the Twin Cities.

Thomas L. Shevlin, the millionaire-lumberman and former Yale football star, whose death was a severe blow to the Northwest and to Yale athletics, was a relative of George C. Beckwith, of the Beckwith-O'Neill Co.

William Fuhri, Western manager for the Columbia Co., was a visitor in St. Paul and Minneapolis, calling on the trade generally as well as on the Columbia dealers. The company has no retail stores in the Twin cities.

Isaac Rosenstein, manager of the talking machine department of the Minneapolis Dry Goods Co., has been under the weather for some time, but has not been in any serious danger.

ACROSS CONTINENT TO MAKE RECORD

D. A. Curry, of "Camp Curry," Yosemite Valley, Cal., Makes Personal Record for Columbia.

The longest trip made to date for the purpose of making a personal record was made by D. A. Curry, proprietor of "Camp Curry," Yosemite Valley, Cal., who journeyed to New York to visit the recording laboratories of the Columbia Graphophone Co. for this purpose. Mr. Curry recorded two personal records, one a vocal song, composed by a member of the camp, "I Am Strong for Camp Curry," and an instrumental march featuring a human call and echo—one of the amusement novelties of the camp. These personal records are to be sold to camp visitors, and it is reasonable to assume that they will afford a valuable advertising medium.

POSITION WANTED.

Thoroughly competent man with nearly twenty years experience in the Talking Machine business, desires position as Manager in Wholesale and Retail business, Edison preferred. Best of references. Address Experienced, care Room 307, Marvin Bldg., San Francisco, Cal.

SWAPS.

5,000 Indestructible U-S records, both two and four minute, guaranteed new, perfect stock. Will trade for Columbia and Victor records and machines. Deninger Cycle Co., Rochester, N. Y.

YOU NEED MY SERVICES.

My age is 25, with 10 years of successful business training. My experience for the past 3½ years as business stimulator for a leading phonograph concern, manager of phonograph shop and a thorough knowledge of fitting up artistically retail shops. Thoroughly understand mechanism of all makes of talking machines. Will be open for position Jan. 24, 1916. Address 303, care The Talking Machine World, 373 Fourth Ave., New York.

SPOT CASH paid from 20 per cent. to 60 per cent. for any quantity or make of used phonographs and records. State price and make. Address Box 304, care The Talking Machine World, 373 Fourth Ave., New York.

WANTED.

Large consumer of talking machine motors open for negotiations for the delivery of considerable quantities of one and two spring motors of American manufacture. Offers must be low and accompanied if possible by illustrations. Reply to "Ready Cash," Box 305, care The Talking Machine World, 373 Fourth Ave., New York.

SALESMEN.

We have a side line for men who call on the phonograph trade. We manufacture the Huskey Record Demonstrating Rooms. Communicate with Huskey Manufacturing Company, Columbia Ave. and Howard St., Philadelphia, Pa.

MANAGER WISHES TO COMMUNICATE.

Expert Phonograph Department Manager, with executive ability, takes this means of getting in touch with retail phonograph dealers and manufacturers. Road experience. Open February 1 for high grade proposition. Address "Box 306," care The Talking Machine World, 373 Fourth Ave., New York.

ATTENTION, MANUFACTURERS!

Am opening sales office for distribution of talking machine accessories, confining myself to first class. Have had long experience in the talking machine business. Personally familiar with the trade. Commission only. None but manufacturers of first class lines need apply. Address "Box 307," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED.

A capable first-class Victor roadman, thoroughly experienced. Apply by letter. Standard Talking Machine Co., Pittsburgh, Pa.

WE WILL PURCHASE

Disc Talking Machines and records of any make in any quantity

If you have any cut-out or unsalable records and machines to close out or should you wish to dispose of your entire talking machine and record stock, write us for quotations.

Reliable Purchasing Co., 133 Mercer St., New York

CATERING TO THE TASTES OF THE AGED CUSTOMER.

The Star Salesman of John Jones, Inc., Proves That It Will Pay Any Dealer to Specialize in Selections Appealing Particularly to Elderly Customers, and That He Can Win Their Esteem and Permanent Patronage by So Doing—A Lesson for Every Live Dealer.

The attractive salesrooms of the Unique Talker Shop were softly aglow with shaded lamps, the day being stormy, and, despite the inclement weather, humming with after-Christmas activity.

Seated upon a leather-covered divan at one end of the reception hall, a little old lady, garbed primly in black, awaited patiently the attention of the busy clerks. Whether her general air of contentment bespoke the supposition that she was simply waiting for someone, I cannot say; but at any rate she had been there quite an hour when a young fellow with hair the color of a sunset, and with a smile like a May morning, came briskly in on his way to the office, and glimpsed her in her nest among the cushions.

"Is there anything I can do for you?" he asked in his rich baritone.

The little old lady smiled up into his face and nodded. "Yes, I would like to hear some records, but everybody is so busy that I do not seem to have much chance. I was just thinking of trying elsewhere when you came."

"I am sorry," and again that May morning smile lit up his face. "However, if you still have a little more time to spare, we will adjourn to a soundproof booth and, I am sure, hear something that you will like very much. Shall we?"

"We shall, and thank you." And she allowed herself to be escorted to a daintily appointed hearing room, and ere long was seated comfortably in an easy wicker chair in front of a De Luxe model Musicola.

"Now, with your permission, I will play a few records for you on my own responsibility, choosing the selections of which my mother is very fond, and whenever you like anything particularly well, if you will say so, I will lay it aside for you."

The first selection he played for her was "Alice, Where Art Thou?" (Ascher), tenor Ernest Pike.

"Oh, that is lovely!" she said. "I haven't heard that song for years and years. Yes, I will take it, by all means."

Then followed "Blue Danube" waltz (Strauss), American Standard Orchestra, and that, too, was laid aside.

"Annie Laurie" (Scott-Himmelreich), piano, Ferdinand Himmelreich, brought forth an exclamation of sheer delight. "How beautiful! One rarely hears that dear old melody mastered so wonderfully. I wish that also, please."

"Ave Maria" (Bach-Gounod), soprano with violin obligato, Marie Rappold and Albert Spalding, gave birth to the enthusiastic declaration: "What exquisite taste your mother has, dear boy. Let me see," she continued, glancing at the records already chosen, "that makes four, doesn't it?"

The salesman verified her statement, and awaited her further commands.

"I do not think it at all necessary for me to remain to listen further. I desire a dozen selections, so if you will be good enough to let me have eight more that your mother would like I will be very grateful."

This is the list he selected: "Medley of Southern Plantation Songs," New York Military Band; "Beautiful Isle of Somewhere" (Fearis), tenor and baritone, John Young and Frederick J. Wheeler; "Calm as the Night" (Gotze), soprano and baritone, Eliabeth Spencer and Frederick J. Wheeler; "One Sweetly Solemn Thought" (Ambrose), baritone, Thomas Chalmers; "Silent Night" (Gruber), soprano, tenor and baritone, Elizabeth Spencer, John Young and Frederick J. Wheeler; "A Dream" (Bartlett), cornet solo, Ernst Albert Couturier; "La Paloma" (Yradier), Edison Concert Band; Nocturne in E flat (Chopin), violin, Kathleen Parlow. As he returned from the stockroom with the records he had picked out for her, he asked, thinking she would not care to carry bundles, "May I send them for you?"

"No, indeed!" she replied positively; "I cannot wait that long. I want to hear them all as soon as possible, therefore I will take them with me."

He made them up into a neat parcel, which he delivered into her hands with a courtly bow.

"Please accept an old woman's thanks for your interest and courtesy," she remarked, seriously, as they parted, and the salesman thought her eyes grew a little misty as she said it. At all events, the new customer went away happy, the salesman basked in the sunshine of a duty well performed, and the house of John Jones, Inc., had a new and enthusiastic patron.

Entering the office, the salesman glanced at the mahogany desk where the great John Jones sat in state, busy at the task of signing letters, looked toward the typewriting machine, where a new operator plied her trade (the star salesman and Kitty Keys were married on New Year's Day—did you get an announcement?), and grinned. He was in a good humor, you see, for his recent interview with the little old lady had led to the creation of a new idea dealing with the art of catering to the tastes of the aged customer.

"Busy, boss?" he asked, after a few moments of deepest thought.

"Not especially so, son. What is it, another idea?"

"Uh-huh!"

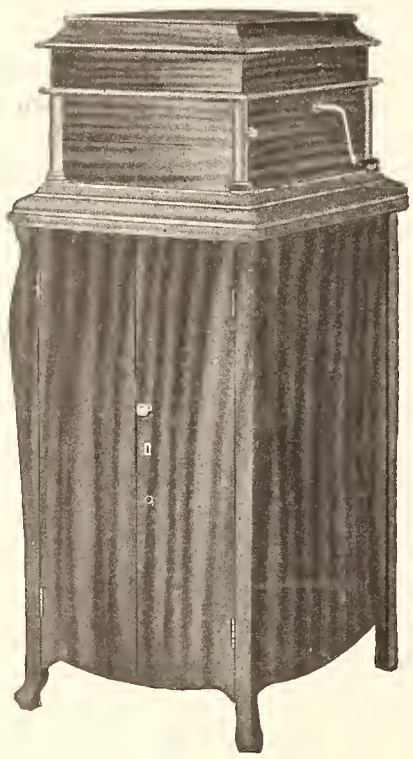
"Come over and tell me about it," invited the proprietor of the Unique Talker Shop, genially extending a holly-garnished box of long, black cigars. The star salesman obeyed the summons gladly, and when his weed was properly aglow and its fragrance duly appreciated, he began:

"I had a most interesting and instructive experience a few minutes ago, and it turned out so profitably as well as pleasantly that it set me thinking. I sold a dozen records to a delightful old lady, and because I happened to know the sort of thing my mother likes best, and taking her tastes as a

LONG CABINETS

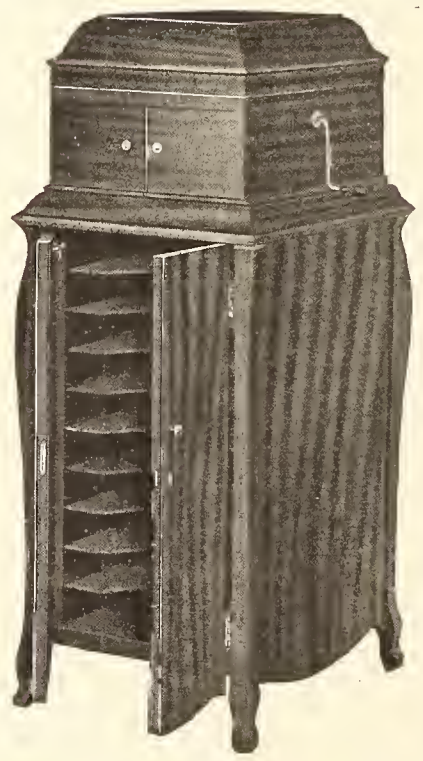
WELL MADE THROUGHOUT

These With Others Comprise the



D 77

Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19⅛x 22⅝ in. Holds 192 12-in. Records. For Victrolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Sheif. Average weight, crated, 80 lbs.



D 79

Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19⅛x 22⅝ in. Holds 192 12-in. Records. For Victrolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Sheif. Average weight, crated, 85 lbs.

ELEGANTLY FINISHED

Most Complete Line of Record Cabinets

PROMPT DELIVERIES ON ALL ORDERS

Write for Illustrated Catalogue

THE GEO. A. LONG CABINET CO.,

HANOVER, PA.

guide, I made a very successful sale. I think, boss, that I will have my mother go over the catalogs and pick out the selections that appeal most to the hearts of the old folks; then we can have typewritten lists made and distributed among the clerks for reference in time of need. What do you think of my latest idea?"

"I consider it quite up to your standard, and after what you have done for me in the way of valuable ideas during the past year that means a very great deal."

"Thanks, boss; I'll have that list in a few days, and then we'll know for sure."

As the star salesman returned to his duties he gazed at a card pinned to the wall above his desk, and saluted it gravely. "Here's hoping you know what you are talking about," he said as he plunged headlong into the work that awaited him.

The card:

Another year has come along
To bring you fame and wealth;
To win them you must sing a song,
And learn to help yourself.

HOWARD TAYLOR MIDDLETON.

COURTESY OF AEOLIAN CO. PRAISED.

New York Tribune Publishes Letter Complimenting Its Treatment of Customers.

The value of courtesy in business is demonstrated by a letter concerning the manner in which patrons of the Aeolian Co. are served which appeared in the Ad-Visor column of the New York Tribune—a column devoted to investigation and consequent criticism or praise of advertising merchants in the city. The letter is as follows:

"One would think in a store where mostly the rich people patronize that an ordinary person would scarcely be noticed. On the contrary, I have found that in these stores one receives the most courteous and painstaking attention.

"My husband and I have often spoken of the treatment one receives at the Aeolian Co.'s showrooms, West Forty-second street.

"As you enter the door you are greeted with 'Good morning; what can I do for you?' On one occasion I bought about $8 worth of 75-cent records and needles, etc. I told the saleswoman what kind of music I wanted, and in helping me to select them I was really treated to a musicale, as she played many of the latest hits. I guess she played $20 worth of records, although she had no idea how much I was going to buy.

"Since we have bought our Victrola there several of my friends have bought machines there, and all have spoken of the fine treatment they received.

"I was born and raised in New York City, and I have concluded that the richer the store and its patrons, the better the poor man is treated.

"Mrs. William E. Hunt."

In commenting on the above letter, the editor of the column, Samuel Hopkins Adams, says: "Few letters thus far received by the Ad-Visor have been read and printed with more real pleasure than this little 'human document.'"

STEVENS BILL TO BE DISCUSSED.

Prominent Speakers Will Urge Passage of Bill at Mass Meeting in Madison Square Garden.

A mass meeting in favor of the Stevens Bill will be held in the auditorium at Madison Square Garden, this city, on Wednesday afternoon, January 19, at 3 o'clock. The meeting will be under the auspices of the Conference of Independent Retailers of the Metropolitan District, in conjunction with the Chemical, Drug and Food Exhibition, which will be in progress during the week of January 17-22 at the Garden. Congressmen Griffin, of Brooklyn, and Chandler and Loft, of New York, will address the meeting, as will also Dr. Paul H. Nystrom, author of "Economics in Retailing"; Edmond A. Whittier, secretary of the American Fair Trade League, and Herman Weiss, secretary of Bloomingdale Bros. After the special addresses a general discussion by a representative of each trade will follow. Talking machine dealers, and in fact every merchant interested in the passage of this bill, is invited to attend this conference in order to better understand the significance of this move towards price standardization.

TONE TESTS BRING RESULTS.

What Many Dealers Report—Broadside of Telegrams and Letters to Thos. A. Edison, Inc., Sent to the Trade—Make Interesting Book.

Thomas A. Edison, Inc., Orange, N. J., have just issued a broadside to dealers made up of telegrams, night letters and reports from Edison jobbers and dealers expressing their enthusiasm over the tone test recitals held in their cities. These tests consisted of having concert and opcratic artists stand side by side with the Edison Diamond Disc phonograph and sing in direct comparison with their re-created voices. In some instances the phonograph and the singer would sing in unison, then alternate. Then the singer would sing a second part to that on the phonograph, the artist thus actually singing a duet with herself.

Musicians, music lovers and prominent critics have attended these tone test recitals, armed with all the skepticism they could command and with their trained ears sharpened to catch the faintest deviation in tone quality or enunciation in the re-created voice. To their astonishment they say they found Edison's re-creation absolutely flawless in tone, timbre and artistry.

As evidence that these tone test recitals are producing concrete results, one dealer in a small town reported that he sold seven Diamond Discs in the two days following his recital, all directly traceable to the demonstration given at that time. Another small town dealer reported that he sold two instruments before he left the auditorium where his recital was held and four more immediately after. One happy dealer had the mayor of his city drop in right after his tone test recital and purchase a new Edison Diamond Disc phonograph.

GREETINGS
For 1916

We greet with OPTIMISM the New Year and forecast even greater prosperity for those who are alive to their opportunities. Our DEEP APPRECIATION is extended to those who have made our closing year prosperous.

Once again we say with PRIDE that the bulk of our business has come from hundreds of Dealers, and we have used every effort to safeguard their interests, avoiding neglect of the "old" while receiving and serving the "new."

OUR POLICY for 1916 will be that of FURTHER PROGRESS, using the past not only as a guide to avoid repeating mistakes and considering the best results obtained, but as a starting point for FURTHER IMPROVEMENT.

We will ask and encourage CLOSER CO-OPERATION, not only in our own organization but with everyone with whom we come in business contact. This is bound to produce GOOD RESULTS.

To ENCOURAGE the greatest confidence on the part of our trade, we will endeavor to be BROAD in our POLICY, giving every possible SUPPORT to those who deserve it consistent with good business judgment, whether it be in the extension of credit, shipment of goods or adjustment of claims.

Those Dealers who are merchants and doing their best to run their business HONESTLY will have our FULL SUPPORT, and we will in every way possible refrain from supporting, by extension of credit or otherwise, the Class of Dealer who is a menace to the business and a Bad Debt for all concerned.

No EFFORT or expense will be spared to make OUR SERVICE IDEAL in every respect. With this object in view, give us YOUR HELP by pointing out DEFECTS in our organization that we may thus introduce REMEDIES where necessary.

Yours for a Happy, Healthy and Prosperous New Year.

J. NEWCOMB BLACKMAN,
President.

Blackman
TALKING MACHINE CO.
97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK
"Exclusive Victor Distributors"

UNPARALLELED CHRISTMAS TRADE IN ST. LOUIS.

Business Limited Only by Amount of Machines and Records on Hand—Val Reis' Worry About Oversupply Turns to Anxiety on Account of Depleted Stock—R. H. Gordon to Start Pathephone Campaign—Vocalion, Victor and Columbia Sales Extraordinary.

(Special to The Talking Machine World.)

ST. LOUIS, MO., January 8.—Several interesting things happened in the local talking machine world during the last month, chief of which was the unparalleled Christmas trade. Its limits were practically those enforced by the manufacturers through the supply of machines. In many stores $15 models were forced to do service for the $200 sort until delivery could be made of the larger ones. In one store there were just two of the $15 pattern left in the salesrooms and no other kind.

The record business was simply amazing. Firms with six demonstration rooms did not have space for their customers the four or five days before Christmas, and finally the expedient was put into practice of demonstrating the Christmas numbers in certain booths and admitting all who wished special Christmas numbers.

Another event was the opening of the Pathé jobbing warerooms here, an event that quickly made itself apparent.

Included in this chronicle of local events might be mentioned the death of Edward Lyman Bill, editor and owner of The Talking Machine World This is included because in making the monthly calls the correspondent was greeted in each talking machine warerooms by: "I see Mr. Bill is dead Too bad, indeed. Our industry owes much to him." That was the sentiment of such men as E. C. Rauth, of the Koerber-Brenner Music Co.; Irby W. Reid, of the Columbia warerooms; Mark Silverstone, of the Silverstone Music Co., and a score of retailers, all of whom felt that they had lost a real friend.

The talking machine quarters in the new warerooms of the Field-Lippman Piano Stores have been little short of a revelation to many talking machine visitors. The six record demonstration

Vestibule of Talking Machine Department.

rooms on the main floor are so arranged that the saleswoman walks from one to the other next to the record racks. The finish all is in light oak, the plate glass partitions and sides being large and admitting much light. There is little effort toward decoration except the simple adornment that is in keeping with the rest of the store, and this, being in good taste, makes the rooms very restful to the customer. The machine display rooms on the second floor have the same quiet, rational treatment.

First Floor of New Field-Lippman Piano Store on Opening Day.

and convenience and comfort is placed above adornment. Columbia and Victor machines are sold here and the Field-Lippman folk were congratulated at Christmas time because their foresight, early in the fall, had enabled them to gather a large stock of machines for the holiday trade.

Miss Pickel, formerly with the Thiebes Piano Co., is with the record department of the Field-Lippman Piano Stores. Miss Pickel is quite famous locally for her ability to name records called for by number and also to gather those called for by name from the numbered racks without reference to the catalog.

R. H. Gordon, organizer of the Pathephone Co., jobber of the Pathé machines, is getting well settled in his warerooms on the second floor at 810 Olive street. Mr. Gordon and his stock of machines reached here just after December 1, after the Christmas rush had started, and without waiting to get things systematized or actually settled he sallied forth to pick up some of the machine trade that appeared to be crowding in on dealers. And he got a goodly share, too, for a newcomer. Now that the rush is over, Mr. Gordon is getting settled. He is well pleased with the outlook here and with the business obtained so far. In fact, he could not have handled more record business had it been offered to him, for the stock of records that he thought very ample for his first month in a new town is sadly broken. He has readily placed his line with some very reputable houses and has deals pending that he expects to close within a few days with some of the most desirable dealers in the city. Among other questions not yet settled is whether he will open a retail wareroom. He expects to be ready by February 1 to begin an active campaign throughout the Southwest for dealers, and will be glad to open up correspondence at once.

Val Reis, of the Smith-Reis Piano Co., Victor retailer, tells an amusing incident of which he is "the goat," he says. The Smith-Reis Co. until two months ago sold its records from upstairs rooms, but then moved to the first floor. While Mr. Reis was busy with the task of building the demonstration rooms and many other issues that came with the selling out of the great stock of sheet music, he practically let go of the talking machine end. He let the head of the record department make out his own orders, etc. Finally, when Mr. Reis "came back" and looked over the stock reports, as he says, "I was mad clear through. I found that we were running way into the hundreds of some numbers, and, for instance, we had 200 records of 'The Stilly Night,' by Schumann-Heink. I thought that was too many, considering the price of the record, and I told all concerned about it.

Do you want to hear Edison Records Reproduced on other Talking Machines?

THE VICSONIA REPRODUCER IS THE SOUNDBOX THAT WILL DO IT

The **VICSONIA** will reproduce every note, sound wave and minute variation as recorded on the wonderful Edison Disc records with all fullness, sweetness and accuracy of tone. Does not wear the records.

The **VICSONIA** is a revelation in reproducers, and the largest talking machine men in the country who have heard and tested it are enthusiastic over its merits.

The **VICSONIA** fits the Victrola, Grafonola, Crescent and Sonora phonographs, with special type for the Aeolian Vocalion.

Instantly and easily attached. A child can do it. No alterations necessary.

Dealers will find the **VICSONIA** a business builder.

The **VICSONIA** sells in the United States for $7.50 nickel-plated, $8.50 gold-plated, and in Canada for $10 nickel, $12 gold. Liberal discount to dealers. General agents wanted.
One demonstrating model will be forwarded to any dealer's address in the United States for $4, or in Canada $5, cash with order. Money refunded if not satisfactory.

WALTER M. SEYMOUR, Distributor, 133 West 129th Street, New York City

The Shelton Electric Motor "Electrifies" All Leading Types of Phonographs

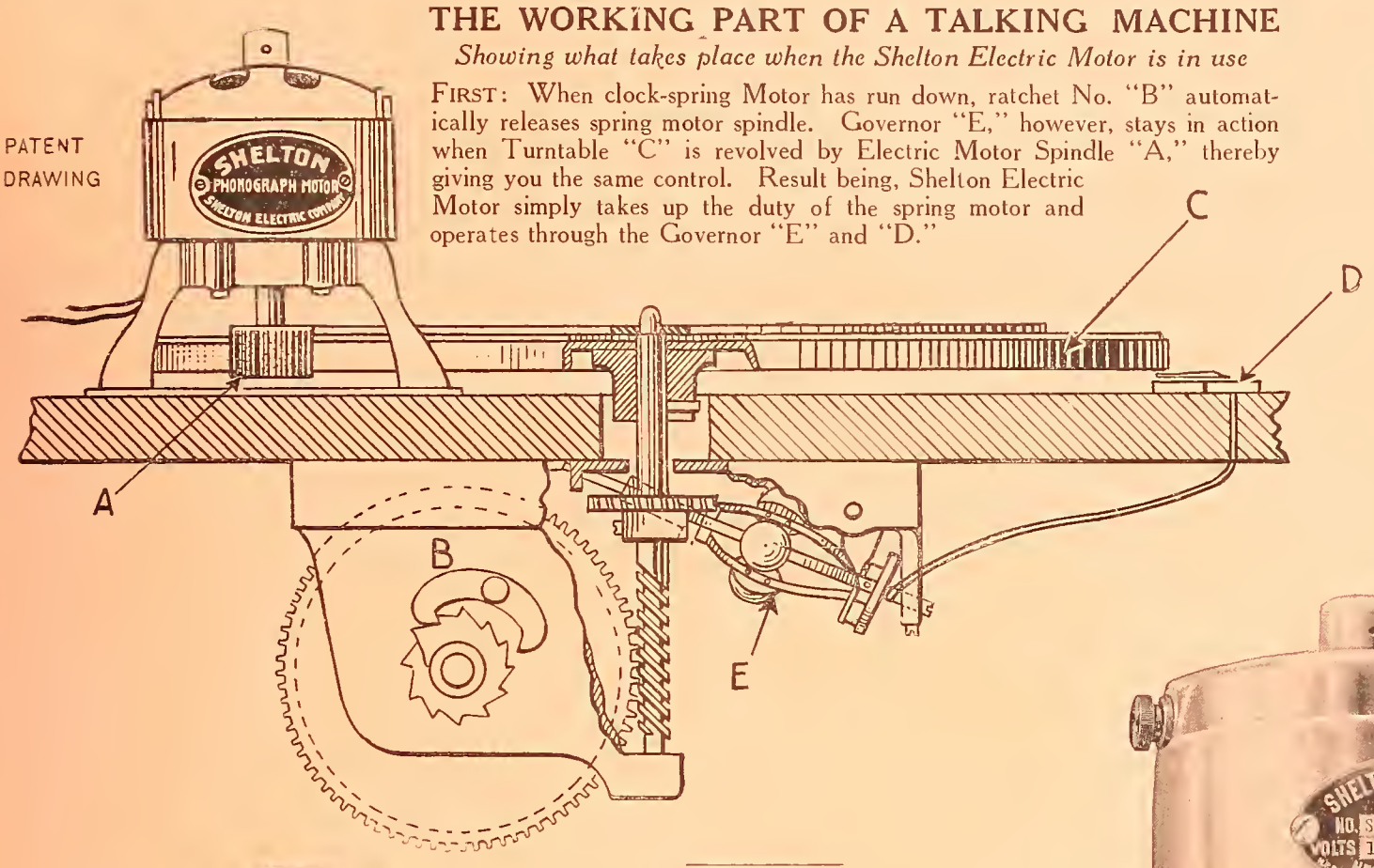
IT IS SIMPLY PLACED AGAINST THE TURNTABLE—DOES NOT REQUIRE EVEN THE TURNING OF A SCREW

PATENT DRAWING

THE WORKING PART OF A TALKING MACHINE

Showing what takes place when the Shelton Electric Motor is in use

FIRST: When clock-spring Motor has run down, ratchet No. "B" automatically releases spring motor spindle. Governor "E," however, stays in action when Turntable "C" is revolved by Electric Motor Spindle "A," thereby giving you the same control. Result being, Shelton Electric Motor simply takes up the duty of the spring motor and operates through the Governor "E" and "D."

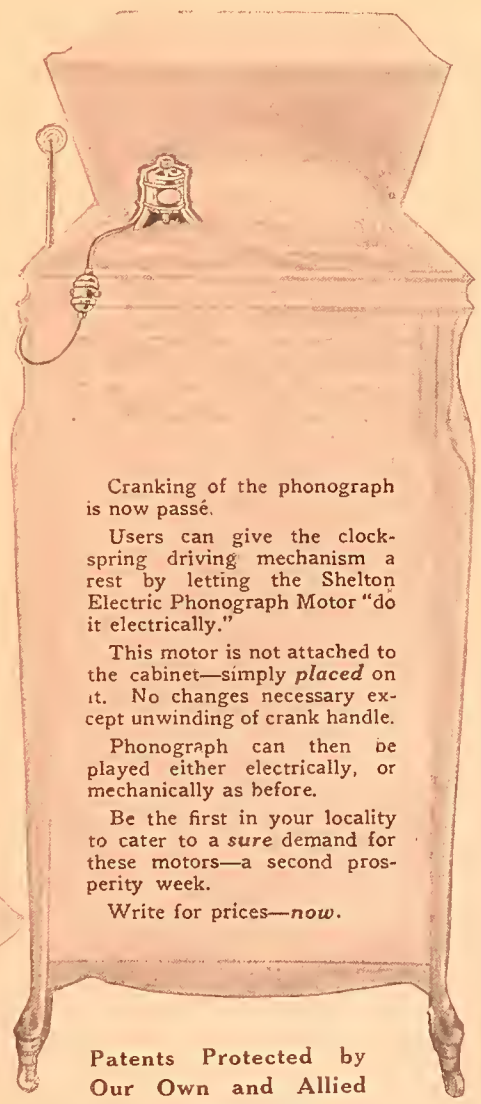


RETAIL PRICE
$17.50

Usual Trade Discounts

Two-thirds of Actual Size of Motor.

NOW MAKING DELIVERIES



Cranking of the phonograph is now passé.

Users can give the clock-spring driving mechanism a rest by letting the Shelton Electric Phonograph Motor "do it electrically."

This motor is not attached to the cabinet—simply *placed* on it. No changes necessary except unwinding of crank handle.

Phonograph can then be played either electrically, or mechanically as before.

Be the first in your locality to cater to a *sure* demand for these motors—a second prosperity week.

Write for prices—*now*.

Patents Protected by Our Own and Allied Interests.

The Shelton Electric Motor

1.—IS ABSOLUTELY NOISELESS.

2.—Does not disturb the spring motor; either one may be used as desired.

3.—Simply operates the turntable and has no connection whatsoever with the spring motor.

4.—Will operate on any lighting circuit.

5.—Is guaranteed in every detail and manufactured by the world's largest electrical manufacturers.

Write for information to our nearest office

SHELTON ELECTRIC CO.

NEW YORK 30 East 42nd St.
CHICAGO 30 East Randolph Street
BOSTON 101 Tremont St.
SAN FRANCISCO 62 Post St.

"Christmas Eve I was at my desk when the young man to whom I made the remarks came in, and, saluting, said: 'Mr. Reis, I have the honor to report that I have just lost a sale of "The Stilly Night," by Schumann-Heink, because we have none in stock.'

"I apologized, and when I saw the next record stock sheet I fully realized that the stock clerk understood the value of main floor demonstration rooms better than I had in advance and that he was storing up as early as October for a time when he realized that it would be hard to get records. Our Christmas record sales were phenomenal."

Manager Hallahan, of the Vocalion department at Aeolian Hall, is wonderfully pleased with the results of his first Christmas season in the talking machine business. He came over from the piano end of the game.

"You know," he laughed, "we hardly knew when we had sales made. We would just get under good sail in the demonstration booths when the man would get up and say, 'I must be going; where is the contract?' or, 'Where can I write this check?' We played our machines to capacity audiences in our record demonstration rooms, and the machine booths were crowded for days on end.

"On the first business day of this year the telephone girl was the first on deck. She was greeted by a man who had been admitted by the porter and who was seated on a sofa near the door. He told her he wanted to talk to someone about a Vocalion, and when she began to hustle about to find a salesman he called to her, 'Never mind; I just wanted to leave this; I guess you can turn it in.' It was a check for a $300 machine that had been sent to his home for twenty-four hours' trial on the last evening of the old year. That day also I was ready to go home when a customer came in and signed a contract without making me late in getting out of the store."

At Aeolian Hall all hands are very well pleased with the impression their instrument is making following the more widespread and active canvass. They were confident to begin, because of their belief in the machine and the results of the campaign among musical people, but now they are certain that their special advantages are appreciated by everybody.

H. G. Koerber, president of the Koerber-Brenner Co., states they have just finished the largest year in their history and that the only thing to mar their satisfaction was the unprecedented shortage which prevented assisting dealers as much as desired. "The demand for Victor machines," Mr. Koerber says, "continues even after the holiday period, and it now looks as if January and February would see a record shortage along the lines of that of last year."

The Koerber-Brenner Co. has always acted on the principle that "a thing can't be good for one unless good for all," and has, therefore, played a prominent part in boosting St. Louis. It had a hand in bringing the Democratic convention, and wants to see visitors come to its city. It has been gratifying to see a constantly increasing number of Victor dealers coming to visit St. Louis, and the firm in question wants every Victor dealer to visit the city at some time in the future, and will keep open house at all times and will welcome those who may come as convention visitors.

At the Columbia warerooms C. R. Salmon, speaking for Manager Irby W. Reid, the latter being confined to his home for several days by a mild attack of the grip, said that December was the largest month in the history of the St. Louis warerooms, and it would have been larger had all of the machines of the models in demand been on hand. Mr. Salmon said that shipments en route the first of the year would clear up the Christmas deliveries, enabling the dealers to replace with proper models all of the very small machines sent until larger ones could be obtained from the factory. Because of this practice the shortage of small models became more acute at Christmas time than of the larger models. The record situation, Mr. Salmon said, was in very good shape, despite demands made on the stock that were entirely unprecedented. The Buetner Furniture Co., one of the large time payment concerns of the city, recently has taken on the Columbia machines and made a very good holiday record, despite the fact that it had had this line but a short time.

Retail Manager Coughlin said that the feature of his department was the closing of a number of sales for the Grand machine, the new price made on this model instantly closing several sales that had been hanging fire. Owing to a scarcity of electric models mostly in demand, he said, this class of machine has not had a fair trial this Christmas, but that he noted wtih considerable pleasure that those in use were giving excellent satisfaction.

Ben Phillips, the live wire of the outside sales force of the Columbia force, is receiving congratulations on his record for December, which he modestly says was his best month. He did better than one machine a day for the entire month.

Mark Silverstone, president of the Silverstone Music Co., was another grip victim early this month. Through his spokesman, Mr. Silverstone reported capacity business for the month of December, with stocks in fair shape the first of the month after. Some belated shipments of machines did much to relieve the strain.

The rapid distribution of the Edison disc machine since it came into the field is noticeable by the wide interest shown in the new record lists on their arrival and the constant stream of visitors into the store when the records are due, to hear

PENNSYLVANIA DEALERS MEET.

(Special to The Talking Machine World.)

PITTSBURGH, PA., January 11.—The regular monthly meeting of the Pennsylvania Talking Machine Dealers' Association was held last night in the store of the W. F. Frederick Piano Co., and proved to be the largest and most enthusiastic gathering of the local trade this winter. About twenty-five dealers and managers were in attendance, with President French Nestor presiding.

ELECT 1916 DIRECTORS.

American Graphophone Co.'s Stockholders Elect Directors for the Coming Year.

The annual meeting of the stockholders of the American Graphophone Co. was held Monday afternoon at the company's offices in Bridgeport, Conn. At a previous meeting of the stockholders it was decided to reduce the number of directors from seventeen to eleven, and as the present board consisted of sixteen directors the stockholders at Monday's election reduced the directorate by five, and elected the following directors for the ensuing year: Edward N. Burns, Philip T. Dodge, E. V. Murphy, C. W. Cox, Thomas R. White, Jr., F. J. Warburton, David St. John, John J. Phelps, Mortimer D. Easton, William Johnson and Beekman Winthrop. These directors will meet later to elect officers of the company for the ensuing year.

EXECUTIVE COMMITTEE TO MEET.

Governing Body of the National Association of Talking Machine Jobbers to Meet at the Hotel Knickerbocker, New York, on February 15 and 16.

J. C. Roush, chairman of the press committee of the National Association of Talking Machine Jobbers, announces that the regular winter meeting of the executive committee of that association will be held at the Hotel Knickerbocker, New York, on February 15 and 16, to take up matters of importance and interest to Victor jobbers. The special legislative committee of the association will also meet at the same time and place. Special consideration will be given to the Stevens Bill and means for insuring its passage.

During the Xmas rush this system made good. 1,002 satisfied dealers increased their sales with the only system that locates records instantly, showing their selling value, and cuts out dead ones.

ASK YOUR JOBBER

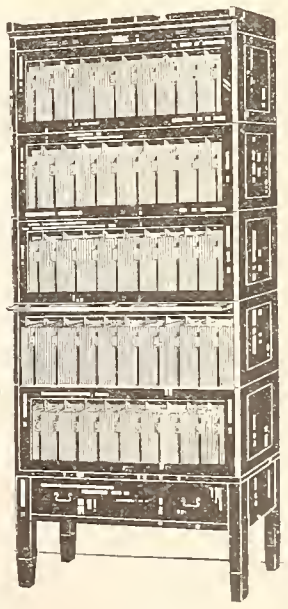
VICTOR JOBBERS.

W. D. Andrews Co.
Andrews Music Co.
Blackman Talking Machine Co.
Emanuel Blout.
C. Bruno & Son, Inc.
Chase & West.
Ross P. Curtice Co.
The Corley Co., Inc.
Consolidated Music Co.
Cohen & Hughes, Inc.
E. F. Droop & Sons Co.
Chas. H. Ditson & Co.
W. J. Dyer.
S. B. Davega & Co.
Eclipse Musical Co.
Elmira Arms Co.
Hext Music Co.
Henry Horton.
Knight-Campbell Music Co.
Mickel Bros. Co.
Nebraska Cycle Co.
Neal, Clark & Neal Co.
Orton Bros.
Penn Phono. Co., Inc.
Standard Talking Machine Co.
Sanger Bros.
Stewart Talking Machine Co.

EDISON JOBBERS.

Phono. Corp., N. Y.
Phonograph Companies of
Chicago,
Milwaukee,
Cleveland,
Cincinnati,
Kansas City,
Detroit.
Pacific Phono. Co.
Denver Dry G. Co.
Kipp-Link Phono. Co.
Harger & Blish.
Chandler & Co.
Laurence H. Lucker.
American Phono. Co.
Frank E. Bolway.
Girard Phono. Co.
Buehn Phono. Co.
W. A. Myers.
Texas-Okla. Phono. Co.
Proudfit Sporting G. Co.
C. B. Haynes & Co.

Pa. T. M. Co.
Columbia Graphophone Co., N. Y.
Pathe Phonograph Co., New York and Branches.



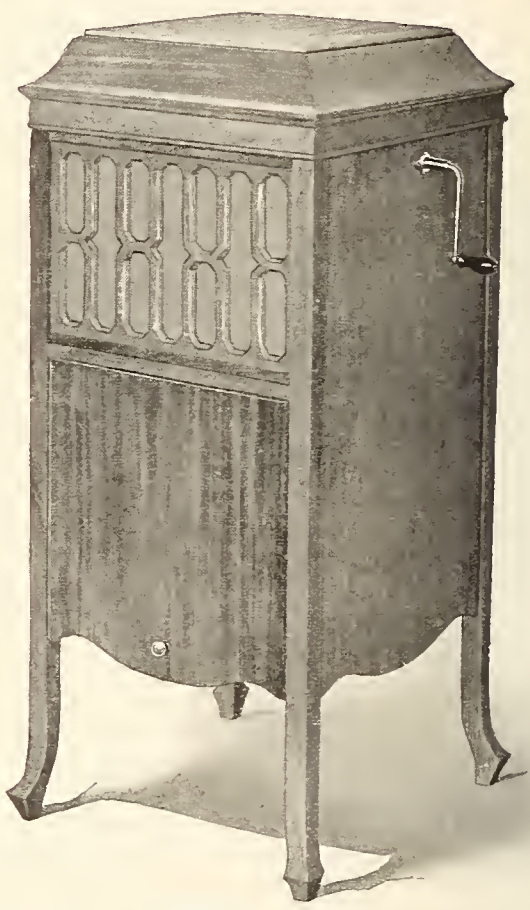
No. 5.
Capacity,
1,500 Records.
Models:
Nos. 1 and 3.....$50.50
No. 6..... 29.50
Four of these units hold 6,000 Records.
High Grade Cabinet Work.
Glass Doors and Locks.
Matches your fixtures.
Adds dignity to your business.

Place order to-day with your jobber for immediate shipment for as many sections as your stock requires. Each section holds 300 Victor, Columbia or Pathé, 130 Edison Records. Manufactured by

J. B. OGDEN **Lynchburg, Va.**

We Build High Grade Cabinets for Phonographs

DESIGN No. 200
Made in Quartered Oak, Genuine Mahogany and Circassian Walnut.
Dimensions, 24 in. wide, 24 in. deep, 49½ in. high.



DESIGN No. 75
Made in Quartered Oak and Genuine Mahogany.
Dimen., 18¾ in. wide, 20¼ in. deep, 42¼ in. high.

We manufacture a complete line of cabinets for phonographs in designs suitable for instruments retailing from $15.00 to $250.00.

We solicit inquiries from those purchasing cabinets of their own designs in quantities.

We have had a large experience in building Phonograph Cabinets and we deliver them complete and ready for installation of motor sets and in packing cases that can be used for reshipping the instruments.

We are also prepared to furnish our cabinets equipped with suitable Motors, Tone Arms and Sound Boxes, thus furnishing to our customers a complete line of phonographs tested and ready for use and with our customer's label if desired.

CENTURY CABINET COMPANY

25 West 45th Street, New York City

GREAT VICTORY FOR VICTOR TALKING MACHINE CO.

United States Circuit Court of Appeals Reverses Decision of Lower Court in Victor Co.-Macy Suit, and Recognizes Validity of Victor License Notice.

The United States Circuit Court of Appeals handed down on Tuesday a most important opinion in the case of the Victor Talking Machine Co. vs. R. H. Macy & Co., reversing the decision of the lower court, which had dismissed the Victor Co.'s amended complaint. The decision in this case, which is of the utmost importance to the entire trade and constitutes a signal victory for price maintenance, is as follows:

This cause comes here upon appeal from a decree of the District Court, Southern District of New York, dismissing the bill. Plaintiff is the manufacturer of certain talking machines and sound records, which are covered by patents which it owns. The suit is brought to restrain defendants, who conduct a department store, from selling or offering for sale, or attempting to part with the title and right of possession of any of plaintiff's patented talking machines and sound records. The theory of the bill is that defendant has some of these in its possession, having obtained such possession without the assent, direct or indirect, of complainant, and that defendant has no right to dispose of such machines and records without the consent of complainant and upon the terms which it prescribes.

Upon the filing of the original bill motion was made to dismiss it under the new Equity Rule 29, which is the equivalent of a demurrer under the old practice. Judge Augustus N. Hand granted such motion and filed an opinion 222 F. R. 524. Appeal was taken to this court; we held that even on complainant's own theory his bill failed to make certain allegations which were essential. The dismissal was therefore affirmed, but with leave to amend (225 F. R. 535). The bill was then amended by inserting these allegations. Motion was made to dismiss the amended bill and was granted by Judge Hough, who filed no opinion. although he delivered one, orally. From the order of dismissal this appeal is taken.

LACOMBE, C.J.:

This case presents the familiar one of the manufacturer of a patented article undertaking to extend its use and at the same time regulate the terms and conditions under which it shall be used. It seeks to accomplish this in part by a written contract entered into between itself and every so-called licensed dealer to whom it delivers the possession of instruments or records. This need not be recited, as in substance it is the same as a so-called "License Notice" which is attached to a conspicuous part of every machine. This notice varies only in its statement of the amount of royalty, which, of course, is different for different types of machines. The notice affixed to every instrument of the type known as Victrola XVI reads as follows:

This machine is manufactured by us under our patents hereinafter noted, and is licensed for use only for the term of the patent having the longest term to run, and only with sound records, sound boxes and needles manufactured by us; and our records and sound boxes are licensed only for use with our machines. Only the right to use the said machine is granted to Victor distributers and dealers for demonstrating purposes, with the right to the distributer to assign a like right to regularly licensed Victor dealers at the dealers' regular discount royalty, with the right to the dealers to convey the license to the public to use the said machine only when a royalty of not less than $200 shall have been paid and upon consideration that all the conditions of license shall be strictly observed. A similar right is also granted to the distributer to convey to the public the right to use this machine under the same conditions. No license to use this machine is granted to the public until the full royalty shall have been paid. This machine is not licensed for use for public entertainment for profit; for a license for such public use an extra license fee of ten per cent. (10%) of the full royalty shall be payable. Title shall remain in the Victor Talking Machine Co.; also the right to repossess the said patented goods upon the breach of any of the conditions upon the repayment by the Victor Co. to the user of the royalty paid by him, less 5 per cent. per annum of the full royalty for each year, or fraction of a year, that the user shall have had the use thereof. The Victor Co. also reserves the right for itself and its representatives to inspect, adjust and repair this machine at all reasonable times while in the possession of the user, and to instruct the user in its use, but assumes no obligation so to do. All patent rights are reserved by the licensor except those hereby granted to the licensees upon the performance of the conditions noted. Any excess use, or violation of the conditions, will be an infringement of the said patents. The patents under which this machine is manufactured and licensed for use are, among others, as follows: (here follows a long enumeration of the numbers and dates of issue of various patents) and other United States patents under which this machine or parts thereof are manufactured.

No license is granted to use this machine in any altered or changed condition, or with any parts not manufactured by this company. This machine is licensed for use only in the condition, construction and arrangement in which it is put out by us, and any use of this machine, or parts thereof, in any other or altered construction or arrangement will be construed as a violation of this license. This machine is licensed for use only with needles supplied by the Victor Co.; needles will be supplied by the Victor Co., direct to any licensee of any of its patented machines at wholesale price, upon written request.

This license is good only so long as this label remains on this machine; any erasure, alteration or removal of this label, or of any of the company's labels, or marks attached to this machine, will be construed as a violation of this license. This machine, at the expiration of the patent having the longest term to run, under which it is licensed, shall become the property of the licensee (the machine being then free of the patents, the subject-matter of the license), provided that the licensee shall have faithfully observed the conditions of license, and the Victor Co. shall not have previously taken possession of the machine as herein provided.

An acceptance of this machine is an acceptance of these conditions.

All rights revert to the undersigned in the event of violation.

VICTOR TALKING MACHINE CO., Camden, N .J.

August 1, 1913.

A somewhat similar License Notice is affixed to every sound record or its envelope.

A study of these various documents leads to the conclusion that complainant has undertaken to avoid making such a sale of its machine as would permanently pass it beyond any further control by itself. We think it has succeeded in so doing; this is not a sale outright, or a conditional or restricted sale or any sale at all.

Under the authorities the owner of a patent who manufactures machines under such patent can give the right to use to whom he pleases upon what conditions he may choose to impose. Some of those conditions may involve pecuniary return, such as royalties, rentals for fixed periods, specified lump sum compensation for the whole period. We do not see why he may not give to one person a more restricted right to use than he does to another. The Dick case 224, U. S. 1, establishes the proposition that a restriction to use only with other products of the patentee is legitimate. Of course, the giving to any person of a "right to use" things of this sort is an idle thing, unless the person is also supplied with the physical thing to be used, to hold the same while he is enjoying the use and complying with its terms.

Turning now to the License Notice.. What is granted by the patentee is "only the right to use" the particular machine, unaltered, without parts not manufactured by the Victor Co., maker and owner of the patents and only with records and needles made by the Victor Co., and to use it only so long as the notice unerased and unaltered remains on the machine. The term for which this right to use is granted is a fixed period "for the term of the patent having the longest term to run"—this term is ascertainable with precision by reference to the notice affixed to the machine which enumerates all the patents.

The character of the use is not the same in all cases.

1. To "Victor distributers" there is given a right to use only for "demonstrating."

As the sole result of demonstration is to induce the public to get the machines it may be assumed that these distributers are paid by the Victor Co.

2. To regularly licensed "Victor dealers" there is also given a right to use for "demonstrating" purposes. Sometimes conveyance of such right to use is made directly by the Victor Co. to the licensed Victor dealer. Sometimes the conveyance is made to the "dealer" by the "demonstrator," who by the terms of the notice is expressly authorized to convey such right to the dealer. These dealers, of course, do not use these machines for their personal enjoyment; their demonstrations are given to induce the public to apply for machines and they are paid by a commission on the amount paid by every person who may be induced by them to take one.

3. To the public, i.e., to individuals who wish to use the machines generally.

Apparently such conveyances are not made directly by the manufacturer; they are made by "Victor distributers" or by "licensed Victor dealers," who are expressly empowered to make such conveyances. For each one of such machines the person to whom a right to use the same is granted and a machine delivered, to be by him used, shall pay a lump sum, which varies with the type of machine.

This is called a royalty; in effect, it is a payment in advance covering use for the entire term—down to the expiration of the last patent. During such term the restrictions as to parts, integrity of notice, needles, record, etc., are in force and the manufacturer reserves title in itself. Of course, when the patents expire no such restrictions could be maintained and, therefore, when that time comes any licensee (or user) in whose hands a machine may be, and who has faithfully observed the conditions, shall receive full title to the same.

The documents are long and complicated, but it seems to us that this is what they provide for. We do not know why, under the law and the authorities, a patentee may not thus dispose temporarily of the use and ultimately of the title of a machine made by him and protected by his patent.

The order is reversed.

Fenton & Blount, Philadelphia, Pa., were the attorneys for the Victor Co., and Wise & Seeligsberg appeared for R. H. Macy & Co.

AIDING MUSICAL APPRECIATION.

How the Victrola Is Utilized in Normal Training School in Kansas City—Good Work Done by J. F. Ditzell, Manager of the George B. Peck Co. Victrola Department, Brings Results.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., January 10.—Kansas City is developing a most emphatic inclination towards musical appreciation and culture, which is nowhere more clearly shown than in the public schools. In the past few years there has been an increasing attention to musical instruction particularly observable in the introduction of pianos in practically every school, and more lately with the desire of every school to have a talking machine. These machines are usually purchased by subscription of parents of the pupils, the school board not having yet reached the point where it will supply them. But it seems likely that before long the talking machine will be recognized as quite as indispensable as the piano. The reason for this is the increased attention to the subject of musical appreciation, which can only be inculcated with such various examples of performance and subject as the talking machine provides.

The problem of the dealers, however, has been the expense of soliciting the business. Most of them have been waiting for the psychological moment to arrive, when the subject could be presented without uneconomical loss of salesmen's time.

The psychological moment seems to have arrived.

Shortly after school was resumed following the holidays, J. F. Ditzell, manager of the Victrola department of the Geo. B. Peck Dry Goods Co., received a visit from Miss Emma Serl, instructor in music at the normal training school in Kansas City. Miss Serl inquired as to the most convenient method of giving her pupils a "view" of some of the operas they had been studying. She had been using the Victor Book of the Opera, and naturally turned to a Victrola dealer for advice. Mr. Ditzell invited her to bring her class to the concert room in the store for a special session. Some thirty students, all young ladies preparing for the teaching of music in the public schools, came with Miss Serl. A program had been prepared of selections from the three operas, "Bohemian Girl," "Martha" and "Il Trovatore," that were being studied. Miss Serl lectured on each selection as it was given on the Victrola.

This is the first year that the normal school has been taking up such work; and the importance of the demonstration and service can hardly be overestimated. Not only is the training school itself thus finding the necessity as well as the advantage of the Victrola in class work, but the students are learning their duties in the light of the assistance of the machine and the records. It seems inevitable that in a very short time every school in the city must have a talking machine as a part of the regular equipment.

NEW INCORPORATION.

A. M. Warenberg, M. Freedman and A. S. Levy, of 233 Broadway, this city, have incorporated the Perma Recording Laboratories Corporation, with a capitalization of $300,000. The new concern will deal in talking machine records, pianos, players, novelties, and make master records as well.

KOERBER-BRENNER CO. PROGRESS.

Closed Great Year in 1915—Was One of Expansion for the House and Its Dealers—Big Plans for Year Just Opened Have Been Made.

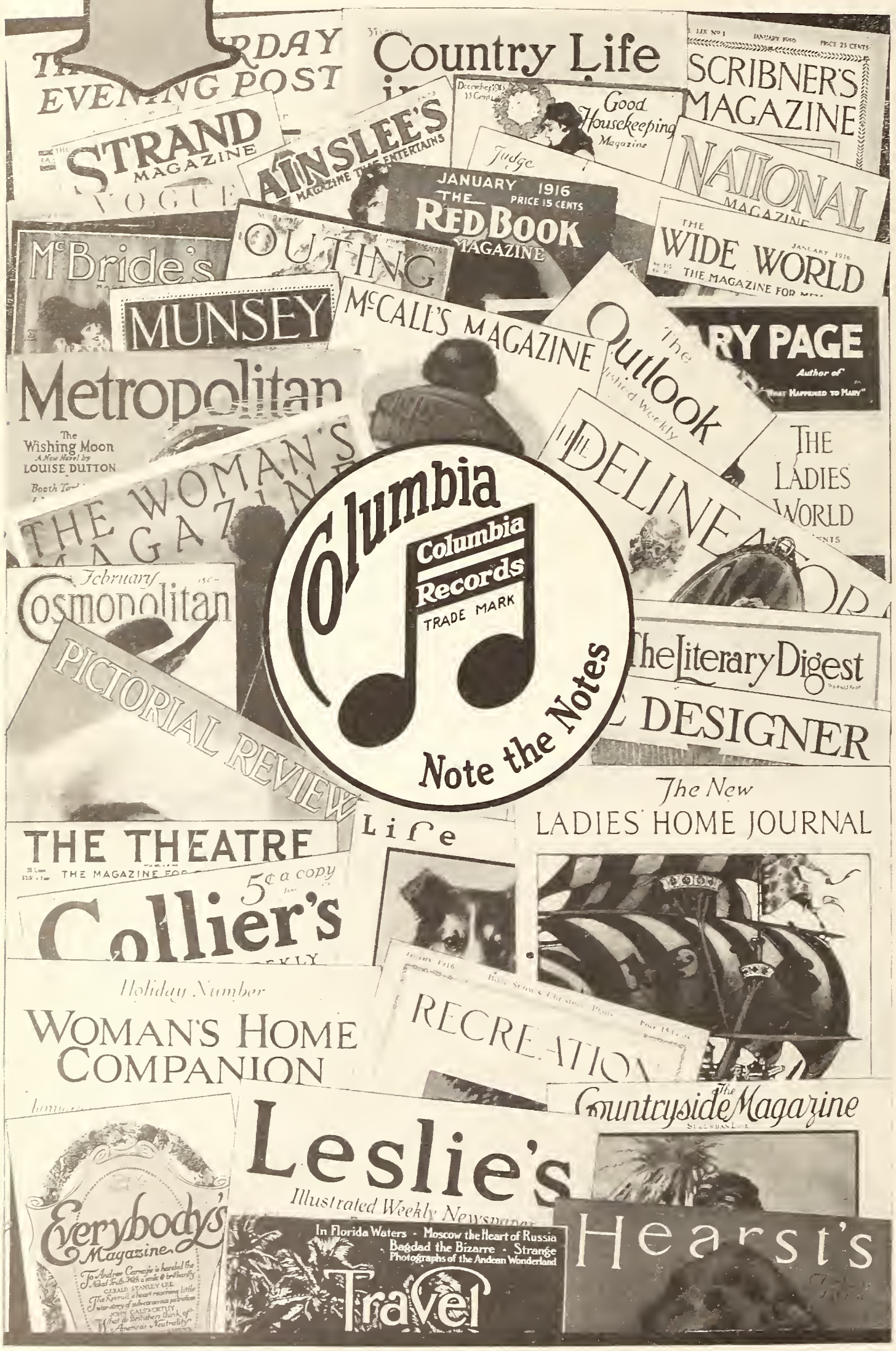
(Special to The Talking Machine World.)

ST. LOUIS, Mo., January 11.—Few firms have made a better record of advancement in the year just closed than the Koerber-Brenner Music Co., of this city. As Victor distributer it has been most solicitous of the needs of its dealers and has at all times aimed to keep them supplied not only with stock, but with such "service" pointers as would be helpful in developing their business. This co-operation has been much appreciated, and has resulted in the general expansion not only of the house of Koerber-Brenner itself, but of its dealers in the important territory which it controls. The plans for 1916 are bigger and better than for 1915, and this means much, for the Koerber-Brenner Co. is ever on the alert for every means of advancing the interests of its growing constituency. This is unquestionably the secret of its great success. An interesting announcement from the Koerber-Brenner Co. appears elsewhere in this issue of The Talking Machine World.

Arthur Figner, a nephew of Gustavo Figner, of Sao Paulo, Brazil, has connected himself with a talking machine concern in New York City.

DO IT NOW! DON'T DELAY PUTTING OFF SEEING YOUR CONGRESSMAN SO THAT HE MAY KNOW THAT HE WILL HAVE YOUR SUPPORT IN THE ADVOCACY OF THE STEVENS BILL.

Columbia advertisements are pro



Columbia dealers b
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All the music of all the world—

Columbia Records TRADE MARK Note the Notes

and most of the fun of it, too.

THE polished surface of Columbia Records is truly the mirror of music. Faithfully reflected and reproduced, it gives back a picture of an artist's rendition as true as life itself.

Just as a still pool in the forest mirrors all the colors of Nature, sparkles in the sunshine, and darkens with the passing shadow of a cloud, so Columbia Records reflect the color, vivacity, light and shade—every fleeting mood or emotion that sets each performance and rendering of a theme apart from all others past or to come.

Columbia Records, played on *any* instrument will be a genuine revelation to those who have not kept pace with recent developments; but playing Columbia Records on the Columbia Grafonola is the one way to bring out fully their tonal possibilities.

Columbia Records go on sale on the 20th of every month. Ask the dealer to place your name on his mailing list for the Columbia Monthly Supplement. Beautiful new booklet "The Columbia Grafonola" free on request. Or write direct to

COLUMBIA GRAPHOPHONE COMPANY, Woolworth Bldg., New York City

COLUMBIA

Grafonola ♫♫ Double-Disc Records

a mile away every time

PATHE RECORDS FOR FEBRUARY.

The Pathé Frères Phonograph Co. of New York Have Just Issued the Following Interesting List of Records for February.

No.		Size.
30367	A Perfect Day (Carrie Jacobs-Bond). Tenor Solo, orch. accomp.....Harry McClaskey	11½
	Carry Me Back to Old Virginny (J. Bland). Duet, orch. accomp.....Campbell and Burr	11½
30366	A Little Bit of Heaven (Ball and Brennan). Tenor Solo, orch. accomp..Harry McClaskey	11½
	Mighty Lak' a Rose (Stanton and Nevins). Tenor Solo, orch. accomp....H. McClaskey	11½
30322	Killarney (Balfe). Tenor Solo, orch. accomp. George Gaskin	11½
	Come, Back to Erin (Claribel). Tenor Solo, orch. accomp.....George Gaskin	11½
30345	La Rigolomanie (H. Piccolini). Laughing Sketch ..... Constantin	11½
	Ne, Comme Ca (G. Hamel). Chanson a rires. Chante per Constantin, avec orch.Constantin	11½
30368	The Laughing Fabricators (Darkey Comedy). Billy Golden and Jim Marlowe	11½
	The Insect Powder Man (Darkey Comedy). Billy Golden and Jim Marlowe	11½
30371	M-O-T-H-E-R, the Word that Means the World to Me (H. Johnson and Ted Morse). Tenor Solo, orch. accomp.....M. J. O'Connell	11½
	America, I Love You (E. Leslie and A. Gottler). Tenor Solo, orch. accomp..... M. J. O'Connell	11½
60035	La Marseillaise (Rouget de L'Isle). Sung in French ..... Mlle. M. Chenal, of Opera Comique, Paris	11½
	Le Chant du Depart (Mehul). Sung in French. Mlle. M. Chenal, of Opera Comique, Paris	11½
30321	New York Hippodrome March, from "Hip, Hip, Hooray" (J. P. Sousa)..... Pathé Dance Orchestra	11½
	My Fox Trot Wedding Day, from "Hip, Hip, Hooray" (B. J. Burt)..... Pathé Dance Orchestra	11½
10031	Don't You Love Your Baby No More (Jack Frost.) Tenor Solo, orch. accomp...H. Burr	10½
	I'm Longing for Old Virginia and You (J. Lyons and E. C. Keithley). Tenor Solo, orch. accomp. .....M. J. O'Connell	10½
10042	Hot Off the Griddle—One or Two-step (James White).....Pathé Dance Orchestra	10½
	My Keepsake—Hesitation Waltz (C. M. Jones). Pathé Dance Orchestra	10½
10046	The Dream Waltz—Adapted from "Tales of Hoffman" Arr. by Klickman..... Pathé Dance Orchestra	10½
	Only You—Hesitation Waltz (Clarence M. Jones). .....Pathé Dance Orchestra	10½
10043	I'd Ask for You (A. J. Lamb and F. H. Klickman). Tenor Solo, orch. accomp...H. Burr	10½
	I Miss You, Dearie--(A. J. Lamb and Eddie Gray). Tenor Solo, orch. accomp...H. Burr	10½
10029	In the Land of Love (F. W. Rega). Tenor Solo, orch. accomp.....Henry Burr	10½
	There's a Rose in Old Erin (J. W. Callahan, Briese & Klickman). Orch. accomp..... M. J. O'Connell	10½
30317	The Famous Story of George Washington and His Hatchet, and The Story of Pocahontas, As told by.....Uncle Jim	11½
	The Story of the Wise Men of Gotham, As told by .....Uncle Jim	11½
50010	The Legend of the Chimes (Reginald De Koven). Contralto Solo, with Mixed Chorus.. Cora Tracy with De Koven Opera Co.	11½
	The Crow Song (Reginald De Koven). Basso and Male Chorus..... Herbert Waterous-De Koven Opera Co.	11½
50005	Brown October Ale (Reginald De Koven). Baritone Solo, Male Chorus, orch accomp. James Stenens-De Koven Opera Co.	11½
	Oh, See the Little Lambkins Play (Reginald De Koven). Sextet. .....De Koven Opera Co.	11½
50007	The Tinkers' Chorus (Reginald De Koven). Male Chorus, orch. accomp..... De Koven Opera Co.	11½
	The Armorer's Song (Reginald De Koven). Bass Solo, orch. accomp...Herbert Waterous	11½
50009	O Promise Me (Reginald De Koven). Contralto Solo, orch. accomp.....Cora Tracey	11½
	The Forest Song (Reginald De Koven). Soprano Solo, orch. accomp.....Ivy Scott	11½
30372	Turkey in the Straw (Darkey Comedy)..... Billy Golden and Jim Marlowe	11½
	Unlucky Mose (Darkey Comedy)..... Billy Golden and Jim Marlowe	11½
50008	Gypsy Love Song (Victor Herbert). Bass Solo, orch. accomp. .....Herbert Waterous	11½
	The Indifferent Mariner (F. Bullard). Bass Solo, orch. accomp.....Herbert Waterous	11½
10054	White Wash Man (Jean Schwartz). One or two-step. Banjo Solo.....Fred Van Eps	10½
	Just Try to Picture Me Back Home in Tennessee (W. Jerome and W. Dolandson). Orch. accomp. .....Collins and Harlan	10½
10052	Smiler Rag (Percy Wenrich). One or Two-step. Banjo Solo, orch. accomp..... Fred Van Eps	10½
	Blame It on the Blues (Chas. L. Cooke)..Fox Trot.....Pathé Dance Orchestra	10½
30329	The Love Dance (Every Little Movement) (Hoschna)....Imperial Symphony Orchestra	11½
	Cupids Garden Intermezzo (Eugene)..... Imperial Symphony Orchestra	11½
30319	The Story of Robin Hood as told by Aunt Polly	11½
	The Story of Julius Caesar, and the Story of Oliver Goldsmith, as told by Aunt Polly	11½
30342	L'Internationale (De Geyter). Chants Revolutionnaires, Chante per Marguenat, avec. Orch. et Choeur Hommes.....	11½
	La Carmagnole (A. Stanislas) (du Citoyen "Birard" 1792) Avec Choeur Hommes. Chantée par Marguenat, avec orch.....	11½

ADOPTS NEW SELLING POLICY.

Fraad Talking Machine Co. to Assign Protected Territory to Agents for Its Line—Open Handsome Display and Sales Rooms.

The Fraad Talking Machine Co., which recently entered the talking machine manufacturing trade on a large scale, has, with the first of the year, introduced a new policy in the distribution of its output. The plan calls for the appointment of agents throughout the country who will be assigned territory and be protected in the business which comes from that territory.

Considerable interest has already been shown in this plan and several important territories have been assigned.

The Fraad Co. has recently arranged for some additions to its line of talking machines, which include models ranging from $15 up. One of the latest additions illustrated in the company's advertisement in another section of this paper is the Fraad Jr., a small-model cabinet machine with full-size mechanical equipment and designed to hold about sixty records. The junior model is finished either in mahogany or antique ivory as desired.

For the purpose of taking care of the local trade the Fraad Co. has opened attractive showrooms at 1160 Broadway, between Twenty-seventh and Twenty-eighth streets, in the center of the business district, where a complete stock of its various models is carried. The new showrooms are conducted by a competent staff under the personal direction of Daniel Fraad, president of the company, and both the wholesale and retail business is handled therefrom.

WISE TO ORDER PROMPTLY.

Advancing Cost of Paper May Affect Cost of Envelopes and Albums, Declares Clement Beecroft— 1915 Best Year in History.

Clement Beecroft, of Philadelphia, whose line of talking machine specialties ranges from "talker" cabinets to Bagshaw needles, reports that his business during 1915 broke all previous records in volume and quality, and that the prospects for the present year are unusually bright.

Among the specialties handled by Mr. Beecroft with particular success are the Wolf Bros. record envelopes for deliveries, stock and supplements, and the Perfection record holders for cabinet filing purposes. In view of the fact that there is a steady increase in the cost of paper, Mr. Beecroft emphasizes the point that it will pay jobbers and dealers to anticipate their wants in that particular line and order quantities early. By that means present prices and prompt deliveries are assured.

The Clinical Film Co. has been granted a certificate of incorporation by the Secretary of State, Albany, N. Y., to engage in the manufacture of a number of articles, including phonographs, records and supplies. The capital is $500,000.

WE WILL PAY CASH

Amounting to

From 90 to 94 per cent. of

the face value for acceptable installment contracts on talking machines and pianos. Ask for details.

HAMILTON INVESTMENT CO., 76 W. Monroe St. CHICAGO

THE PREMIER CABINET CO.

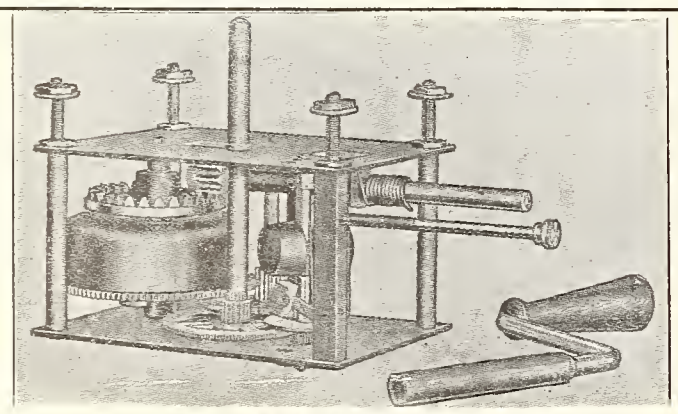
Makers and Distributors of the

Premier

TALKING MACHINES and CABINETS

CHICAGO, ILL. WILLIAMSPORT PA. GOSHEN IND.

Williamsport, Pa.



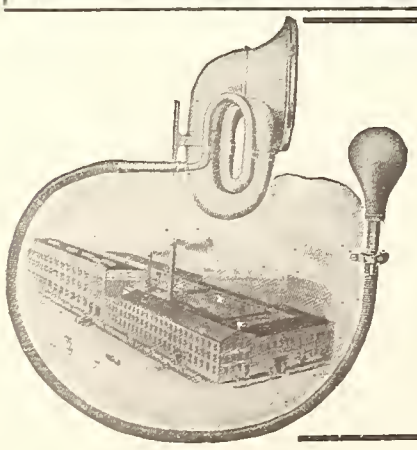
The HERCULES MOTOR

The Motor that makes less noise.
Built Solid all the Way Through.
Guaranteed for 1 Year.
Separate Parts Can Be Furnished.
Plays one 12-in. record with one winding.

Also Tone Arms, Sound Boxes and Turn Tables

PRICES UNUSUALLY LOW
SEND FOR SAMPLES

The Hercules Talking Machine Supply Co.
611-621 BROADWAY : : : : NEW YORK
The House that Delivers Promptly



TONE ARMS
TURNTABLES

For many years we have been the only manufacturers of good metal phonograph horns, and recently we have added equipment for making Tone Arms and Turntables of highest quality.

These products are made to your specifications only. Ask for estimates.

Phonograph HORNS

Standard Metal Mfg. Co.
227 CHESTNUT STREET NEWARK, N. J.

DECALCOMANIE
• NAME PLATES •
FOR PIANOS, TALKING MACHINES, ETC. SEND COPY FOR PRICES. SKETCHES FREE.
GLOBE DECALCOMANIE CO.
JERSEY CITY, N.J.

THORPE ELECTRIC MOTORS
FOR TALKING MACHINES (Operate on all currents)
29 West 34th Street New York City

CHRISTMAS DISPLAY BRINGS TRADE.

Yule-Tide Sentiment and Good Salesmanship Blended in Window Display of Victor Goods by Gately-Haire Co., Albany, N. Y.

Many of the big stores spend thousands of dollars monthly in an effort to take proper advantage of their window displays. Artisticness of window displays as well as salability of the merchandise both tend to dispose of the goods so presented to the public. Considerable attention is directed to window work by the talking machine dealers, and the accompanying example is a photograph of the window of the Gately-Haire Co., Inc., 108 State street, Albany, N. Y. The background was that

Holiday Exhibit of Gately-Haire Co.

of a beautiful painting of the "Wise Men of the East" following the Star of the East, and the unusualness of the display created a great deal of favorable comment.

John L. Gately, president, stated that he can trace many dollars' worth of actual business which came as a response from people seeing the window, and he is of the belief that windows of all dealers should be utilized not only from the window display standpoint but from the salesmanship viewpoint.

A WRITING TALKING MACHINE!

Novel Combination of Edison Phonograph and Telautograph Attracts Crowds in Kansas City—Clever Idea of Manager M. Blackman.

(Special to The Talking Machine World.)

KANSAS CITY, MO., January 2.—Manager M. Blackman, of the Kansas City Edison Shop, headquarters for the Diamond Disc machine, devised a novel window attraction for the recent holiday crowds. He secured a telautograph and mounted it on an Edison phonograph, the wires running down into the body of the machine and through the window-floor out of sight. An operator, hidden from view, watched the crowds passing and wrote pertinent messages to them on the machine, so that a man with a brilliant necktie or a lady shopper with her arms full of bundles would stop in front of the window and suddenly see a message addressed to them personally appear on the roll of paper in the machine. So completely was the illusion carried out that some spectators seemed to have the idea that the machine was actually a part of a new talking machine that could transcribe whatever was on a record! While this idea may seem fantastic, still it is not without the range of possibility that some day a machine may be perfected which will put into written or printed notes whatever may be spoken into it.

DO IT NOW! YOUR INTERESTS ARE VITAL IN SEEING THAT THE STEVENS BILL PASSES THE NEXT CONGRESS. IT MEANS THAT YOUR STOCK WILL BE NON-DEPRECIABLE, BUT IF THE CUT-RATERS WIN, THEN LOOK OUT.

COMBINE PLAYER AND PHONOGRAPH.

Details of the Latest Patent of Edwin S. Votey Which He Has Assigned to the Aeolian Co. of New York—Covers Many Features.

(Special to The Talking Machine World.)

WASHINGTON, D. C., January 8.—The Aeolian Co., New York, is the owner through assignment by Edwin S. Votey, Summit, N. J., of patent No. 1,165,470, for a combined musical instrument, such for example as a piano or player-piano, and a mechanism for the reproduction of the human voice or sounds, as for instance a phonograph or graphophone.

One object of the invention is to provide for a compact and convenient arrangement of a mechanism for the reproduction of the numan voice or sounds, within the casing of the piano where access to said mechanism may be had with facility and convenience for the purpose of adjusting said mechanism when desired, and for changing the records thereof.

A further object of the invention is to combine the two instruments in such a manner that the sounds of said instruments may be properly mingled for the purpose of producing harmonious effects, and to this end the piano is provided with a sound-blending chamber in rear of the sounding board into which chamber the sounds from the human voice reproducing mechanism are conveyed, and from which chamber they are discharged through an opening formed in a wall of the piano casing.

ELECTED VICE-PRESIDENT.

At the annual meeting of the stockholders and directors of the Musical Instrument Sales Co., held on Monday, C. R. Wagner was elected a vice-president of the company. Mr. Wagner has been associated with the company for several years, having achieved signal success as head of its Victor business.

There are no other changes in the officers and directorate of the company, Mr. Wagner being elected to a new position and the present officers continuing for the ensuing year. C. A. Wagner is president of the company.

VICTOR TUNGS-TONE STYLUS.

Important Discovery Announced by the Victor Talking Machine Co. of a New Needle Which Has Remarkable Qualities.

"Victor Tungs-tone Stylus" is the name of an important discovery just announced by the Victor Talking Machine Co., Camden, N. J., this being an improved, semi-permanent, changeable reproducing stylus of tungsten combining all the desirable features of the Victor system of changeable needles with the added advantage of playing fifty to 200 records without changing, and which is referred to in an advertisement elsewhere.

The virtue of the Tung-stone stylus lies in a small cylinder of tungsten projecting from the end of a steel holder in which it is rigidly set. A novel feature of this stylus is that it automatically tells the machine owner when to change the needle, so to speak, for when the tiny cylinder of tungsten is worn off it will not play. In other words, you cannot play the new Victor Tungs-tone stylus in a "worn" condition.

These needles are made in two tones, full and soft, retailing at 25 cents for a box of ten, or for a package of four needles, 10 cents.

TO MAKE DEMONSTRATING ROOMS.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., January 8.—The Huskey Manufacturing Co., 1700 North Howard street, this city, maker of fixtures for drug stores, announces its intention of entering the talking machine field with the Huskey demonstrating rooms. These will be built at its factory in Philadelphia and shipped to the various dealers throughout the country.

In its experience as manufacturer of drug store equipments and fixtures it has drawn different conclusions regarding how the dealer's space should be utilized, and this experience will stand it in excellent stead in the promotion and sale of Huskey demonstrating rooms.

The A. H. Fitch Music Store, of Arkansas City, Kan., recently bought out the stock of machines and records of the Talking Machine Shop at Winfield, Kan.

Bert Woodward, formerly in charge of the Edison phonograph department of the Santa Fe Watch Co.'s store in Topeka, Kan., has accepted a connection with the Kansas City Edison Co.

The Pathé Shop has been opened on Boston avenue, Tulsa, Okla, for a display of Pathephones.

No. 439 (Vertical Interior).
FOR VICTROLA IX.

Height, 32½ in. Width, 17¼ in. Depth, 21 in.
Holds 240 Victor or Columbia Records.
Mahogany front, sides and back. Quartered oak front, sides and back.
Average weight, crated, 80 lbs.

No. 449 is this Cabinet arranged with top for Columbia "Favorite."

(If horizontal shelving is desired, order No. 1439. When felt interior is desired, order No. 439F.)

Udell Cabinets
for ALL Talking Machines

With Vertical Interiors, Horizontal Shelves or Felt-Lined Uprights, One Disc to the Space

For years we have led in the Record Cabinet field. Our 1915 business was the biggest year we *ever* had on Record Cabinets. In 1916 we purpose to stay at the head of the procession AND WANT YOUR HELP.

Machine—Records—Cabinet—that's the combination that makes you the biggest profit and the most satisfied customers.

Get our literature—and you'll want our cabinets. The good cabinets will back up the good catalog. A postal will do.

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

Good product sold to the dealer and by the dealer, strictly on its merits, co-operation always, and protection as a matter of course—that's *business,* Columbia style.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

COLONEL BILL'S MEMORY HONORED

By the Chicago Piano and Organ Association, Which Passed Resolutions of Regret at His Death Signed by the Executive Committee.

(Special to The Talking Machine World.)

CHICAGO, ILL., January 12.—At a meeting of the officers of the Chicago Piano and Organ Association the following resolutions to the memory of Edward Lyman Bill were adopted. The signatures include those of the entire executive committee of the organization:

It is with deep and sincere regret that this association learns of the death of Edward Lyman Bill, editor and publisher of The Music Trade Review and The Talking Machine World. The untimely closing of such a useful and kindly life is a sad blow, not only to his beloved family and the industries to which he devoted his great abilities, but to the community at large.

Music trade journalism and the music trade in all its branches owe much to this splendid, kindly, cultured gentleman and are the better for his having lived.

It is, therefore, deemed meet and becoming that this organization, of which he was ever the fast and firm friend, pay this tribute to his memory and that this minute be spread upon the records of the association and a copy suitably prepared be sent to the bereaved family of our late associate and comrade.

"Peace, let him rest, God knoweth best."

EDGAR C. SMITH,
PAUL B. KLUGH,
S. M. WESSELL,
ADAM SCHNEIDER,
JAMES F. BOWERS,
Committee on Resolutions, Chicago Piano and Organ Association.

January 12, 1916.

The Phonoldograph Co., of New York, recently incorporated, has a capitalization of $300,000.

BUILT UP BIG BUSINESS.

E. A. Schweiger Handles the Victor Line Exclusively in Two Stores Across the Bridge.

One of the many successful and live-wire Victor dealers in local territory who have built up their

The Schweiger Store at 1525 Broadway.

business through the use of high-grade and up-to-date methods is E. A. Schweiger, of Brooklyn, N. Y., who is shown in company with his brother in the illustration herewith.

Mr. Schweiger, who handles the Victor line exclusively, has two establishments in the borough across the bridge, one being located at 1525 Broadway and the other at 964 Grand avenue. The former store is shown in the accompanying photograph, and it is indicative of Mr. Schweiger's success with the Victor line that he now occupies the entire building at this address. The second floor is devoted exclusively to sound-proof demonstration booths, which are furnished along the most advanced ideas in store decoration.

When Mr. Schweiger first entered the Victor field he handled several lines of merchandise, such as sporting goods and kindred lines. His Victor business increased so rapidly, however, that he found it imperative to discontinue all other lines with the exception of Kodaks.

FAVOR THE STEVENS BILL.

Members of Lyon & Healy Firm, Constituting State Committee, Expect That Congress Will Pass Measure for Price Maintenance.

(Special to The Talking Machine World.)

CHICAGO, ILL., January 10.—Secretary J. F. Bowers and L. C. Wiswell, manager of the talking machine department of Lyon & Healy, report that excellent progress is being made throughout the State in securing the co-operation of Congressmen to further the passage of the Stevens Bill, which provides for price maintenance. They are the committee of two from Illinois working in favor of this measure, and have been in close touch with the work being done by the various State committees in boosting this bill along. Mr. Bowers calls attention to the benefit of the one-price system as illustrated by the talking machine business, and points out the fact that Steinway & Sons have rigidly adhered to this system, with consequent success.

CLOSING A BIG HOLIDAY BUSINESS.

One of the enterprising talking machine men and talking machine women in the South is Mr. and

Mrs. Roy F. Ott, of Huntsville, Ala., who are pictured in the illustration herewith at the doorway of their very attractive establishment in that town. Mr. Ott has closed a very excellent holiday business with the Victor line, and looks forward to the present year being a prosperous one in every way.

A New Talking Machine!

"SUPERTONE"

$4.50

Special Prices to Quantity Buyers

An amazing value. Size 13x13x6 inches. Finished in mahogany. Metal parts finest quality nickel plated. Turntable, 10 inches diameter. Plays any size of lateral cut records. Will play one 12-inch or two 10-inch records on one winding of motor. Supplied in Mahogany, Mission or Oak finish.

Deliveries at once in any Quantity

We carry a complete line of Little Wonder and Emerson Records. Also needles and albums.

WRITE FOR OUR CATALOGS

PLAZA MUSIC CO. 10-12-14-16 W. 20th Street, **New York City**

NO MORE WINDING BY HAND - THE MOTROLA DOES IT FOR YOU

Simple to attach—just unscrew the winding rod and put the Motrola in its place.

Adds to the life of the talking machine by keeping the spring from being overwound.

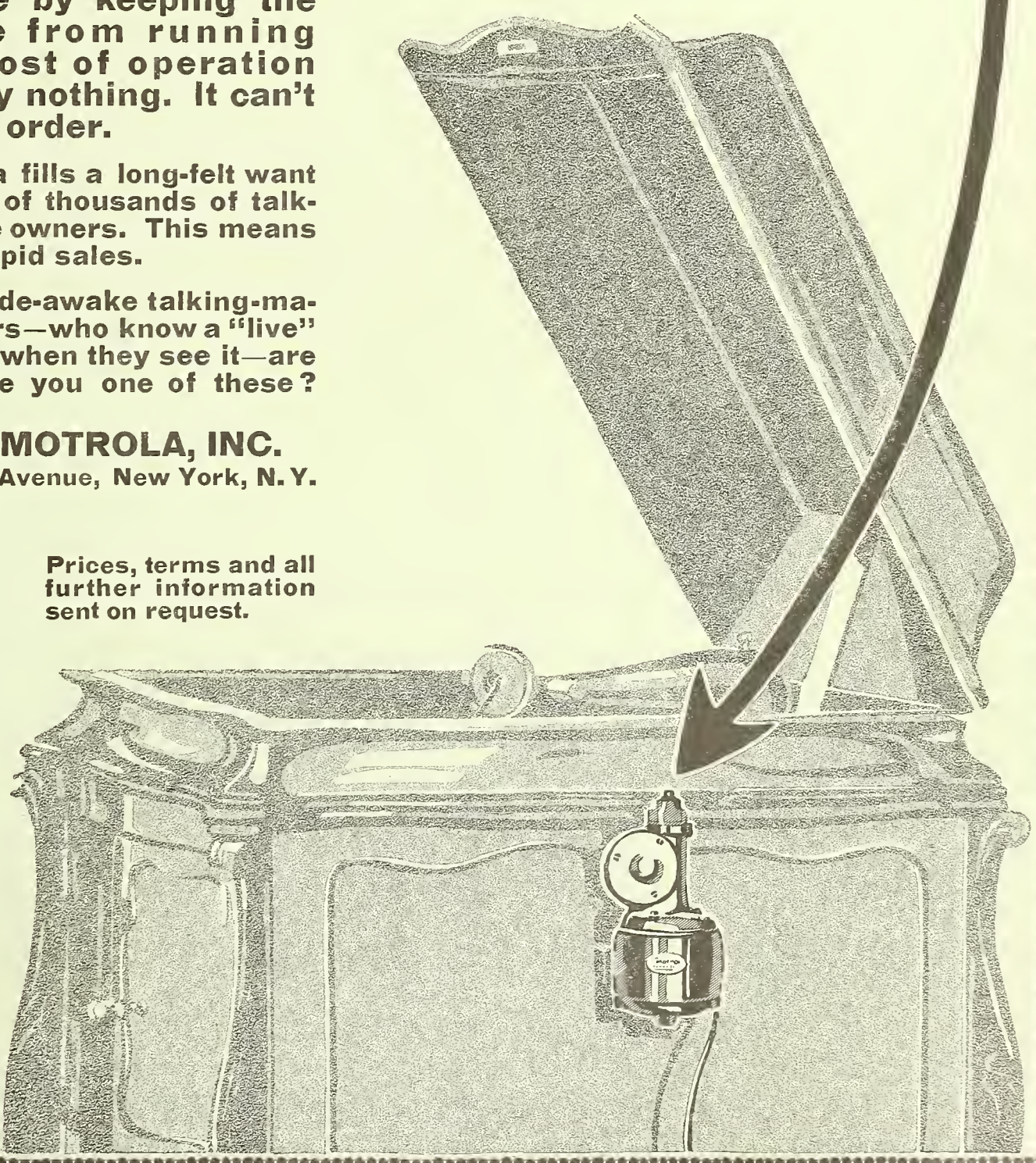
Connected with electric current it winds automatically, insuring true tone and even time by keeping the machine from running down. Cost of operation practically nothing. It can't get out of order.

The Motrola fills a long-felt want on the part of thousands of talking machine owners. This means easy and rapid sales.

Reliable, wide-awake talking-machine dealers—who know a "live" proposition when they see it—are wanted. Are you one of these?

JONES-MOTROLA, INC.
169 Madison Avenue, New York, N. Y.

Prices, terms and all further information sent on request.



ALABAMA FIRM WINS FIRST PRIZE IN EDISON CONTEST.

Loveman, Joseph & Loeb, of Birmingham, Carry Off $300 Sweepstakes Prize Offered by Thomas A. Edison, Inc., for Best Window Display—Qualities of Records Uniquely Featured.

An interesting feature of Edison week, October 18 to 23, 1915, was the Edison phonograph dealers' window display contest entered into by dealers in practically every part of the United States and some parts of Canada, and which has just culminated in the awarding of the sweepstakes prize of $300 to Loveman, Joseph & Loeb, Birmingham, Ala. This prize was offered by Thomas A. Edison, Inc.

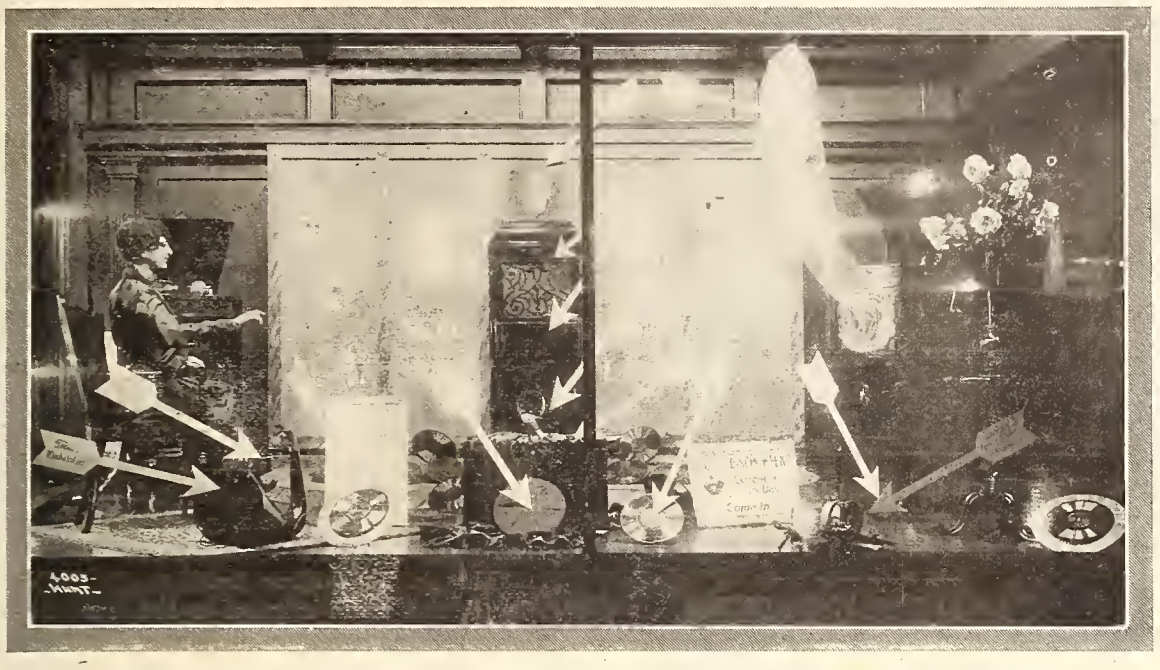
Preliminary to the awarding of the sweepstakes prize, zone prizes of $100, $50, $30 and $20 were awarded by Edison jobbers for the best four displays in their respective zones. The zone prize contest was arranged in accordance with the Edison method of distribution, which assigns to each jobber an exclusive zone, all dealers in that zone being required to order through the specified jobber.

After the winners in each zone had been decided on, the photographs of the winning displays were forwarded to the Edison laboratories at Orange, N. J., for the selection of the sweepstakes winner.

The main features of the winning display were a large panel with the wording "Real Music at Last"; a large phonograph resting with its entire weight on four records, indicating their unbreakableness; the diamond point reproducer shown through a magnifying glass and a vision of Emmy Destinn produced by draping a soft, fluffy material from the front of a phonograph up to and placed about a portrait of the famous singer.

That the decision was left to competent judges is fully indicated by the fact that the gentlemen selected are representative in their craft. They were W. A. Patterson, manager of the New York office of the Saturday Evening Post; A. C. G Hammesfahr, sales manager of advertising for Collier's, and Francis L. Wurzburg, advertising manager of the Cosmopolitan Magazine. These gentlemen met in the rooms of the Advertising Men's League in New York City and rendered their decision January 5.

A display of the photographs from all zone prize winners will be made at the Edison laboratories at Orange for the benefit of dealers at their next general meeting.



Sweepstakes Prize Winner; Edison Dealers' Window Display Contest.

INCREASES ITS FACILITIES.

The Century Cabinet Co. Prepares for a Busy Year During 1916—President Lee on the Outlook—Manufacturing Facilities Increased.

The Century Cabinet Co., 25 West Forty-fifth street, New York, manufacturer of a complete line of phonograph cabinets for the trade, has greatly increased its manufacturing facilities during the past two months in order to adequately prepare for the coming year's activities. At the present time the company's factory capacity is more than double that of 1915, although present indications point to this capacity being none too large for 1916 trade. The company will institute a new departure in its business during the coming year, as set forth in its announcement on another page of this issue of The World.

Referring to the general trade outlook, James T. Lee, president of the company, said: "We were greatly pleased with our sales totals for 1915, as we received orders from members of the trade in all parts of the country calling for good-sized orders for our complete phonograph cabinet line. The letters we have received from our patrons are most encouraging, as they speak in hearty terms of praise of the satisfaction our cabinets are giving, both from an artistic and a constructional standpoint.

VICTOR CO. INSURES EMPLOYES.

Sick and Death Benefits Provided for by New Plan—Every Employe Shares in Insurance.

(Special to The Talking Machine World.)

CAMDEN, N. J., January 10.—The spirit of co-operation and mutual understanding between employer and employe which is becoming more and more prevalent in the business world is demonstrated by an insurance plan just put into operation by the Victor Talking Machine Co. Through the generosity of the officers of the company, an insurance of $1,000 is provided for every employe of the company who has been on the payroll more than five years and who, at death, is in good standing in the Victor Employes' Beneficial Association. For employes of less than five years there is an insurance of $750. The announcement was hailed with delight by the thousands of employes of the big concern.

About three years ago when the beneficial association was established it met with the approval of the board of directors of the company. The officials named the board of directors to run the association's affairs. It was agreed that each employe who died would receive $150 from the association. The company's officials were so impressed with the idea that they decided to give from the company's treasury the additional sum of $500 to a deceased employe, making a total sum of $650. It also was decided that all employes not receiving straight pay should draw $5 weekly in case of indisposition.

Placards were placed about the plant announcing the fact that the association had decided to raise its share of the death benefits to $250 and that the company had agreed to give $750, making a total of $1,000.

PROPOSE CHANGE IN BANKRUPT LAW

Merchants' Association Asks Supreme Court to Have Liquidations Effected by Receivers.

The Merchants' Association of this city is seeking to effect an amendment to the rules governing the liquidation of bankrupt estates. William Fellowes Morgan, president of the association, has outlined the proposed plan in a letter addressed to Justice Charles E. Hughes, chairman of the rules committee of the United States Supreme Court. His suggestion is that the practice of allowing liquidation to be effected by an assignee, who is usually nominated by the bankrupt, be discontinued, and that the settlement of the bankruptcy be made by a receiver, who shall be appointed upon the application of a creditor. This plan, it is claimed, will place the assets of a bankrupt concern in the hands of one who will seek to conserve the interests of the creditors, instead of allowing an assignee to handle the matter, usually to the detriment of the creditors. The letter from President Morgan has been handed to the Chief Justice of the Supreme Court for his attention.

Style No. 100.

PERFECTROLA

Tone—Quality

A Satisfactory Musical Instrument

Models from $10.00 to $150.00

Liberal Discounts to Dealers

No. 100 Fine mahogany finish, 46x20x21, equipped with our new Duplex reproducer, which plays all records without extra attachments: also double spring worm gear, noiseless motor, 12 in. turntable, speed regulator, brake and tone control.

Milwaukee Talking Machine Mfg. Co.

Office and Factory: 416-418 4th St. Milwaukee

Correspondence desired with Reliable Agencies

Start the New Year RIGHT

By securing a high-grade line of record albums that will give absolute satisfaction.

Do not experiment, but place your orders for

NYACCO METAL BACK ALBUMS

which are actually indestructible.

NYACCO

New York Album & Card Co.

23 Lispenard St., New York

DAYNES-BEEBE MUSIC CO. WINS WINDOW DISPLAY PRIZE.

The advertising department of the Columbia Graphophone Co. has just received from the Daynes-Beebe Music Co., Salt Lake City, Utah, a Columbia dealer, a photograph of a show window which this company displayed during a window-dressing contest sponsored by the Salt Lake City newspapers.

The Very Artistic Display Which Won First Prize at Salt Lake City.

This window, which is shown in the accompanying illustration, was awarded first prize in the music section by the judges of the contest, who stated that the window was one of the finest which was presented to them for their inspection.

The beauty of the window lies in the fact that no single feature of the display predominates, but a happy combination of ideas is utilized in such a way as to make the window display perfect in every respect. It is interesting to note that this window was responsible for a very gratifying number of Grafonola sales.

DAMAGE IN UNPACKING.

In an interesting letter sent to Victor dealers recently W. B. Fulghum, manager of the Victor Talking Machine Co.'s order department, called attention to the advisability of the dealers carefully following the packing instructions which accompany the cabinet Victrolas. It is pointed out that in many instances dealers have damaged one of the posts of the Victrola through careless unpacking.

PATHE PHONOGRAPH JOBBERS BUSY.

In Many Cases a Shortage of Goods Is Reported, Declares R. B. Caldwell, After Recent Tour of Inspection—Pathé Discs Gaining Many Friends—Making Plans for Future.

R. B. Caldwell, of the Pathé Frères Phonograph Co., New York, returned to New York recently after a month's visit to the company's jobbers in the East and West. As this was Mr. Caldwell's first visit to the Pathé clientele, his impressions of his trip are interesting as indicative of the marked success of the Pathé products throughout the country. Mr. Caldwell is experienced in all phases of the talking machine field, having been connected with the industry for many years.

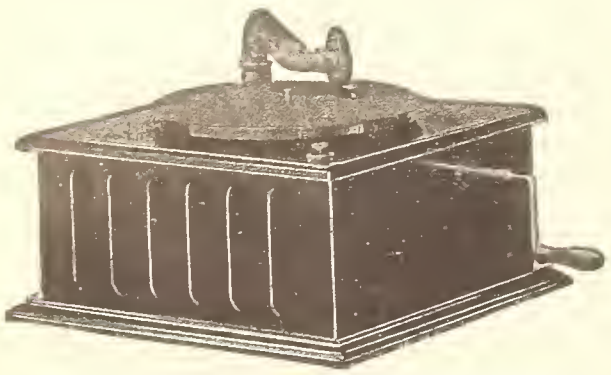
"I was greatly impressed with the fact that our jobbers in all localities were short of goods, notwithstanding the fact that they had placed large orders well in advance of the holiday season." said Mr. Caldwell in a chat with The World. "These orders had all been shipped to the jobbers' dealers in October and November, but by the first of December there was a wide shortage of Pathephones and Pathé discs. This shortage was general, the higher priced Pathephones selling equally as well, and in many localities even better, than the moderate priced models. Pathé discs have won the praise of musicians and music lovers in all sections of the country, and the new additions to our record catalog are meeting with a ready sale.

"The class of jobbers handling the Pathephone line is well worth mention, as the men representing our company are prominent industrially in their respective cities and possessed of ability and aggressiveness. These jobbers are one and all enthusiastic in their predictions for 1916, as they are confident that the next twelve months will witness a country-wide prosperity boom with a commensurate increase in popularity of Pathephones and Pathé discs, which have steadily increased in public favor since their first appearance."

Dealers! Attention! Here it is at Last!

Machines of the Best at Factory Prices

STYLE 6—Mahogany finish, 10" turntable, strong single spring motor. All metal parts nickel plated and highly polished.
Dimensions: Width 14", depth 14", height 5¾".
Retail Price $10.00



STYLE 5—Mahogany finish, 10" turntable, strong single spring motor. All metal parts nickel plated and highly polished.
Dimensions: Width 15", depth 15", height 7½".
Retail Price $15.00

Agents wanted everywhere.
Exclusive territory given.
Musical experts say that the Fraad Machine is perfect in every detail.
In its exquisite cabinet craftsmanship.
In its tonal beauty.
In its mechanical construction.
It plays all make records.

How can we do it at that price?
We give you the machine direct from factory with no heavy expenses attached.

GET BUSY IF YOU WANT
EXCLUSIVE TERRITORY

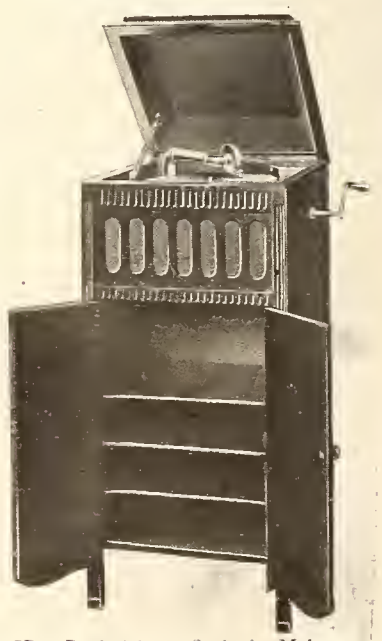
Fraad Talking Machine Co.
225 Lexington Ave., New York City

PHONES { 5106 / 5821 } MURRAY HILL

Showrooms: 1160 Broadway

MANUFACTURERS TO THE TRADE

STYLE 4—Fumed, early English Oak or Mahogany, 10" turntable, strong double spring, worm gear motor. All metal parts nickel plated and highly polished.
Dimensions: Width 15½", depth 17½", height 13¼".
Retail Price $25.00



FRAAD, JR.—Real Adams Style in Mahogany, or Antique Ivory. 10" turntable. Plays 12" records. Strong, double spring, worm gear motor. All metal parts nickel plated.
Dimensions: Width 15½", depth 15½", height 34".
Retail Price $35.00

THE GREAT ADVERTISING CAMPAIGN OF THE AEOLIAN CO.

In Behalf of the Aeolian-Vocalion Line, Particularly in the National Magazines, Has Brought Forth a Great Deal of Praise from the Trade and Music Loving Public.

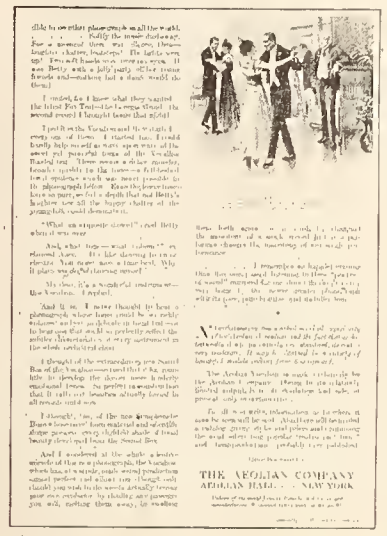
There has been considerable discussion in the local talking machine trade with reference to the splendid advertising being carried by the Aeolian Co. in the local newspapers on behalf of the Aeolian-Vocalion line. This advertising has been educational and creative and has served to impress the music-loving public with the musical merit of the Aeolian-Vocalion.

Any reference to the publicity campaign of the Aeolian Co., however, would be totally incomplete without mentioning the excellent national advertising which it is using in the high-grade magazines to help the Aeolian-Vocalion dealers achieve success with the Aeolian-Vocalion line.

These advertisements are now appearing in the leading national magazines, and it is the Aeolian Co.'s intention to continue them. The advertising is high class throughout, and as each advertisement has a particular aim or purpose it is a definite, concrete campaign without any hit-or-miss factor entering into it.

Three of the recent Aeolian-Vocalion advertisements which have appeared in the national magazines are reproduced herewith, and although the text is hardly legible the general lay-out of the advertisements, together with their headings, will give a fair idea of their true purport.

The full-page copy featuring the Aeolian Art Vocalion Style "R" is an artistic and prestige advertisement, every section of which is in harmony with the character of the instrument advertised. "In the Firelight Glow" is an advertisement in which the human interest appeal is first and foremost. This two-page spread cannot fail to both interest and attract even the casual reader, and from beginning to end there is interwoven a delightful story which leaves the reader in a contented state of mind, but with the thought of the Aeolian-Vocalion uppermost. "I Went to Buy a Phonograph" is a selling advertisement in the truest sense of the term. It is directed to appeal to the man who is contemplating the purchase of a phonograph but has not yet made up his mind as to just when and what he will purchase. It is high class in every particular and is certain to be of assistance to the dealer in interesting his clientele in the many qualities of the Aeolian-Vocalion. With such splendid advertising it is not difficult to account for the success of the Aeolian-Vocalion.



NEW EDISON SHOP IN AUSTIN, MINN.

Elaborate Quarters Opened by Schleuder Paper Co. in Time for the Holiday Trade—Large Recital Hall a Feature.

(Special to The Talking Machine World.)

AUSTIN, MINN., January 6.—The Edison Shop, 124 West Bridge street, erected and owned by the Schleuder Paper Co., of this city, was formally opened to the public last month with a special series of concerts and recitals that attracted many people from near-by towns to hear the music and view the splendors of the new establishment. Building operations for the new edifice were started last July and pushed to completion in time for holiday business. The store throughout is handsomely decorated with the woodwork of the booths and lobbies in natural mahogany.

One of the features is an elaborate concert hall, finished in ivory white and silver gray, with a seating capacity of about 100 people. In the concert hall there are eight panels, each decorated with beautiful water color mural painting.

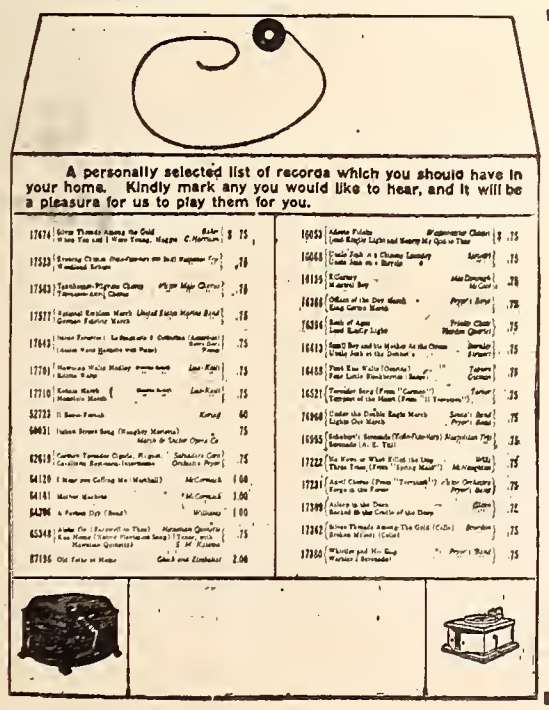
All the floors are heavily carpeted, art glass is used in profusion, and all the lighting fixtures and exposed metal work are silver-plated. As completed, the new Edison Shop is one of the most elaborate establishments of its kind in the State of Minnesota.

TALKING MACHINE MEN TO MEET.

John E. Hunt, president of The Talking Machine Men, announces that the next meeting of the association will be held in the assembly rooms of the Merchants' Association of New York, in the Woolworth Building, Broadway and Park Place, New York, on the evening of January 26 at 8 o'clock. A number of very important matters will come up for consideration and action, and a large attendance is desired.

AFFIRMS LOWER COURT'S DECISION.

The United States Circuit Court of Appeals on Tuesday handed down an opinion affirming the decision of the United States District Court in the case of the Victor Talking Machine Co. vs. Thomas A. Edison, Inc., which was heard some time ago. This case involved certain patent questions, and the Victor Talking Machine Co. appealed from the decision of the lower court with the result as above mentioned.



BEECROFT

Record Delivery Envelopes
Record Stock Envelopes
Catalogue Supplement Envelopes
Perfection Record Holders
Long Cabinets
Needles
Peerless Locking Plates

CLEMENT BEECROFT, 309 W. Susquehanna Ave., PHILADELPHIA

NEW FACTORY MANAGER.

C. A. Hanson Apointed Head of Columbia Co.'s Factories—An Able Man of Wide Experience in the Capacity of Executive.

The Columbia Graphophone Co. announced this week the appointment of C. A. Hanson as manager of the company's immense factories at Bridgeport, Conn. Mr. Hanson, who assumed his new duties on Monday, succeeds George W. Funnell, who severed his connection with the company recently and sailed for Europe.

Mr. Hanson is signally qualified to fill the very important post as head of the Columbia factories, as for the past twenty years he was associated with the International Harvester Co. as manager of its most important plants.

The Columbia Co. during the past year has increased its manufacturing facilities tremendously, and with the resources now at his command, including a new building recently erected, Mr. Hanson will be in a position to co-operate with the Columbia trade along the broadest possible lines.

INDORSE HERMAN KLEIN METHOD.

Famous Artists Testify to Practicability of Voice Teaching by Means of Talking Machine Records—Big Educational Factor.

The teaching of singing through the medium of talking machine records accompanied by suitable text books has already proven to be practical through actual experience of both the trade which has handled the system, and of the singers who have used it and indorsed it.

The standing in the musical world of Herman Klein, who is responsible for the creation of the Herman Klein Phono-Vocal method, immediately insured the sincerity of the effort, and subsequent use proved its practicability. The course is outlined by Mr. Klein and, based on the method of Manuel Garcia, consists of twenty lessons presented in ten double-face disc records, which are studied in conjunction with detailed explanations given in an elaborate text book forming part of the course.

Those who have taken occasion to indorse the Herman Klein method include Mme. Tetrazzini, of the Metropolitan Opera Co., who writes: "I have heard the talking machine records of your lessons as taken by pupils, and was much interested. I think your method excellent and that it certainly should produce good results."

Mme. Marie Gay (of the Boston Opera Co.) says: "The remarkable possibilities of the Herman Klein Phono-Vocal method, as a practical aid to those who are teaching or studying the vocal art, appealed to me just as soon as I became acquainted through your courtesy with this system. I can heartily recommend it to teachers and pupils."

Signor Zanatello (of the Boston Opera Co.) says: "I wish to take this opportunity to express my sincere admiration for the Herman Klein Phono-Vocal method. It seems to me that to-day, when such a system can be purchased for a comparatively small sum, the arduous work of both teacher and pupil of the vocal art should materially decrease."

Mme. Lipkowska (of the Metropolitan Opera House) says: "I consider the Herman Klein Phono-Vocal method the best medium for the development of the voice and learning of singing."

Others who have written Mr. Klein in praise of his method are Mme. Adelina Patti; William H. Cummins, of the Guildhall School of Music; Jean deReszke, the noted opera star, and Manuel Garcia.

At the present time the Herman Klein Phono-Vocal method is being presented through the talking machine by the Music Phone Method, 2 West Forty-fifth street, New York.

"Music for Everybody"

OPERAPHONE RECORDS

Retail at 35 cents.

Are equal to any.

Are 8 inches in diameter.

Are double sided.

Play as long as the average 12 inch records of other makes.

Are vertical cut.

Play with an ordinary steel needle.

Play on any lateral cut record machine with a small attachment which is simple to use and inexpensive.

Our catalog is up-to-date and there are no duplicate titles; the songs are by the popular artists.

The records are the product of our own laboratory and factory.

Write for January list—it speaks for itself.

Operaphone Manufacturing Corporation

Office: 2 Rector Street, New York City

TO DISCONTINUE APPROVAL RECORDS.

Committee of Buffalo Talking Machine Dealers Works for Elimination of Approval Nuisance.

(Special to The Talking Machine World.)

BUFFALO, N. Y., January 7.—Buffalo talking machine dealers may within the next few days sign an agreement whereby approval records will be discontinued. The wiping out of approval records is almost inevitable, the majority of dealers here feel, and at a meeting of the Talking Machine Dealers' Association held here Tuesday night the matter came up for serious consideration.

Representatives from practically all the houses carrying on an extensive sale of records were more than willing to be heard as opposed to the approval scheme. They all declared, with a few dissenting voices, that the proposition was being vilely abused in Buffalo, and that the situation had reached the point where it must either be put out of existence or the dealers go on losing more each month.

For the past few months dealers have been chalking up substantial sums to the profit and loss column because of the approval record system in vogue in Buffalo, and many have been clamoring that it be cut out altogether. This, it seems, is the general attitude, with a few exceptions.

A committee has been appointed to visit all the local dealers and to have them sign an agreement which will eventually mean the end of the approval system. However, there are those opposed to approval records who would be unwilling to cut them out if all the dealers would not agree to it. Before the swan song can be sung it will therefore be necessary to have all the Buffalo dealers declare that they will discontinue the approval system. This is the big job now confronting the committee.

Indications now are that approval records will "go" in Buffalo, as the feeling is high against them. There is hardly a Main street dealer who has not declared during the latter part of 1915 that the privilege is being abused.

JOINS THE TRITON CO. FORCES.

J. A. Kraus, head of the Triton Phonograph Co., 41 Union Square, New York, calls attention to the fact that, of the low-priced phonographs, the Triton was the first to be presented to the trade, this being done about three years ago. It was originally sold at $10, and Model No. 1 Triton continues to be sold at that price, while the new Triton No. 2 is $15 retail. This house also sells motors, sound boxes, etc. B. Tauber, well known in talking machine circles, has become associated with the Triton Co.

AMERICAN SERVICE
IS
GOOD SERVICE

OUR DEALERS FOUND THIS TO BE A FACT DURING 1915.

ARE YOU SATISFIED

WE WILL BE GLAD TO HAVE YOU TRY US —START NOW. MAKE YOUR PLANS NOW FOR THE YEAR 1916 AND INCLUDE US IN YOUR LIST OF DISTRIBUTORS.

AMERICAN TALKING MACHINE CO.
368 Livingston Street BROOKLYN, N. Y.
DISTRIBUTORS OF VICTOR PRODUCTS

C. F. LIGHTNER DESCANTS ON SELLING IN ARGENTINA.

Manager of Argentine Branch of Victor Talking Machine Co. Gives Interesting Experiences Bearing Upon Export Trade to That Country Which Is Instructive and Educational.

C. F. Lightner, manager of the Argentine branch of the Victor Talking Machine Co., gives some interesting experiences in The Americas, in which he says that, after fifteen years' experience, starting with early commercial missionary work in the Americas south of the Rio Grande, the changes have been of such magnitude, have shown such rapid development, and such striking improvements, from the exporter's, importer's, manufacturer's, and banker's point of view, that all of us, who have been so long in the field, cannot help taking a certain amount of personal pride, and feel that each one's personal efforts have helped this development, and it is with that feeling that we wish to encourage the great improvement which must still come, to give us the commercial and social position which eventually must exist between these two great continents.

The primary requirements for manufacturers, importers and shippers who wish to get their portion of the business from this great Argentine Republic and Uruguay, whether importing or exporting, is first to get the proper representation, whether they be selling or buying. The representative must speak the language of the country and must adapt himself to the ways of the people he is doing business with, not losing his own personality, which, if worthy of acceptance, will soon make itself felt.

Don't try to tell a customer that his ways of doing business are wrong, for if he is really worth doing business with he will soon grasp any new idea you have dropped, if it is worthy of his consideration.

Don't send either a cheap buyer or salesman, as his transactions are invariably in the same class. Don't let a man come with the sole idea of teaching; the learning end of the game is just as important as the teaching. We all have certain ideas, but the man with good ones always goes away with better ones.

The South American has been much longer in the general importing business than we have in the exporting, and very frequently tells us things we have really known but neglected to practice. The man at home, in charge of a foreign business, must just as essentially know the foreign field as the man who is working it, otherwise his lack of real knowledge is often the greatest obstacle the man in the field has to contend with. Correspondence school knowledge, or even book learning, has never been able to get the best out of a problem, without the real practical knowledge, which can only be gained first hand.

Printed matter and all correspondence should be in Spanish. Don't send your Brazilian literature to the Argentine or vice versa. All illustrated catalogs should give exact metric measurements, also net and gross weights in kilograms.

Packing and shipping instructions must be followed absolutely. Pack in cases capable of standing many rehandlings, and for possible discharging into lighters. Mark all cases plainly with the mark of the consignee. Also mark clearly exact weights in kilograms, net and gross. An error in this direction is liable to cause future trouble to the client and shipper in the way of fines and delays.

Last, but not least, the question of credits and propaganda must be seriously considered before even attempting to enter the field, for if the manufacturer is not prepared to quote liberal terms to firms worthy of consideration, the same as his European competitors, and, furthermore, is not prepared to spend money in making his article known, then experience tells me that it is preferable for him to continue his domestic business, and not look for a place in the export trade.

INCORPORATED IN NEW YORK.

A certificate of incorporation was issued last Friday by the Secretary of State, Albany, N. Y., to the Fremont Manufacturing Co. to engage in the manufacture of talking machines. The capital is $200,000 and the incorporators are E. M. Titus, F. S. Gannon and W. H. Seibert, New York.

* * * * *

The Talking Toys Corp. was granted a certificate of incorporation last week by the Secretary of State, Albany, N. Y., to engage in the manufacture of phonographic mechanisms, motors, etc. The capital is $550,000, and the incorporators are H. Kaufmann, J. Bloom and J. Lawrence Davis, New York.

OPENS NEW STORE.

The A. B. Clinton Co., well-known piano house, which has handled the Victrola line exclusively at its store in New Haven, Conn., for many years, has opened a new store at 231 Asylum street, Hartford, Conn., where the Victor line is also being handled exclusively with a line of pianos.

A $10 BILL FOR YOU

Clear profit in the sale of a single course in

The Herman Klein Phono-Vocal Method

Based upon the famous school of Manuel Garcia

The sale is made to the customer who is already on your books, from a demonstration outfit and practically without effort. No stock to carry, no capital tied up, for orders are filled directly by us.

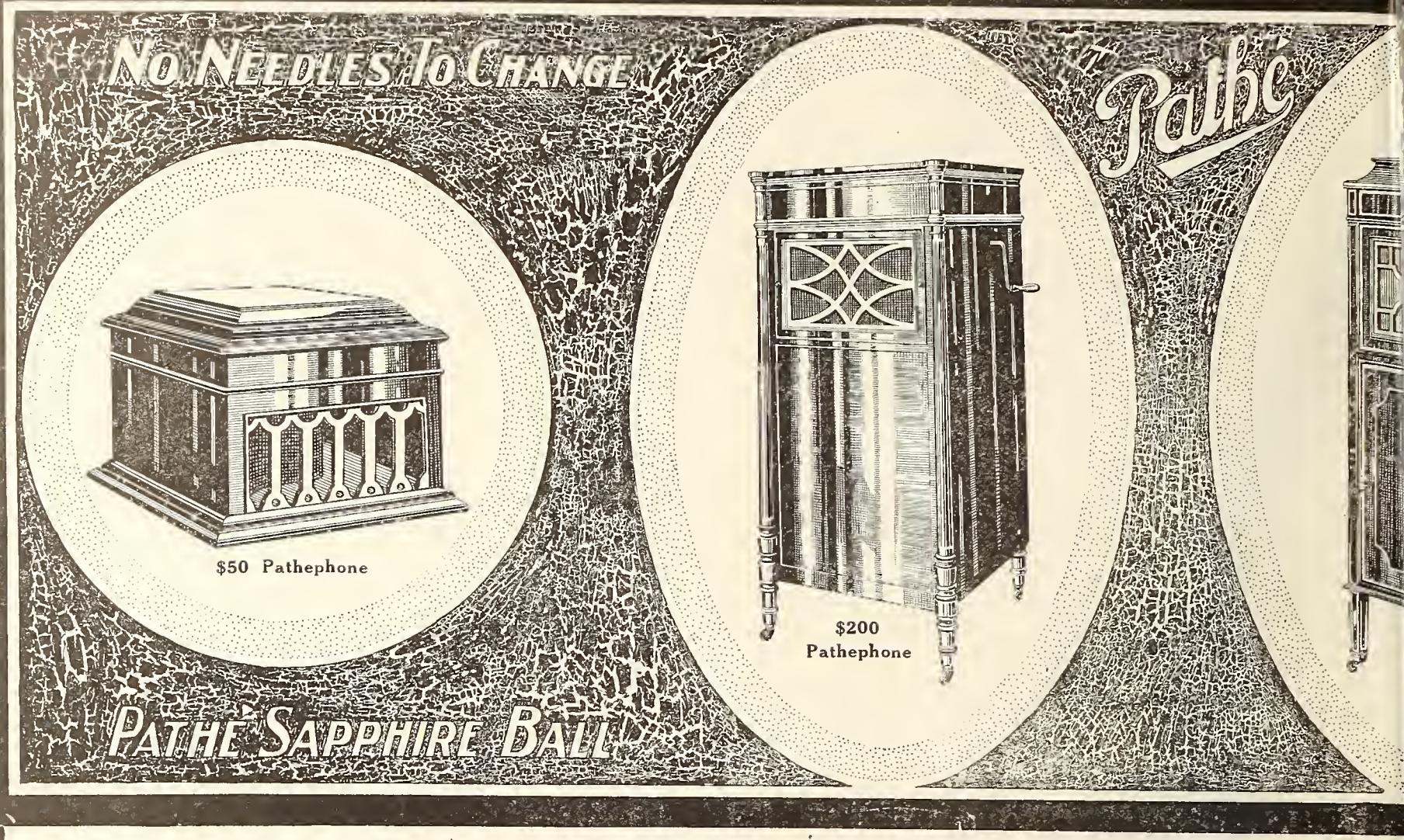
Ten double-sided records, wonderfully made—twenty lessons —lead the student from the simple scale to the aria, and a comprehensive text book, compiled by Herman Klein, based on the method of Manuel Garcia, explains each step intelligently and interestingly.

This method increases appreciation of music and means more sales of high-class records and machines.

RETAIL PRICE $25, FOR COMPLETE METHOD IN ANY VOICE

Ask about our demonstration outfit, sales aids for the dealer and other details —you owe it to your business—Write TODAY!!!

THE MUSIC PHONE METHOD, 909 Putnam Bldg., 2 W. 45th St., New York

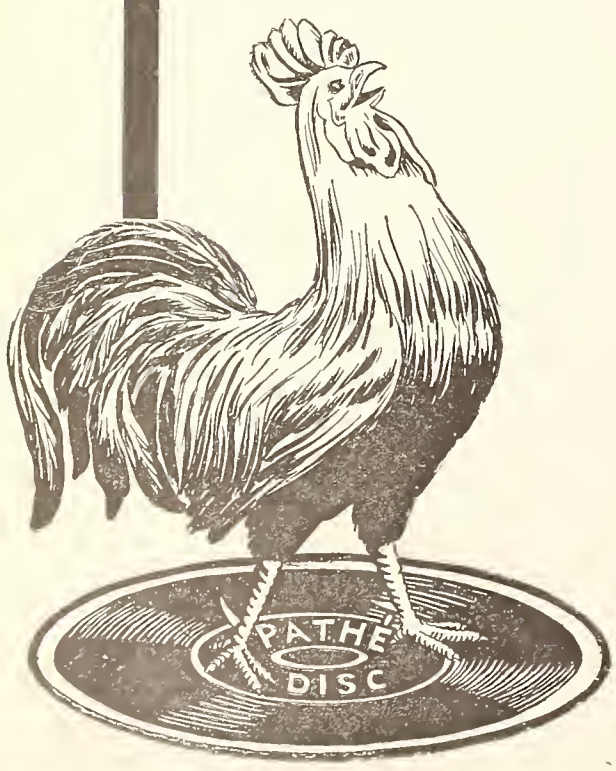


Pathephone Features

—It uses a genuine, round, highly-polished Sapphire Ball instead of the usual metal needle, or point.
—This Pathé Sapphire never wears out, and does not injure the surface of the Pathe Discs. It gathers the sound waves from 40 points of constant contact and releases the tones in a manner absolutely natural and true to the original performance of the artist.
—It is made with an All-Wood Sound Chamber, amplifying the music in the fullest manner.
—It has a perfect tone control device for expression and volume.
—It is equipped to play perfectly Disc records of every make.
—In playing the Pathé Discs there are

No Needles to Change

—It has superior tone quality.
—It has the clearest expression.
—It has decidedly the most artistic effect.
—It has an unusually graceful cabinet design, easily harmonizing with the furnishings of any room.



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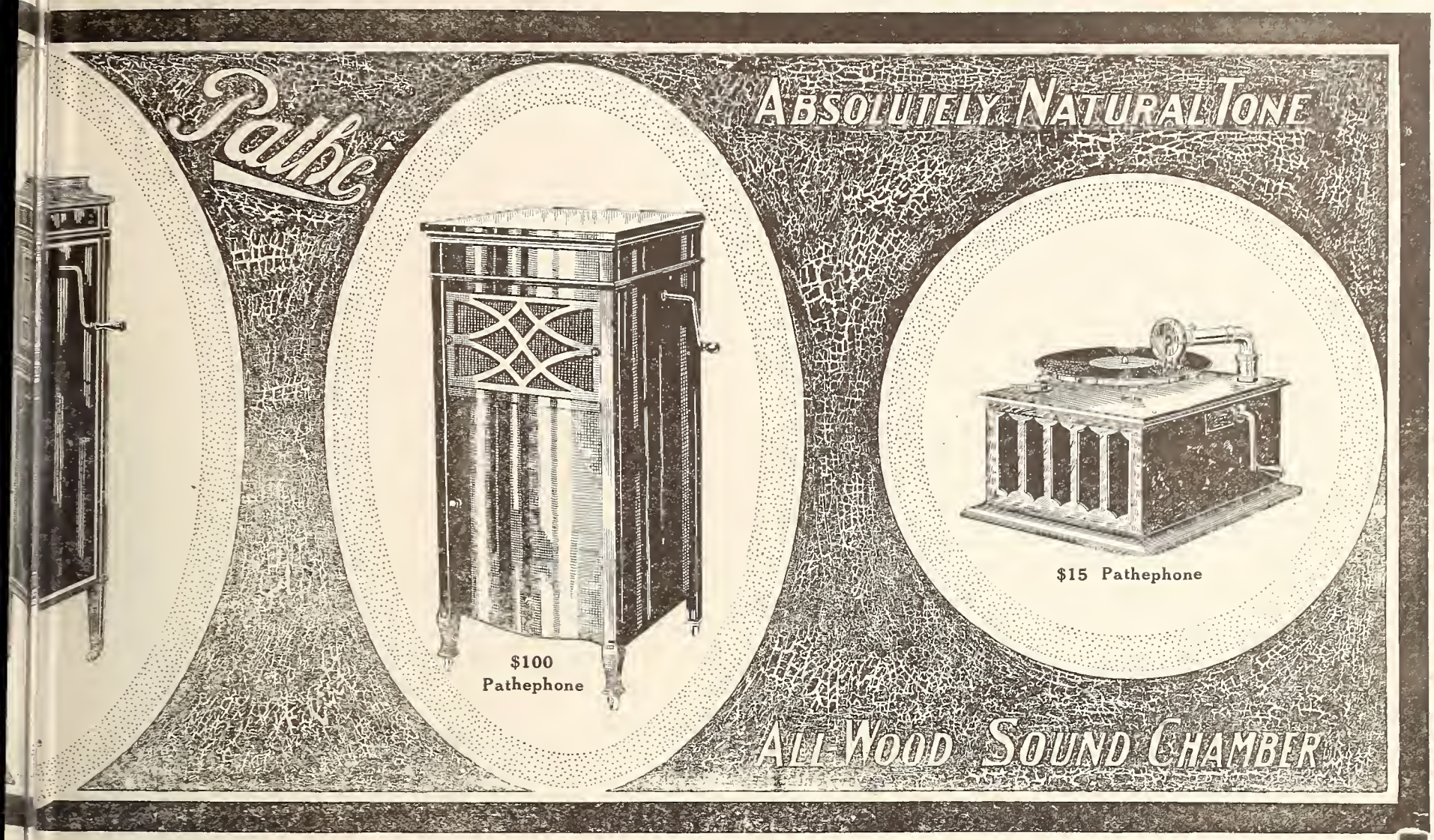
PHONOGRAPH

For over twenty-five years inventors and manufacturers have
trying to produce a perfect instrument that would render a life-like
production of voice and instrument. But it remained for the PAT
FRÈRES, of moving picture fame, to accomplish this and bring
being the PATHEPHONE and PATHÉ DISCS.

Just stop and think what improvements had been made in
phonograph or talking machine field before the PATHEPHONE
put on the market. You cannot think of any improvement that
PATHEPHONE has not surpassed, aside from the many exclu
PATHÉ FEATURES, which in themselves would have been suffic
to establish the superiority of this perfect sound-reproducing instrum

PATHÉ FRÈRES

28 W. 38TH STREET



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iker for

PROVEMENTS

The PATHÉ FRÈRES PHONOGRAPH COMPANY invites parison of its products with any others. The best phonograph of a or two ago is no longer this year's best purchase. The PATHE-ONE is being improved constantly in certain details of construction operation and is already so far in advance of all other phonograph evements that it is easily the pacemaker in the field for all time. lers should take advantage of the rapidly growing PATHÉ ularity, and write us without further delay. Exceptional opportu-es are offered to dealers in districts where we are not represented. PATHÉ AGENCY IS A VALUABLE FRANCHISE.

Pathé Disc Features

—They are all double-faced, including the operatic selections—music on both sides.
—They are the largest made—10½, 11½ and 14 inches.
—They retail from 65c. to $2.50.
—They cannot be ruined in any way by the Pathé Sapphire Ball, as there are no metal points to dig into the surface of the record.
—The music is recorded on the bottom of the record grooves and is reproduced by the Pathé Sapphire Ball in an up-and-down, easy, wave-like motion.
—They are recorded in every musical center of the world by artists of international reputation as well as local.
—They bring to the American public for the first time the opportunity of hearing many artists, musical organizations, bands, story tellers, etc., never before heard in this country—owing to engagements keeping them abroad.
—All in all, they comprise a repertory superior to any other Disc Repertory in the world.

ONOGRAPH Co.

NEW YORK, U.S.A.

Everybody knows the talking machine industry is prospering—but some of you do not realize the marvelous *present rate of growth* of Columbia Grafonolas and Columbia Double-Disc Records, that has made it necessary for us to again increase our factory output.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

SOUTHERN CALIFORNIA NEWS ITEMS.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., January 4.—Los Angeles talking machine dealers have just completed a most successful holiday season; in fact, the largest in their history. Some of the dealers report that their sales ran more to the medium-priced models, and others the larger ones, but all are agreed that the record trade will run at least 20 per cent. more than in any other month of December.

The electrically driven machines are becoming more and more popular, and a great many sales were made both of Victrolas and Grafonolas during Christmas time.

A great deal of credit is due to the jobbing houses for the manner in which they kept the dealers supplied with both records and machines. January 1 found very few record or machine shortages that could not be obtained from the wholesale houses. January has opened up with a brisk record trade, and the prospects are good for a busy and prosperous year.

H. E. Lindsey, manager for the Wiley B. Allen Co.'s talking machine department, says the company has had the most successful season since the department was started. The sales were unusually large, especially in the larger models of Victrolas.

Miss R. A. Johnson, formerly with Sherman, Clay & Co., is now with the Wiley B. Allen Co.

Harry Marcus, connected with the music department of the Emporium, San Francisco, is visiting in the city.

Charles Ruggles, local manager for Sherman, Clay & Co., Victor distributers, has the smile that will not wear off. The reason he gives is that he was able to supply nearly everything that the dealers wanted in his line, and says he still has something left. Mr. Ruggles says this has been the largest Victor year to date.

The retail talking machine department of the Southern California Music Co. had a most prosperous holiday trade, and during the weeks before Christmas its large department was crowded to the limit.

O. A. Lovejoy, manager of the Thomas A. Edison Diamond Disc and Amberola wholesale for the above company, is very enthusiastic over the showing made by his department this fall. Although severely handicapped by the holding up of several large shipments caused by the Panama Canal slide, he was still able to supply a great deal of the heavy demand for Edison goods.

Lewis H. Galantiere, for a long time associated with the Andrews Talking Machine Co., is now with the George J. Birkel Music Co.

NEW INCORPORATION.

The Sterling Phonograph Co. was granted a certificate of incorporation last week by the Secretary of State, Albany, N. Y., to engage in the manufacture of talking machines, devices and accessories. The incorporators are S. Steinberg, A. Boyd and R. Goldman, New York.

Shaffer, Faber & Co., Hagerstown, Md., have secured the agency for the Edison Diamond Disc phonograph.

ARTISTIC WINDOW DISPLAY CARD

Issued by the New York Talking Machine Co. Has Won Praise and Builds Trade.

The New York Talking Machine Co., New York, Victor distributer, issued in December a group of

One of Several Window Cards Issued.

six unusually artistic and striking window display cards, one of which is shown herewith. These show cards are now being displayed by Victor dealers in all sections of local territory, who recognize in them an invaluable aid in featuring the new records for January.

The selection, "The Close of a Perfect Day," which is prominently featured on this display card, has met with a phenomenal sale since the January list made its appearance, and Victor dealers report numerous sales of these records as a direct result of this card.

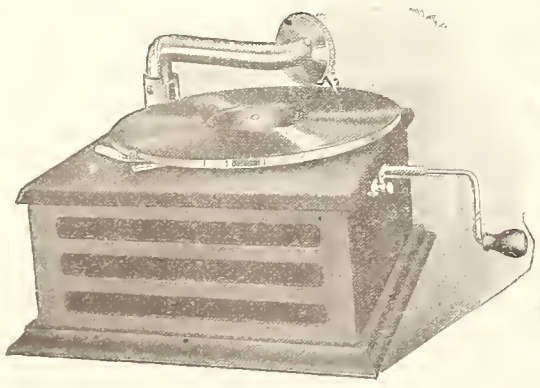
The illustration used is colored artistically, the design being prepared by the Richardson Illustrating Co., New York. A study of this design reveals the close relation of the thoughts pictured to the name of the song. In fact, this design has won general commendation from art experts because of its pleasing conception and well executed details.

H. L. Bronson and W. R. Arnold have opened a Victrola store at Belle Fourche, S. D. Mr. Arnold, who is in charge of the store, will make a determined campaign on selling this line of instruments.

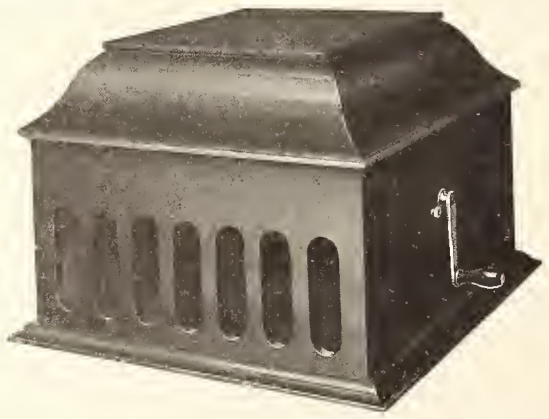
The Waters Music Co., formerly known as the Melody Shop, has opened a new establishment at 203 East Colorado street, Pasadena, Cal., and has added phonographs to its stock.

THE WONDER TALKING MACHINE

Supreme at the Price



No. 2—$7.50
Size: 5⅛ inches high; 12 inches wide; 12 inches deep; 8 inch turntable.



No. 5—$20.00
Size: 13 inches high; 17¼ inches wide; 19 inches deep; 10-inch turntable.

READY FOR IMMEDIATE DELIVERY

Unprecedented demand for Wonder Talking Machines has interfered with regular deliveries, but we are now glad to announce we are prepared for immediate shipments.

Write for descriptive folder, advertising material, samples, and special dealers' proposition.

The Wonder Talking Machine Co., 113-119 Fourth Ave., New York
Telephones: Stuyvesant 1666, 1667 and 1668. **at 12th Street**

OTTO HEINEMAN PHONOGRAPH SUPPLY CO. IN NEW HOME.

Well-Known Manufacturer of Talking Machine Motors, Tone-Arms and Other Parts Established in Elaborately Equipped Quarters at 25 West Forty-fifth Street.

The Otto Heineman Phonograph Supply Co., Inc., manufacturer of talking machine motors, tone arms and sound boxes, which recently moved to larger quarters at 25 West Forty-fifth street, New York, is now completely established in its new home, and with excellent facilities at its disposal has started the new year with the one thought of giving its patrons every possible co-operation and service in developing their respective industries.

Otto Heineman in His Private Office with A. Heineman.

A Corner of the Stock and Display Rooms.

In order that the users of Heineman motors may secure maximum efficiency and convenience in the placing and filling of their orders, Otto Heineman, president of the company, leased large offices in Chicago and also established headquarters at Seattle, Wash. The company previously maintained offices at Chicago, but these were found inadequate for its fast-growing business, and new quarters were secured at 19 West Jackson Boulevard. This division will be known as the Central West division and is under the direction of A. S. Ribolla, who is well known in the Western talking machine and piano trades. Mr. Ribolla has been instructed to give the Heineman clientele in the Central West prompt service in every respect, and it is expected that the Chicago offices will prove of invaluable assistance to the phonograph manufacturers in that territory.

The Otto Heineman Phonograph Supply Co., Inc., will maintain a northern Pacific Coast division at 218 Second avenue S., Seattle, Wash., with Joseph M. Abrams as sales manager. This division was established in recognition of the fast-increasing demand for Heineman products in this section of the country. Additional sales offices are being arranged for, and will be opened within the next month.

The accompanying views will give a fair idea of the splendid lay-out and equipment of the new home of the Otto Heineman Phonograph Supply Co. It is Mr. Heineman's intention to place at the disposal of his customers ample facilities for inspecting and investigating the merits of the Heineman line, and to that end a comfortable and well-furnished display room is now being fitted up adjacent to the stockroom. The general offices of the company are light and cheery, and the remarkable success achieved by the Heineman line in this country is evidenced by the fact that only a few months ago the company transacted its business in a small single office in the downtown business district. The present home of the company is located in the heart of the city's leading business section and is convenient to all modes of travel.

A Section of the General Offices.

PACKING CASE ACTIVITY.

The Nelson & Hall Co., Montgomery Center, Vt., maker of "Atlas" packing cases, which is a case made of Northern hardwood veneer with clear spruce cleats, thus saving weight, which lowers freight bills, is sponsor for the statement that over 50 per cent. of the cabinet machines shipped are boxed in Atlas packing cases. This concern some time ago, in addition to its Montgomery Center, Vt., plant, started a new factory at Camden, N. J., for the purpose of giving better service to clients in this market.

PREPAREDNESS!

¶ Victor dealers will find it to their advantage to adequately prepare for the coming year's activities. Preparedness is 90% of Victor retail success, and without it the other 10% is of little avail.

¶ The first step in this campaign of Preparedness should be the selection of the Victor distributor, best prepared to strengthen your resources, build up your business and increase your profits.

¶ The mere filling of orders does not, by any means, complete our share towards this Preparedness. We fill the orders and incidentally prepare ourselves beforehand to fill them as completely as human endeavor will permit us.

¶ After the order is filled our real work commences. Co-operation and help of a real practical nature is at the disposal of our dealers. No gimcracks or fancy stunts, just plain, honest co-operation. Why not try us with your next order?

G. T. WILLIAMS CO., Victor Wholesale Exclusively, 217 Duffield St., Brooklyn, N. Y.

Unless Every Machine Owner You Know Has $200.00 Invested in Records— You Haven't Scratched the Surface

If your record business doesn't furnish most of your liquid capital—

You are skimming the cream and throwing away the milk.

Record Service is Our Specialty

Record customers should be your big asset. Not only from an advertising but from an actual profit-producing viewpoint.

You don't realize what record sales efficiency is until you become thoroughly familiar with our ability in that department.

THE TALKING MACHINE COMPANY

Victor Distributors

12 No. Michigan Avenue - - - - - - - - CHICAGO

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager
HENRY S. KINGWILL, Associate

World Office
Consumers' Bldg. 220 South State St., Chicago
Telephone: Wabash 5774

The death of Edward Lyman Bill has brought the keenest sorrow to the members of the Western trade and to an immeasurably greater degree to those in the Chicago office of the institutions of which he was the head.

Years of continual association with him had only served to increase the appreciation of his sterling character and well-balanced manhood.

Mr. Bill was deeply devoted to the trade to which he had given years of constructive work, and his constant aim was to aid it in the realization of the highest standards of ethics. These ideals he constantly lived up to himself and insisted upon a like adherence upon the part of his employes.

His life had been, and will continue to be, an inspiration to those who had the priceless privilege of working with him. The Chicago representative and his associates can only say in this depressing hour of sorrow that they have lost not only a kind and considerate employer, but a genuine friend.

(Special to The Talking Machine World.)

CHICAGO, ILL., January 10.—The statement made in the December World that local trade was witnessing the busiest thirty days in its entire history is amply justified by the records of the month. From jobbers and retailers the unanimous report comes that it was not only the biggest month but the biggest year.

All of the jobbers state that in place of the usual after-holiday lull there is exceptional activity. The machine stocks in the dealers' hands were simply annihilated, even old stock that had long encumbered the floor being moved. Although, of course, there was a vast number of unfilled orders carried over, there have been practically no cancelations and only a few readjustments, dealers being afraid to run any risk in tampering with their priority claims. Even record stocks are well cleaned up, and orders for machines and records are coming in very liberally, and in the case of the former advance orders of good volume are being placed.

Although in the local retail departments and stores the buying started unusually heavy, the rush during the fortnight before Christmas was greater than ever and taxed facilities to the utmost. The general opinion is that the prosperity of 1915 in the talking machine trade will be continued to an even greater degree in 1916.

Best Sellers.

Some of the records in biggest demand in Chicago were, according to Victor dealers: "Somewhere a Voice Is Calling," by John McCormack; "Noche Serena," by De Gogorza; "Spanish Dance," by Elman; "My Ain Folk" and "A Perfect Day," by Imperial Quartet of Chicago; "To Lou" and "When You're in Love with Someone Who Is Not in Love with You," and "Stille Nacht, heilige Nacht," by Ernestine Schumann-Heink.

Columbia sellers that are going big are: "I Think We've Got Another Washington" and "Soldier Boy," "America, I Love You," and "I'm Simply Crazy Over You," "I Hear You Calling Me" and "The Rosary," "Back Home in Tennessee" and "I'm All Alone," "Keep the Home Fires Burning" and "On the Road to Happiness," and "Blue Danube Waltz" and "The Three Jewels."

Pathé owners are making a big demand upon that extensive library for the following: "Nights of Gladness" and "Destiny Waltz," "We Parted on the Shore," "Semper Fidelis" and "Les Soldats Dans le Parc," "Stephanie Gavotte" and "Gavotte," "Silent Night" and "Adeste Fidelis," and "Dixie Medley" and "Smiler Rag," banjo solos.

The Edison popular sellers included: "Face to Face with the Girl of My Dreams" and "My Big Little Soldier Boy," "Asleep in the Deep" and "Blue Jay and the Thrush," "Oh, Maritana, Maritana" and "Victoria Regina" (concert waltz), "My Hula Maid" and "Somebody Knows," "Josephine Polka" and "Kalima Waltz," and "Addio del Passato" ("La Traviata").

Will Make Talking Machines.

The well-known house of William Passau & Sons, manufacturers of billiard tables and stove fixtures, of this city, with a branch house in San Francisco, announced this week that it was preparing to enter the field of talking machine manufacture on an extended scale. They will cater to the best class of trade and will offer a thoroughly high-grade line of cabinet machines ranging in price from $75 to $250. Extensive space in the firm's large factory has been set aside for the new department. The company is noted for cabinet work of the highest type, and the machines will, it is stated, be distinctive in the character of the artistic appearance of the various models made.

Furnish Artistic Letter Heads.

The Talking Machine Co. of Chicago is prepared to furnish Victor dealers with letter heads of an unusually artistic character at a very small expense compared with that which the dealers would have to incur in securing the artistic color plate in printing. The beautiful illustration in colors showing a Victrola surrounded by famous Victor artists is an essential feature. The letter head bears, of course, the dealer's imprint. The plan of the Talking Machine Co. in having these letter heads produced in immense quantities gives the dealer mail advertising service of incalculable value at a nominal price.

Death of Hans Schumann-Heink.

The news of the death at San Diego, Cal., of Hans Schumann-Heink, son of the famous opera singer, was received with the deepest regret by the employes of the talking machine department of Lyon & Healy. Six years ago Mr. Schumann-Heink was married to Miss Zelda Marka, who had been for some years one of the most popular of the young women employed in the retail record department. The deceased was in the real estate business in San Diego, and is survived by a widow and two children.

Sonora Makes Headway.

Another evidence of the wonderful progress that has been made in the Western talking machine business is found in the history of the Chicago representation of the Sonora phonograph.

Less than a year ago—February 24, to be exact—William F. Martin, now president of the Sonora Corp. of Illinois, opened a small office on South Wabash avenue. Since that time the office was moved to the second floor of 305 South Wabash avenue, and later the entire top floor of the building at 320 South Wabash avenue was taken. It is in this last location that the wholesale department of the Sonora Phonograph Co. of Illinois is now situated. The retail department is continued at the old address and is doing a very thriving business.

"Our main trouble lies in the matter of delivery," said Mr. Martin to The World. "In the month of December we were utterly unable to completely fill our orders. However, we are making every effort to improve upon this condition of affairs, and it is promised by the end of this month that everything will be in great shape to satisfy all of our dealers right through 1916, which, by the way, I expect to be tremendous."

(*Continued on page 59.*)

"USE THE SAFETY FIRST PLAN"

FIRST—Play your records with Fibre Needles and they will last indefinitely.

SECOND—Trim your needles with a Wade Fibre Needle Cutter to get the best results from the needle.

THIRD—By using a Wade Fibre Needle Cutter to repoint your fibre needles you can play perfectly from twelve to fifteen selections with one Fibre Needle.

The Shortest Explanation of the Quality and Success of the Wade Fibre Needle Cutter is that it has not Cost the Jobbers or Dealers One Cent for Repairs on Wade Cutters in Six Years

RETAIL PRICES—No. 1, $1.50; No. 2, $2.00

Order from your regular Distributor—we sell to Jobbers only

WADE & WADE,

3807 Lake Park Ave.
CHICAGO, ILL.

The Spirit of the New Year

Wide-awake dealers realize that, in order to hold leadership, a store must offer the best service.

Competition is doing its daily work, weeding out those concerns that permit obstacles to stand in the way of pleasing their following.

Now in order to be able to give the best, you must receive the best from your source of supply. Our Service for the coming year will be found to present all the excellent features of past seasons, together with a number of new ideas in the way of accuracy, despatch and convenience which cannot be found elsewhere. Our stock at the present time is practically complete. In the matter of records and accessories we are able to fill the heaviest orders substantially as you write them.

We invite you cordially to avail yourself of our facilities.

Lyon & Healy

CHICAGO

VICTOR DISTRIBUTORS

FROM OUR CHICAGO HEADQUARTERS.

(*Continued from page 57.*)

W. R. Everett, in charge of the agency department of the Western Sonora interests, has arranged for the opening of a number of new agencies immediately upon the receipt of sufficient stocks. "We do not like to start people out on an insufficient basis," said he. "We owe our dealers a chance to make good, and we owe it to the machine itself that either a worthy showing or none at all be made. Our stocks will be in the best of shape, I am happy to say, within a few weeks from now."

Big Wholesale Business.

Fred A. Siemon, assistant manager of the Rudolph Wurlitzer Co., said that the month of December set records in every department of the business, with a big increase in retail over last year, and an even greater wholesale showing over 1914. "Great quantities of our goods we were obliged to express to our dealers," said Mr. Siemon, "and the call for records at the last minute was also such as to require similar measures. Styles XI, XIV and XVI enjoyed the greatest call, in the order named, with XIs predominating to a certain extent. There was also a very considerable increase in the demand for Model XIV."

Howard Wurlitzer a Visitor.

Howard Wurlitzer, of the Rudolph Wurlitzer Co., of Cincinnati, was a visitor at the Chicago house recently, and was much pleased with the showing made in the talking machine department during the holiday season. He predicts a banner year for 1916.

Dealer Moves Victor Store.

A. Schlessinger is moving his Victor department from his store at 1534 Fullerton avenue to 634 North avenue. He will continue his Columbia department at the old address. Mr. Schlessinger is one of the biggest dealers in foreign records in the city, and it has been said that one of the first things that an arrival from the old country does after making his home in Chicago's great Northwest Side is to buy a talking machine and some of the records and songs and dances of his native country from Mr. Schlessinger. His holiday trade was exceptionally large.

Winegar Traveling in the East.

Traveling Representative Charles F. Winegar, of the Chicago Hinged Balance Support & Cover Co., is at present in the East, where he has succeeded in closing arrangements with Eastern manufacturers for the equipment of their machines with the Chicago company's device.

James L. Abbott, who is directing the destinies of the company, reports an ever-widening interest upon the part of manufacturers whose call has been so large as to seriously embarrass the company's manufacturing capacity.

Edison Business Doubled.

"It has been a triumphant year for the Edison Disc," said C. E. Goodwin, manager of the Phonograph Co. "Our sales have doubled the past year, as compared with 1914, and notwithstanding the greatly increased productive capacity it was impossible to supply the demand. However, we expect to get liberal shipments within the next fortnight, which will greatly relieve the situation in this regard. The largest proportion of our sales have been on the $250 and $150 phonographs."

The Solophone in Chicago.

The Chicago office of the Hallet & Davis Piano Co. has received the first shipment of the new Solophone talking machines from the factory in Boston. Manager A. F. Wyman states that a very vigorous campaign will be instituted on the new product in Chicago and the immediate vicinity by their large force of outside salesmen.

To Enter Talking Machine Business.

Announcement was made this week by the National Mercantile & Retailers' Association, 8 South Dearborn street, of its entrance into the talking machine trade. The concern is putting out a line of cabinet machines which will be marketed through its special agents and the regular trade. The concern is capitalized at $100,000, with D. W. McKenzie, president; Walter Caldwell, vice-president, and B. S. McKenzie, secretary and treasurer.

The "OROTUND" SOUND BOX

FULL, RICH, CLEAR, MUSICAL TONES

Plays all disc records.
Tone quality superior to any.
The "Orotund" has exclusive features which produce new and superior results.
Reduces the scratch and metallic sounds to a minim.
Sample with jewel points to dealers, $4.00—Cash with order to receive attention.
Attractive discounts in quantities.
Satisfaction guaranteed.
Mention the make of machine on which the "Orotund" is to be used.

Combination Attachment Co., 624-626 So. Michigan Ave., Chicago

Incorporated.

The Oak Park Talking Machine Shop, at Oak Park, Ill., a suburb of Chicago, was recently incorporated under the name of the Oak Park Music Shop, with a capitalization of $2,500. Alfred Baumann, the proprietor of the old store, is president of the new company, M. C. Baumann is secretary and O. A. Stoffels is treasurer.

Vitanola Progress.

The Vitanola Co., of 17 North Wabash avenue, Chicago, will next month complete its first year in the trade under the present incorporation, although the Vitanola interests have been prominent in trade activities for some years back. The degree of success attained since last February has been remarkable, and the company starts out upon its second year with valuable prestige and a large clientele. The company has been making some original improvements in the tone-producing apparatus and H. T. Schiff, president of the company, has announced the completion, after arduous months of experimentation, of a new tone arm and sound box of a most superior sort. With this new equipment either the hill-and-dale or lateral-cut style of record can be played without change of equipment and without removing the sound box from the tone arm. This ingenious device is operated in a fraction of a second without necessitating any change or the manipulation of any set screws. All that is required is a twist of the tone arm, thus altering the position of the sound box. Another feature of the sound box is the perfect insulation furnished by an ingenious series of rubber gaskets.

"I want to call the attention of our patrons," said Mr. Schiff, "to the fact that the cost of furnishing our goods so highly finished is increasing all the time. However, our prices will remain the same. Many dealers have written us expressions of appreciation of the service we gave them during the holiday rush season and assured us of their future patronage. We also have received many compliments upon our jewel needles, which we furnish either for playing lateral-cut or for the hill-and-dale style of record."

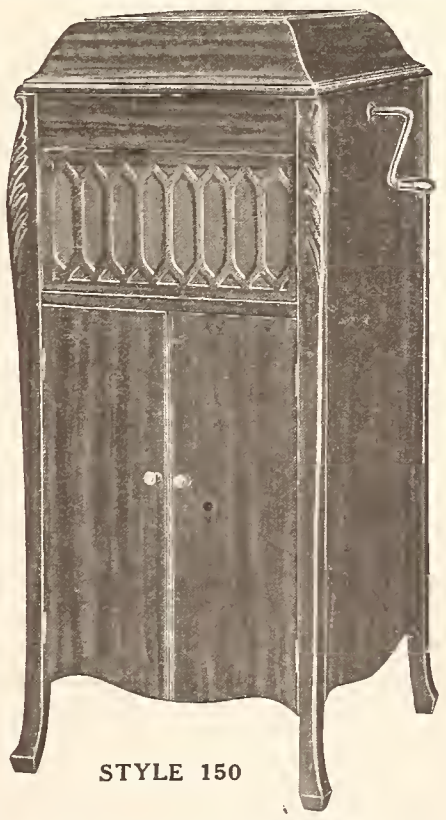
Lyon & Healy Sales Force Meet.

In accordance with the annual custom, members of the wholesale sales force of the talking machine department of Lyon & Healy got together on Tuesday afternoon of this week, reviewed the work of the past year, and planned the campaign for 1916. There was an excellent dinner at Kuntz-Remmler's, and afterwards the "Ziegfeld Follies" at the Illinois Theatre were taken in.

Those present were: Manager L. C. Wiswell, J. E. Meagher, Walter Roach, E. P. Bliss, H. R. Smith, J. B. L. Ryde, H. T. Landherr, A. Scannell, R. E. Agnew and one outside guest, in the person of R. Fenton, of the Wilson Avenue Talking Machine Shop.

In a chat with The World Mr. Wiswell said that 1916 had proved by far the biggest talking machine year in the history of Lyon & Healy and December the largest month both in the wholesale and retail. "In spite of the shortage in goods, notwithstanding the tremendous increase in the output of the Victor Co., our dealers have been very appreciative of the

(*Continued on page 60.*)



STYLE 150

ANNOUNCEMENT

Wonderful improvements will be contained in the

1916 VITANOLA

Beautiful tone.

New universal tone-arm playing all makes of records without change of equipment.

No increase in prices!

Our motto—Good goods, low prices, quick service.

Permanent jewel needles for playing lateral and hill and dale cut records.

Price 50 cents each

VITANOLA TALKING MACHINE COMPANY

17 N. WABASH AVENUE CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 59).

manner in which they were treated, and I had not only an avalanche of letters but a number of long-distance calls thanking us for the manner in which we had seen them through. All the indications point to a bigger year in 1916, and we will be in better shape than ever before to care for our customers when we get into our new building the coming spring. We are planning some very marked improvements to Lyon & Healy service, made possible by the immensely improved facilities which will be at our command."

Resume Concerts.

On Monday of this week the daily concerts at Lyon & Healy's Victor Hall were resumed after the famous little Victor Hall had recovered from the holiday rush, during which it had been used as an additional machine salesroom.

Columbia's Biggest December.

At the Chicago office of the Columbia Graphophone Co. Manager C. F. Baer had just been making some interesting comparisons, and found that December was the heaviest in the history of the branch, notwithstanding the fact that some years ago the territory covered was much more extensive than at present. It's been a wonderful year, too, not only notable for the quantity but the quality of the trade. "There never was a time when our dealers went into the new year with such clean stocks," said Mr. Baer. "The scramble for goods was terrific. If we couldn't furnish one finish they would take another. Everything went. The shortage of goods has been terrific, although the factory has done wonders. There have been some notable tendencies. The demand has been for the better goods, the sales of $50 machines down being the smallest percentage of the whole. The electric Grafonolas have been in big demand—more so than we had anticipated. The inquiry was much greater than the supply."

District Manager W. C. Fuhri has just returned from a trip to Minneapolis and St. Paul. The Emporium, in the latter city, has recently become an exclusive Columbia dealer and has fitted up what Mr. Fuhri describes as one of the finest departments in the West. The demonstration rooms are unusually large and the decorations decidedly artistic. The house of Howard Farwell & Co., at Minneapolis, has recently added the Columbia line.

Robert Souders, formerly manager of the Columbia Dallas, Tex., branch, has been given charge of the Minneapolis branch. Mr. Souders' successor at Dallas is E. B. Shiddell, formerly assistant manager there.

Fred A. Dennison, who has been recently promoted from the management of the Detroit store to the important position of Pacific Coast manager, is well remembered in Chicago. Eight or nine years ago he was with the local office in the capacity of correspondent and house salesman.

Plans Record Service Campaign.

"Nineteen-sixteen rounded up the biggest year in our history and December was the largest month," said R. J. Keith, of the Talking Machine Co. "It is futile to speculate on what it would have been had we been able to ship all orders received. However, our loyal dealers, especially those who heeded our injunctions to anticipate the fall and holiday rush, have every reason to be gratified with the efficiency of Talking Machine Co. service under trying conditions. We have received many appreciative letters to this effect. We had literally hundreds of machines coming through from the factory by express at the close. The bills were heavy, but we had to maintain the quality of our service at any cost. The coming year? Well, you would be surprised to know the rapidity with which orders are coming in right now. In spite of the large number of orders held over there have been practically no cancelations. Dealers confronted with bare floors and an active after-holiday business do not care to risk the sacrifice of their priority rank. Moreover, in many instances dealers are actually placing orders now for several months in advance.

"A very notable feature of the year has been the enormous sale of records and the earnest manner in which the majority of dealers have worked to develop this branch of their business. We have planned a systematic campaign of co-operation with our dealers in this regard, and when our plans of record sales promotion are ready for presentation I know that they will meet with enthusiastic approval."

Visitors and Personals.

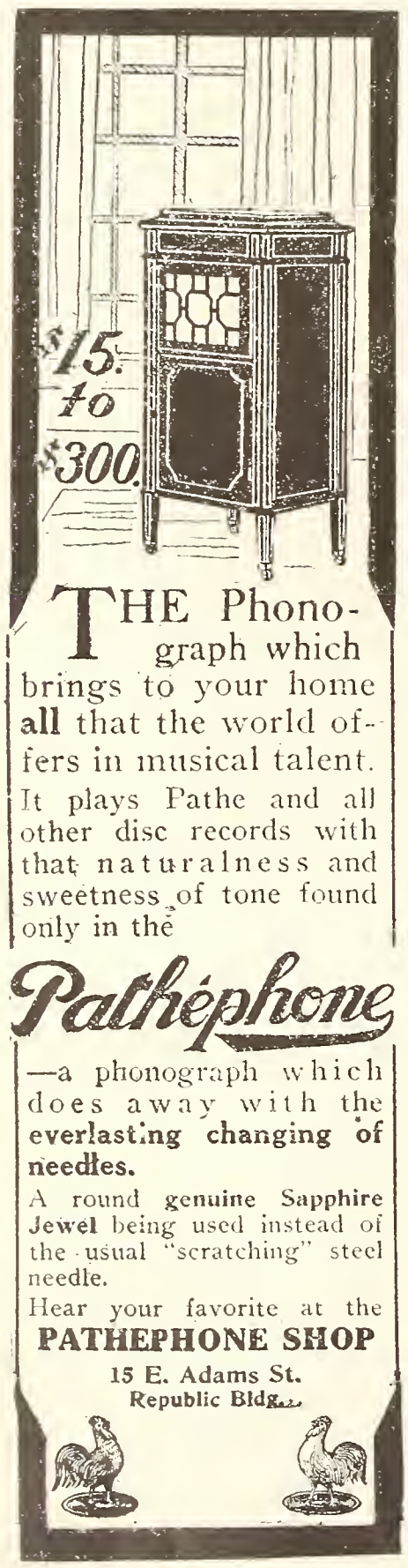
At the signal of Cupid's chubby finger Miss Ella Katzman, for some years order clerk for the Talking Machine Co., resigned on January 1 and is now Mrs. Charles Roe. Mr. Roe is a promising young electrical engineer of Chicago. Miss Hattie Bonniwell has been promoted to the vacated position.

All of the employes of the Talking Machine Co. received gold pieces and merchandise certificates for Christmas, while the employes sent a magnificent set of dress shirt studs and cuff links to Arthur D. Geissler.

George P. Cheatle, of the Talking Machine Co., returned a few days ago from the Coast fully recovered in health. He was accompanied by Mrs. Cheatle, and spent several delightful weeks on the parental ranch near Sacramento. The staff at the office were given an opportunity to inspect a fox terrier brought home as a souvenir of the trip, and which is described as a dead ringer for the famous Victor dog.

E. L. Barker, who has traveled Illinois and Indiana for the Talking Machine Co., has resigned, as illness in his family makes road work impractical.

W. G. Griffith, of the T. M. Co. forces, spent the



THE Phonograph which brings to your home **all** that the world offers in musical talent. It plays Pathe and all other disc records with that naturalness and sweetness of tone found only in the

Pathéphone

—a phonograph which does away with the **everlasting changing of needles.**

A round **genuine Sapphire Jewel** being used instead of the usual "scratching" steel needle.

Hear your favorite at the

PATHEPHONE SHOP

15 E. Adams St.
Republic Bldg.

This is one of the typical Pathé Advertisements that is making sales for Pathé dealers everywhere.

Most Complete

PATHÉ

Stock in the United States

Promptest Deliveries

Best Service

Heartiest Co-operation

Address the

PATHÉ PATHEPHONE COMPANY

17 N. Wabash Ave.
CHICAGO

BRYAN'S SUPPLY DEPOT

When in need of springs and repair parts or supplies of any kind for ANY talking machine send order or sample to

CHARLES BRYAN

25 W. LAKE STREET : CHICAGO

EXPERT REPAIRING FOR THE TRADE A SPECIALTY

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 60).

holidays at Indianapolis with his mother and his brother, who is the sales manager for the Udell Works, of that city. J. M. Lockeridge holidayed at his father's farm near Newcastle, Ind.

Among the visiting dealers since the holidays were: Mr. Paus, of Noeck & Paus, Sturgeon Bay, Wis.; Charles Brown, Cable-Nelson Piano Co., Kalamazoo, Mich.; F. M. Leslie, Urbana, Ill.; W. H. Haile, of W. H. Wheelock, South Bend, Ind.; R. L. Sonneborn, La Porte, Ind.; George H. Eichholz, Milwaukee; H. V. Benjamin, Benjamin Temple of Music, Danville, Ill.; E. D. Allington, Freeport, Ill.; H. G. Power, manager talking machine department, Taylor Carpet Co., Indianapolis, Ind.

Notable Dictaphone Installation.

Arthur McGrew, district manager of the Dictaphone department of the Columbia Graphophone Co., reports the completion of one of the largest Dictaphone installations in the history of the Chicago office. The big credit mail order department of the Harman Furniture & Carpet Co., at Wentworth avenue and Thirty-ninth street, has been equipped with sixty-one Dictaphones. A great amount of special wiring was necessary to permit a floor plug for each dictator and a drop wire from the ceiling for each typist. The entire office was rearranged so as to segregate the typists and get them all in one division. They are in charge of a manager, who receives all the records and distributes them. In this manner all are kept busy. H. H. Cross was the salesman who handled the deal.

A number of other notable installations have been made in the past two or three months and December, usually a quiet month, was the largest in the history of the department.

Personals and Visitors.

Messrs. Plank, Ratcliff and Calahan, all of the Victor Talking Machine Co., passed through Chicago on their way out to their respective territories following the customary holiday vacation.

Recent visitors to the local trade included R. G. Rosenstom, Sandwich, Ill.; Mr. Raigor, Raigor Art & Music Store, St. Louis, Mo., and Mr. Pearce, McLogan & Pearce, Calumet and Houghton, Mich.

R. P. Keip, of Joliet, Ill., was a Chicago visitor this week. He is an enthusiastic Edison dealer, and reports a most excellent holiday trade.

Recent piano and talking machine dealers visiting the local trade were John E. Moyer, Dixon, Ill.; R. D. Corbaugh, Carrollton, O., and R. J. Outhwaite, of Bloomville, O.

New Columbia Traveler.

An addition to the traveling force of the Chicago office of the Columbia Graphophone Co. has been made in the person of Charles Kennedy. He has done effective work in the wholesale correspondence, and has now been promoted to the position of traveler in northern and central Illinois.

Cupid Threatens Devastation.

Since the holidays several of the competent young record saleswomen at Lyon & Healy's have been sporting sparklers on their dainty fingers. From all reports the exodus will take place in June, Hymen's favorite month.

Victor-Cheney Examination.

A deposition was taken in Chicago on Thursday, Friday and Saturday of last week from John F. McElroy, patent expert for the Cheney interests. Mr. McElroy was examined by Fenton & Blount, counsel for the Victor Co., and Sheridan, Wilkinson, Scott & Richmond, representing the Cheney Talking Machine Co. Another deposition will be prepared from the testimony of Rudolph M. Hunter, patent expert for the Victor Co., and the combined testimony submitted to Judge Carpenter some time in February.

There has been no development in the suit of the American Graphophone Co. vs. the Cheney Talking Machine Co., and this matter will not come up for some months yet.

SUCCESS OF THE PATHE PATHEPHONE SHOP OF CHICAGO.

Although Established Less Than a Year Ago, the New Concern Has Secured a Strong Foothold in the Talking Machine Field in That City.

(Special to The Talking Machine World.)

CHICAGO, ILL., January 7.—One of the most startling successes in the talking machine business during the rather startling year of 1915 was the establishment and remarkable growth of the Pathé Pathephone Shop of Chicago. The Pathé Pathephone Shop, Inc., was organized in the spring of last year by Harry K. O'Neill and Richard E. Rundell. Mr. O'Neill is the son of Arthur J. O'Neill, who is one of the veterans of the trade and widely known in all parts of the country. These two young men were very enthusiastic over the possibilities of the Pathé distributing privilege in Chicago, and upon acquiring sufficient capital immediately organized their company, with Mr. O'Neill, Jr., as president, and R. E. Rundell, secretary and treasurer. In discussing the progress which the house has made, Harry O'Neill recently said:

Exterior of Pathé Pathephone Shop, Chicago.

"During the past year we have met with a most gratifying, even phenomenal, success. Ten months ago our entire business was confined to a little shop on the sixth floor in the Shops Building, 17 North Wabash avenue, Chicago. Since that time our business has grown so rapidly that we have been forced to take on more and more new space. We now occupy a part of the sixth floor of the Shops Building and practically all of the second floor, and are at the present time contemplating the addition of one of the street stores in the same building to accommodate our large record trade.

"At 15 East Adams street, the ground floor of the Republic Building, we have a space of about fourteen hundred square feet, which is used exclusively as a retail store, and is known as the Pathé Pathephone Shop. During the month of December an enormous business was done in this location under the direction of our Mr. McMullen. We have every reason to believe that every month of 1916 will show a corresponding increase over December, 1915.

"We presume that our stock of Pathephones and Pathé discs is the largest single stock in the United States, and it is kept complete all of the time in order to give our dealers the rapid and prompt service which is due them.

"R. E. Rundell, secretary and treasurer of the company, has had charge of the wholesale end of

(*Continued on page* 62.)

Model C—$7

Empire Talking Machines

Make the Ideal Line From the Standpoint of the Dealer

Possessing above all a magnificent tone and built in graceful lines of the highest quality materials they offer the dealer a remarkable value to submit to his customers and still leave him a worthwhile profit.

The Empire Plays All Disc Records

without assembling any special attachments. Is equipped with Automatic Stop, Patent Cover Support and Tone Modifier.

GET DETAILS ON ITS OTHER ADVANTAGES

Empire Talking Machine Company

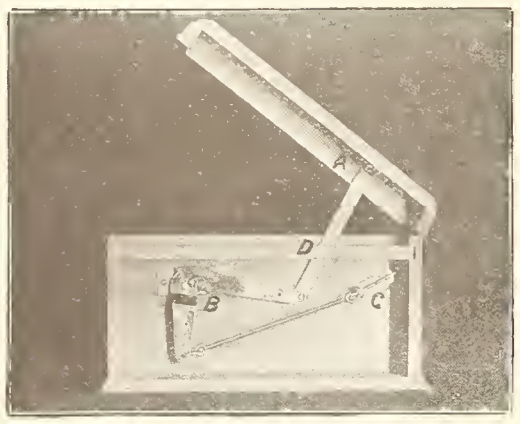
JOHN H. STEINMETZ, President

429 South Wabash Ave. CHICAGO, ILL.

Model B—$100.

THE LAST WORD IN TALKING MACHINE CONSTRUCTION

The CHICAGO HINGED COVER SUPPORT and BALANCE



Sectional View Showing How It Operates

You Do Not Hesitate To Improve the Tone.
You Do Not Hesitate To Improve the Cabinet.
You Should Not Hesitate To Improve the Cover Support.

We have accomplished something that has not been attained before in high-grade cabinet making, namely the elimination of the weight of the cover when raising or lowering and also balancing same at any point desired. It cannot drop or get out of order. Make us prove this statement by sending for a model or giving you a demonstration on your own cabinet.

CHICAGO HINGED COVER SUPPORT & BALANCE CO. **144 S. Wabash Avenue, CHICAGO**

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 61).

our business during the last month, and the many new dealers which were opened in that month shows that he was on the job night and day.

"Frank Bowers, formerly a world traveler for the Pathé Frères in London, has recently joined our sales staff. Among the many new dealers which he has made is the Pfeifer Crockery Co, of

Interior of Pathé Pathephone Shop, Chicago.

Peoria, Ill., and Rothschild & Co., of Chicago. Tom Johnson, formerly a traveler for the Edison Distributers in Chicago, has joined our sales force and is traveling in northern Illinois. He is meeting with remarkable success. E. S. Bristoll is our third traveler, and is opening dealers in central Illinois.

"We are expecting many changes in the next year, and we can assure all of our dealers that Pathé Frères have many surprises and special advantages for them during the present year."

COLUMBIA DEMAND IN CANADA

Is Constantly Growing—Rafael Cabanas Was a Recent Visitor From Toronto in an Effort to Get Stock—Other Columbia News.

Rafael Cabañas, general manager of the Canadian division of the Columbia Graphophone Co., with headquarters in Toronto, was a visitor to New York this week to make urgent efforts to secure sufficient stock to take care of the demands of Columbia dealers in Canada. Mr. Cabañas stated that he was greatly impressed with the spirit of optimism and confidence which is evident in all parts of Canada at the present time, particularly in the agricultural districts.

Columbia dealers throughout the Dominion report the closing of the best year in their history, and the fact that Mr. Cabañas felt obliged to visit personally the executive offices to petition for additional stock indicates the extent of Columbia sales in Canada. It is interesting to note that the Canadian division of the Columbia Co. closed a larger business in the December just passed than the entire sales totals of any year prior to 1908. This record is all the more remarkable when it is considered that Mr. Cabañas only assumed his new position a few months ago.

Walter S. Gray, formerly district manager for the Columbia Co. on the Pacific Coast, arrived in New York last week. He will be associated with the sales department in a capacity to be announced later.

Ernest E. Robinson, of the Columbia export department, is receiving the congratulations of his associates upon the arrival at his home of a baby girl. The newcomer already gives indications of rivaling Mary Garden, the famous operatic soprano.

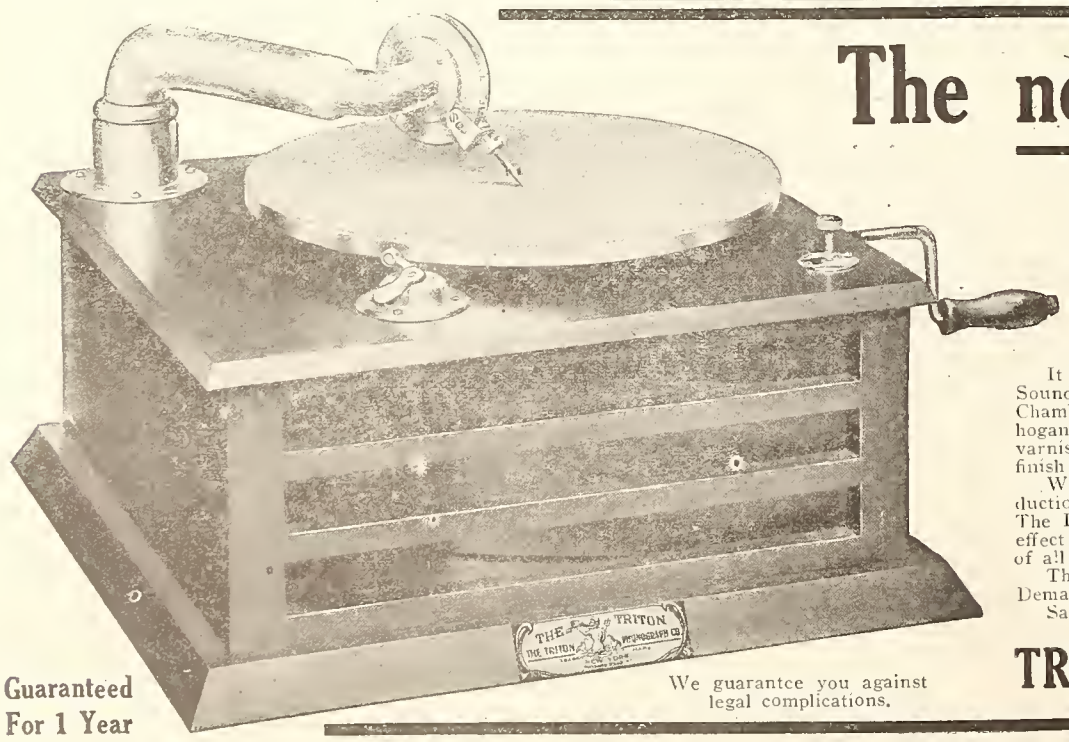
IN TOUCH WITH THE MUSICAL WORLD

Notwithstanding that his cabin is located many miles distant from any residential or business community, the owner of this cabin at Lost Cabin, Wyo., has at his command the same varied musical entertainment as the inhabitants of the large cities. When the accompanying photograph was snapped Schubert's "Serenade," played on a Columbia graphophone, was providing the entertainment for the cabin owner and his visitors, who are to all

Enjoying the Columbia Graphophone.

appearances deeply impressed with the graphophone's musical qualities. The owner of this Columbia graphophone possesses a good-sized library of Columbia records, which aid him considerably in making life in this far-away point something more than a lonely existence. Thus the value of the talking machine is again exemplified.

The Rochester Rex Talking Machine Co., Rochester, N. Y., was incorporated with the Secretary of State at Albany last week for the purpose of handling talking machines and accessories. Capital, $10,000.



The new TRITON No. 2

The enormous popularity of the Triton No. 1 came not alone from its surprising Tone and Compactness—but also because of its simplicity and Ready Portability—as a Companion in the Camp—on the Boat—on Auto Trips—and in Dancing Visits to friends who were without music. But we have had so many requests for a more Pretentious Phonograph for permanent location in the home—that—we have produced the Triton No. 2.

RETAILS FOR $15

It is equipped with the Celebrated Triton Motor—and the Famous Triton Sound Producer—together with our new departure in arranging the Sound Chamber. Housed in a substantial Cabinet—finished in either oak or mahogany—not treated as so many cabinets are—to just a coating of coach varnish—but each cabinet is Hand Polished and Hand Rubbed—making a finish fit to associate with the best furnishings.

We have so arranged our Sound Chamber that the most Accurate Reproductions of the Artists' rendering are given to the record being played. The Pleasing Simplicity of the Cabinet is Accentuated by the Soft-Smooth effect of the finish. Together with this is accompanied the Strong Guarantee of all Triton Productions.

The Retail Price—$15.00—has been made to conform with the Popular Demand.

Sample machine sent for $7.50.

TRITON PHONOGRAPH CO. 41 Union Square NEW YORK

Guaranteed For 1 Year

We guarantee you against legal complications.

The dealer who carries Columbia product knows that he has one grade of quality all the time; also he has the comforting knowledge that the range of prices gives him something to match up with every variety of pocket that is brought into his store.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

HEAVY INCREASES REPORTED IN MILWAUKEE TRADE.

Some Great Records Made Despite the Shortage of Stock During Holidays—Some Recent Changes of Importance Among the Managers—F. K. Dolbeer, of the Victor Co., a Recent Visitor—E. O. Schmidt Piano Co. Opens New Branch—Other Late News.

(Special to The Talking Machine World.)

MILWAUKEE, WIS., January 8.—Talking machine dealers in Milwaukee and all over Wisconsin met with by far the best holiday business which they had ever experienced. It is not exaggerating to say that the retail business during the year just closed showed a gain of more than 100 per cent. all over the State. One well-known Milwaukee house declares that its increase for the year was exactly 206 per cent., and there are several other local concerns which are not far behind. Business was simply phenomenal during the last three months of the year.

The demand for machines was so active during the holiday period that the shortage in all the well-known lines became decidedly acute. If dealers had been able to secure the machines they could have done almost double the business. Jobbers did their best to divide up their shipments so that all dealers would get a share of the allotment of machines for Wisconsin, but they were able to fill only a portion of their orders.

"Had we been able to secure enough machines from the factory we could have done just double the business," said Harry Goldsmith, secretary-treasurer of the Badger Talking Machine Co., jobber for the Victor goods. "We did our best to satisfy our eustomers and were able to ship machines to everybody, but not within a fraction of the number demanded. The shortage has been so serious that we have not been able to locate a new Victor dealer for months. We are in hopes that we may be able to get the goods so that we can catch up with our orders during the next few months. We are able to get records enough, and our business in this line increased at least 60 per cent. over December a year ago. The talking machine business has developed wonderfully during the past year and the outlook gives promise of still greater things. Dealers everywhere are low on stocks and are beginning to place orders even at this early date for the summer and fall trade. Only to-day we received a staggering big order for machines from a Milwaukee house which wants the goods for its summer and fall trade. I am confident that jobbers for all the other lines of machines are finding business just as good."

Two changes of eonsiderable interest in the Milwaukee talking machine field have just taken place with the retirement of M. Marks, manager of the Victrola and piano departments of the three stores of the Edward Schuster Co., well-known department store concern, and Louis Marks, manager of the Victrola department of the Boston Store. M. Marks and his son, Louis, are going to St. Louis, where they will engage in an entirely different line of business. It is understood that Henry Greenblatt, a member of the Schuster eoncern, will have general supervision of the Victrola departments at the three Schuster stores. The department at the Twelfth and Vliet streets store will remain in active charge of J. H. Becker. The department at the Third and Garfield streets establishment will continue to be in charge of Miss Elizabeth Hughes. The department at the Mitchell street and Sixth avenue store will be in charge of Mr. Myers. Business has been so good at all the departments that various improvements will be made to handle the increased trade. A large concert hall and three new booths will be installed at the Third and Garfield store, and new booths will be put in at the other two stores. No successor to Louis Marks has been announced by the Boston Store management as yet.

The best business in the history of the store was secured during the montn oi December by A. G. Kunde, Columbia jobber and dealer in Milwaukee.

F. K. Dolbeer, credit manager of the Victor Talking Machine Co., stopped over in Milwaukee recently while on a Western trip. While in this city Mr. Dolbeer was the guest of the Badger Talking Machine Co., jobber for the Victor goods. From Milwaukee Mr. Dolbeer visited St. Paul and Minneapolis.

George Hibbard, well-known young Milwaukee musician, formerly in vaudeville with his sister, is now in charge of the Columbia department of the Smith Piano Co., 90 Wisconsn street. An exceptionally fine business is reported by F. D. D. Holes, general manager.

Several more new Pathephone dealers have been located about Wisconsin by Lawrence McGreal, jobber in this State for the Pathé Frères line.

Paul A. Seeger, manager of the Victrola department of the Edmund Gram Piano House, says that the Victor business during December showed a remarkable gain over a year ago, although all previous records were broken at that time.

S. W. Goldsmith, vice-president and general manager of the Badger Talking Machine Co., jobber for the Victor goods, is greatly improved in health and is again on the job. Mr. Goldsmith recently returned from a trip to the Victor factory.

L. C. Parker, manager of the Victrola department at Gimbel Bros.' store, was able to meet the demands of many of his customers as the result of his securing seventy-two Victrolas by express only two days before Christmas. The holiday business at the Gimbel department broke all records.

The Flanner-Hafsoos Music Hause has been meeting with such an active business in Edison machines and records that it has been forced to install two new additional booths in its Edison department on the first floor of the firm's store.

Park Adams, manager of the Premier Talking Machine Co.'s local branch, has been meeting with much success. Mr. Adams recently ran an attractive advertisement in the Daily Reporter, a paper devoted to the interests of the legal profession and real estate men.

The Emil O. Schmidt Piano Co., handling the new Starr line of talking machines, has opened a new branch store at Manitowoc, Wis., where the Starr line will be carried in addition to pianos. J. F. Herzog, brother of Edward Herzog, sales manager of the Milwaukee store, is in charge of the new branch.

The Hoeffler Piano Manufacturing Co., which maintains a successful Victrola department, has moved its store a few doors south of its former location on West Water street. Gustave Spankus, manager of the Victrola department, has arranged some attractive talking machine quarters. The Hoeffler house met with a fine holiday business.

The Gensch-Smith Co., 730 Grand avenue, exclusive Victor shop, broke all its previous sales records during the month of December.

William A. Schmidt, manager of the Phonograph Co. of Milwaukee, jobber for the Edison goods, recently gave the first of a series of Sunday evening concerts ot the Milwaukee Good Fellows' Home, 131 Reed street, conducted under the auspices of the Volunteers of America. The concert was greatly appreciated by the unfortunates in attendance.

Trade at the local Edison Shop, the retail store eonducted under the auspices of the Phonograph Co., was so good during December that stocks were pretty well cleaned up.

Increasing business in the Aeolian-Vocalion caused the Smith Music Store, of Parkersburg, W. Va., to move into quarters in the Union Trust Building. Edgar A. Smith is proprietor.

The Rex Talking Machine Co. has been incorporated in Salamanca, N. Y., with capital stoek of $10,000, and will handle the Rex machines and records in Cattaraugus, Allegheny and Steuben counties, N. Y., and McKean County, Pa.

The Walter Music Co. has opened warerooms in Walton, N. Y., for the sale of Edison Diamond Disc phonographs.

Victor Dealers

Those who relied upon us this season to supply their requirements of Victor merchandise are loudest in their praise of the excellent manner with which their orders were filled.

Were you one of these fortunate Victor dealers?

A timely New Year's suggestion. Try the service of the

BADGER TALKING MACHINE CO. 135 Second St. MILWAUKEE, WIS.

Victor Distributors (Exclusive)

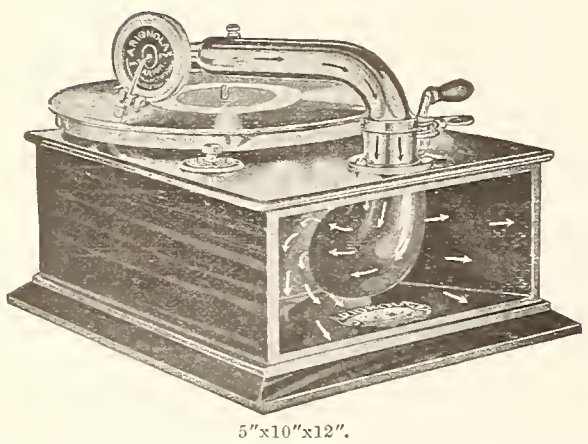
PERFECT TONE REPRODUCTION

is the accomplishment of

The ARIONOLA

UNIQUE IN CONSTRUCTION

WE hereby announce two new Arionola models retailing at $50 and $75 respectively—superior in appearance, construction and tone to any other phonographs at these prices. The phenomenal success of our wonderful low-priced machine has created a demand for larger Arionolas embodying the same method of tone reproduction. This method is an application of the wooden sounding-board principle—long known in the piano—to the phonograph. Unlike other phonographs the sound waves coming from the Arionola are neither shut in nor hampered, thus assuring better enunciation, clearer and more natural tones.



5"x10"x12".

This is the original Arionola having a strong, noiseless motor capable of playing two 12-inch records without rewinding. Finished in veneered mahogany—not stained oak. It gives perfect music at a price within the reach of all.

$15

13½"x17"x20½".

This handsome machine is a larger model of the original opposite. The case is identical to the one shown below—only here the artistic screen has been removed to show method of tone reflection. Both this machine and the one below are equipped with a tone modifier making possible any volume of tone desired. Unique arrangement for oiling and getting at motor instantly.

$50

Each phonograph that goes out of our factory is thoroughly tested and absolutely guaranteed. The same principle of tone reflection is used in all our machines—the same principle that made the original Arionola popular. As has the little one so have the larger Arionolas many unique and superior features not found in other machines.

The electric machine shown here is a musical instrument which is above comparison. It runs on either alternating or direct current and is so entirely different and simple in construction that the usual trouble given by electric machines is eliminated. The case, as the model above, has the finest natural mahogany finish obtainable and is made to fit standard record cabinets.

$75

Most attractive proposition to dealers everywhere. Certain jobbing territory still open. New models ready for delivery Feb. 15th. Write now for full information.

ARION MANUFACTURING CO.

250 Devonshire Street BOSTON, MASS

STEWART PHONOGRAPH CORP. TO MAKE PHONOGRAPHS.

Machinery Being Installed in Wells Street Bridge Building, Chicago—To Make a Phonograph to Retail at $5—Prominent Men Interested in New Enterprise, with J. K. Stewart as President.

(Special to The Talking Machine World.)

CHICAGO, ILL., January 8.—The Stewart Phonograph Corp. is rapidly completing plans for the manufacturing and marketing of a phonograph which will retail at $5. Machinery is now being installed in the Wells Street Bridge Building, Chicago, where several floors will be occupied by the new concern for factory and office purposes.

The company, recently incorporated with a capitalization of $50,000, was organized by J. K. Stewart, who is now its president. He is also at the head of the Stewart-Warner Speedometer Corp., rated as the largest maker of automobile accessories in the world, and the new phonograph company will receive the benefit of his years of experience in the manufacturing and marketing of automobile equipment and supplies.

The Stewart Phonograph, Made by the Stewart Phonograph Corp.

The new phonograph is a well made, durable, and very practical machine, the motor and resonator each being of excellent quality and following generally the construction of similar parts in higher priced machines. It will play any disc record on the market up to and including the twelve-inch, and is said to have an exceedingly good quality of tone. A thorough test was recently made of the reproductive ability of the machine by several experts, and after running the gamut of records, from violin selections to monologues, they pronounced the new phonograph to be excellent from every standpoint.

A large publicity campaign will soon acquaint the public with the new phonograph, and a large organization for the marketing of the machine is being brought together by President Stewart. The general manager of the Stewart - Warner Speedometer Corp., C. B. Smith, is treasurer of the new corporation, and W. Z. Zucker is its secretary.

It will be seen by the above that the Stewart Phonograph Corp. is splendidly equipped with a directorate of successful business men, who are entering the talking machine industry with a business record behind them which speaks for success.

The new company has not only progressive business men behind its inceptive move, but it is equipped with ample capital, so that it is fair to presume that its future operations will be along ambitious and progressive lines.

PATHE LOCAL ACTIVITY.

Pathé Dealers in New York and Vicinity Use Co-operative Advertising—Lists Rapidly Growing in New York Territory.

The rapid strides in popularity that the Pathephone and Pathé discs have achieved in local territory were convincingly summed up in a large newspaper advertisement appearing recently. This advertisement presented the names of some of the Pathé Frères dealers in Greater New York and vicinity, the individual announcements of the dealers being featured in conjunction with a striking and artistic advertisement of the Pathephone Shop, 487 Fifth avenue, New York.

Among the dealers mentioned in this Pathé publicity were: Hardman, Peck & Co., 433 Fifth avenue, New York, and 524 Fulton street, Brooklyn, N. Y.; J. B. Stilwell Co., 316 East Fifty-third street, New York; Jacob Doll & Sons, 116 West Forty-second street, New York; 364 Livingston street, Brooklyn, N. Y., and 146 Newark avenue, Jersey City, N. J.; Henry B. Pye & Co., 2918 Third avenue, New York; George Fennell & Co., 2209 Third avenue, New York; O. W. Wuertz Co., 1518 Third avenue, New York, and 832 Manhattan avenue, Brooklyn, N. Y.; Yonkers Sporting Goods & Novelty Co., 15 Cortlandt street, New York; Frank Steadman, 41 Warburton avenue, Yonkers, N. Y.; Peerless Phonograph Co., 82 Brown place, New York; C. Ludwig Baumann & Co., 1455 Broadway, Brooklyn, N. Y.; Marcus Miller, 351 Fulton street, Jamaica, L. I.; Manhattan Carpet & Furniture Co., Port Richmond, S. I.; C. H. Deitrick, Jersey City, N. J.; G. A. Hoffman & Son, 480 Spring street, West Hoboken, N. J.; East Trenton Bargain House, Trenton, N. J.; C. Harry Sherman, Paterson, N. J.; J. Craig Yeomans, 31 Main street, Newton, N. J.; Joseph P. Cullen, 804 Main street, Boonton, N. J.

DO IT NOW! YOU HAVE CAPITAL INVESTED IN YOUR STOCK. IT WILL BE SECURE IF THE STEVENS BILL PASSES THE NEXT CONGRESS.

CONDITIONS IN MONTREAL.

General Volume of Business Very Satisfactory—New Columbia Department Opened—Sales of "Book of the Opera" Are Very Gratifying.

(Special to The Talking Machine World.)

MONTREAL, CAN., January 6.—The holiday business in Montreal was fully 50 per cent. greater this year than last. Most of the dealers are now busily engaged winding up the past year's business and the finish is sufficiently stirring to make them forget at least temporarily the troubles they have passed through in securing a sufficient stock of machines to fill orders.

W. J. Whiteside, who has taken on the Columbia line, has placed his son, F. L., in charge of the talking machine department. They will utilize the basement, having built four demonstration rooms as a start.

Wilders, Ltd., one of the leading furniture dealers, are advertising a $10 machine and claim to have sold quite a number of them.

Goodwins, Ltd., have enjoyed quite a run on Crescent records, which they sell for 35 cents.

The Berliner Gram-O-Phone Co., Ltd., reports a nice sale of the new Victor "Book of the Opera."

Arthur Blouin has secured the sole agency for the new Edison Diamond Disc phonograph for the city of Sherbrooke, Que., and will carry a stock of both machines and records at his piano parlors, 191 Wellington street.

A STRIKING VICTOR POSTER.

The Victor Talking Machine Co. sent out to its dealers this week an artistic and striking poster featuring a new Victor record, No. 17,902, which has as one of its selections "America, I Love You," one of the most popular songs on the market. Accompanying this poster was a proof of a two-page advertisement which the Victor Co. used in the December 18 issue of the Saturday Evening Post. This advertisement was devoted solely to the new Victor general record catalog.

HUSKEY SECTIONAL RECORD ROOM

Why Temporize About It?

Business will undoubtedly be better this year than the one just past. Your experience the past year has shown the need of new or additional Record Demonstrating Rooms and Record Cabinets.

This is just the time to buy—***Right Now***—while both parties have time to study requirements.

Catalogue for the asking. ***Write to-day.***

Huskey Manufacturing Company

COLUMBIA AVENUE HOWARD STREET WATERLOO STREET

PHILADELPHIA, PA.

The more you realize that in the future of this industry the best results are yet to come, the more you will appreciate that the Columbia line is best worth your time, your energy and your capital.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

GENERAL SATISFACTION IN THE BALTIMORE TRADE

Unusually Strong Demand for Both High-Priced Machines and Records—Jobbers and Dealers Now Busy Replenishing Stocks—What the Various Houses Report Regarding Conditions and Prospects—Cash Business a Big Factor—News of the Trade Generally.

(Special to The Talking Machine World.)

BALTIMORE, MD., January 4.—Baltimore talking machine dealers are happy over the amount of business they did last month, and all of them agree that the year was a wonderful one. Underneath this happiness, however, some of them are somewhat disappointed because they were unable to secure sufficient machines to supply the phenomenal demand which the Christmas season brought about. A large majority of those who were unable to get enough machines will be many weeks filling the orders which have accumulated.

The year 1915 proved to be a record breaker in the talking machine business with the Baltimore dealers and distributers. Many of them believed that the final rush would be pretty big and that it would even outdo that of the previous year, but very few of them thought it would be as large as it really proved to be. For this reason some of them were caught short on machines, and they had their troubles. Others purchased just as many machines as they possibly could during the dull season, and these came out very well when the big test came. But even these were given some worry on certain styles.

Not only the holiday rush but the entire year showed that the talking machine purchasers are demanding more machines of the better grade than ever before. This was noticeable to some extent in 1914, but it proved to be even more so during 1915. When the rush came the dealers had very few calls for the cheaper machines. The big sellers were those offered to the public at from $75 to $150, although at the same time a great many $50 and $200 machines were sold.

The rush for records now is on in full force and it is keeping the dealers very busy trying to keep up with this big demand. The records being sold, too, are of the better class, and this shows that the talking machine is fast being considered more seriously by the music loving public as a real musical instrument. Shortage of records in many instances made it very uncomfortable for many dealers. This is due in a large measure to the fact that all of the firms manufacturing machines are not turning out records fast enough to keep up with the ever-increasing public demand.

Manager A. J. Heath, of the Columbia headquarters, was more than pleased with the business done by the branch. "December business," said Mr. Heath, "was the best of the whole year, and it was even greater than the business done in the same month in 1914. I would not like to estimate the amount of business we would have done had we had all the machines and records we could have placed. With all things considered, we are satisfied, and I think we will be able to get a big shipment of records and machines down here at once. Our place is empty. We are cleaned out. When the month opened we had very few low-priced machines on hand, and the situation was unique, for the buying public came along and demanded the high-priced machines from $100 up."

For Cohen & Hughes, Inc., Victor distributers, I. Son Cohen, head of the firm, stated that the business went ahead in December just like it did in all the other months. His business would have been at least 20 per cent. better if he could have obtained machines to supply the demand.

Jess Rosenstein, of the National Piano Co., the Pathé distributer, reports a wonderful business in both Pathé machines and records.

The entire stock of the E. F. Droop & Sons Co., Victor distributer, has been wiped out by the big Christmas rush. All that remains is a few records. W. C. Roberts estimates that had he had $60,000 worth more of goods he could have sold them without any trouble. He has gone to the Victor factory to make arrangements to get more stock in as soon as possible. While away he will give up his business cares for a while and spend a few days in New York.

Mr. Roberts is quite keen on cash business and has been making a special play on it of late. He says that the cash business in December was 50 per cent. greater than the cash business done during any previous corresponding month.

A truly marvelous business was done by the Kranz-Fink Talking Machine Co., which handles both the Victor and Columbia lines. Said Joseph Fink: "Business in December was the greatest ever. By December 10 we had equaled the business done in December, 1914, and the latter part of the month just kept going at such a fast pace that we could hardly keep up with it. One of the pleasing features of our business was the big demand for the $100 machines. High-grade records had the call also. The business done in 1915 doubled that done the previous year."

The Hammann-Levin Co. reports a big talking machine business in Victrolas. With this firm, like many others, it was a question of getting sufficient machines to keep up with the demand. December business left the same month of 1914 far behind, and the year's business also went ahead of that of 1914.

H. R. Eisenbrandt Sons, Inc., Victor distributers, had all they could do keeping up with the big demand during December, and the rush has not subsided as yet.

It was the first Christmas rush the Victor department of William Knabe & Co. has had, as the firm did not add the talking machine to its business until after Christmas, 1914. Milton Boucher, the manager, had sufficient foresight to get ready for a big business, however, and when it came he met it in a fine manner. He had machines stored in every available nook and corner and they held out very well.

With the Hub Piano Co., which handles Columbia machines, the rush was very big.

James C. Haas, manager of the talking machine

Like another extensively advertised product, our

Truetone TRADE MARK Made in U. S. A.

Disc Record NEEDLES

"cannot be improved," so we are packing them, to order, in new, handsome and convenient

METAL BOXES

IMPRINTED WITH DEALER'S NAME AND ADDRESS WITHOUT EXTRA CHARGE

SEND FOR SAMPLES AND PRICES

NEW YORK DISC NEEDLE CO.

110 WORTH STREET **NEW YORK**

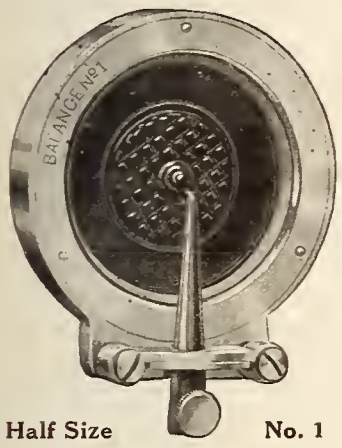
department of The Leader, reports a satisfactory business in the Columbia and Pathé lines.

D. J. Crowley, manager of the talking machine department of The Hub, Charles and Baltimore streets, is very optimistic over the business done. The Edison and Columbia lines are carried, and Mr. Crowley is well pleased with the results shown. A recital is held at the store in a room that seats several hundred people, several times a week, and in this way the machines are being brought to the notice of customers.

A very satisfactory Victrola business was done by the talking machine department in Hochschild, Kohn & Co.'s store. The December business went ahead of the previous year for the same month.

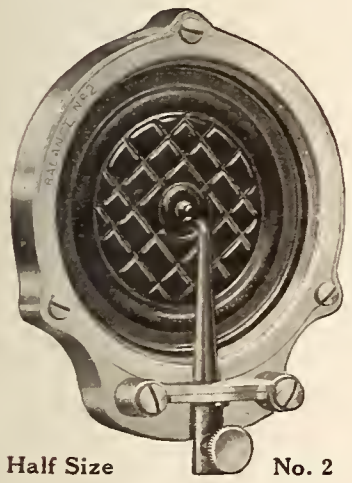
Almost all the large stock of Victrolas Stewart & Co. had before the rush started was wiped out, and the month and year are far in excess of any previous business done by the company. Charles E. Stan, the manager, says that had he not received twenty-two machines on Christmas Eve he would have fallen short. Miss Mollie Griffith again led all others in sales during the month.

Balance Sound Boxes



No. 1
Retail Prices
Nickel Plate $3.00
24k Gold Plate $3.50

Half Size No. 1



No. 2
Retail Prices
Nickel Plate $3.50
24k Gold Plate $4.00

Half Size No. 2

Both these Sound Boxes have the "metalloy" diaphragm for sweet and mellow reproduction in the home. Will be furnished with black mica diaphragms at the same price for those wishing greater volume of tone.

Edison dealers may obtain their supply from the Edison Jobber in their zone.

Makers of Phonographs are requested to communicate with the manufacturers

A. F. Meisselbach & Bro.
Newark New Jersey

Makers of High Grade Motors, Turn Tables, Tone Arms, Sound Boxes, etc., for Phonograph Manufacturers.

ADVERTISING GETS RETURNS.

Publicity of Talking Machine Houses in Montreal—All Lines of Machines in Demand—Talking Machine Man Wins Machine at Raffle—Demonstrating the Diamond Disc.

(Special to The Talking Machine World.)

MONTREAL, QUE., January 6.—In an interview with Miss Havard (one of the partners of the Canadian Graphophone Co.), wholesale distributer in the Province of Quebec for Columbia lines, she reported an excellent all-round trade during the month of December, with exceptionally bright prospects for 1916, and declared she could have sold fully 100 more machines if they had been available.

The Berliner Gramophone Co., Ltd., enjoyed a month of unusual prosperity as compared with December a year ago. The splendid advertising done by this firm was productive of an avalanche of returns. "Will there be a Victrola in your home this Christmas?" was well exemplified.

Among other dealers, Charles Culross remarked that Sonora sales were brisk, while in Columbia lines the demand exceeded the supply. W. J. Whiteside was jubilant over Columbia prospects and gave a cheerful report of holiday sales. The "Leader" style proved the popular selling model. J. W. Shaw & Co. bore out the reports of the various Columbia dealers that trade was all that could be desired and the future exceptionally bright.

Armitage Layton, who has charge of the talking machine department of Layton Bros., was the fortunate winner of a Baby Regent Columbia at a recent church raffle.

The Edison record, "Till the Boys Come Home," and the Columbia, "Keep the Fires Burning Till the Boys Come Home," both experienced a run that was most gratifying to all concerned. In the latter make the Cohen Series and the "Landing of the British Troops in France" are winners.

It is reported that a number of Edison demonstrators from the factory will invade Canada shortly and will make Montreal their headquarters for a time, where they will visit the leading colleges, educational institutions, etc., demonstrating the merits of the new Edison Diamond Disc.

Norman F. Rowell, manager of the C. W. Lindsay, Ltd., Victrola department, states that the month of December was the largest in the history of the firm, as did Layton Bros., Edison and Columbia dealers.

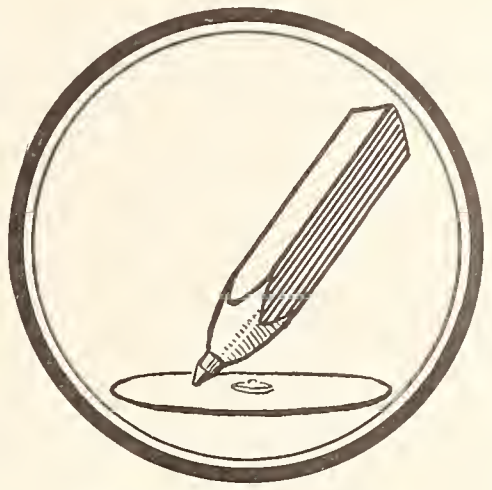
Miss Lapierre, who manages the talking machine department of J. A. Hurteau & Co., Ltd., will shortly visit New York to thoroughly acquaint herself with the merits of the Sonora, which representation this firm has recently acquired.

HIGHLY INTERESTING BROCHURE.

An interesting brochure, entitled "Edison's Laboratory Re-creation of Music," has just been issued by Thomas A. Edison, Inc., Orange, N. J. The subject matter is devoted largely to comments from the newspapers on Edison's achievement in the re-creation of musical sound and bear upon the success of the remarkable series of tone tests being conducted by the Edison organization before leading musical critics. These tests consist of having noted artists of the concert or operatic stage stand side by side with an Edison Diamond Disc phonograph and sing in direct comparison with their recorded voice, to the astonishment of the auditors, who confess their inability to distinguish between the living and the instrumental voice. Portraits of several participating artists, with a cut of the official laboratory model of the Edison Diamond Disc phonograph, furnish the illustrative features of this novel souvenir from the advertising department at Orange.

TO HANDLE THE AEOLIAN-VOCALION.

The Griffith Piano Co., 605 Broad street, Newark, N. J., one of the most successful piano houses in the metropolitan district, has closed arrangements to handle the Aeolian-Vocalion line of phonographs, manufactured by the Aeolian Co., New York. It is planned to give this high-grade phonograph active representation, and extensive publicity will be used to adequately present it to Newark music lovers.



Retails for $1.00

IF you are not carrying the Sonora Multi-Playing Jewel Needle in stock, you should do so.

It sells readily for $1.00, and we authorize you to guarantee it to give perfect satisfaction under daily use for three months.

We supply them to you at a price which permits a satisfactory profit, and will be glad to have you correspond with us on the subject.

The Jewel Needle will save your customers records, and bring out their beauty and harmony in a way not possible to the old-fashioned, scratchy, constantly-changed *steel* needle, now being rapidly discarded by careful people.

Manufacturers of steel needles state that they must be used but once because they wear the record. This is true, and it is also true that they begin to wear the record the minute they start and keep on wearing it more and more.

Write us for sample needle and full information in regard to net prices and the "service work" which we do for those who carry our products in stock.

Sonora Phonograph Corporation
Makers of the Sonora Phonograph and Sonora Multi-Playing Jewel Needle.
GEO. E. BRIGHTSON, *President*,
57 Reade Street - NEW YORK

TO REPRESENT THE SHELTON CO.

A. T. Doty, the Well-known Talking Machine Man, Is Successfully Introducing the Shelton Electric Phonograph Motor to the Trade.

The Shelton Electric Co., 30 East Forty-second street, New York, manufacturer of the Shelton electric phonograph motor ,has appointed A. T. Doty as traveling representative. Mr. Doty will visit the dealers throughout the country, and is now making his first trip in near-by territory.

A. T. Doty.

A. T. Doty is one of the best known members of the local talking machine trade, having been associated with the New York Talking Machine Co., Victor distributer, for more than ten years. He is well versed in all phases of the retail talking machine field and is able to give the dealers practical co-operation in merchandising the Shelton electric motor.

Although Mr. Doty has only been visiting the trade on behalf of the Shelton motor for the past two weeks he has already sent in very large orders which indicate the success that this motor is achieving. Mr. Doty states that the dealers who have carefully tested the motor under the most difficult conditions praise it in every respect, and believe that it will be one of the most successful talking machine accessories which has ever been introduced.

The point which appeals most to the dealers in selling the Shelton electric motor is the fact that it does not disturb the spring motor in any way whatsoever but allows the customer to use either motor as desired. The extreme simplicity of the motor has also won general commendation, together with the fact that it is simply placed inside the cabinet and requires no mechanical adjustment.

WE MAKE

Tone Arms and Sound Boxes

For all makes of Talking Machines

ALSO

Attachments for Victor, Pathé, Edison and Columbia Machines

Let us tell you about them before placing your orders

THE UNION SPECIALTY AND PLATING COMPANY

SPECIALISTS IN PHONOGRAPH PARTS

409 Prospect Avenue, N. W. **CLEVELAND, O.**

TALKING MACHINES IN THE SCHOOL.

Varied Uses in Connection with Teaching Are Pointed Out by Southern Educational Paper.

The January issue of the Educational Monthly, an organ of the Southern Conference for Education and Industry, published at Athens, Ga., contains an admirable presentation of the value of the talking machine in public school work, a field which is being constantly widened and to which more and more attention is being paid by manufacturers. In commenting on particular phases of its usefulness in teaching, the publication says:

"One of the great advances that have been made in our schools during the past few years has been the introduction of the talking machine as an aid to teaching. Many of the best schools in our country to-day use this instrument in their classroom work. We frequently think of it only as an instrument for the presentation of the best in musical art, but it is as often used in the teaching of reading and of the languages as it is for the presentation of music. As a musical instrument it brings to the aid of the teacher the masterpieces of the classical masters. If the music of our schools is planned to increase the capabilities of the child for musical enjoyment, this machine certainly offers an unrivaled field for this work. If it is to be used as an aid to dancing and calisthenics, its possibilities are still greater.

"It will furnish nearly all the programs that a teacher may call for and, with the present improvements that the more modern machines carry, it even becomes an aid in the chorus singing of the school. An important phase of foreign language teaching is the giving of a native accent to the language. This cannot be obtained from any printed book but must come to the child through the ear. In presenting language accents, the talking machine is an invaluable help. Many of our best schools are using it almost exclusively for the teaching of the modern romance languages.

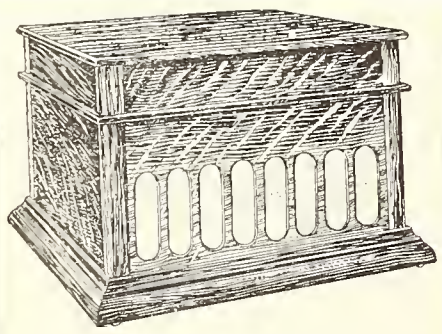
"The Victor Co. has prepared a special catalog for school use. It has selected from its thousands of records those best adapted for special celebrations in our schools; for instance, it presents a program for Arbor Day that includes some of the best lyric music to be found anywhere. In the records which it suggests for use in the celebration of notable birthdays, it offers some of the greatest orations that have ever been known. However this instrument is used in the school, its educational value is undisputed. If it be combined with a talk appropriate to the record being used, its value is greatly enhanced.

"The Victor Co. suggests that short typewritten accounts of the various masterpieces be placed in the hands of the students at the time of presentation of the masterpiece. In this way a knowledge of the composer and of the piece gives to the rendition an enhanced value. The possibilities of the Victrola are almost unlimited, and those schools that have used the instrument for any length of time are most enthusiastic in its praise."

Over 300 phonographs are in use in the public schools of Philadelphia. Most of these machines are made especially for school use, being fitted with what is known as a "school box," and are mounted on wheels, so that they can be taken from one room to another with ease.

ATTRACTIVE WINDOW HANGER.

The Columbia Co.'s advertising department has prepared an attractive window hanger featuring the new record, "Cohen Telephones the Health Department," appearing in the January supplement. This selection, which was composed by Montague Glass, the well-known author, bids fair to soon rival in popularity the first "Cohen" record produced by the Columbia Co., which during the past year and a half has enjoyed a phenomenal sale.



$15.00 to $200.00

Rich Cabinet Work, Built To Suit the Most Fastidious

"THE CRESCENT"

All Talking Machines in One

The Only Complete Universal Line That Will Play All Records of Any Make

Write for Terms and Territory Today

Crescent Sales Company

Distributing Agents

PROVIDENCE **RHODE ISLAND**

35c.

is the Price of the most popular Double - faced Record on the Market.

"The Crescent"

plays longer than any 75c. Record.

24 New Selections Just Out

POLICY OF EXPANSION IN CLEVELAND TRADE

Talking Machine Dealers Taking Care of Unusual Volume of Business—Edison Record Tone Tests Attract Much Attention—Big Increase in Pathé Phonograph Sales—Encouraging Reports Regarding General Conditions—Outlook for 1916 Very Bright.

(Special to The Talking Machine World.)

CLEVELAND, O., January 4.—During the past month every talking machine dealer in the city experienced an exceptionally heavy holiday business, and although a big shortage of goods was reported by many, there was a marked increase over the preceding year. The weather was dry and seasonable for shopping, and one dealer sold the total of thirty-two talking machines in one day. The deposits in the banks were unusually large, and, owing to the fact that Cleveland is a big center for industries, there are very few unemployed. Tremendous advertising has been done during the season and many beautiful window displays helped to attract a host of purchasers.

The Phonograph Co., of this city, jobber of the Edison phonographs, is continuing its demonstration policy, and during the past month held a very important demonstration in its salesrooms for all its dealers. This demonstration consisted of a tone test, and Miss Marie Kaiser, Edison artist, and Harold Lyman, flutist, were the assisting artists. Seventy-two dealers from Cleveland territory were present, and in connection with the tone test a lecture was delivered by a mechanical expert, who went over the Edison motor and reproducer, explaining their details. Every dealer was exceptionally well pleased and expressed himself as gaining much valuable information at the lecture. C. C. Koch, of the Edison laboratory, lectured on sound waves and their principles, showing by blackboard illustrations some of the different waves and their formations.

The Phonograph Co., according to L. N. Bloom, secretary, has experienced the most successful year in its history, having an increase of over 100 per cent. over the preceding year.

The Starr Piano Co., which recently entered the talking machine field, reports a heavy holiday business. R. E. Taylor and W. W. Brett were elated over the results.

The Victrola department of the Wade H. Poling Piano Co., under Earle Poling, enjoyed the largest month since the company's inception, and the sales were largely for the higher priced instruments. The outside men helped materially to make December the banner month of the year.

O. E. Kellogg, manager of the H. E. McMillan & Sons Piano Co., has just recovered from a serious illness. He stated that he was well pleased with the outcome of the holiday season. The volume of this December's business was slightly less than that for the same month last year, but the class of business was much higher and terms shorter. Larger down payments were received on all the goods sold, and Manager Kellogg is very well pleased with the result, although he turned down considerable business which did not comply with the new ruling of the company.

The Fischer Piano Co., jobber of the Pathé Frères phonograph, reports that business during the month of December was three times as large as was anticipated, and Manager Caldwell hopes to put in vogue an even more extensive policy. Three new dealers have been added to the company's staff to open new territory in the State.

The Grafonola department of the J. T. Wamelink & Sons Piano Co. was a mecca for many holiday purchasers of Grafonolas, and Manager H. J. Wamelink reported that the record trade was unusually active and hopes to make 1916 the big year in the talking machine trade for the company.

Manager J. J. Schriner, of the talking machine department of the Bailey Co., stated that a big clean-up was made on Victor, Columbia and Edison phonographs. An unprecedented record was made in volume of business and was far in excess of the previous year. The largest number of machines sold in one day in 1914 was seventeen, as compared to thirty-two machines in one day in 1915. Manager Schriner and his splendid sales force were elated over the wonderful results.

The May Co.'s Victrola department was so busy that during the holiday rush four or five men were kept busy all day unpacking Victrolas, and extra delivery facilities were required.

The William Taylor & Sons Co., having one of the finest talking machine studios in the city, excelled any previous holiday season under Manager P. A. Davies.

Robert Osborne, of Orange, N. J., expert Edison demonstrator, is now in this city and hopes to settle here. He gives demonstrations of the Edison Diamond Disc phonograph afternoons and evenings, and is very well pleased with the results already obtained since his arrival.

The Diamond Disc Phonograph Co., new East End Edison dealer, achieved good results during the holiday season. Manager E. A. Friedlander said that nearly all the sales were for the higher priced instruments. With the beautiful store, splendid location and excellent sales force, Manager Friedlander hopes to make 1916 a banner year.

The results obtained by the Eclipse Musical Co. in the last six months of 1915 were far beyond expectations. The company was much pleased with the excellent shipments received from the factory, and while they did not fill all the orders received they far surpassed the shipments of previous years. The Eclipse Musical Co. has received a number of letters from dealers relative to the large increase in business in 1915 over the preceding year. E. B. Lyons spent one week at the Victor factory, and succeeded in getting large shipments of records in great demand among dealers here. C. K. Bennett is now at the factory making arrangements for large shipments of Victrolas and records during 1916.

Manager Schirring, of the Victrola department of the Caldwell Piano Co., stated that the last month in 1915 was the largest in the history of the company.

SOME BIG ADVANCE ORDERS

For Sonora Phonographs Received at the Home Office Tell of Holiday Trade Throughout the Country—Sales Force Increased.

Reports to the home offices of the Sonora Phonograph Corp., 57 Reade street, New York, indicate the fact that nearly all of the Sonora jobbers and dealers were sold out of all types of Sonora phonographs the day before Christmas.

President George E. Brightson, speaking to a representative of The World, commented upon this fact, and stated that the advance orders for January are greatly in excess of December, and that it is going to require every energy to come anywhere near filling the volume of orders.

Mr. Brightson also remarked about the demand for the higher priced models of Sonora phonographs, which indicates a desire on the part of the public to secure expensive musical instruments.

To further help fill the orders of its customers, the Sonora Phonograph Corp. has leased additional floor space and has greatly increased its staff of workmen, as well as its traveling force.

HOW CAMDEN BENEFITS.

(Special to The Talking Machine World.)

CAMDEN, N. J., January 5.—The Victor Talking Machine Co. turned over to the city treasurer the sum of $58,830 for the use of a portion of the south side of the wharf property at Cooper street. The City Council at its last meeting directed that this sum of money be placed in the sinking fund.

THE STEVENS BILL STABILIZES INDUSTRY. IT WILL MAKE TALKING MACHINE STOCKS IN EVERY STORE IN THE LAND WORTH THE INVESTMENT. IF THE CUTRATERS WIN, STOCK VALUES WILL TUMBLE.

EFFICIENT RECORD SERVICE

ECLIPSE

ORDERS FILLED PROMPTLY

Jobbing Victor Product Exclusively

ECLIPSE MUSICAL CO.

Victor Distributors

CLEVELAND

Weber and Fields, Bert Williams, Frank Tinney, Irene Franklin, Joe Hayman, Raymond Hitchcock—an unsurpassable array of comic artists who make Columbia Double-Disc records.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

LOUIS F. GEISSLER MARRIED.

Bride of the General Manager of the Victor Co. Is the Talented Granddaughter of Horace Greeley, the Great War Editor.

Miss Ida Greeley-Smith, granddaughter of Horace Greeley, was married December 23, at the home of her sister in Orange, N. J., to Louis Frederick Geissler, of Philadelphia.

The ceremony was performed by the Rev. W. Warner Giles and was attended by many out-of-town guests, including a large number from New York. The bride was given in marriage by her father, Col. Nicholas Smith.

Mrs. Andrew Watres Ford, in whose home the wedding took place; Mrs. Hiram Iddings Bearss, wife of Major Bearss, U. S. M. C., and Mrs. Albert Diesinger, Mr. Geissler's daughter by his first marriage, were matrons of honor.

Mrs. Geissler is the youngest daughter of Col. Smith and the late Ida Greeley-Smith. Mrs. Smith was the eldest and favorite daughter of the noted editor, and acted as hostess for him on the famous Greeley farm at Chappaqua during the memorable campaign for the Presidency.

The bride is a young woman of remarkable beauty, with the Greeley fairness of skin, dark brown eyes and a classic profile. She has artistic talent of a high order. Her drawings have been published in magazines and newspapers and her work as a sculptor has attracted favorable attention.

She was educated at the Convent of the Sacred Heart and by private tutors in Beligium, where her family lived for several years. Col. Smith was for years connected with the diplomatic and consular service of the United States.

LOUIS F. GEISSLER.

Courtesy Philadelphia Ledger.

Mr. Geissler is the general manager of the Victor Talking Machine Co. and is a member of the Racquet, Philadelphia Country and Corinthian Yacht clubs, of this city, and of the Bohemian Club, of San Francisco. Mr. and Mrs. Geissler have taken winter apartments at the Ritz-Carlton.

Our Customers
can tell you about
Andrews Service

Below is portion of letter just received from one who knows good service:

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

Dear Sir: I want to take this opportunity to thank you most heartily for the way in which you took care of us during the recent shortage. I want you to know we appreciate it and we are going to show you by our orders in the future.

Signed_____

W. D. ANDREWS Buffalo, N. Y.

TRADE NEWS FROM TORONTO.

An Extra Good Season in All Lines, According to Report—Gourlay, Winter & Leeming Win First Prize in Edison Window Contest—Sonora Machines Featured Strongly.

(Special to The Talking Machine World.)

TORONTO, ONT., January 6.—Yes, phenomenal is the right adjective to apply to the talking machine business in Toronto as it existed during Christmas week. "Talkers" played a prominent part this year both in the number of machines and records sold, which far outstripped the business of December a year ago. One prominent feature which was very noticeable was a shortage of machines.

The R. S. Williams & Sons Co., Ltd., reports trade good in all lines and collections well up to the average. It is having an extra good season with Edison goods and reports the disc line as gaining new friends among country dealers daily.

John A. Sabine, one of the proprietors of the Music Supply Co., Toronto, the Ontario distributor of the Columbia lines, was a recent visitor to New York. Mr. Sabine visited the head factory of the Columbia Co. in an effort to secure prompt delivery of a number of types of Grafonolas.

Gourlay, Winter & Leeming, Ltd., Toronto, were awarded first prize in the window display contest that was a feature of Edison Week recently.

The Cecilian Co., Ltd., Toronto, of which firm J E. Hoare is the president, is featuring the Sonora phonograph at its retail warerooms and is going strong on newspaper publicity, advertising the many talking points of this machine.

I. Montagnes & Co., who have the Canadian agency for the Sonora, report splendid success in opening up agencies, and the business handled to date has more than exceeded their estimates.

William Thorpe, of New York, president of the Canadian Vitaphone Co., Ltd., Toronto, visited that firm recently in connection with the use of electric motors in its product.

The R. S. Williams & Sons Co., Ltd., Toronto, reports a large sale of gift cards which entitled the holders to visit the Williams showrooms and select their own records.

Thomas Claxton, Ltd., 251 Yonge street, Toronto, got rid of a large number of Grafonolas through the medium of a Christmas Grafonola club.

The Wright Piano Co., Ltd., has opened up handsome retail salesrooms in Strathroy, Ont., and in addition to featuring its own make of pianos and players is exploiting Columbia and Edison lines.

H. T. Schiff, president of the Vitanola Talking Machine Co., Chicago, Ill., was a recent visitor to New York City, where he spent some days calling on the trade and making a number of important arrangements for the furtherance of the business interests of his company.

IF YOU BELIEVE IN MAINTAINING PRICES, WHICH ARE JUST TO THE PUBLIC AND JUST TO ALL, TELL YOUR CONGRESSMAN THAT YOU BELIEVE IN THE STEVENS BILL AND THAT YOU URGE ITS EARLY PASSAGE.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Abundant Business Has Been Experienced in Trade Circles Generally and Especially Prior to Christmas—Lack of Competent Labor Owing to War Demands Hurts Trade Progress—How Musical Instrument Factories Contributed to the Derby Scheme—Invicta Co. Developing Its Export Business—Anent the "Marathon Record"—Two Striking Posters from "His Master's Voice" Co.—Progress of Bull Dog Record Co., Inc.—Some Holiday Music—News of the Month.

(Special to The Talking Machine World.)

LONDON, E. C., January 3, 1916.—In talking machine and musical instrument trade circles generally abundant business has been experienced of late, and more especially is this applicable to the December weeks prior to Christmas. Trade, of course, is by no means within approach of normality, except in one or two isolated cases, for the simple reason that the circumstances do not permit of luxuries which hitherto were largely imported being manufactured in England. The biggest trouble is the labor difficulty, which, it can easily be understood, is becoming more acute each week. The new armies are gradually swallowing up the manhood of the nation, the latest scheme of enlistment—that under Lord Derby's direction—having resulted in drawing from trade an enormous amount of labor which is absolutely irreplacable. This means a very serious pull against the country's trade. While the same restriction of labor affects the output of musical instruments, it is curious to note that the demand is comparatively unaffected. Plenty of money is being made by the millions engaged upon munitions and other necessary work, and to a large extent this surplus cash is being spent—a small proportion on musical instruments, the bulk upon jewelry, expensive clothes, etc., for the workmen's wives and sweethearts.

Officialdom is apparently none too pleased at this, for it is argued that the money should be saved for the benefit of State use. All well and good; but the man who toils twelve hours or more at a stretch maintains his inalienable right, as he puts it, to please himself regarding the laying out of that which he has earned. Hence, luxury manufactures will, I suppose, continue in demand. Certainly the musical instrument trade may pride itself upon having contributed very largely to the forces of the Crown. Factories are working with only 60, 50, in some cases 40, per cent. or less of their normal staff. I know of several instances where the principals of firms have found it necessary to return to the bench in an attempt to maintain an output which will show just a small margin of profit to justify keeping their works open. Every member of one Gramophone house has enlisted under the Derby scheme, and even the director is not out of it! All of which, to my mind, demands some official consideration, especially as a very fair percentage of musical instrument manufactures are for the export trade, thus keeping alive a section of trade which in the national interests reacts beneficially on foreign money exchange.

New Year Greetings.

I would take this opportunity of extending to all my readers a very hearty good wish for happiness and prosperity during 1916, with the added hope that the new year may witness for us a satisfactory adjustment of the world's present conflict.

The Test of Real Patriotism.

An instance of real patriotism came under my notice upon the occasion of a call at the Invicta Record Co.'s warehouse, New Inn Yard, E. C. In course of conversation with one of the directors, Mr. Barton, I learned that every man in the place had enlisted under Lord Derby's system, not excluding my informant. Truly one may say, "Guardsman, to the fore."

A Story of Progress.

The Invicta Record Co., manufacturer of the "Guardsman" double disc, is certainly out to secure a fair share of the trade hitherto the more or less monopoly of our enemies. "Our export business," said Mr. Barton, "is three times that of last year, and we are opening up in different foreign and colonial markets which previously were served by German goods." The company's only trouble, apparently, is how to keep pace with the rapid growth of orders from all parts of the world. As with other firms, its output is restricted by insufficient labor.

Marathon Will Be Revived.

When the long-playing "Marathon" record was held up on account of the parent company being forced into liquidation I ventured to make the statement, in my report, that "though this may be the last of the Marathon Co., it is not the last we shall hear of the Marathon record." I am now in possession of information which leads me to believe my prediction was not far out. At the moment, it being deemed inexpedient to publish full details, I am only permitted to say the Marathon will be shortly revived along lines which will appeal more widely to the public at large than was the case under its old regime. It is planned to publish in 10-inch and 12-inch double-sided form at 18 pence and half a crown, respectively, the records to carry popular vocal and instrumental items by reputable artists. Upon this basis there can be no

(*Continued on page 72.*)

"His Master's Voice" *Copyright*

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists — the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Cia. Francesca del Gramophone, 56, Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon - Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaires of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

We do not rely on giant advertisements for Sales—We depend on intrinsic Merit alone.

No amount of advertising can increase the value of

WINNER RECORDS:

("The World's Super-Disc")

They outwear all others.

Only up-to-date songs and selections recorded.

Winners leave the dealer a generous margin of profit.

THEY SELL ON THEIR MERITS

Independent LIVE REPRESENTATIVES WANTED—in U. S. and British Colonies

Write the manufacturers for Trade Terms

THE WINNER RECORD CO., Ltd.

Willowbrook Grove, Camberwell, London, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 71).

question but that the long-playing Marathon record has a great future before it.

Suffer from Fire.

One of the few makers of gramophone horns in this country, W. M. Still & Sons, Ltd., Charles street, London, was unfortunately the victim of a big fire recently. Before subjugation the outbreak had practically gutted the premises, loss of stock, machinery and general damage being estimated at several thousands of pounds.

Two Striking Posters.

Two splendid posters, from paintings by Miss Lucy Hocknell, are to hand from "His Master's Voice" Co. One depicts the interior of a home where, of course, is installed an "H. M. V." instrument, which the father is manipulating. Coming towards the instrument is the little son with a fox terrier under his arm and saying, "Come on, doggie, father says you're the guarantee." Very smart, as all must agree! The other picture shows two "naughty" boys, who, having deserted their bed, may be seen on the stairs listening to "His Master's Voice" playing in the room beyond. This also is finely conceived, and executed, as both are, in colors, should form a special wall or window adornment in every dealer's shop. Unbordered copies on art paper, free of wording and suitable for framing, are to be supplied to dealers for presentation to their best customers.

New Columbia Record by Clara Butt.

An eager record public will learn with pleasure that Mme. Clara Butt has again recorded for Columbia a further record bearing "When All Was Young," from "Faust," English translation. Admirers of the great contralto will find in this record another example of her best efforts in that vocal art which the Columbia Co. has so perfectly crystallized.

A Purely Formal Action.

In the matter of W. H. Reynolds, Ltd., a petition for the winding up has been presented in the High Court of Justice. Being familiar with the facts of the matter as to the company's re-registration since it was taken over by the Utility Trading Co., the trade will recognize the purely formal nature of the petition in question.

A Splendid Record List.

A splendid Christmas program is announced by the Winner Record Co. in the shape of a big record list comprising anthems, carols, hymns, descriptive, sentimental, comic and other selections, both vocal and instrumental, suitable to the season. Business at the Winner works is going strong, and according to all reports the staff is hard put to it to satisfy all demands. Winner quality wins all along the line!

The New Bull Dog Record, Ltd.

The new Bull Dog Record Co., Ltd., recently incorporated here with a capital of £1,000, has made a good commencement on enterprising lines which will form a splendid foundation for its future prosperity. The Bull Dog record is 10-inch double-sided, retailing at the standard price of 18 pence. It is a company with a policy. While catering generously for a big trade on popular lines, the company has not lost sight of the value commercially of securing exclusive artists. In that respect it has made a good start, an instance being the acquisition of Horatio Bottomley, whose name as a lay lawyer, politician, financier, recruiter, etc., is a by-word throughout the country. Mr. Bottomley makes his bow to the great record public for the first time on Bull Dog, for which records a big demand is therefore assured. It should be mentioned that this gentleman's records will not be sold under 2s. 6d.

"Talkers" for the Trenches.

"Music in the Trenches" has of late been the theme of some good editorial advertisements put in the Belfast papers by T. Edens Osborne, of that city. For the boys at the front many instruments and records have been purchased at Mr. Osborne's establishment, and it is interesting to learn that the types most favored are the Columbia hornless models, Nos. 14 and 15.

Refuse to Renew Bechstein License.

On the ground that it is an enemy concern, the two Bechsteins being now in the German army, the London County Council has refused to renew the license of Bechstein Hall, London.

Important Matters Considered.

It was stated in Parliament recently that the question with regard to companies in which all the shareholders and directors are enemies is engaging the attention of His Majesty's Government, and they are particularly considering what steps may be necessary at the end of the war to prevent companies the majority of whose shares are under foreign control from obtaining the status and privileges of English companies. In such cases at present a Board of Trade inspector is appointed. So far 492 inspectors have been appointed, of which 232 act as supervisors and, in eight cases, controllers of such companies.

Revised American Mail Timetable.

A revised timetable for the American mail is notified here. For the Wednesday and Saturday mails it is now necessary to post letters on Monday and Thursday, not later than 8 p. m., at the general post-office, or earlier for registered articles, printed papers, etc. Those interested should apply to any post-office for complete information.

"His Master's Voice" New Publicity Literature.

The month's batch of publicity matter from the Gramophone Co., Ltd., is both choice and varied. First in importance, perhaps, is the new instrument catalog, containing illustrations and particulars of all the types of instruments manufactured. Cabinet grands, table grands, hornless, exterior horn models of choice design and at a variety of prices to suit all, will be found fully explained in this catalog, the printing and general arrangement of which is in accordance with the expensive standard usual

GUARDSMAN DOUBLE-SIDED RECORDS. NEEDLE CUT.

ARE YOU ALIVE to the fact that we can supply you with records which you can sell much cheaper than your present lines and make a larger profit?

We will record your own titles and put your own label on the record, if you prefer it.

Send for our terms and catalogues. Don't delay. DO IT NOW!

INVICTA RECORD CO., Ltd., 1 New Inn Yard, London, E. C., England

FROM OUR LONDON HEADQUARTERS—(Continued from page 72).

to the "H. M. V." Co.'s productions. An accompanying letter points out that one or two models have been renumbered, and that in view of the price alterations which will come into force on January 1, it is not proposed to send out now normal quantities of the present catalog.

Another piece of interesting matter is a pictorial folder devoted to a special record issue of "The Bells o' Bournville" (Carillon). In all there are four of these beautiful records (double-sided), carrying such favorites as, for instance, "Killarney," "Annie Laurie," "Lead Kindly Light," "Blue Bells of Scotland," etc. I can well imagine that these Carillon records will prove of immense selling power.

In revue music the "H. M. V." people are well to the fore with exclusive artistic rendering of the popular numbers from "Shell Out," "The Only Girl," "Watch Your Step" and "Bric-a-Brac." With the latter is issued an autographed record book containing a series of portraits of the principal artists engaged in this latest revue at the Palace Theatre, London. This portrait book is finely conceived, and as a work of art represents just what music lovers will be proud to possess.

The ordinary supplements of "H. M. V." records continue to satisfy each month the claims of a big public for monthly issues of standard music and that of the world's latest compositions. Since the introduction of the half-a-crown category of records the Gramophone Co. has simply been inundated with business with which it is these days difficult to cope.

Public advertising, too, proceeds apace, creating a busy time for all "His Master's Voice" dealers.

Music for the Holidays.

So far as may be possible under present circumstances, the homes of England will doubtless succumb to the atmosphere and spirit of Christmastide. Music always hath charms, and Zonophonists will find in the company's Christmas bill of fare an excellent and varied number of seasonable selections with which to make merry. Carols, hymns and other sacred music predominate, but do not exclude a fair proportion of sentimental and comic numbers for the Boxing Day program. Although working day and night, the British Zonophone Co. finds it necessary to issue an apology asking for the indulgence of its dealers, who are being supplied as quickly as possible.

William Cooper Bros., Ltd., are now well installed in their new premises at 63 City road, London. It has been a long job, the removal of machines, records, and thousands of machine parts and accessories, etc., necessitating much labor and inconvenience at this busy time of the year. Customers in no wise suffered, however, for the premises at 17 Clerkenwell road will be kept open as heretofore, only Nos. 35 to 43 in that thoroughfare having been closed. Orders for machines, parts, accessories and Coliseum records should be sent to 63 City road, where they will receive prompt attention.

Transferred to South Africa.

W. G. Wickham, at present H. M. Trade Commissioner in New Zealand, will be transferred to South Africa. His successor for New Zealand is R. W. Dalton, of the Commercial Intelligence Branch of the Board of Trade.

No Longer Valid.

Notification is made by the Post-Office that no postage stamps issued during Queen Victoria's reign are now valid, and none in possession of the public can be exchanged after December 31.

ENGLISH WILL REFUND ON CABLES.

Reimbursement of Unexpended Balance Will Be Made on Undelivered Censored Messages.

Great Britain will pay for cablegrams held up by the censors only upon application for a refund from the sender, and under certain conditions, according to information received by the Merchants' Association of this city. Refunds will be made only of the "unexpended balance" and only when said balance is five francs or over. The "unexpended balance" means that part of the original toll which was supposed to cover the cost of delivering the message after it had been put on the wires. In no case will the entire amount of toll be refunded, and cablegrams to Great Britain, Ireland, France, Belgium and Holland will not be considered under this rule. The British Government states that this concession is made solely with the view of mitigating, so far as possible, the inconvenience foreign firms have suffered through their cablegrams being held up by the censors, and that it does not waive any of the rights of censorship which it claims under international agreements. The concession applies to messages to Scandinavia, Russia, Spain, Portugal, Switzerland, Italy and outlying countries.

THE USE OF TRADE-MARKS.

Kinks in Registering Them in South American Countries.

A decision of general interest to American exporters has been handed down by the Appeal Court in Argentina in regard to an alleged unauthorized registration of trade-marks of American concerns by resident dealers, according to Lawrence Langner, a solicitor of patents of this city. It concerns the registration of several well-known American marks, among them American Biograph, Vitagraph, Kalem and other moving picture trademarks of American and European origin.

The marks in question were registered in December, 1912, by a resident named Robledo, the right to them being subsequently turned over to Max Glucksmann, who carries on a large wholesale moving picture distribution business in Buenos Aires. Because of this registration, a firm known as the General Cinematographic Co., an Argentine corporation which had contracts with a number of leading moving picture concerns in this country and Europe, among them the owners of the marks listed above, was unable to handle the films it had contracted for.

Glucksmann succeeded in getting hold of fifteen valuable marks, which he was accused of using as a means of monopolizing the moving picture distribution business of Argentina. He is said to have

(*Continued on page 74.*)

THE HOUSE OF MANY PARTS

WM. COOPER BROS., Ltd.

63 City Road, London, E. C. Also at Manchester and Cardiff

THE FAMOUS BRITISH-MADE

COLISEUM RECORDS

(10" and 12" double-sided)

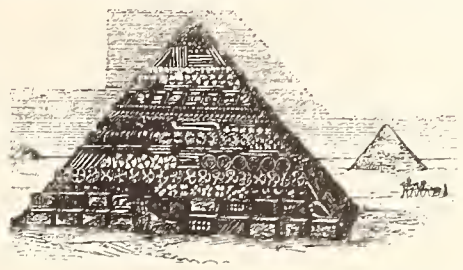
A large and varied choice of titles, over 1300 catalogued

The prevalent demand from all parts of the world for British records of merit encourages us to make a special offer to enterprising dealers able to handle large quantities. The Coliseum is a record of high tonal quality, bearing a large selection of splendidly recorded titles, including all the English and American "hits" by tip-top artistes who have established for themselves a big reputation. **Only real-selling titles listed.**

Our special offer together with lists and other interesting pubilicity matter sent free upon receipt of your trade card.

Reno

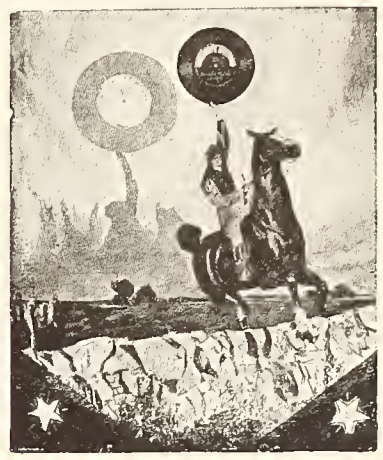
The Man of Many Parts



Accessories for any Machine Ever Made from the Year Dot to 1915

Favorite Record

Entirely British Made



Wide Selection of Up-to-date Titles
Best and Cheapest Record on the Market

Safiro Needle

Reproduces Best and Lasts Forever

The "Safiro" can be Used for any Sound-Box or Needle Cut Record

Order Sample Goods To-day
and
Write for New Illustrated Catalog

W. H Reynolds (1915), Ltd.

Manufacturers of

Talking Machines, Records, Accessories and Motors

45 City Road, London, E.C., ENGLAND

THE EDISON-BELL

VELVET-FACE (VF) RECORD

DOUBLE-SIDED—NEEDLE-CUT—10 inch and 12 inch

IS THE SUPREME EFFORT OF GRAMOPHONIC ART

10 inch
2/6
12 inch
4/—

There are no faulty VFs as Every Record has to pass a crucial test before it is released for sale. The production is of the highest quality. The Titles and Subjects recorded are by the most prominent artistes in the Gramophone world.

If your jobber doesn't stock them try our Direct Service. It will pay you both for quality and price. Duty paid. For full particulars, Wholesale and Retail, apply to

J. E. HOUGH, Ltd., Edison Bell Works, Glengall Rd., Peckham, London, England

killed competition by restraining managers of motion picture theatres who hired the registered films from any other distributer.

The information received by Mr. Langner was to the effect that the Appeal Court held Glucksmann was entitled to the ownership of the marks on a technical ground, which was that the American companies in question were not doing business in Argentina; that the General Cinematographic Co., while representing these concerns, had not itself established its right to the marks, and that the rights of others to the marks had not been established.

According to Mr. Langner, from this decision it would seem that a concern in Argentina representing an American company whose mark has been stolen, does not stand the same chances of success in having unauthorized registrations annulled as is the case where the American company does business itself in Argentina and applies in its own name to have it done. The decision serves to emphasize the importance of trade-mark registration in South American countries by exporters before they begin to do business with those countries.

Business firms in this country often choose trademarks which cannot be registered here, relying upon the protection given to such marks under the common law of the United States. When they go in for export business and attempt to secure foreign registration of their marks they find that in a large number of countries it is not possible to register these marks because they are not registered in the United States. This is especially true of the South American countries, and in such cases the American concern is helpless.

H. E. PARKER HEARD FROM.

The members of the Columbia advertising department were gratified to receive in their Christmas mail a card of remembrance from H. E. Parker, who was connected with the Columbia publicity division for several years prior to joining the English army at the start of the present war. Mr. Parker is in good health and spirits and writes in his usual optimistic and cheery vein.

A new Lester grand piano and a $250 Edison diamond disc phonograph were installed respectively in the parlor and dining room of the Central Hotel, Jefferson City, Mo., by the local music dealer, the Scheel Music Co.

J. STEAD & CO., Ltd.
Manor Needle Works
SHEFFIELD, ENGLAND
MANUFACTURERS OF
Talking Machine
Main Springs
Best Prices—Best Quality
Inquiries Solicited

THE JONES MOTROLA.

Another Evidence That Necessity Is the Mother of Invention in the Introduction of This New Device for Running the Talking Machine.

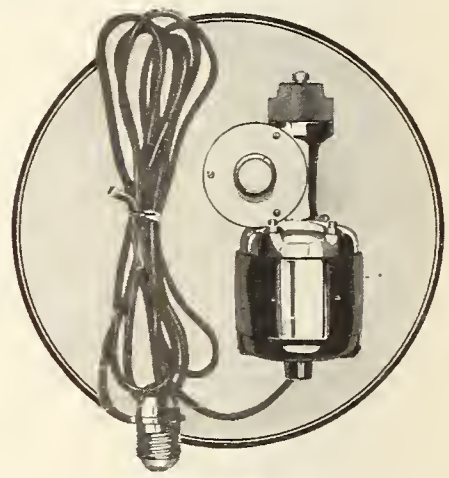
The statement that "necessity is the mother of invention" is again proven in the trade in the placing on the market of the Motrola, a new device, almost weird in its operation, which is attached to the talking machine in place of the usual winding key, and sees to it that the motor is kept constantly wound up by electrical means.

The story of the Motrola is in itself interesting.

Joseph W. Jones.

Joseph W. Jones, president of Jones Motrola, Inc., and who is well known in the trade as the original holder of the basic patents under which the present disc records are made, has a large country home where life was worth living were it not for the fact that the family and guests of Mr. Jones were fond of dancing and his duty was to keep the talking machine wound for the purpose. Mr. Jones, who among other things is responsible for the Jones speedometer and the Jones taximeter for automobiles, believed there might be some way to save physical effort in winding the machine, and constructed the first Motrola for his own private use. The manner in which the device impressed his friends resulted in the formation of a company for the marketing of the Motrola.

The Motrola is small, compact and attractive in appearance, and consists chiefly of a small electric motor with special gearing. The Motrola is attached to any of the standard makes of talking machines simply by removing the winding key and slipping a special wheel over the winding rod. When the Motrola is in place and connected with the electric current it proceeds to wind up the talking machine motor to about three-quarters of its capacity, when the tension of the spring releases a switch and the winding stops. When the talking machine runs down to about half its capacity the reduction in spring tension automatically turns another switch and the winding operation is resumed. By means of the device the spring motor is kept wound at from one-half to three-quarters its capacity, which is claimed to lengthen its life and



The Jones Motrola.

also to insure uniform speed in the turntable. A special button is provided by which the Motrola may be set in motion before the automatic switch is operated, if desired.

The Motrola is so simple in construction that it is practically fool-proof, and among other things prevents the overwinding of the spring. In the event that anything goes wrong with the current or the Motrola itself, it can readily be removed from the machine and the winding key reinserted. There has been a great deal of interest shown in the Motrola since it was first introduced to the trade and its field of operation explained. The general appearance of the device is indicated by the accompanying cut.

CONTRACTS FOR NEW FACTORY.

The Keystone Talking Machine Co. has awarded contracts for a brick and steel factory building at Williamsport, Pa. Construction will begin at once.

THE KEY
To Successful Talking Machine Construction
MICATONE
MICA DIAPHRAMS
USED IN THE BEST MACHINES
WASTED
Cabinet—Motor—Advertising—all the excellent things you put into your machine
UNLESS
a Good Diaphragm be among them.
MICATONE is the Best.
MEIROWSKY BROS.
108 Broadway Jersey City

KANSAS CITY DEALERS OVERCAME STOCK SHORTAGE.

Cheaper Machines Used as Temporary Substitutes for Higher Priced Models with Considerable Success—What the Various Houses Have to Report Regarding Business for the Past Year and During the Holidays—Expansion to Be the Rule—News of the Month.

(Special to The Talking Machine World.)

KANSAS CITY, MO., January 3.—As a result of the holiday business in the talking machine trade the dealers were pretty nearly cleaned out. Most of the dealers had at the last moment to give temporary relief to would-be purchasers by substituting something that would answer the purpose until the particular machine desired could be secured. Usually a cheaper machine had to act as substitute, for the trade demanded the better class of goods. While the record departments have so far been able to keep well ahead of orders, there will be a tremendous demand during the next few weeks.

Kansas City was tolerably well supplied with the various talking machine makes for the Christmas season. The established dealers in Victrolas, Columbias and Edisons had made careful plans far ahead. The Pathephone entered Kansas City only a few weeks before Christmas. The Starr phonograph had been seen for several weeks, but a supply that could meet the local demand did not arrive until late. The Field-Lippman piano store received a shipment of the Knabe Bros. Crystola the week before Christmas.

E. E. Trower, of the E. E. Trower Music Co., St. Joseph, Mo., spent considerable time in Kansas City the month before Christmas, at the Household Fair, where the Pathephone is being handled. The store did a fine business in the new machine, as did Butler & Sons in Kansas City. The Trower Co. acts only as jobbers, the Pathephone being handled in St. Joseph by Townsend, Wyatt & Weall and Schneitter Bros. at retail.

H. A. Tibbels, proprietor of the finest jewelry store in Emporia, Kan., has entered the talking machine trade by adding a department for Pathephones.

The Starr Piano Co., at Kansas City, received a shipment of phonographs for the Christmas trade, and many were sold. The company, however, has not yet received them in sufficient number to supply the dealers.

"Service" is a watchword at Wunderlich's—and the forethought that provides good service was amply repaid recently. One of our leading bankers was referred there by a friend in the hope of getting certain records. Fortunately the store had the records—and the banker has the notion that the only place to buy talking machine goods is at Wunderlich's. Mr. Wunderlich has a wide acquaintance among the business men of the city, whose thoughts naturally gravitate to him when a music purchase is contemplated.

The Christmas trade at the Edison Shop, Kansas City, was fully up to expectations. Much advertising was done, and the concerts, the programs of which were announced, were attended by crowds that filled the store every afternoon. The retail business of the store has been growing rapidly in the two years since it was established, and the prospects are fine. The mark is set at doubling the 1915 business this year. The wholesale trade has equaled the expectations of M. Blackman, manager of the branch, but far exceeded the expectations of many of the dealers. A "preparedness" letter was sent out early in November and several dealers wrote in after Christmas expressing their regrets that they had not heeded it—they were sold out. Many good agencies were established late in the year, just in time for Christmas trade. One of the best of these, which reported exceptional results, was the Newman Mercantile Co., of Joplin, a large department store.

The $250 Edison machine seems to have been the most popular in demand during the holiday season at Kansas City. One day, for instance, three-fourths of the machines sold were $250. The brown mahogany finish in this class was offered the Kansas City trade just two days before Christmas, and went fine.

The talking machine department of the Schmelzer Arms Co., handling Victrolas, had the largest holiday trade, both jobbing and retail, in the history of the store. For the week before Christmas A. A. Trostler, manager, and his assistants were at work until 1 and 2 o'clock every morning. The last sale on Christmas Eve was an 18 Circassian walnut $400 machine. A large number of machines were sent out by express the day before Christmas. For several days, in fact, nearly everything was sent by express. Wagonloads of machines received by freight were hauled to the store, marked on the wagons, and sent to the express offices.

J. C. Constance, of the Frederickson-Kroh Music Co., Oklahoma City, was a visitor in Kansas City during the Christmas holidays.

E. A. McMurty, manager of the Kansas City office of the Columbia Co., spent Christmas in St. Louis.

The Henley-Waite Music Co. has practically discontinued its talking machine department for the five weeks after Christmas. Miss Jean Kendrick, who has charge of the department, is filling an engagement at the Willis Wood Theatre, having been engaged as soloist there. She will return to the Henley-Waite Co. after the theatrical engagement.

The talking machine department of the George B. Peck Dry Goods Co., under the management of John F. Ditzell, was unable to obtain sufficient machines to handle the Christmas trade, particularly in the fumed oak finish, the Peck store's biggest seller. Mr. Ditzell is working up a large mail order trade.

Several Kansas City dealers are urging others to drop the plan of sending out records for approval. Every firm in the city is now doing that, but a feeling is becoming apparent among some that it is bad business. One firm now refuses to send out less than six, and with an understanding that a third of them must be kept. With some customers, when large numbers are sent, it is demanding that twelve be taken; for, as the manager explained, he cannot afford to make the deliveries with the possibility that only one or two records will be kept. The cost of the delivery amounts to more than his profits.

Harry B. Bibb, manager of the talking machine department of the Jones Store Co., won the cash prize offered by the store management for the department showing the biggest gain in November over the same period of the previous year. His department took a similar prize for the week ending Christmas day and, although the exact figures have not been announced, it is more than probable that the prize for December likewise will be won. Mr. Bibb has managed the department since September 1.

Means & Pearson sold out of the $200 Victrola styles a few days before Christmas. The company tried to obtain more here and was unsuccessful.

W. M. Handley, formerly of Birmingham, is a new retail salesman for the Kansas City branch of the Columbia Co.

The Columbia Co. enjoyed an unexpectedly heavy Christmas business. The retail department and dealers throughout the Kansas City territory called for more machines than could be supplied, although E. A. McMurty obtained a rush express shipment of machines valued at $5,000 a few days before the big holiday. Every shipment billed for the company for December was changed from freight to express to expedite the handling. George F. Standke, in charge of the retail department, made the statement that he could have handled just twice as many machines as were allotted to him.

North Mehornay, manager of the talking machine department of the North-Mehornay Furniture Co., states that the department has grown to such an extent that it far outstrips in volume and profit that of any other special line handled by the company. Mr. Mehornay has three salesmen under him, all of whom devote their time to no other line.

Oscar Mehornay, of the Stout-Mehornay-Duckwall Co., Salem, Ind., was a recent Kansas City visitor. His company makes the boxes for the "Leader" type of Columbia machine. While here he said his company was 7,600 machines behind on its orders from the Columbia Co.

NEW DIAMOND DISC STUDIO OPENED.

(Special to The Talking Machine World.)

PLAINFIELD, N. J., December 31.—A new Diamond Disc studio was opened here last week under the management of Capt. F. W. Vogel and Stephen Haff. The new studio, located at 310 West Front street, has a large recital room, where a series of concerts will be given weekly to demonstrate the qualities of the latest Edison machines. A complete line of machines is on exhibition in the sales department and the supply department has a full stock of the latest records and accessories.

A scrappy salesman may win some arguments, but he'll win mighty few customers.

ESTABLISHED 1868

EDWARD B. JORDAN & CO., Inc.

127-135 DEGRAW ST.—36-60 TIFFANY PL., BROOKLYN, N. Y.

Talking Machine Cabinet Manufacturers

We made the first talking machine cabinets created in this country, and we have specialized in this particular line ever since.

We will submit special designs of talking machine or record cabinets, or quote you from blue prints or samples. We manufacture to order only.

This is a harvest time for foreign record business! The Columbia recordings of music of all nations—vocal, as well as instrumental, issued continually, offer possibilities no talking machine dealer can well ignore.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

TO HANDLE PATHE PHONOGRAPHS IN INDIANAPOLIS.

Tobin Brothers, Formerly of New York, Open Elaborate Quarters in That City—Will Act as Distributers for Indiana, Handling the Pathé Line Exclusively—Exceptionally Heavy Record Demand a Feature of the Holiday Business—All Lines Do Well.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., January 6.—Three brothers, M. A., W. J. and M. P. Tobin, formerly of New York City, this month will open a store at 10 East Washington street to handle Pathé phonographs. Pending the occupancy of their store, the Tobin brothers have had a display of Pathé phonographs at 7 North Meridian street, near the storeroom they will occupy.

Besides doing a retail business, they will act as distributers in Indiana. Although there are several stores handling the Pathé phonograph in Indianapolis, the new Tobin store will be the only store handling the Pathé exclusively. The new store is located in the heart of the shopping district of Indianapolis. It makes the fourth store in the city in which talking machines are sold exclusively, the other stores being the Edison Shop, selling the Edison machines; the Columbia store, the Stewart Talking Machine Co., selling the Victrola, and the Rex store, selling the Rex machine.

At the local Columbia graphophone store the hardest work for several weeks has been to secure sufficient products to fill the growing demand for the Columbia Grafonolas. Manager A. W. Roos had laid in an exceptionally large stock in anticipation of a particularly good season, and needed it all.

The demand for records suitable for the Christmas season was far in excess of expectations, and a spirited revival of the sale of dance records contributed to an enormous record business for the month.

In the Dictaphone department F. J. Clark succeeded in closing several good sales, with the result that December is by far the best month in amount of sales made that the Dictaphone has ever experienced in this territory.

In summing up, Manager Roos is very much pleased with the totals arrived at in cash receipts and sales. Mr. Roos is of the opinion that cash is "looser" in this locality now than it was in the previous year, and there is a much smaller number of delinquent accounts on the books than that which corresponded for the preceding year.

B. C. Fletcher, retail floor manager, reports that the tendency of the public is to buy higher priced machines, on the average, each year.

The Columbia branch operated in Terre Haute under O. D. Standke succeeded in rounding out a remarkably fine December business. Mr. Standke, although having been in charge of the branch only a short time, succeeded in placing on the books nearly twice as much business as was done in the same location last year.

From the reports of all dealers handling talking machines there seems to be no doubt but what the talking machines proved to be one of the most popular, if not the most popular, selection for gift purposes.

E. W. Exley, district manager of the Starr Piano Co., said that the demand for the new Starr phonograph exceeded the supply before Christmas. Business was also good with the Vocalions of the Aeolian Co.

Walter E. Kipp, proprietor of the Edison Shop and manager of the Kipp-Link Phonograph Co., distributers of the Edison disc phonograph, reported a good record for the Edisons and Emerson Knight. The Stewart Talking Machine Co., handling the Victrola, reported a large December trade.

APPOINTED ASSISTANT MANAGER.

A. E. Donovan Now Filling This Position with the Personal Record Department of the Columbia Co.—Manager King a Busy Man.

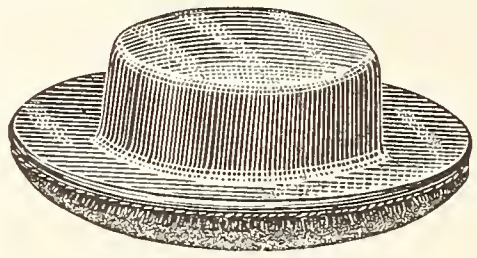
A. E. Donovan has been appointed assistant manager of the personal record department of the Columbia Graphophone Co. Mr. Donovan has been serving as assistant to Henry D. King, manager of this department, for the past three months and his promotion is based upon the very excellent results which he has achieved during that time.

A. E. Donovan.

Mr. King, who retains the post of general manager of the personal record department, is also manager of the Columbia professional department, and the duties of the latter position have multiplied so rapidly that Mr. King felt obliged to give the greater part of his time to this end of the business. Mr. Donovan will concentrate on the personal record division, which has unlimited opportunities for development.

A new Edison phonograph shop has been opened in Meriden, Conn., by A. D. Elster.

"Standard" Record Cleaner



ARTISTIC AND ATTRACTIVE

Grips the record surface and clings as if on rails.

Extended brush area cleans record with one sweeping circuit.

Price, 50 Cents, List
Patented June 2, 1914.

Send 10 cents in stamps for a sample cleaner. Write on your business letter head only. Place regular orders through your jobber.

STANDARD GRAMAPHONE APPLIANCE CO.
173 LAFAYETTE STREET NEW YORK

We also manufacture the Simplex Record Cleaner, Price 15 cents, list.

HAWAIIAN UKULELES

Next to Victor Goods, now the biggest sellers in the small musical instrument line. The Ukulele is the Hawaiian national instrument, guitar-shaped but smaller. The Ukulele craze is rapidly spreading over the United States—easy for anybody to learn. Can be sold at a low price and still make big profit. We are distributors of the entire output of Jonah Kumalae, the largest maker in the Hawaiian Islands. Kumalae Ukuleles were awarded the gold medal at Panama-Pacific Exposition. Write for illustrated price list.

SHERMAN, CLAY & CO.
163 Kearny Street, San Francisco
Largest Jobbers of Hawaiian Music and Ukuleles in the United States.

"MAGNET" DECALCOMANIE NAMEPLATES FOR TALKING MACHINE CABINETS ETC.

From the DORAN CO. 45 MICHIGAN AVE Phone-Main 4156 DETROIT

SOLD BY HURTEAU, WILLIAMS & CO. Ltd. MONTREAL — OTTAWA

Kunkel Piano Co. BALTIMORE

EASILY AND PERMANENTLY APPLIED. BE THE FIRST DEALER IN YOUR CITY TO USE THIS POPULAR METHOD OF ADVERTISING.

500 MINIMUM QUANTITY MANUFACTURED.

SEND FOR SAMPLES AND PRICES.

GEO. A. SMITH & CO. INC.
136 LIBERTY ST., NEW YORK

— FROM — THE PHONOGRAPH CO. 1240 HURON ROAD (ENTIRE THIRD FLOOR) PHONES - PROSPECT 2140 - CENT 1406 CLEVELAND

SOLD BY WALTER D. MOSES & CO. Oldest Music House in VA. and N.C. 103 E. BROAD STREET RICHMOND, VA.

SOLD BY J. E. STRATFORD AUGUSTA, GA.

GREAT ACTIVITY IN WINNIPEG.

New Stores and Departments Being Opened in Canadian Northwest—"Unraveling the Tunes" a New Form of Contest—A. G. Farquharson in Charge as Manager—Liberal Advertising Campaigns Secure Results.

(Special to The Talking Machine World.)

WINNIPEG, MAN., January 4.—The talking machine trade is receiving a large share of advertising and window display attention, and as a result there is considerable activity in this branch of the music trade business. Reports received from the various local dealers handling talkers indicate that Santa Claus this year had a strong fondness for talking machines and records of the expensive type.

Ralph Cabañas, manager of the Columbia Graphophone Co. in Canada, with headquarters at the company's factory in Toronto, recently paid his initial visit to Winnipeg. "The only regretful part of my visit here," said he, "is that we cannot possibly deliver all the goods on order. The jobbers and dealers are clamoring for goods, and unfortunately our best efforts will still leave many hundreds of machines undelivered." Mr. Cabañas was most favorably impressed with the activity and life in Winnipeg.

J. A. Banfield, one of Winnipeg's leading furniture dealers, has opened up Columbia graphophone parlors. In connection with the opening of this department was a public concert and contest, the latter being called "Unraveling the Tunes." The record of "Tangled Tunes" was played and a prize given to the person giving the names of the tunes on the record.

Frank Norris, newsdealer, has also opened up a Columbia department under the management of L. Burke.

The Doherty Piano Co.'s Western branch, in its talking machine department, where it features Edison, Columbia, Sonora and other lines, reports existing conditions as splendid and is well satisfied with the amount of sales reported.

A. G. Farquharson, who recently arrived in Winnipeg from Toronto to take charge of the Western Gramophone Co., is now installed in the managerial chair of that firm. T. Nash, manager of His Master's Voice Gramophone Co., Toronto, who has been dividing his time between Toronto and Winnipeg for some months past, arrived with Mr. Farquharson and, after turning over the Victor distributing interests in the West, returned East.

The travelers now returning from the Western Provinces are in much better heart than was the case some months ago. They find that since the results of the harvest have been felt the merchants in small towns especially are now ready to place increased orders, and a good year is expected.

A double-page spread was recently run in a number of the leading Winnipeg dailies in the interest of the Edison phonographs, and the results achieved were splendid.

W. Barton, a new dealer at Fernie, B. C., in addition to handling pianos, has established a talking machine department in his store.

Lansing Khaki Moving Covers

Made for all Sizes of Phonographs.

Write for booklet

Lansing Covers are of the highest quality—heavily padded and quilted. They are made in two grades—with cotton interlining and with felt interlining. Lansing Covers guarantee bruiseless and scratchless cabinets; eliminating excess polishing charges and PAY FOR THEMSELVES during the FIRST month.

The size shown herein is for delivering small machines costing $3.85 each, with cotton interlining (Grade B), and $5.60 with felt interlining (known as Grade A). Samples on receipt of price.

E. H. LANSING, Mfr.

611 Washington St., Boston, Mass.

NEW EDISON PUBLICATION.

House Organ to Be Devoted Exclusively to the Interests of the Edison Diamond Disc Instruments—Greeting from Thomas A. Edison.

The month of December saw a new house publication issued by Thomas A. Edison, Inc., Orange, N. J., manufacturer of the famous Diamond Disc phonograph and the well and widely known Edison Diamond Amberola phonograph. The new monthly will be devoted exclusively to the interests of the Diamond Disc instruments and records and will be edited by Edward C. Boykin, formerly with the New York Evening Journal.

The Edison Phonograph Monthly, which heretofore had covered both disc and Amberola fields, will now devote all its energies toward advancing Amberola interests only. William Bayley will continue as editor.

For its first issue the Diamond Disc organ appeared without a name and carried an invitation to dealers to suggest an appropriate title. It is required that the new name be adopted before the January issue goes to press. On the title page no less a personage than Thomas A. Edison himself holds out a figurative hand of greeting to Edison dealers in a fac-simile of his handwriting, and says:

"A year ago we had a big fire to help us celebrate Christmas. I expect you dealers were a little bit discouraged then, but I am sure you feel differently now. As you know, some people said the Edison was too good to be produced in commercial quantities. They called it a 'laboratory product.' Since the fire we have made some changes that enable us to turn out a product of laboratory quality in practically unlimited quantities. This is one good thing the fire did for us.

"This should be a Merry Christmas for every loyal Edison dealer, and I believe next Christmas will find each of you still better pleased that he is an Edison dealer. Every Edison dealer and jobber has my best wishes. (Signed) Thomas A. Edison."

Typographically the new Edison house organ is most attractive, and very tastefully carried out on a high grade of stock in that warm, creamy tone known as India tint, the whole in full harmony with the high standard of the Edison product.

ACKNOWLEDGMENT.

The Talking Machine World has been in receipt of hundreds of holiday greetings from its friends in this as well as foreign countries. We cordially reciprocate all the good wishes expressed in these cards and thank our friends for their kind remembrances.

George L. Babson, general manager of the Phonograph Corporation of Manhattan, New York, Edison distributer, is receiving expressions of sympathy from his many friends in the trade upon the sudden death of his baby daughter.

John M. Dean CORPORATION

PUTNAM, CONN.

A quality needle with à quantity production is the ideal combination for good needles at the right prices.

Manufacturers of

TALKING MACHINE NEEDLES

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

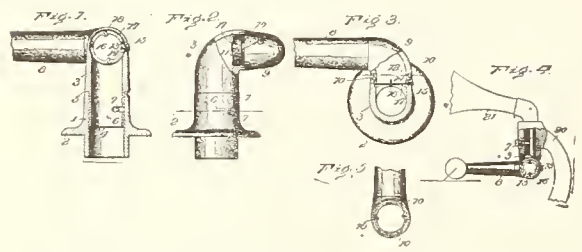
WASHINGTON, D. C., January 8.—TALKING MACHINE.—Clinton E. Woods, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 14,035. (Reissued.)

This invention relates to the sound conveyer employed in talking machines for connecting the sound box with the amplifying horn. This conveyer is frequently referred to in the art as a "tone arm."

One object of the invention is to produce a tone arm that is correctly designed, from an acoustical point of view, and with a continuous and unobstructed passageway for the sound waves from the vibrating diaphragm to the horn.

Another object is the production of a tone arm which shall be free from vibration and free from rattling of the parts, yet capable of universal movement.

A further object is the production of a standardized tone arm—that is, one which can be used to equal advantage on a "visible horn" machine or a



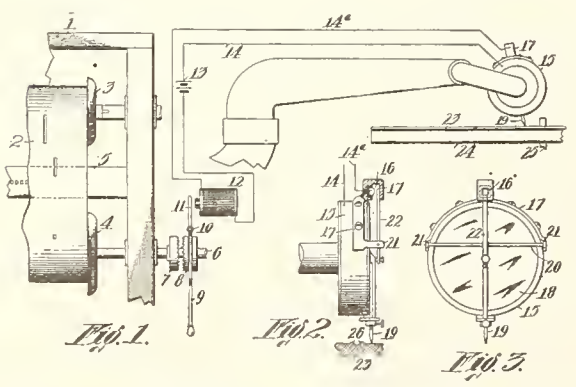
"concealed horn" machine—at the same time being simple and efficient in construction and attractive in appearance.

Figure 1 is a side view of a portion of the so-called "tone arm" or sound conveyer, mounted for use with a "concealed horn" talking machine so-called, showing the mounting therefor in vertical section; Fig. 2 is an end view of the same, looking from the right of Fig. 1, and partly in section; Fig. 3 is a plan view of Fig. 1, partly in horizontal section; Fig. 4 is a side view showing the tone arm in connection with a "visible horn" machine, and Fig. 5 is a sectional view showing details.

COMBINED PIANO PLAYER AND PHONOGRAPH.—Walter M. Davis, Paris, France. Patent No. 1,164,265.

This invention relates to a combined piano player and phonograph, and particularly to devices for starting the player record in predetermined relation to the phonographic record.

In prior Patent No. 958,730, dated May 24, 1910, means are shown for producing a record of a vocal or other selection upon a disc or record-receiving element of a phonograph, and for simultaneously producing a record of the piano accompaniment thereof upon the record sheet of a piano player. Having secured these simultaneous records, it is evident that means must be provided for starting the record of the accompaniment upon the player in predetermined relation to the record of the selec-



tion upon the phonograph. In prior patents Nos. 958,731 and 1,013,589, dated May 24, 1910, and January 2, 1912, respectively, devices are shown for starting the records in such predetermined relation, these devises comprising a separable connection in the driving mechanism of the piano player and electro-magnetic means for closing this connection, said means being controlled by a contact piece inserted in the phonograph record. When this contact piece came into relation with the metallic needle or stylus of the phonograph a circuit was closed which operated through the magnet to connect the driving mechanism to the piano player.

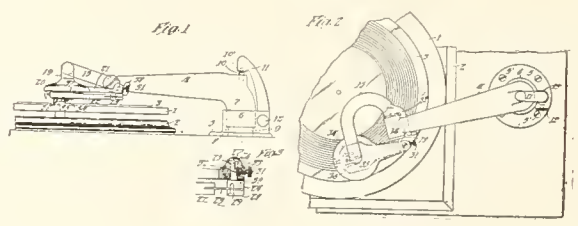
It is the object of the present invention to improve upon the devices shown in prior patents, and to provide electrical means for controlling the operation of the driving mechanism of the piano player which shall still be controlled by the phonographic record, but which shall not involve the addition of special electrical contacts and connections thereto.

Figure 1 is a side elevation showing a portion of a piano player, a portion of a phonograph and the controlling devices for starting the player, and Figs. 2 and 3 are side and front views respectively of the sound box of the phonograph showing the means by which the electro-magnetic circuit is controlled.

PHONOGRAPH OR TALKING MACHINE.—Thomas A. Edison, Llewellyn Park, Orange, N. J., assignor to the New Jersey Patent Co., same place. Patent No. 1,158,661.

This invention relates to phonographs or talking machines, and the principal object is to provide an improved construction whereby reproducers adapted to operate upon sound records having record grooves of the up and down or hill and dale type, and more particularly reproducers provided with floating weights, carrying the reproducer styluses, are adapted to be fed across the record surface by the coaction of the reproducer stylus and the record groove.

Another object of the invention is to provide an improved mounting for reproducers of the type specified above whereby they may be readily moved



into and out of operative position or held in proper operative position with respect to the record.

Figure 1 is a side elevation of a portion of a phonograph or talking machine embodying one form of the invention; Fig. 2 is a partial plan view of the same, and Fig. 3 is a view partly in side elevation and partly in section of a detail of construction.

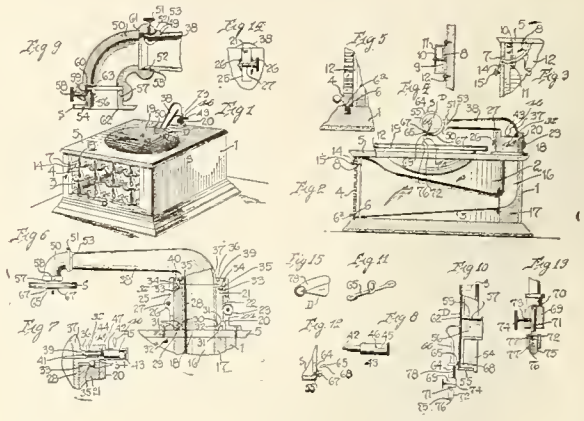
In all of the views like parts are designated by the same reference numerals.

SOUND-REPRODUCING MACHINES. — Annie W. Schmidt, Oakland, Cal. Patent No. 1,158,728.

This invention relates to certain improvements in sound-reproducing machines, and the object of the invention is to provide a device of this general character having novel and improved means whereby a reproduction of sound may be obtained with a maximum of tone quality and whereby the possibility of foreign sounds is substantially eliminated.

The invention consists in the details of construction and in the combination and arrangement of the several parts of the improved machine whereby certain important advantages are attained and the device is rendered simpler, less expensive and otherwise more convenient and advantageous for use.

Figure 1 is a view in perspective of a reproducing machine constructed in accordance with an embodiment of the invention; Fig. 2 is a vertical sectional view taken through the casing or cabinet of the device as herein embodied, with the sound-reproducing mechanism in elevation; Fig. 3 is an enlarged fragmentary sectional view illustrating the mechanism herein embodied for controlling the swinging side member or damper; Fig. 4 is an enlarged fragmentary detail view illustrating the keeper included in the locking mechanism disclosed particularly in Fig. 3; Fig. 5 is an enlarged fragmentary view illustrating in detail the locking means herein embodied for maintaining the swinging side member or damper in closed position; Fig. 6 is an enlarged view, partly in elevation and partly in section, of the sound-reproducing mecha-



nism as herein embodied, the sound box being shown adjusted to an inoperative position; Fig. 7 is an enlarged fragmentary view illustrating the means for holding the supporting arm included in the sound-reproducing mechanism against swinging movement; Fig. 8 is a view in elevation, with a part in section, of the locking member as disclosed in Fig. 7; Fig. 9 is an enlarged fragmentary sectional view of the elbow embodied in the present sound-reproducing mechanism and illustrating the coacting parts in operative connection therewith; Fig. 10 is a view, partly in side elevation and partly in section, of the sound box as herein embodied; Fig. 11 is a view in perspective, detached, of the butterfly mounting employed in connection with the sound box; Fig. 12 is a detail sectional view of the sound box illustrating an anchoring means for the butterfly mounting; Fig. 13 is an enlarged fragmentary view, partly in elevation and partly in section, illustrating certain details of the stylus arm and stylus member; Fig. 14 is a fragmentary detail view illustrating the means for expanding or contracting the barrel as herein embodied, and Fig. 15 is a fragmentary perspective view, on an enlarged scale, illustrating the tube mounting for the diaphragm.

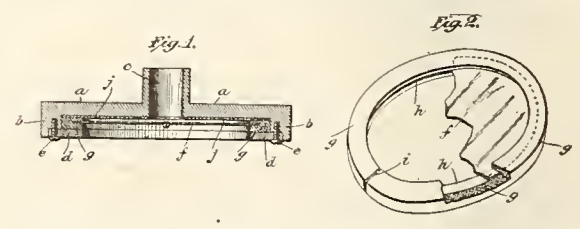
SOUND BOX FOR PHONOGRAPHS.—Clinton B. Repp, New York. Patent No. 1,163,854.

This invention relates to sound boxes for phonographs, and more particularly to the means for insulating the sound box casing so as to exclude the vibrations developed in the diaphragm therefrom.

The main object of the invention is to provide a sound box wherein the edges of the diaphragm will be firmly clamped in position through a medium which will absorb any vibrations passing thereto, which will be weather proof and not susceptible to climatic changes, and which will not deteriorate rapidly through aging.

A further object is to provide a structure of this character wherein the edges of the diaphragm will be completely inclosed by the vibration absorbent body so as to eliminate any possibility of vibrations passing to the metallic portions of the sound box.

A still further object is to provide in a sound box a uni-structural gasket supporting the dia-



phragm which will have a normal tendency to close upon the edge of the diaphragm, thus simplifying its application to the sound box. And a still further object is to provide a sound box wherein the metallic portions within the sound box will be sheathed by a resilient body to prevent the development of sound vibrations in the metallic portions of the sound box adjacent to the sound outlet opening.

The invention consists primarily in a sound box for phonographs, embodying therein a casing having a sound outlet opening therein, a diaphragm

AN ESTABLISHED AND SUCCESSFUL TALKING MACHINE LOCATION FOR RENT in the FIFTH AVENUE BUILDING, which faces Madison Square, at the Junction of Fifth Avenue, Broadway and Twenty-third Street.

THE STORE at Number Nine West Twenty-third Street, with show windows on the Fifth Avenue Building Arcade as well as on the street, IS FOR RENT.

The Fifth Avenue Building is managed by its owners, with whom negotiations can be made direct at their office in the building.

The Fifth Avenue Building Company

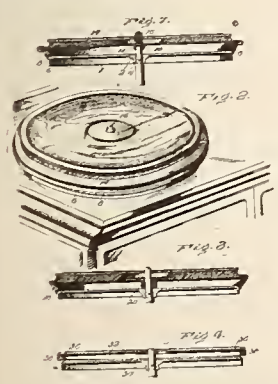
and a cork gasket supporting the edge of said diaphragm, said gasket having oppositely disposed portions adapted to be clamped upon said diaphragm, and means clamping said gasket upon the edge of said diaphragm, and in other novel features of construction.

Referring to the drawings: Figure 1 is a transverse section of a sound box embodying this invention, and Fig. 2 is a detail view in perspective of the packing gasket with the diaphragm therein, said diaphragm being broken away, and said gasket being partly broken away.

SUPPORT FOR TALKING MACHINE RECORDS.—Louis K. Scotford, Chicago, Ill. Patent No. 1,163,566.

This invention relates to turntables, or rather to cushioning supports to be secured to turntables of ordinary talking machines. It is known that a disc record gives out sounds and it has therefore been suggested that the disc record may be used without a sound box.

It is the object of the invention to overcome as far as possible the disc giving out the sounds referred to, except through the proper channel, i. e., the sound box.



It has been proposed to provide the turntable of a talking machine with a rubber covering having nibs or projections under the playing portion of the record. But when any cushion is provided which leaves an air space under the playing part of the record, even though that record may be supported at a number of different points, there is a hollow sound due to the fact that there are some points of the record, opposite the needle, where there is no direct support. The inventor discovered that the use of sponge rubber, particularly when this rubber is secured to a fabric stretched over the revolving disc, overcomes to a large extent the objections above referred to and also that the objections are in a measure overcome by a cushion of rubber stretched or suspended across the turntable so as to support the disc record under the whole part thereof opposite the playing part of the record.

In one of the preferred embodiments of this invention excellent results are obtained by stretching a fabric over the revolving disc with the sponge rubber on the fabric so formed as to contact with the back or under portion of the record opposite the needle. This construction provides a soft, yielding bed on which to lay the record while playing—a bed that will not be rigid, but which will allow the record to "give" more or less freely.

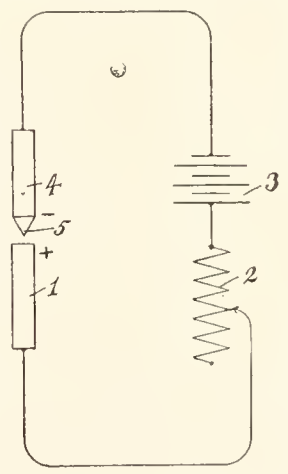
In the accompanying drawings Figure 1 is a sectional view of a turntable having the invention applied thereto. Fig. 2 is a perspective view. Figs. 3 and 4 are sectional views of modified forms.

COATED PHONOGRAPH STYLUS AND OTHER ARTICLE.—Engelhardt A. Eckhardt, Philadelphia, Pa. Patent No. 1,162,285.

This invention resides in articles of iron, steel or other metal, or combination of metal or alloy having a coating of metal, or combination of metals or alloy, alloyed therewith, for the purpose of making the point, edge, surface or the whole mass of such articles hard, hard and abrasive, wear withstanding, or having other desirable properties.

More particularly this invention relates to such an article having such a coating of tungsten, chromium, cobalt, molybdenum, etc., or an alloy of any of these with another metal, or an alloy of one of these with one or more of the others mentioned.

This invention resides in a stylus or needle for use in making phonographic sound records, or for reproducing sounds from sound records. Such a stylus consists preferably of a metallic stylus or needle having at its point and vicinity thereof a coating of tungsten, or tungsten alloyed with the metal of a needle or stylus. Such a stylus or needle is very hard, harder than tungsten itself, and successfully withstands wear and lasts many times longer than the ordinary stylus which, as well known, serves for reproducing from a relatively small amount of sound record and must then be replaced by a new needle. A stylus or needle of the character herein described will serve to reproduce from a very great number of average sized records without any substantial wear. And such a stylus or needle is inexpensive because of the very small amount of tungsten or tungsten alloy or other metal required and from the further fact that the process of making the same is simple and inexpensive.



In the drawing, 4 represents a phonograph stylus or needle having the pointed end 5. It is shown connected by a conductor with the negative terminal of the source of current 3, preferably a source of direct current, as a storage battery or dynamo-electric generator whose positive terminal is connected through the adjustable resistance 2 with the positive electrode 1 of tungsten, tungsten alloy or other suitable material, as molybdenum, cobalt, chromium, etc., or an alloy of any one of these, or an alloy of any one of them with other or others of them.

APPOINTED CHIEF CLERK.

M. M. Reinhard has been appointed chief clerk of the offices of the New York Talking Machine Co., Victor distributer, and will be in direct charge of the accounting and billing departments. Mr. Reinhard has been connected with the company for the past year and has won the friendship and esteem of all his co-workers.

PROTECT YOUR OWN INTERESTS AND URGE THE PASSAGE OF THE STEVENS BILL. DO IT NOW!

RECORD BULLETINS FOR FEBRUARY, 1916.

COLUMBIA GRAPHOPHONE CO.

DOUBLE DISC RECORDS.

No. *Popular Hits for February.* Size

A1898 You'll Be There (Brennan and Ball). Orch. accomp .....Peerless Quartet 10
Don't Bite the Hand that Feeds You (J. Morgan). Tenor Duet, orch. accomp.....
Burr and Campbell 10

A1903 A Girl in Your Arms is Worth Two in Your Dreams (Wenrich). Soprano and Tenor Duet, orch. accomp.....Grace Nash and Henry Burr 10
When You're Dancing the Old-Fashioned Waltz (A. Von Tilzer). Tenor Duet, orch. accomp.
Burr and Campbell 10

A1900 When You Were a Baby and I Was the Kid Next Door (Harry Tierney). Soprano and Tenor Duet, orch. accomp.....
Louise MacMahon and Sam Ash 10
Is There Still Room for Me 'Neath the Old Apple Tree (Abrahams). Tenor Duet, orch. accomp. .....Burr and Campbell 10

A1901 I Guess I'll Soon Be Back in Dixieland (Rogers) Character Singer, orch. accomp.....
George O'Connor 10
These Feet of Mine (Martin Horn). Character Singer, orch. accomp.....George O'Connor 10

February Dance Records.

A5760 Perdita Waltz (McKee).....Prince's Orchestra 12
Blue Paradise Waltzes (Eysler and Romberg), introducing "The Waltz of the Season," and "Auf Wiedersehn".....Prince's Orchestra 12

A5757 Honey-Bunch Fox Trot (Caslar). Prince's Band 12
Chin-Chin Fox Trot (Brown and Spencer), introducing "Underneath the Stars".....
Prince's Band 12

A5758 When You're Down in Louisville One-step (Berlin and Abrahams), introducing "Is There Still Room for Me 'Neath the Old Apple Tree,"..
Prince's Band 12
The Sweetest Girl in Monterey Medley Fox Trot (Paley, Marshall and Cormack), introducing "An Old-Fashioned Garden in Virginia," and "That's When I'll Marry You,"..
Prince's Band 12

A5759 In the Glory of the Moonlight One-step (Morgan, Monaco and Wenrich), introducing "Don't Bite the Hand That Feeds You" and "Beatrice Fairfax".....Prince's Orchestra 12
Archibald One-step (Kraus)..Prince's Orchestra 12

Comedy Singing Descriptives.

A1890 At the Circus (F. Wallace Rega). Descriptive. Duet with orch. accomp.....
Arthur Collins and Byron G. Harlan 10
Sargent Man (Hager). Descriptive; Duet with orch. accomp..Arthur Collins and B. G. Harlan 10

DOUBLE DISC RECORDS.

Gems from Tschaikowsky's "Nut Cracker" Suite.

A5749 Casse-Noisette Suite (Tschaikowsky). "Danse Chinoise" and "Danse des Mirlitons".....
Prince's Orchestra 12
Casse-Noisette Suite (Tschaikowsky). "Valse des Fleurs" .....Prince's Orchestra 12

Brilliant Performance of Orchestral Overtures.

A5750 Poet and Peasant Overture (Von Suppe). Part 1 .....Prince's Orchestra 12
Poet and Peasant Overture (Von Suppe). Part 2 .....Prince's Orchestra 12

A5751 Morning, Noon and Night Overture (Von Suppe). Part 1.....Prince's Orchestra 12
Morning, Noon and Night Overture (Von Suppe). Part 2.....Prince's Orchestra 12

Comic Dialect Dialogues.

A5752 The Curio Seekers. Original. Comedy Dialogue with banjo accomp. .....
Billy Golden and Jim Marlowe 12
A Coon's Attempted Suicide. Original. Comedy Dialogue, with banjo accomp.....
Billy Golden and Jim Marlowe 12

BLUE-LABEL DOUBLE-DISC RECORDS.

Two Perfections of Trio Playing.

A1866 In the Gloaming (Harrison). Violin, 'cello and piano .....Taylor Trio 10
Home, Sweet Home (Payne). Violin, 'cello and piano .....Taylor Trio 10

Humorous Sketch, "Cohen" Telephones Again.

A1885 Cohen Telephones from Brighton. Original....
Joe Hayman and Co. 10
Serenade (Moszkowski).....Prince's Orchestra 10

"Casey" Enters Field of Humor.

A1886 Casey at the Dentist's. Comedy Monologue.. 10
Casey as a Doctor. Comedy Monologue.....
Michael Casey 10

Brilliant Orchestral Intermezzos.

A1887 Whispering Willows. (Victor Herbert). Intermezzo. .....Prince's Orchestra 10
In the Pavilion (Cadman). Intermezzo.....
Prince's Orchestra 10

Xylophone and Orchestral Bell Novelties.

A1888 Intermezzo Russe (Franke). Xylophone Solo.
Howard Kopp 10
Little Beauty Mazurka (Rubsam). Orchestra bells .....Howard Kopp 10

Songs of Friendship and Sentiment.

A1889 Friend o' Mine (Sanderson). Baritone Solo, orch. accomp.....Albert Wiederhold 10
Some Day (Wellings). Baritone Solo, orch. accomp. .....Albert Wiederhold 10

Perfection in Quartet Singing.

A1891 Absent (Metcalf). Unaccompanied.....
Columbia Stellar Quartet 10
Crossing the Bar (Barnby). With orch. accomp.
Columbia Mixed Quartet 10

Clever Songs by Columbia Stellar Quartet.

A1892 A Hong Kong Romance (Hadley). With orch. accomp. .....Columbia Stellar Quartet 10
There Was a Little Man (C. B. Shaw). .....
Columbia Stellar Quartet 10

Marvelous Music by Russian Cathedral Choir.

A1894 Lord Have Mercy (Ablobckiu).....
Russian Cathedral Choir 10
The Lord's Prayer.....Russian Cathedral Choir 10

Old Songs by Favorite Quartets.

A1893 On the Banks of the Wabash (Dresser). With orch. accomp.....Broadway Quartet 10
Medley of Old Songs. With orch. accomp.....
Columbia Stellar Quartet 10

"Spirituals" by Negro Jubilee Singers.

A1895 There Is a Light Shining for Me.....
Fisk University Male Quartet 10
O Mary, Don't You Weep, Don't You Mourn.
Fisk University Male Quartet 10

Solos by New Soprano.

A1896 His Lullaby (Carrie Jacobs-Bond). Soprano Solo with orch. accomp.....Mary O'Rourke 10
Little Gray Home in the West (Lohr). Soprano Solo, orch. accomp.....Mary O'Rourke 10

Solos by Judson House, Tenor.

A1897 Where My Caravan Has Rested (Lohr.) Tenor Solo, orch. accomp.....Judson House 10
Tell Her I Love Her So (DeFaye). Tenor Solo, orch. accomp. .....Judson House 10

"Mother" Songs by Well-Known Artists.

A1899 M-O-T-H-E-R (Morse). Tenor Solo, orch. accomp. .....Henry Burr 10
I Was Never Nearer Heaven in My Life (Snyder). Tenor Solo, orch. accomp.....Sam Ash 10

Two Sparkling Instrumental Selections.

A1902 Dialogue for Four (Val Hamm). "Vier-Gespräch." Oboe, clarinet, French horn and flute with orch. accomp..... 10
Suite Seville (A. Bachmann). "Bolero." Instrumental quartet.....
Bergh, Stehl, Hughes and Laurendeau 10

Cyril Maude, Greatest English Actor, in Monologues.

A5746 Dinky (Harwood). Monologue...Cyril Maude 12
A Telephone Reconciliation (Conversation overheard in London during the Great War) (Harwood). Monologue. .....Cyril Maude 12

An International Folk-Song Medley.

A5753 International Folk-Songs Medley. Part I. With orch. accomp. .....Columbia Light Opera Co. 12
International Folk-Songs Medley. Part II. With orch. accomp.....Columbia Light Opera Co. 12

SYMPHONY DOUBLE-DISC RECORDS.

Hofmann's Latest Piano Records.

A5755 Etude in C Minor (Sternberg). Piano Solo....
Josef Hofmann 12
Prelude in G Minor (Rachmaninoff). Fiano Solo. .....Josef Hofmann 12

Home and Concert Favorites by Mme. Rider-Kelsey.

A5754 Angel's Serenade (Braga). Soprano Solo, orch. accomp. .....Corinne Rider-Kelsey 12
Chanson Provencale (dell' Acqua). Soprano Solo in French with orch. accomp.....
Corinne Rider-Kelsey 12

'Cello Interpretations by Pablo Casals.

A5756 Liebestraum (Liszt). 'Cello Solo, orch. accomp. .....Pablo Casals 12
Air For G String (Bach). 'Cello Solo with string orch. accomp. .....Pablo Casals 12

VICTOR TALKING MACHINE CO.

POPULAR SONGS.

No. Size.

17916 Love, Here Is My Heart! (Adrian Ross-Leo Silésu) .....Reed Miller 10
If the World Should End To-morrow, I'd be To-night With You (Arthur J. Jackson-Fred Fischer) .....Frederick Wheeler 10

17919 Chinese Blues (Fred D. Moore-Oscar Gardner).
Irving Kaufman 10
Sooner or Later (Your Heart Will Cry "I Want You") (Ed. Rose-A. Olman).....
Ada Jones and Billy Murray 10

17923 Under the Mellow Arabian Moon (Casper Nathan and J. Walter Leopold).....
Billy Murray-Irving Kaufman 10
My Fox Trot Wedding Day, from "Hip, Hip, Hooray"—N. Y. Hippodrome (Benjamin Hapgood Burt) .....Irving Kaufman 10

17924 When It's Orange Blossom Time in Loveland (Jeff Branen-Arthur Lange)..Peerless Quartet 10
Poppy Time in Old Japan (E. J. Meyers-Will E. Dulmage) .....James Reed-J. F. Harrison 10

17925 At the Old Plantation Ball (Goetz-Ager-Donaldson) .....Collins and Harlan 10
Emancipation Handicap (Halsey K. Mohr).....
Collins and Harlan 10

17926 Beatrice Fairfax, Tell Me What to Do! (Clark-McCarthy-Monaco).....Ada Jones 10
What's the Use of Going Home (When There's Nobody There to Love?) (Grant Clark-Jimmie V. Monaco).....Billy Murray-Irving Kaufman

17927 Georgia Moon (Jean C. Havez-Ted S. Barron)...
Sterling Trio 10
Is There Still Room for Me 'Neath the Old Apple Tree? (Leslie-Brown-Abrahams).....
Peerless Quartet 10

17911 You'd Never Know that Old Home-Town of Mine (Howard Johnson-Walter Donaldson)..
Collins and Harlan 10
Out of a City of Six Million People (Why Did You Pick on Me?) Chas. McCarron-Nat. Vincent) .....Ada Jones 10

17912 If You Only Had My Disposition (Chas. McCarron-A. Von Tilzer).....Peerless Quartet 10
I'm Simply Crazy Over You, from "Hands Up" (Goetz-Jerome-Schwartz) ..Harry Macdonough 10

17913 M-O-T-H-E-R (A Word That Means the World to Me) (Howard Johnson-Theo. Morse).....
Henry Burr 10
The Wedding of the Sunshine and the Rose (Stanley Murphy-Albert Gumble) .....
Albert Campbell-Henry Burr 10

DANCE RECORDS.

35511 A Perfect Day—Medley Waltz (Carrie Jacobs-Bond) (Frank W. McKee, Conductor).....
McKee's Orchestra 12
In Wintertime Waltz (McKee) (Frank W. McKee, Conductor).....McKee's Orchestra 12

35514 Chinese Blues—Fox Trot (Redmen-Gardner)...
Sousa's Band 12
Auf Wiedersehn—Waltz, from "The Blue Paradise" (Sigmund Romberg).....
Victor Dance Orchestra 12

35515 Hip, Hip, Hooray—One-step (New York Hippodrome) (Raymond Hubbell).....
Victor Military Band 12
I'm Simply Crazy Over You—Medley One-step.
Victor Military Band 12

35516 America, I Love You—One-step (Leslie-Gottler).
Victor Military Band 12
You'd Never Know That Old Home-Town of Mine—Medley Fox Trot..Victor Military Band 12

HAWAIIAN RECORDS.

17859 Maid of Honolulu (Hawaiian Guitars).....
Pale K. Lua and David K. Kaili,
of the Irene West Royal Hawaiians 10
Happy Heinie March (Hawaian Guitars).....
Pale K. Lua and David K. Kaili,
of the Irene West Royal Hawaiians 10

17907 Liaika Wai Mapuna (Longing Spring) (Hawaiian Sextet, native instruments).....
Toots Paka Hawaiian Troupe 10
Hoo Mau (Dew Drops) (Hawaiian Sextet, native instruments)....Toots Paka Hawaiian Troupe 10

STANDARD RECORDS.

17693 Boat Song (Montrose J. Moses-Harriet Ware) (Pianoforte by Harriet Ware).....
John Barnes Wells 10
Joy of the Morning (Edwin Markham-Harriet Ware) (Pianoforte by Harriet Ware).....
John Barnes Wells 10

17893 The Maiden's Prayer (Tekla Badarczevska) Violin, flute and harp with bells. .....
Neapolitan Trio 10
Sound of the Harp (Harfenklänge) (Heinrich Lichner, Op. 192) Violin, flute and harp with bells. .....Neapolitan Trio 10

17905 Just a-Wearyin' for You (Frank Stanton-Carrie Jacobs-Bond) (Boy Soprano)..William Pickels 10
Mattinata (Morning Serenade) (Tosti) (Boy Soprano) with harp by F. I. Lapitino; in English).....William Pickels 10

17908 L'Arlesienne—Suite No. 2 (Part 4, "Farandole") (Bizet).....Vessella's Italian Band 10
Caprice Español (Paul Beaumont; arranged by Laurendeau) .....Vessella's Italian Band 10

17909 Mignon Overture—Part 1 (Ambrose Thomas)...
Victor Concert Orchestra 10
Mignon Overture—Part 2 (Ambroise Thomas)..
Victor Concert Orchestra 10

17910 Sister Sorrowful Entertains the Minister (Rural Comedy).....Charles Ross Taggart 10
Old Country Fiddler on the School Board (Rural Comedy with violin)....Charles Ross Taggart 10

17915 Asleep in the Deep—Parody (Comic)..Al Jolson 10
A New Cure for Drinking (Comic Monologue)..
Nat M. Wills 10

17920 Scotch Bagpipe Medley—No. 1 "74th Highlanders' Farewell to Edinboro'," "Money Musk Strathspey," "Deil Amang the Tailors Reel"....
Lovat Bagpipe Band with Harry Lauder Co. 10
Scotch Bagpipe Medley—No. 2, "Midlothian Pipe Band," Lord Blantyre Strathspey," "Alexander Duff Reel." .....
Lovat Bagpipe Band with Harry Lauder Co. 10

17921 Sousa Medley March (Accordeon Solo) "Washington Post," "El Capitan," and "Stars and Stripes Forever".....Pietro 10
Blaze Away March (Abe Holzmann) (Accordeon Solo) .....Pietro 10

17922 The Ladder of Roses, from "Hip, Hip, Hooray" at N. Y. Hippodrome (R. H Burnside-R. Hubbell) .....Olive Kline 10
Waltz Entrancing, from "Alone at Last" (Jos. Herbert-Franz Lehár).....Olive Kline 10

17929 Lucia—Prelude (Donizetti) Harp and orchestra.
Francis J. Lapitino 10
Norma—Fantasia ("Hear Me, Norma") (Bellini) Harp Solo. .....Francis J. Lapitino 10

35517 Gems from "The Princess Pat" (Henry Blossom-Victor Herbert).....Victor Light Opera Co. 12
Gems from "Alone at Last" (Woodward-Lehár).
Victor Light Opera Co. 12

17930 That Hula Hula, from "Stop, Look, Listen" (Irving Berlin) .....
H. Macdonough-Victor Mixed Chorus 10
When I Get Back to the U. S. A., from "Stop, Look, Listen" (Irving Berlin).....
Billy Murray-Victor Mixed Chorus 10

PURPLE LABEL RECORD.

70113 Rosie (Scotch Song) (J. D. Harper-H. Lauder) Comedian Sketch. .....Harry Lauder 12

RED SEAL RECORDS.

64492 Im Abendroth (In the Sunset Glow) (Schubert) Contralto Solo in German.....Julia Culp 10

64497 When the Dew is Falling (Fiona MacLeod-Edwin Schneider). Tenor Solo in English.....
John McCormack 10

64506 Trovatore—Strida la vampa! (Fierce Flames are Soaring) (Act II, Scene 1) (Verdi.) Contralto Solo in Italian .....Margarete Ober 10

64514 Ernani—Come rugiada al cespite (The Sweetest Flow'r) (Act 1.) (Verdi.) Tenor Solo in Italian .....Giovanni Martinelli 10

64528 A Warrior Bold (Edwin Thomas-Stephen Adams) Bass Solo, in English....Herbert Witherspoon 10

64541 Bid Me Good-Bye. (Weatherly-Tosti). Contralto Solo in English.....Sophie Braslau 10

64542 Songs Without Words (Mendelssohn) No. 25, "May Breeze", Op. 62, No. 1 (Arr. by Kreisler). Violin Solo, pianoforte by C. Lamson).
Fritz Kreisler 10

NEW EDISON DIAMOND DISC RECORDS

50294 Face to Face with the Girl of My Dreams (Howard) .....Glen Ellison
My Big Little Soldier Boy (Church).....
Glen Ellison and Chorus 10

50300 Asleep in the Deep (Petrie). Bass Solo.....
William F. Myers and Male Chorus
Blue Jay and the Thrush (Belmont). Singing and Whistling Duet.....
Byron G. Harlan and Joe Belmont 10

50309 Frühlingsrauschen (Rustle of Spring). (Sinding). Piano Solo .....André Benoist
Waltz in A Flat (Chopin), and Spinning Song (Mendelssohn). Piano Selections...André Benoist

50310 Little Gray Mother (De Costa). Tenor Solo with Chorus. .....Jim Doherty
On the Bark of An Old Cherry Tree (Howard). Tenor Solo with Chorus....George Wilton Ballard

50311 Auntie Skinner's Chicken Dinner Medley—One-step, for dancing..Sisty & Seitz's Banjo Orchestra
My Bird of Paradise Medley—One-step, for dancing.....Jaudas' Society Orchestra

50312 Last Waltz (Dabney). For dancing .....
Sisty & Seitz's Banjo Orchestra
Omena—Intermezzo (Hartz). Banjo Selection..
Fred Van Eps

50313 In the Land of Love with the Song Birds (Riga). Tenor and Baritone Duet.....
George Wilton Ballard and Owen J. McCormack
She's the Daughter of Mother Machree (Ball). Tenor Solo .....Burton Lenihan

50314 Lauterbach and Hi-le Hi-lo (with Yodels).....
George P. Watson
Medley of J. K. Emmett's Yodel Songs.....
George P. Watson

80194 Caprice de Paganini (Paganini). Violin Selection .....Daniel Melsa
Faust—Fantasie (Gounod-Wieniakski). Violin Selection .....Daniel Melsa

80253 Oh, Maritana, Maritana (Wallace). Cornet and Trombone Duet ....Louis Katzman-Simone Mantia
Victoria regia—Concert Waltz (Popp). Flute Selection.....Weyert A. Moor

80254 Drummer Boy (German). Tenor Solo...Reed Miller
Somebody's Boy (David, Cliffe and Wright). Soprano Solo, with Chorus.....Elizabeth Spencer

80274 Ah! 'Tis a Dream (Lassen), and I Dream of a Garden of Sunshine (Löhr). Baritone Solos.
Thomas Chalmers
Thora (Adams). Tenor Solo.....Hardy Williamson

80280 Auf Wiedersehn (The Blue Paradise) (Romberg). Soprano and Tenor Duet, with Chorus.
Gladys Rice and Burton Denihan
Waltz of the Season (The Blue Paradise) (Eysler). Tenor and Baritone Duet, with Chorus.
George Wilton Ballard-Frederick Wheeler

82095 Alabama—Plantation Melody and Dance (Spalding). Violin Selection.....Albert Spalding
Habanera (Sarasate). Violin Selection.....
Albert Spalding

74449 Chanson Provençale (A Song of Provence) (E. Dell' Acqua). Soprano Solo in French.....
Frances Alda 12

74451 Dream Faces (Sweet Dreamland Faces). Words and Music by W. M. Hutchinson. Baritone Solo in English, ...Clarence Whitehill 12

74459 Mélodie, air from "Orfeo" (Transcribed by August Wilhelmj) (Gluck). Violin Solo, pianoforte by Walter H. Golde.....Mischa Elman 12
87183 Hans und Liesel (Hans and Lisa) (Folk Song) Soprano and Tenor Duet, in German..... Alma Gluck and Paul Reimers 10
87220 Tosca—Cantabile di Scarpia (Scarpia's Air) (Venal, My Enemies Call Me) (Act II.) (Puccini) Baritone Solo, in Italian..Titta Ruffo 10
87239 Sapphische Ode (Sapphic Ode) (Op. 94, No. 4) (Brahms). Contralto Solo in German..... Ernestine Schumann-Heink 10
88541 Ben Bolt (English-Kneass). Soprano Solo, in English.....Freida Hempel 12

EDISON BLUE AMBEROL RECORDS.

CONCERT LIST.

28223 Gloria—Twelfth Mass (Mozart). Mixed Voices, orch. accomp. .....Gregorian Choir
28222 Recitatif et Aria—De l'art splendeur immortelle Benvenuto, (Eugene Diaz). Baritone Solo, orch. accomp. .....Orphee Langevin

REGULAR LIST.

2790 Amina—Egyptian Serenade (Paul Lincke).... Sodero's Band
2775 Auf Wiedersehn—The Blue Paradise (Sigmund Romberg). Tenor and Soprano Duet, with Chorus, orch. accomp..... Burton Lenihan and Gladys Rice
2785 Ballymooney and Biddy McGee (Terence Lowry). Tenor Solo, with Chorus, orch. accomp..... Billy Murray
2793 Battle of the Nations—Descriptive (E. T. Paull). New York Military Band
2786 Blue-White March (Ernst Schmidt)..... New York Military Band
2788 Chin-Chin—Hip, Hip, Hooray—New York Hippodrome (A. Seymour Brown). Tenor and Soprano Duet, orch. accomp..... Burton Lenihan, Gladys Rice and Chorus
2791 Cohen Owes Me Ninety-seven Dollars (Irving Berlin). Comic Song, orch. accomp..... Maurice Burkhart
2779 Dancing with Ma Honey (F. H. Losey). Xylophone, orch. accomp. .....Charles Daab
2777 Daybreak at Calamity Farm..... Gilbert Girard and Company
2784 Good-Bye, Virginia, (Jean Schwartz). Tenor Solo, orch. accomp..... George Wilton Ballard and Male Chorus
2792 In the Land of Lorraine—Two Is Company (Jean Briquet and Adolph Philipp). Baritone Solo, orch. accomp.....Frederick Wheeler
2783 Kaiser Friedrich March (Friedemann)..... New York Military Band
2789 Lauterbach and Hi-le Hi-lo (With Yodels). Song, with orch. accomp.....George P. Watson
2778 Love's Garden of Roses (Haydn Wood). Tenor Solo, orch. accomp. .....Reed Miller
2797 Molly Dear, It's You I'm After (H. E. Pether) Tenor Solo, orch. accomp..... Walter Van Brunt and Chorus
2781 My Fox Trot Wedding Day—Hip, Hip, Hooray —New York Hippodrome (Benjamin Hapgood Burt). Tenor Solo., orch. accomp..... Irving Kaufman
2787 My Wild Irish Rose (Chauncey Olcott). Tenor Solo, orch. accomp.....Walter Van Brunt
2782 Omena—Intermezzo (B. Hartz.) Banjo Solo, orch. accomp. .....Fred Van Eps
2794 On the Bark of the Old Cherry Tree (Dick Howard). Tenor Solo, orch. accomp..... George Wilton Ballard and Chorus
2796 Soft Southern Breeze (Joseph Barnby). Tenor Solo, orch. accomp.....Reed Miler
2795 Song of Hybrias the Cretan (J. W. Elliott). Bass Solo, orch. accomp.....T. Foster Why
2776 When Old Bill Bailey Plays the Ukulele (Chas. McCarron and Nat Vincent). Tenor Solo. orch. accomp.....Billy Murray and Chorus
2780 With Sword and Lance March (Hermann Starke). .....New York Military Band

OPERAPHONE MANUFACTURING CORP.

STANDARD POPULAR SONGS.

1005 Beauty's Eyes (Tosti). Tenor Solo..C. W. Harrison Polka Caprice. (Woodwind instruments)..... Operaphone Band
1007 I'm Falling in Love with Someone. Tenor Solo. Charles W. Harrison Ballet Music, from "Faust." (Two Movements). Operaphone Band
1008 A Perfect Day. Soprano Solo.....Beulah G. Young Copelia Waltz and Ronda Amour.....Concert Band
1010 I Hear You Calling Me.....Charles W. Harrison Warbler's Serenade—Whistling Novelty..... Band Accompaniment
1012 Gypsy Love Song, from "Fortune Teller."..... James Hall Globe Trot—Fox Trot.....Operaphone Band
1016 For All Eternity. Baritone Solo..Vernon Archibald Naila—Intermezzo. Pas de Fleurs (Delibes.)... Concert Orchestra
1018 My Wild Irish Rose. Tenor Solo.....Paul Clifton Gold and Silver Waltz (Lehar)....Operaphone Band
1020 The Rosary. Soprano Solo.....Edith Hayden Barcarolle, from "Tales of Hoffman"..Concert Orch.
1021 Laughing Irish Eyes, from "Princess Pat." Tenor Solo.....Charles W. Harrison Love's Spell (Valse Lente).....Concert Orchestra
1024 Drink to Me Only with Thine Eyes. Tenor Solo. Fred Linden Flirtation—Waltz. .....Operaphone Band
1029 O Sole Mio (Beneath Thy Window)—Neapolitan Serenade. Baritone Solo.....Vernon Archibald Humoresque (Dvorák). Violin selection..... Fred Landau

POPULAR SONGS.

1001 Summer Moon (Duet).....Campbell and Burr Liberty Bell and National Fencibles Marches. (Sousa) .....Operaphone Band
1002 Painting That Mother of Mine. Tenor Solo.... Harry McClaskey Sextette, from "Lucia di Lammermoor"..... Operaphone Band
1003 Baby Swing High, Swing Low. Soprano Solo... Beulah Gaylord Young April Smiles—Waltz.....Operaphone Band
1004 Down in Bom-Bombay. (Duet)...Collins and Harlan March Lorraine and King Cotton. (Sousa.).... Operaphone Band
1006 Come Along With Me. Baritone Solo....James Hall Whispering of the Flowers .....Operaphone Band
1009 On the Way to Home, Sweet Home. Tenor Solo. Henry Burr Preacher and the Bear.....Arthur Collins
1011 Listen to That Dixie Band (Duet). Collins and Harlan Any Rags .....Dan Perry
1015 My Word! (English Character Song.) Soprano Solo. .....Ada Jones Waltz Militaire .....Operaphone Band
1017 Auf Wiedersehn, from "Blue Paradise" (Duet) Young and Burton Hayseed—Fox Trot.....Operaphone Band
1019 Sing Me An Irish Song. Soprano Solo...Ada Jones Victory—One-step .....Operaphone Band
1021 Laughing Irish Eyes, from "Princess Pat." Tenor Solo.....Charles W. Harrison Love's Spell (Valse Lente).....Concert Orchestra
1023 When Old Bill Bailey Plays the Ukulele..... Arthur Collins Curiosity Hunters (Comic Sketch)..... Golden and Marlowe
1031 Beatrice Fairfax, Tell Me What to Do. Soprano Solo .....Ada Jones Polish Dance .....Concert Orchestra
1032 Sooner or Later. (Duet).....Davis and O'Connell La Lisonjera (The Flatterer). (Chaminade).... Concert Orchestra
1033 Out of a City of Six Million People, Why Did You Pick On Me. Soprano Solo.....Ada Jones Swedish Wedding March.....Operaphone Band

SELECTIONS FROM GRAND OPERA.

1022 M'Appari (Like a Dream), from "Martha." Tenor Solo .....Charles W. Harrison Hungarian Dance (Brahms).....Concert Orchestra
1025 Salve Dimora (All Hail Thou Dwelling Lowly), from "Faust". Tenor Solo.....Martonė Salut d'Amour (Love's Greeting). (Elgar).... Concert Orchestra
1026 Then You'll Remember Me, from "Bohemian Girl." Tenor Solo.....Karl Gould Spring Song (Mendelssohn).....Concert Orchestra
1027 La Donne È Mobile (Woman Is Fickle), from "Rigoletto." Tenor Solo.....Santii Chant—Sans Paroles (Song Without Words). (Tschaikowsky) .....Operaphone Band
1028 Toreador Song, from "Carmen." Baritone Solo. Vernon Archibald Herd Girl's Dream (Labitsky). Violin, flute and harp selection. Philharmonic Trio..... Wagner-Landau-Schuetz
1030 Il Balen Del Suo Sorriso (The Tempest of the Heart), from "Trovatore." Baritone Solo..Delenti Happy Moments. Violin, flute and harp selection. Philharmonic Trio...Wagner-Landau-Schuetz

COMIC SONGS.

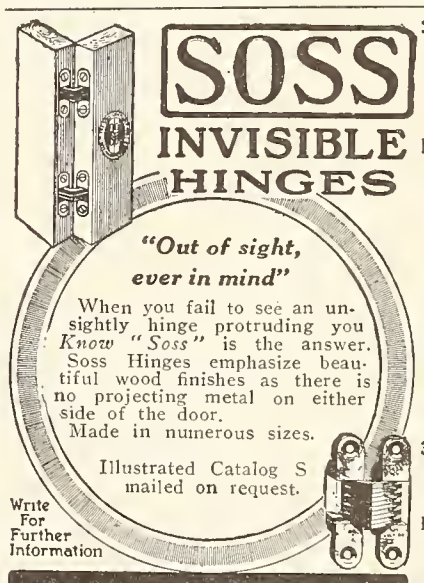
1009 Preacher and the Bear.....Arthur Collins On the Way to Home, Sweet Home. Tenor Solo. .....Henry Burr
1011 Any Rags .....Dan Perry
1013 Listen to That Dixie Band (Duet)..Collins & Harlan Below the Mason-Dixon Line.....Arthur Collins
1014 Jersey Shore—One-step.....Operaphone Band Insect Powder Agent.....Golden and Marlowe
1023 Long Island Fox Trot .....Operaphone Band When Old Bill Bailey Plays the Ukulele..... Arthur Collins Curiosity Hunters (Comic Sketch)..... Golden and Marlowe

CONCERT INSTRUMENTAL, TRIOS, ETC.

1005 Polka Caprice (Woodwind instruments) ..... Operaphone Band Beauty's Eyes. (Tosti.) Tenor Solo..C. W. Harrison
1006 Whispering of the Flowers.....Operaphone Band Come Along with Me. Baritone Solo....James Hall
1007 Ballet Music, from "Faust" (Two Movements) Operaphone Band I'm Falling in Love with Someone..C. W. Harrison
1008 Copelia Waltz and Ronda Amour..Operaphone Band A Perfect Day. Soprano Solo.....Beulah G. Young
1002 Sextet from "Lucia di Lammermoor"..... Operaphone Band Painting That Mother of Mine....Harry McClaskey
1010 Warbler's Serenade—Whistling Novelty..... Band Accompaniment I Hear You Calling Me.....Charles W. Harrison
1016 Naila—Intermezzo. Pas de Fleurs (Delibes.).... Concert Orchestra For All Eternity. Baritone Solo .....V. Archibald
1020 Barcarolle from "Tales of Hoffman"..... Concert Orchestra The Rosary. Soprano Solo.....Edith Hayden
1021 Love's Spell (Valse Lente).....Concert Orchestra Laughing Irish Eyes, from "Princess Pat." Tenor Solo. .....Charles W. Harrison
1022 Hungarian Dance (Brahms).....Concert Orchestra M'Appari (Like a Dream), from "Martha." Tenor Solo. .....Charles W. Harrison
1025 Salut d'Amour (Love's Greeting) (Elgar)..... Concert Orchestra Salve Dimora (All Hail Thou Dwelling Lowly), from "Faust." Tenor Solo.....Martonė
1026 Spring Song (Mendelssohn).....Concert Orchestra Then You'll Remember Me, from "Bohemian Girl." Tenor Solo. .....Karl Gould
1027 Chant—Sans Paroles (Song Without Words) (Tschaikowsky) .....Operaphone Band La Donna È Mobile (Woman is Fickle), from "Rigoletto." Tenor Solo.....Santii
1028 Herd Girl's Dream (Labitsky). Violin, flute and harp selection. Philharmonic Trio..... Wagner-Landau-Schuetz Toreador Song, from "Carmen." Baritone Solo. Vernon Archibald
1029 Humoresque (Dvorák). Violin selcetion..Fred Landau O Sole Mio (Beneath Thy Window)—Neapolitan Serenade. Baritone Solo .....Vernon Archibald
1030 Happy Moments. Violin, flute and harp selection. Philharmonic Trio ..... Wagner-Landau-Schuetz Il Palen Del Sou Sorriso (The Tempest of the Heart), from "Trovatore." Tenor Solo....Delenti
1031 Polish Dance .....Concert Orchestra Beatrice Fairfax, Tell Me What to Do. Soprano Solo .....Ada Jones
1032 La Lisonjera (The Flatterer) (Chaminade)..... Concert Orchestra Sooner or Later (Duet).....Davis and O'Connell
1033 Swedish Wedding March.....Operaphone Band Out of a City of Six Million People Why Did You Pick on Me?. Soprano Solo.....Ada Jones

DANCE RECORDS.

1003 Waltz—April Smiles.....Operaphone Band Baby Swing High, Swing Low. Soprano Solo. Beulah Gaylord Young
1015 Waltz Militaire .....Operaphone Band My Word (English Character Song). Soprano Solo .....Ada Jones
1018 Waltz—Gold and Silver.....Operaphone Band My Wild Irish Rose. Tenor Solo.....Paul Clifton
1024 Waltz—Flirtation .....Operaphone Band Drink to Me Only With Thine Eyes. Tenor Solo .....Fred Linden
1036 Waltz—Blue Danube .....Operaphone Band Waltz—Dolores .....Operaphone Band
1012 Fox Trot—Globe Trot.....Operaphone Band Gypsy Love Song, from "Fortune Teller." Baritone Solo.....James Hall
1014 Fox Trot—Long Island..... Operaphone Band Comic Sketch—Insect Powder Agent..... Golden and Marlowe
1017 Fox Trot—Hayseed.....Operaphone Band Auf Wiedersehn, from "Blue Paradise" (Duet) Young and Burton
1035 Fox Trot—Ragging the Scale.....Operaphone Band Fox Trot—Barnstorming .....Operaphone Band
1019 One-Step—Victory .....Operaphone Band Sing Me An Irish Song. Soprano Solo....Ada Jones
1034 One-step—My Maryland.....Operaphone Band One-step—Mr. Thomas Cat.....Operaphone Band
1001 Two-step — Liberty Bell — National Fencibles (Sousa) .....Operaphone Band Summer Moon (Duet).....Campbell and Burr
1004 Two-step—Lorraine—King Cotton..Operaphone Band Down in Bom-Bombay (Duet)....Collins and Harlan



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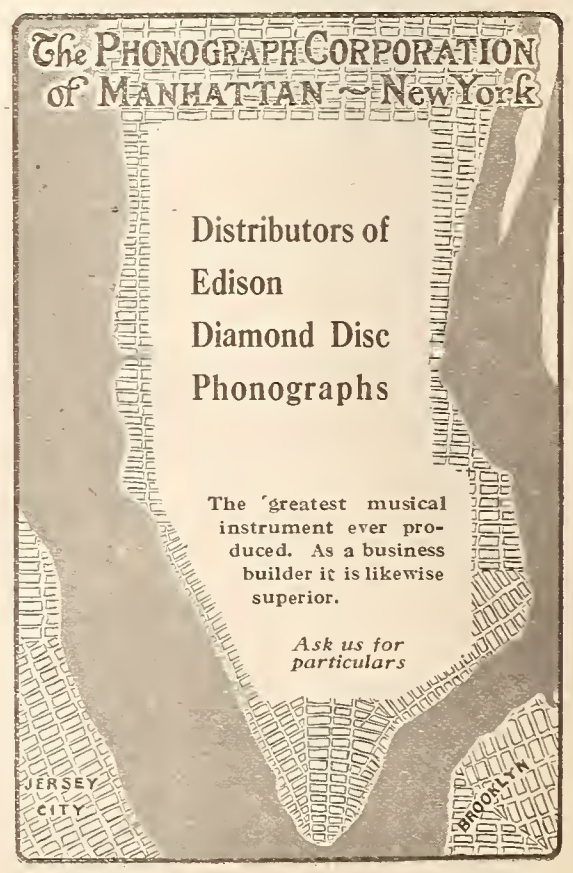

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Particular attention has been given to the DESIGN of Sonora cabinets, as well as the finishing and general construction. Each cabinet is finished like a high-grade piano, with a brilliancy of appearance that stands out in striking superiority to the average run of phonograph cabinets.

Cabinets are all equipped with the Sonora Tone Modifier, enabling control of tone to fit the size of the room.

Write for the Special Dealers' Proposition for 1916, and secure option on the lucrative profits from your city.

SONORA PHONOGRAPH CORP'N, Manufacturers

GEO. E. BRIGHTSON, President

57 READE STREET NEW YORK

Price, $135.00

Style "Baby Grand."

12" Turntable, Extra Strong Double-Spring Motor, Nickel-plated. Tone Modifier. Multi-Playing Needle. Sapphire Needle. Diamond Needle. Automatic Starter and Stopper. Equipment for playing all makes of disc records in the world. Trimmings Nickel-plated. Envelope Filing System, with capacity for holding 70 records. Compartment at bottom of cabinet for accessories. Dimensions: Width 21¼"; height 42½"; depth 21¼".

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It illustrates the fact that the New Edison Diamond Disc Phonograph is a scientific and artistic accomplishment, lifted out of the realm of the talking machine into that of the finest musical instruments.

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NOW, the test for you is:—Get dealers' terms on an instrument that proves its perfection by public demonstration, an instrument of the present *and* the future.

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VOL. XII. No. 2.

SINGLE COPIES, 20 CENTS
PER YEAR, ONE DOLLAR

The TALKING MACHINE WORLD

AND NOVELTY NEWS

Published Each Month by Estate of Edward Lyman Bill at 373 Fourth Ave., New York, February 15, 1916

The best-known trade mark in the world

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

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 2, 1879.

"The FIRST in the World"

Sonora

CLEAR AS A BELL

Do you wish to be "first" in your locality?

WHEN the jury of experts at San Francisco awards high Tone Quality Honor to the Sonora, our representatives and ourselves have the greatest endorsement to our statement that "The Sonora is the first in the world."

Not only this, but we help the Sonora dealer by giving him exclusive territory. His rewards are equal to the amount of energy put into the work. Many Sonora dealers today are the leaders in their respective communities as regards VOLUME of sales and NET PROFITS.

"ELITE," $150.00
(Construction and Design Patented)
Circassian Walnut, $50.00 extra.

Golden, Fumed or Early English Oak, Sheraton Mahogany or Mahogany.
12-inch turntable. Extra strong double-spring motor, nickel-plated, playing six 10-inch records with one winding. Tone Modifier. Multi-playing needle. Sapphire needle. Diamond needle. Automatic starter and stopper. Equipment for playing all makes of disc records in the world. Trimmings nickel-plated. Envelope filing system, with capacity for holding 80 records. Compartment at bottom of cabinet for accessories.
Dimensions: Width, 23 in. Height, 46½ in. Depth, 23 in.

The record library of the world can be played on the Sonora—any make of disc records, whether for diamond, sapphire or steel needle. Sonora motors are NOISELESS, playing 3 to 15 records with one winding. Furthermore, many Sonora machines are equipped with an AUTOMATIC STOP that works perfectly, as well as a Motor Meter and Spring control.

SONORA PHONOGRAPH CORP'N, Manufacturers

GEO. E. BRIGHTSON, President

57 READE STREET NEW YORK

(Turn to the next COVER page)

The Talking Machine World

Vol. 12. No. 2. New York, February 15, 1916. Price Twenty Cents

WHAT EFFICIENCY MEANS TO TALKING MACHINE MEN.

Efficiency, the Art of Producing Effects, Never Meant More to the Business Man Than It Does To-day—The Degree of Efficiency Acquired and Employed Determines the Extent of Success or Failure Enjoyed or Suffered in Any Trade Venture.

In these days of sumptuously appointed "talker" shops and carefully trained salesmen, to the casual observer the art of efficiency has been brought to such a high standard that no further development seems necessary. That being true, there is all the more reason for concentrated thought upon this important subject. When all talking machine establishments are attractive, it becomes a difficult problem for any one dealer to forge ahead of his fellows. However, it behooves him to do this because, no matter how perfect an establishment may seem, there is always room for improvement, and when these improvements are put into effect they immediately stimulate not only the trade already acquired, but bring new customers into the fold as well.

In the old days of the talking machine business was business. To-day it is more. It does not mean, as it did then, simply being able to sell goods. The great strides this wonderful instrument has made during the past twenty years have created a tremendous demand; this demand has in turn brought keen competition. Competition is a thing to be welcomed with open arms by the efficient dealer, but for the plodder or the shirker it is a millstone round his neck pulling him down below the swirling waters of adversity.

Efficiency and competition are the best of friends and are of the greatest possible assistance one to the other, if sheltered beneath a roof where their talents are appreciated and allowed full scope.

An efficient dealer solicits competition because it brings with it the opportunity to surpass. He realizes that he must do this in order to succeed; he knows full well that fame will come only to the one who, by sheer ability in the art of efficiency, becomes supreme. The axiom with regard to "the survival of the fittest" stares him in the face, and he proceeds accordingly. He has an attractive store, a complete and well arranged stock, and a competent force of clerks; but so has Jones, down the street. Therefore, in order that he may outstrip Jones in the race for success in trade, he must go further than this.

He starts in by studying the manners, methods and means of his customers. He makes it a point to chat with them when they call upon him, playing the role of hospitable host. By doing this with adroitness and skill, he is enabled to acquaint himself with their ways and tastes. He familiarizes himself with their opinions, and, hence, can cater intelligently to their wants.

He does not doubt for a moment that his competitor, Jones, is honest, but he makes up his mind to go him one better and make a specialty of honesty. Realizing that the dishonest tradesman has no chance these days, he makes an appeal to his assistants, emphasizing the fact that in all things, no matter how trivial, he wishes the integrity of his establishment to remain untarnished. As he explains to them, "A store that perpetually maintains a reputation for square dealing, under all conditions, will be pretty sure to get the business plums if there are any."

Courtesy is another thing that is worth specializing, so he has another talk with his employes, in which he instils into their minds the importance of treating patrons not like automatons but folks. He asks them to learn to handle all who come into the store with tact, returning cheerfulness for grouchiness, avoiding all unpleasant arguments when possible to do so, acquiring the art of diplomacy and the habit of the sunny smile.

There is nothing like diplomacy when seasoned with a sunny smile, Mr. Dealer, to make your customers your friends. The efficient dealer realizes this to a greater extent than Jones down the street, hence his growing business and greater prosperity.

Did you ever think about charity as an adjunct to business as applied to your dealings with patrons? It is a charitable act to have a record in stock dear to the heart of your customer, and which he wants very badly, when he asks you for it. If you do not agree with me, experience the humiliation that comes with partly empty shelves, and you will change your opinion. The efficient dealer keeps a complete stock on hand whenever possible, and performs many charitable acts in consequence.

Another thing the efficient dealer does, which is well worth talking about, is to offer prizes for ideas. He conducts a monthly idea contest, in which he offers a first, second and third prize to the three persons among his employes submitting the best ideas during the month. Of course, each idea must have some merit in order that it may be considered at all, but when it shows promise of results it is given a fair trial and rewarded according to its ultimate worth.

Aside from the joy of the contest which this competition instils into his workers, it causes them to realize that the boss has confidence in their ability to help, not only with their hands but with their brains as well, and the fact that, in a sense, they are looked upon as partners, proves most gratifying. It also makes them loyal to the business and engenders a desire to have that business succeed because their ideas are in it. In addition to the monthly competition, there is a gold medal awarded to the worker showing the best record in general efficiency throughout the whole year.

There are not nearly enough dealers who have confidence in the ability of their employes to create new business through the medium of ideas. Call a meeting of your clerks, Mr. Talker Man, some bright morning, when human minds work to the best advantage, and ask for any hints which may be circulating among them eager to be at work in your service. You will be astonished as well as pleased at the result. In every talking machine establishment there are ideas imbedded in the minds of the employes which might be acquired by the proprietor for the asking, but which will probably never reach him until asked for—and that may mean never. A great many clerks of rare intelligence, while realizing that they have valuable suggestions to make which would be of extreme assistance to the firm, hesitate to offer them either through undue modesty or for fear of being considered overzealous.

Some employers do not care to have their subordinates "butt in," having perfect confidence in their own ability to run the business successfully; but, nine times out of ten, these are the fellows who are low in efficiency, and, because of that fact, are not getting their rightful share of trade.

Economy is synonymous with efficiency also because, to be efficient, you must use every facility at your command in the enhancement of your business without allowing the element of waste to enter in and take its toll of your profits. Wastefulness may creep in in many ways. Probably the greatest dissipation of property occurs through the careless handling of goods in the store and in the lack of care displayed in packing them for transit. The efficient dealer makes it a point to show each clerk how a record should be handled and packed, and when misfortune results he knows just what to do in the matter.

While both machines and records of all makes have now reached a point where they are practically foolproof, they still demand a certain amount of consideration, and the efficient dealer sees to it that his employes either give them the treatment they deserve or else depart for other fields of endeavor. A careless clerk is a great handicap to any business, and his fault should be corrected or his services dispensed with.

The efficient dealer is constantly moving forward in the race for trade supremacy. The sun does not set at the end of any day without it sees some advancement made, a new idea incorporated in the business, or a new customer gained.

This is real progress, and can be enjoyed by any talking machine dealer, be he great or small, if he will but specialize in efficiency.

HOWARD TAYLOR MIDDLETON.

TWO NEW BUILDINGS FOR VICTOR CO.

An Addition to the Cabinet Factory and a New Building for Pressing Records Will Be Erected at Camden, Doubling Record Output.

(Special to The Talking Machine World.)

CAMDEN, N. J., February 7.—The Victor Talking Machine Co. will erect a six-story-and-basement addition to its cabinet factory on Market street, Camden, from Delaware avenue eastward, and also a six-story building for record pressing on Cooper street, west of Delaware avenue. The plans are now being prepared by the architects.

The proposed factory extension will completely build up the block from Delaware avenue to Front street and will add 140,000 square feet of floor space to the present cabinet factory, which was recently completed. The group of Victor buildings, with the new extension, will cover nearly thirteen acres.

A tower, 205 feet high, in the center of the Market street facade, will be a striking feature of the new construction. The company's trade-mark, executed in glass and illuminated at night, will be placed looking in four directions from the tower's top. The Flood system of lighting with reflectors will make the illumination effect visible for miles.

Reinforced concrete, with rolled-steel sash and wire glass, will be the construction throughout. The plans also contemplate the veneering of the present cabinet factory on Delaware avenue to harmonize with the new architecture.

The record-pressing building is to be of six stories, of full fireproof construction, 91 by 283 feet, and connected with the main plant by bridges. On account of the nature of the ground this building will be placed on concrete piles. With the new building in operation, it is estimated that the record output of the company will be more than doubled.

DEALERS JOIN IN PUBLICITY.

Talking Machine Houses of Topeka, Kan., Carry on Joint Program of Advertising and Recitals Prior to Visit of Opera Company.

(Special to The Talking Machine World.)

TOPEKA, KAN., February 8.—A remarkable and successful example of co-operation among talking machine houses in this city has been instanced in connection with the local appearance of the San Carlo Grand Opera Company, which will give one performance only, on February 9, and present "Cavalleria Rusticana" and "Pagliacci." The local talking machine houses got together and for a week or more have been running a joint advertisement headed "Announcement Extraordinary" and inviting the public to hear the numbers from the two operas sung by famous artists on the various leading makes of machines.

On Wednesday, Thursday and Friday of last week the day was reserved for a recital at a different store. On Saturday there were two recitals in the afternoon and one in the evening. Those participating in the joint program of advertising and recitals were the J. W. Jenkins' Sons Music Co., featuring the Victrola; the Emahizer-Spielman Furniture Co., featuring the Columbia Grafonola, the Sonora phonograph and Columbia records; the Crosby Bros. Co., with the Edison disc phonograph; the Guild Music Co., and the Mills Stores Co., with the Victrola.

SEVERE STORMS RETARD PACIFIC COAST TRADE.

Talking Machine Dealers' Association of San Francisco Doing Splendid Work in Getting Trade Together—Making Cabinets in Portland—Pacific Phonograph Co. Demonstrating Edisons—Improvements in Sherman-Clay's Oakland Store—News of the Month.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., January 29.—A succession of heavy storms during January has tended to retard the talking machine business, in common with all other lines; but, for all that, sales with nearly all houses are said to be running ahead of last year, and the one complaint is of insufficient stock to meet all demands. It is safe to say that the total business would be quite a bit larger if all the dealers could get as much stock as they want. Prospects for the future are excellent; in fact, some houses already have a lot of business ready to close within the coming month, and with the general industrial and business revival that has set in all over the Pacific Coast this is certain to be a big year.

Dealers' Association Makes Rapid Progress.

The Talking Machine Dealers' Association of San Francisco and Oakland held its regular monthly meeting last month, the trans-bay trade being well represented. The association is certainly getting the dealers together in great shape, and the growth of good fellowship is seen in the practice adopted of meeting at luncheon once a week, quite a lot of the dealers usually being present. The principal question taken up at the meeting was to find a solution for certain practices followed by tricky customers, especially the matter of taking records on approval or buying records and bringing them back to exchange. Many interesting experiences were related in this connection, instances of customers getting a lot of records on approval to use for some special occasion, and then sending them all back, and the common practice of taking records on approval and returning old ones. It was decided to work towards abolishment of the privilege of taking records on approval, and a committee was appointed to decide on definite action.

Sherman, Clay & Co. Improvements in Oakland.

Sherman, Clay & Co. are making some important improvements in their Oakland store, by which their retail talking machine department will be given much more prominence. The talking machine department has formerly been in the basement, but will be placed under the balconies on the ground floor, the sheet music department, which has occupied that space, being moved to the center. A fine set of demonstration rooms is being installed, which will give the house about the finest talking machine department in Oakland. In the San Francisco store a record has been kept for the past year of the number of persons going up in the elevators to the different departments, and comparative figures show a heavy increase for the talking machine and small goods departments for January.

Heavy Machine Demand Continues.

Andrew G. McCarthy, of Sherman, Clay & Co., reports a surprisingly good business in machines under conditions that have existed since the holidays, together with the usual post-holiday rush on records, a good many of which are hard to supply in sufficient quantity. Mr. McCarthy has been elected a director of the Down Town Association, of which Byron Mauzy was recently made president. It is noted that the dealers are all waiting anxiously for the new Victor tungs-tone needles, which have aroused a great deal of interest.

To Make Columbia Cabinets on Pacific Coast.

To lighten the pressure on its Eastern facilities, and at the same time make a material saving in freight, the Columbia Graphophone Co. has just closed a deal to have its cabinets for the Pacific Coast division made at Portland, Ore., the announcement having been received from that city that the contract has been received by the Carman Manufacturing Co., a large furniture establishment. Former efforts have been made to have the cabinets made on the Coast, with only partial success; but the advance of the industry in this section now enables the manufacturers to turn out goods of a quality and finish equal to any in the country, and the new arrangement is regarded as practically permanent.

Fred A. Denison, coast manager for the Columbia, reports a good business for this season, but says there is still a serious shortage of machines. He believes the needs of this territory can be provided for more promptly when the manufacture of the goods in this vicinity is once well under way. W. E. Henry, the local manager, is back at the office after a few days' illness. He says the year has opened better than last year and he has enough business lined up already for February to bring that month ahead of the corresponding period of 1915.

J. E. McCracken New Manager of Edison Shop.

J. E. McCracken has taken over the management of the Edison Shop at 235 Geary street, succeeding Mr. Baley, who has been in charge for a couple of years past, and has left to go East. Mr. McCracken is one of the most thoroughgoing Edison men on the Coast, having been associated with A. R. Pommer, of the Pacific Phonograph Co., for ten years or more, first at Sacramento and later in this city.

Demonstrating the Edison Machines.

The Pacific Phonograph Co. has made several improvements in its offices, enlarging and inclosing the general office. A. Gabler recently arrived here with a company of ten special demonstrators from the Edison laboratories, and has divided the city into districts, in each of which one of the demonstrators is giving everybody a chance to hear the new Edison disc phonograph, giving recitals in churches, hotels, schools, labor union halls, lodges, factories, etc. A big hit lately has been the act of Mayo and Tulley at the Orpheum, who let the Edison do their work in singing alternate verses of their songs. In a couple of weeks Miss Elizabeth Spencer will start out to give Edison tone tests in all the larger towns of the Coast.

Busy Times in Mauzy Department.

Charles Mauzy, manager of Byron Mauzy's talking machine department, is having some new lights put in the department. He announces that this house has gone into the Columbia business in a large way, placing an important contract for machines, and will hereafter keep a full line of machines and records. A large line of Edison and Victor goods is also kept on hand. Byron Mauzy got out the programs for the winter series of municipal concerts in the Exposition Auditorium, and used the back to advertise the Alice Nielsen records.

H. Hauschildt, of the Hauschildt Music Co., made a visit to his Sacramento branch recently, and made arrangements to open a talking machine department there.

NEW GRAFONOLA PRICE CARDS.

The advertising department of the Columbia Co., New York, has prepared for the use of its dealers a set of very attractive Grafonola price cards. Small round wooden stands are furnished with these cards, and the cards and stands are a substantial improvement over the present style. The coloring of the card is green, matching the cloth of the turntable and making a dignified and attractive appearance.

The cards are presented to Columbia dealers with the company's compliments, and additional sets will be furnished as required.

Floyd Evans has resigned his position with the Metropolitan Insurance Co. to enter the employ of the Edison Diamond Disc Studio on North Main street, Gloversville, N. Y.

W. L. Black, East St. Louis, Ill., is developing a very excellent talking machine business in that city.

EASTERN VICTOR SERVICE

IS WHAT SUCCESSFUL NEW ENGLAND VICTOR DEALERS USE

IT HELPS THEM TO BE SUCCESSFUL

It helps them to attract and hold customers by placing them in a position to give prompt service to their trade, to supply the machine or record wanted, when it is wanted, to make profits.

IT COSTS NO MORE THAN ORDINARY SERVICE

THE EASTERN TALKING MACHINE CO.

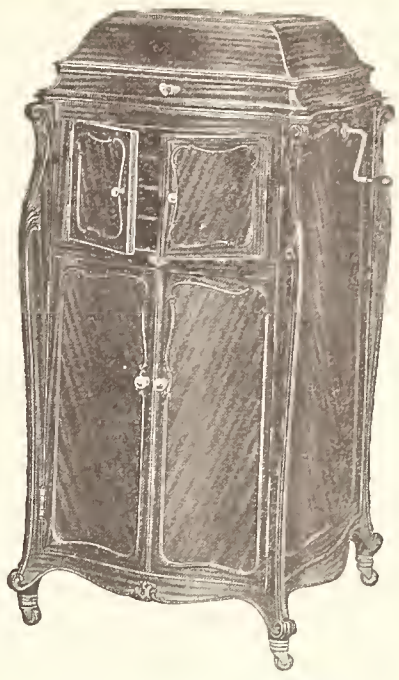
177 TREMONT STREET, BOSTON, MASS.

Largest Exclusive Victor Distributors in the East

Victrola XVI, $200
Victrola XVI, electric, $250
Mahogany or oak

Victrola VI, $25
Oak

Victrola IX, $50
Mahogany or oak



Victrola XVIII, $300
Victrola XVIII, electric, $350
Mahogany

Victrola supremacy

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

And with genuine Victrolas from $15 to $400 the possibilities are unlimited for every Victor dealer.

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

Berliner Gramophone Co., Montreal, Canadian Distributors

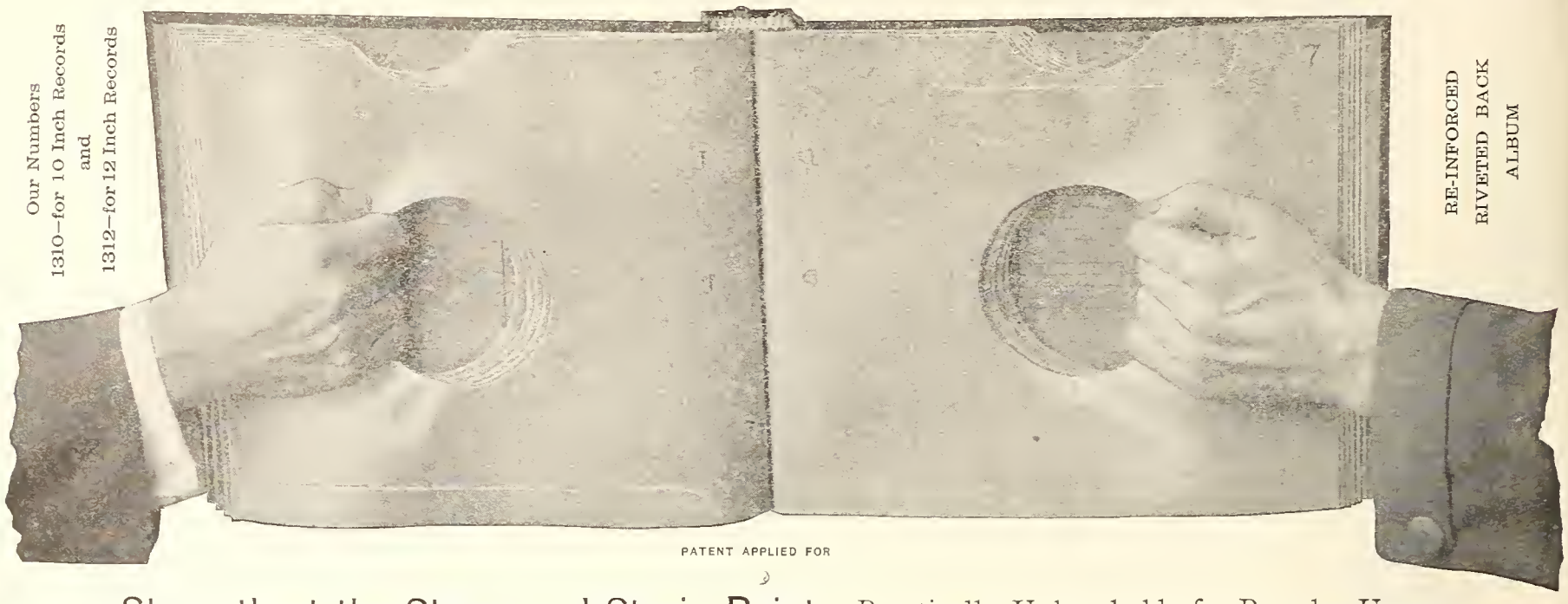
Important warning. Victor Records can be safely and satisfactorily played only with *Victor Needles or Tungs-tone Stylus* on Victors or Victrolas. Victor Records cannot be safely played on machines with jeweled or other reproducing points.

Victor Distributors

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

THE PULLING TEST—THE STRENGTH IS THERE

THE STRONGEST ALBUM MADE *AT ANYWHERE NEAR ITS LOW PRICE*



Strength at the Stress and Strain Point. Practically Unbreakable for Regular Usage.

THE WELL-KNOWN "NATIONAL" RECORD ALBUMS ARE ALWAYS THE LEADERS

THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

These Albums will pay for themselves in a short time by preserving Records. When full the Albums are flat and even like books. They will fit in a library cabinet or book case, or they will lie flat on one another.

We manufacture disc Record Albums containing 12 pockets to fit the Victrola cabinets Nos. X and XI. We also make Albums containing 17 pockets. With the indexes they are a complete system for filing all disc Records.

For durability, finish and artistic design, our Albums have no equal. They are made in the most substantial manner by skilled workmen. We sell our superb Albums at big discounts to meet competition. Shall we quote prices?

THESE ALBUMS ARE THE BEST FOR VICTOR, COLUMBIA AND ALL OTHER DISC RECORDS

NATIONAL PUBLISHING CO., 239 S. AMERICAN ST., PHILADELPHIA, PA.

ANNUAL BANQUET OF EDISON CLUB

Held in Newark, N. J., on February 5 Was as Usual a Most Enjoyable Reunion.

There is one day, or rather evening, out of the 300 days of the year when the several thousand employes of Thomas A. Edison, Inc., curb a little of the energy and enthusiasm which pervade the office and factories, which seem surcharged with the industrious spirit of Mr. Edison himself, and that event is the annual banquet of the Edison Club, an organization of Edison employes.

February 5 was the date on which loyal Edison workers this year journeyed to Newark for a general exchange of good fellowship and incidentally the consumption of food prepared by the chef of the Washington hostelry. Mr. Edison's part on the program was the holding of an informal reception, after which Edison vocal and instrumental artists entertained with favorite phonograph selections and the motion picture division featured some of its screen favorites in brief skits.

Every department took a hand in making the evening one to be remembered throughout the year.

The Davis Piano Co., of Alton, Ill., has taken on the Columbia line of talking machines, for which it has arranged attractive quarters.

PHONOGRAPHIC BURGLAR ALARM.

New Device Whereby Police Will Be Called Over the Telephone by a Phonograph, is to be Placed on the Market by New Company.

(Special to The Talking Machine World.)

ROCHESTER, N. Y., January 31.—The International Alarm Co., of Rochester, has filed a certificate of incorporation with the County Clerk. The company is capitalized for $100,000, divided into 2,000 shares, and begins business with $100,000. The directors are Otto Bitter, 39 St. Paul street; Howard C. Marcellus, 407 Chamber of Commerce Building, and John Scheib, 771 St. Paul street.

The company intends to market a burglar alarm which consists of a phonograph connected with the telephone. Any disturbance of a door or window starts the phonograph after the telephone receiver has been removed automatically. For three minutes the phonograph recites the fact of the attempted burglary into the ears of a central office man.

CHOIR PRACTICES WITH GRAFONOLA.

J. F. Hammond, Jr., organist of one of Brooklyn, N. Y.'s, prominent churches, recently inaugurated a new departure in choir training which proved very successful, and which can doubtless be profitably followed by other churches.

A volunteer choir at this church had occasion to render portions of "The Messiah." A volunteer choir with but six rehearsals did not tempt the director, and one of the sopranos suggested the use of a Columbia Grafonola, and the instrument, with "The Messiah" records, was accordingly purchased.

Mr. Hammond, referring to the results of this novel style of rehearsal, said: "The choir would listen to the Grafonola and watch their books, singing their parts softly so as to familiarize themselves with the entrances, flow of parts, etc. Then the Grafonola would be stopped and the portion sung through with the organ, following which the machine was started again and the difference noted."

ANOTHER NEW VICTOR BUILDING.

(Special to The Talking Machine World.)

CAMDEN, N. J., February 10.—Work has been started on razing the two-story dwellings on Pearl street, between Front and Point streets, to make way for another new building for the Victor Talking Machine Co. The new building is expected to be completed in a very short time. Pearl street is a new boundary line for the rapidly growing plant of the Victor Co., which has hitherto not ventured much above Linden street.

OWN PRAYERS AT FUNERAL.

(Special to The Talking Machine World.)

EDWARDSVILLE, ILL., January 29.—A letter received by friends of the Rev. William Hays Scott, a former clergyman, revealed that at his funeral a few days ago in Alameda, Cal., phonograph records of prayers which he had said twelve years ago were played. Scott had given the records to a friend with instructions to have them used at his funeral.

Cousins & Harland have bought out the piano and talking machine business of S. Raney, Hanford, Cal.

NYACCO

METAL BACK ALBUMS

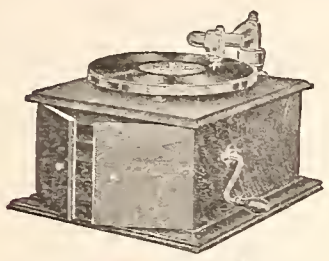
Give 300% More Service Than Any Other Album

THEY ARE PATENTED

No other Album like it has been or can be manufactured.

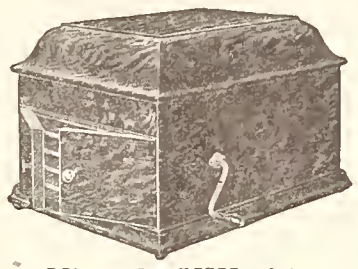
Send for Sample

NEW YORK ALBUM & CARD CO., 23 Lispenard St., New York



Victrola IV, $15
Oak

Victrola VI, $25
Oak



Victrola VIII, $40
Oak

Victrola IX, $50
Mahogany or oak

Victrola supremacy

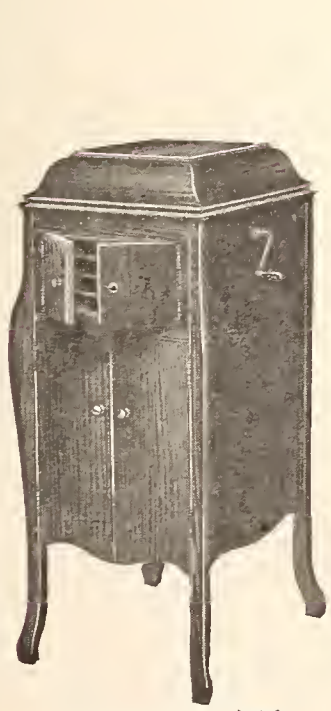
Victrola supremacy points the ways to success for every music dealer.

It marks the "path of least resistance."

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

Berliner Gramophone Co., Montreal, Canadian Distributors

Important warning. Victor Records can be safely and satisfactorily played only with *Victor Needles or Tungs-tone Stylus* on Victors or Victrolas. Victor Records cannot be safely played on machines with jeweled or other reproducing points.



Victrola X, $75
Mahogany or oak

Victrola XI, $100
Mahogany or oak

Victrola XIV, $150
Mahogany or oak

Victrola XVI, $200
Victrola XVI, electric, $250
Mahogany or oak

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

PUBLISHED BY THE ESTATE OF EDWARD LYMAN BILL
(C. L. Bill, Executrix.)

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REMITTANCES should be made payable to the Estate of Edward Lyman Bill by check or Post Office Money Order.

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

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

NEW YORK, FEBRUARY 15, 1916.

In assuming, as associate editor, a part of the hallowed chair of my late father, I desire only to emphasize, with all fitting dignity, that The Talking Machine World will continue to be dominated by the spirit of the late Colonel Edward Lyman Bill. Indeed, it cannot be otherwise—so indelibly has my father left his individual stamp of "white" journalism upon every one and everything connected with this publication.

The present staff has been shaped into master form by the hand of the late Colonel Bill. The after outcome of this can be nothing short of a reflection of the editor who has so recently been called into God's home—and through the earnest efforts of the staff it will be a mighty true reflection.

Adherence to clean principles of journalism is what enabled my father to mold the present efficient staff, and adherence by that same staff to all that is straightforward in trade journalism is the thing that cannot but maintain The World as a valuable constructive asset to the talking machine industry—as the enduring monument to the fair-minded editor who has left us.

J. RAYMOND BILL.

THE new year is now well on its way, with business conditions in the talking machine trade of the best. There was practically but little lull in January following the unprecedentedly large holiday trade, and reports reaching The World from widely separated sections of the country would indicate that a most optimistic spirit exists in talking machine circles.

There is a constantly broadening tendency in all departments of the trade, and those dealers who are giving serious consideration to progressive plans and policies of business development are winning and are destined to win a large measure of success during 1916.

As the industry grows, competition is becoming keener, and dealers everywhere recognize that attractively arranged stores are an absolute necessity to their success; moreover, that various means must be adopted to interest the public in their establishments and in the products which they are handling. There must be not only well considered publicity, but the importance of recitals at frequent periods should not be overlooked.

There are dealers who have built up a great record business by keeping in touch with customers monthly when the new lists of records come out. There are others who have taken the entire lists to the homes of wealthy people and received large orders. Nothing should be overlooked, for everything counts. The point is that it is the man who is "on the job" constantly—the man who is alert to every opportunity—who is going to reap the largest and most profitable trade harvest this year.

Optimism and confidence are great factors in success, but these are often attributes of the lazy and indifferent man. Right action, however, combined with confidence and optimism will always win out. There must be good, straightforward, sincere application and effort, to become an individual factor in the business world—in other words, to enable one to stand above his fellows in the mercantile world.

THE right of a manufacturer of a patented product to exercise full control over its merchandising was established in a most impressive way in the decision handed down by the United States Circuit Court of Appeals in the case of the Victor Talking Machine Co. versus R. H. Macy & Co., which was reported in the news columns of last month's World.

This case has attracted considerable attention in the talking machine trade because of the importance of the matter at issue, and the decision, so sweeping in its confirmation of the Victor Co.'s contentions, has acted as a virtual stabilizer as far as eliminating interference with the manufacturers' right to regulate the prices and conditions on which his goods may be sold.

The observance of contractional relations between manufacturers and their distributing forces is absolutely necessary in order that the best results may be obtained for all concerned.

The talking machine trade was one of the first to build its business on an adherence to the fixed price policy in merchandising, and the wisdom of this policy has been substantiated by the great measure of success which has attended the development of the industry in all its branches.

Remarkable progress has been made, thanks to the loyalty of the great army of distributers and dealers who have worked in harmonious relations with the great producing companies who have formulated plans for the manufacture and sale of their goods.

In the furtherance of the price maintenance idea loyalty is absolutely necessary, for there are those in various parts of the country who seek from time to time to offer standardized goods at less than the established price, and if this practice were countenanced to the least degree it would undermine the principle upon which the talking machine industry has been so successfully built—it would mean a depreciation of name value, the lowering in the public mind of the quality of the goods, and of the character of the concern that makes them.

It will be observed that it is after the value and quality of a product has been emphasized and established publicly and the demand created from the public that the price-cutter steps in and gets busy. He takes the widely-known article and reduces its price, not for the purpose of increasing its sale, but rather to attract customers on the strength of a bargain price, so that he may sell other products at a greater profit than the standard price goods.

The decision in favor of the Victor Co., upholding the price maintenance principle, will meet with the heartiest approval. It is in line with the most modern conception of correct merchandising. It prevents price anarchy; it insures the distributer and the dealer a fair income, and protects the public against unfair treatment.

The selling rules which have governed the talking machine industry have been wise ones, and it is to be hoped that price stability will ever remain the dominating influence in the talking machine trade.

MONTH after month sees the talking machine exercising a greater influence in educational fields. Whether in the school room, the concert hall, the home, or the church, it has won a commanding position—one that is absolutely unique in its power to instruct and entertain. College professors, eminent musicians and leading men in all walks of life, acknowledge the great debt that is due the talking machine as a factor in disseminating a knowledge of music in all its forms and as a valuable aid in all kinds of educational campaigns. The news columns of the daily papers tell of the part the talking machine is playing in everyday life. The paragraphist has been compelled to shelve his puns about the talking machine, for it has won by sheer merit an unassailable position in the esteem of all interested in the musical, social and literary uplift of our people.

Of course, this recognition would not be possible were it not for the tireless work of our great manufacturers and inventors, who have so developed and perfected the talking machine that it has compelled appreciation by reason of its merits. That the tendency in the manufacturing field is upward and onward goes without saying. It is an American trait, in the manufacturing field at least, not to rest on laurels won, but rather to aim for new accomplishments. This is the foundation upon which new and greater fame is built.

THERE are, unfortunately, not a few people who have no idea of the general value to the community of efficiency in all private undertakings and affairs. They have no conception of the widespread, indirect, community benefits of wealth, wherever owned. Distinguished men, leaders in public life and acting guides to social progress, have been known to declare that the economies of certain modern methods of production were of small value because the benefits were absorbed in a few large fortunes. This idea is at the bottom of much of the antagonism to large organizations; a brief that even though they are more efficient, the efficiency benefits only a few. But the progress of the world is made by the changes in methods which enable a given task to be performed in less time than before, so that either the volume of a given product may be increased, or a portion of the labor previously employed may be transferred to other purposes. The community is interested in the multiplication of products; the more there are the greater the general distribution will be, and the more capital is accumulated and used in production, and the more effective the organization of industry is made, the greater the supply of products will be. Every economic achievement has its final result in more products.

We deplore the destruction of property and the waste of energy in the war because we see it acting as a check upon production, raising the cost of necessaries and halting the progress of the world and yet the waste of inefficiency, of mismanagement, of failure to use the most effective agencies and methods, is as real a hindrance to social progress as the wastage of war.

AS The World closes this month, the executive committee of the National Talking Machine Jobbers' Association is holding its mid-winter meeting in New York, the dates set being February 14 and 15, when a number of important matters are to be up for consideration, particularly the suggestion made at the last conventions of the music trade associations, that the Talking Machine Jobbers' Association should be represented in a national body called a Music Trade Chamber of Commerce.

What action will be taken is not known at this writing, but the merging of associations has not, as far as we can learn, made a strong appeal to the Talking Machine Jobbers' Association.

It is interesting to note that the Edison Jobbers' Association will hold its sessions in New York around the same time as their confrères who handle the Victor products. This is the first time in some years that the jobbers handling the lines of two of the leading talking machine manufacturers have met in the same city at the same time.

PERSISTENT advertising has never yet failed to pay. This has been demonstrated in The World as well as in the leading trade paper in every industry. The article advertised must, of course, have merit, must be truthfully exploited, and when backed by an enterprising organization, success is inevitable. Pertinent to this subject a little talk which appeared recently in Agricultural Advertising conveys a moral worth considering:

"Do not get the idea that advertising you do in your local territories is not helpful. Do not get the idea the advertising of the manufacturer is not helpful. It works sometimes like this:

"Out here in Minnesota you have lots of snow. Each individual flake of snow amounts to little. Taking the flakes together they stretch a wide blanket across the State—a task of gigantic magnitude if put up to one snowflake.

"Advertising works like this. Each little advertisement reaches a few persons, and each succeeding advertisement reaches a few more, and pretty soon you have leavened the territory you are covering with a knowledge of your goods.

"This is the kind of assistance and co-operation you dealers have a right to expect from manufacturers you represent. When you get it, you will find the public will not seem so distant nor hard to get at. By co-operation, manufacturers and dealers are achieving splendid results.

"General advertising is like a great national business card handed to customers and prospects before you call on them. You see actual traceable results of this advertising whenever you call on a man and he says, 'Yes, I know your proposition, and I am glad to hear you are handling it in this territory.'"

THE reintroduction recently in the House of Representatives of the Stevens-Ayres Bill, with a number of important amendments incorporated, has aroused new interest in the efforts being made by a large body of manufacturers and merchants in the talking machine and other trades throughout the country to have this measure, to establish a system of standard one-price, one value goods, passed by Congress. Some of the arguments used by many opponents of the Stevens bill were to the effect that the provision for the maintenance of prices made no allowance for price variations due to transportation charges. This is now overcome. The amended bill specifically permits discounts for cash and for quantity and allowances covering costs of transportation.

YOU can buy the same goods at many places. Some of these places are larger or smaller, but they all sell the SAME goods. Why do you PREFER to go to ONE?

It is because of the service. It is because YOUR desires are not only anticipated but are properly cared for in the most efficient manner.

And the second paragraph explains why

Pearsall Victor Service

has grown so rapidly; why the business has increased by leaps and bounds; and why the number of dealers now RELYING upon Pearsall Service is larger than ever. Why not join this class of fast growing dealers?

Silas E. Pearsall Co.

18 West 46th Street, near 5th Ave. **NEW YORK, N. Y.**

LECTURES SHOULD BE RECORDED.

Recorder of the University of Pennsylvania Thinks Professors' Talks Should Be Preserved for the Benefit of Future Generations.

(Special to The Review.)

PHILADELPHIA, PA., January 31.—Recorder George E. Nitzsche, of the University of Pennsylvania, has suggested the advisability of making talking machine records of lectures and talks given by the university professors and filing these records in the university archives to be used in instructing future undergraduates. In this way generation after generation of students would receive the benefit of hearing verbatim the lectures of prominent authorities in all branches of learning, even though those authorities might be no longer living. Recorder Nitzsche also suggests that moving pictures of delicate operations performed in the university hospital should be made for the benefit of medical students all over the world.

The idea of recording college lectures, if carried out to an ultimate degree, would make possible a college in the future with no faculty save a battery of talking machines and an attendant to wind them up and change the records as the different classes were in session.

CLINTON CO. HAS NEW DEPARTMENT.

Purchases Business of the Hartford Phonograph Co. and is Building Up a Good Trade in Talking Machines and Records.

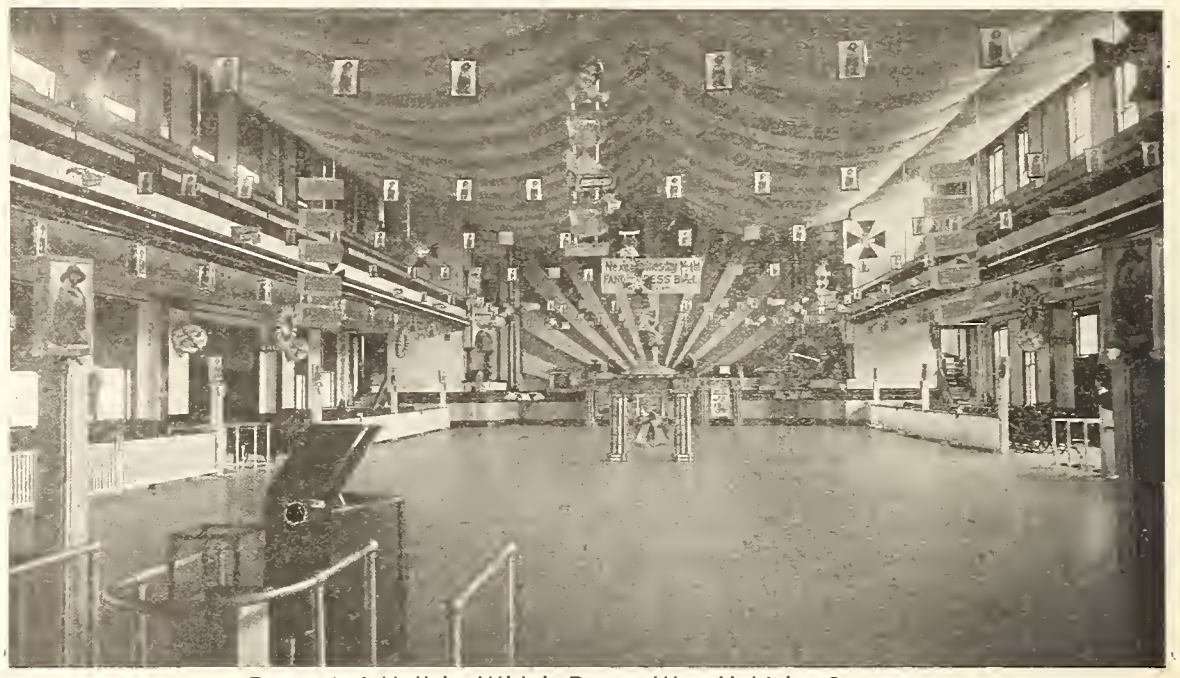
(Special to The Talking Machine World.)

HARTFORD, CONN., February 10.—The A. B. Clinton Co., piano dealer at 231 Asylum street, has purchased the stock and good will of the Hartford Phonograph Co. and has opened a talking machine department in its salesrooms. The Main street store of the Hartford Co. will be discontinued and the Hartford name will not be used, as the prestige of the Clinton Co. is sufficient to warrant an excellent business. Two handsomely appointed demonstration rooms and a large record department have been installed on the main floor of the piano store, and an exhibit of Victor Victrolas is located on the balcony. A special wagon delivery service has been inaugurated for the benefit of the talking machine trade to insure prompt and safe delivery of machines. The Clinton Co. reports that the new line is showing splendid results already.

W. L. Rhein, of Belleville, Ill., has entered the talking machine business and has arranged to handle the Columbia line. Mr. Rhein has conducted a piano store for several years in Belleville.

GRAFONOLA SUPPLIES THE MUSIC AT A NOVEL DANCE.

The National Biscuit Co., at Syracuse, N. Y., recently gave a novel entertainment in the Public Dancing Academy at that city, which it designated as an advertising dance. The decorations consisted of its own advertisements and the music consisted of Prince's Orchestra, through the medium of a Columbia Grafonola. The attractive appearance of the hall may be gleaned from the accompanying photograph, and the originality of the affair was responsible for lengthy accounts in the local newspapers. All of these accounts referred to the important part played by the Grafonola in the evening's enjoyment and the success of the affair.



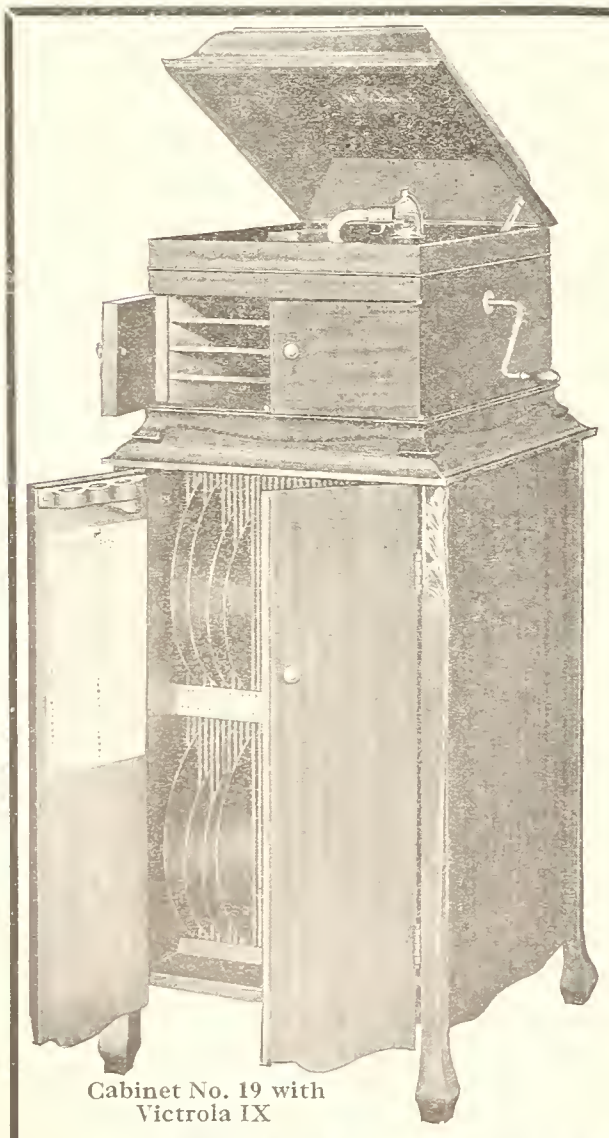
Decorated Hall in Which Dance Was Held in Syracuse.

ENTERS TALKING MACHINE WORLD.

(Special to The Talking Machine World.)

COLUMBIA, MO., February 8.—The Parker Furniture Co., one of the old conservative, high-class furniture houses in this city, has entered the talking machine field and has been doing well with the line of Vitanolas, and recently signed up the Columbia Co. D. B. Robnett is department manager.

The Piano and Talking Machine Exchange has been opened in the Leigh Block, Augusta, Me. C. H. O'Brien, a well-known pianist, is the manager.



Cabinet No. 19 with Victrola IX

Originators of the Felt-Lined Cabinet
Avoid Inferior Imitations.

Two Big Sellers of the Big Selling Line

The two SALTER FELT-LINED Cabinets that lead today and have always been our biggest sellers are the two styles shown here.

The Victor Victrola IX

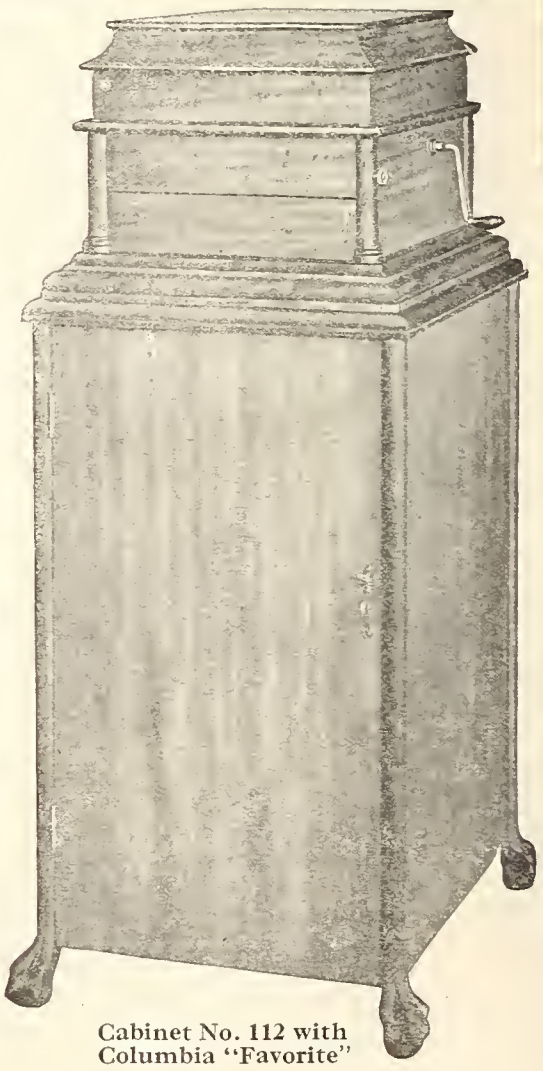
in combination with **Salter Cabinet No. 19** is always especially attractive to the buyer. In design and finish the cabinet is in perfect harmony with the machine. The felt-lined compartments afford ample protection for records. Built-up top holds machine firmly in place.

The Columbia "Favorite"

is handsomely supplemented by the **Salter Cabinet No. 112**, made especially for this machine, and is a perfect match in every way. Built-up top holds machine firmly in place.

Salter Cabinets are Quality Cabinets

Send for complete catalogs



Cabinet No. 112 with Columbia "Favorite"

SALTER MFG. COMPANY.

337-39 N. Oakley Blvd. John F. Mortensen, President CHICAGO

The closer the competition, the surer the sale; because the closer the competition, the closer the comparison. If everyone made comparisons before buying, everyone would buy Columbia instruments. It is the rare exception for Columbia product to lose out in competitive sale.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

THE VICTOR EDUCATIONAL DEPARTMENT MEETS.

Members of This Department, Working in Every Section of the Country, Gather at Camden to Plan for Enlarging the Usefulness of the Victrola in the Public Schools.

The mid-winter meeting of the traveling representatives of the Victor educational department was held at the Victor office in Camden, January 3 to 8. The week's meeting proved to be the most interesting in the entire history of the department. In the past five years trained Victor representatives—teachers, supervisors and musicians—have been sent throughout the country to assist the dealer and primarily to help the teachers. The director of the department, Mrs. Frances E. Clark, called in the various representatives from California, Nebraska, Iowa, Minnesota, Illinois and Ohio. Mrs. Clark, who believes that each representative should be thoroughly equipped in every branch of school work, arranged an interesting series of model demonstrations in the public schools of Camden and Merchantville. Members of the department gave model programs to primary, intermediate, grammar and high school grades, illustrating every branch of school work. Another interesting session was spent under the guidance of Miss Ruth Burchenal, of New York, in going through the familiar folk dances as well as the old English country dances, records of which have recently been made under the direction of Cecil Sharp, the English expert. These old dances, by the way, will be extensively used this year in the many observances of the Shakespeare tercentenary. In round table conferences the Victor educational work was analyzed and many new plans which will add greatly to the Victor prestige were discussed.

Among the social diversions was the concert of the Boston Symphony Orchestra, with a Victor artist, Mme. Melba, as soloist, and the department's banquet at the Ritz Carlton, Philadelphia. The week's meeting closed with an interesting event which was attended by officials and representatives of every department of the Victor Co. Everett E. Worthington gave a brief resumé of the year's Victor work at the Panama-Pacific Exposition. This interesting talk was followed by a lecture by Branson M. DeCou upon the "Art of the Exposition." Mr. DeCou, always genial and substantial, illustrated his talk with beautiful colored slides made from his own photographs of the big fair. This lecture recital has formed a regular part of Mr. DeCou's recent educational campaign and is in great demand in the schools everywhere.

The educational representatives left for their various fields of labor with the knowledge that 3,100 cities and towns now use the Victor as a regular part of school equipment. This year much of the educational work will be extended to schools which already have Victors, bringing to their attention the many wonderful new educational records now available.

JOIN BLACKMAN TRAVELING STAFF.

The Blackman Talking Machine Co., New York, Victor distributer, has added to its staff of traveling representatives Alexander J. Wilkins and James H. Giles. They will succeed Messrs. Burnham and Reinhard, who severed their connection with the company last week.

Mr. Wilkins is well known in the Victor trade, having been associated with the Blackman Talking Machine Co. several years ago, and more recently being a member of the Victor staff of Frederick Loeser & Co., Brooklyn, N.Y. Mr. Giles is well versed in talking machine merchandising, having been connected with the Musical Instrument Sales Co. and the Sonora Phonograph Corp., New York.

HERCULES CO. MOVES.

The Hercules Talking Machine Supply Co., handling talking machine motors, tone arms, turntables, etc., and formerly located at 611 Broadway, moved on February 8 to 32 Union Square East, New York, near Sixteenth street.

EDISON JOBBERS TO MEET.

Association Will Hold Its Annual Meeting at the Knickerbocker Hotel, New York, February 14, 15, 16—Dealers' Convention Coming.

The Edison Jobbers' Association will hold its annual meeting at the Knickerbocker Hotel, New York City, February 14, 15 and 16.

Two days of the convention will be devoted to executive business, when the annual election of officers will take place and the matter of a definite date for the dealers' convention will come up for discussion. The present indications are that this meeting will be held some time in May. Wednesday, the 16th, will be taken up by lectures on sales promotion work. After the close of the meetings in New York the association will journey out to the Edison works at Orange, where they will be accorded an informal reception.

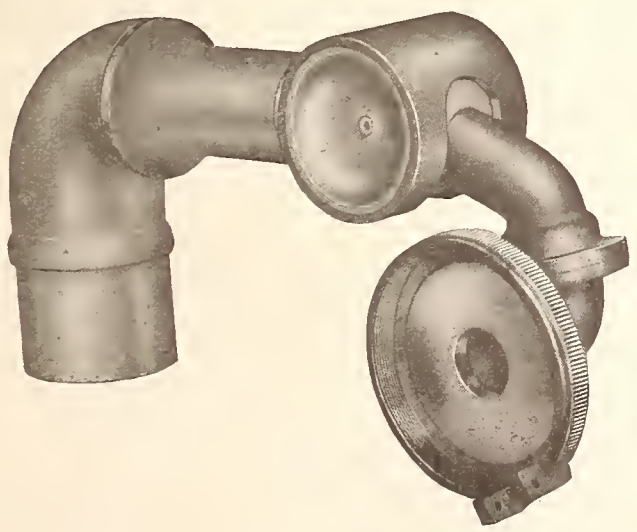
RESOLUTIONS ON COL. BILL'S DEATH.

Press Club and Republican Club Prepare Resolutions of Sympathy on Death of the Late Editor of The Talking Machine World.

The "Old Guard" of the New York Press Club is preparing resolutions of sympathy and condolence on the death of the late Col. Edward Lyman Bill, editor and publisher of The World. The resolutions, suitably engraved, will be presented to Mrs. Bill as a token of the esteem and affection which the members of the Press Club had for Colonel Bill, who at one time was president of the club.

The Republican Club of this city also appointed a committee consisting of Richard W. Lawrence, C. Alfred Wagner and Carl C. Conway to prepare a memorial to his memory.

DO IT NOW! YOU HAVE CAPITAL INVESTED IN YOUR STOCK. IT WILL BE SECURE IF THE STEVENS BILL PASSES THE NEXT CONGRESS.



Doehler Die-Cast

means a more perfect and more economical production of talking machine parts than when machine-finished

Doehler Die-Cast Talking Machine parts can be produced faster than you can use them.

When castings are delivered they will have all holes, slots, etc., accurately located, and a smooth surface ready for buffing, polishing, plating or enameling.

Send us blue prints or models of parts, and let us tell you what the actual cost will be to have them Doehler Die-Cast. Write for our literature.

DOEHLER DIE-CASTING CO.
BROOKLYN. N.Y.
TOLEDO. OHIO.

Producers of Die-Castings in Aluminum, Zinc, Tin, and Lead Alloys
Also manufacturers of Die-Cast Babbitt Bearings and Babbitt-Lined Bronze Bearings

Edison Triumphant—

JACQUES URLUS
Greatest of Wagnerian tenors, matching his voice with its Re-Creation by the New Edison Diamond Disc Phonograph—Official Laboratory Model.

" . . . impossible to distinguish between the singer's living voice and its Re-Creation by the musical instrument that bears the stamp of Edison's genius," says the musical critic of the Boston *Herald,* of a recent Edison tone test recital.

The instrument was the

New Edison Diamond Disc Phonograph

The One Instrument in all the World capable of sustaining such a test with any artist.

Its Music *Is* Music—the living voice engraved upon a disc and made to respond with all the humanness of life itself. In the words of the Denver *Times,* ". . the great broad vision of the subject without a hint of anything which tended to drag it down from its artistic plane."

Edison Tone Test Recitals Are Convincing Cultured and Critical Music Lovers That Here Is A New Art—

MUSIC RE-CREATION

Re-Creation Is On Every Lip—

What is it?

Let those say who know, who speak with authority and with unbiased tongue:

"That Thomas A. Edison has completely mastered the art of reproducing the human voice was demonstrated by a tone test recital before a large audience of music lovers and critics in the Victoria Theatre last night. It was difficult for many to believe that the instrument was a stock phonograph intended solely for the home and that this instrument should be able to fill an entire theatre. . . ."

Globe Democrat, St. Louis, Mo.

"Edison has found the way to a perfect reproduction of musical sound. . . ."

Evening Wisconsin, Milwaukee, Wis.

"The experiments, which included the sudden halting of the phonograph or the singer so that the audience could not tell whether one or the other was producing the song, evoked considerable comment. . . ."

Philadelphia Inquirer, Philadelphia, Pa.

"The two voices were so identical that when one or the other was stopped, it was impossible to detect it in the audience. It was one of the most unique and wonderful recitals of its kind ever given. In the audience were Cleveland's most cultured musicians. . . . Never before had the audience heard such a comparison."

Cleveland Leader, Cleveland, O.

MARIE RAPPOLD

Metropolitan Opera Company, testing the Re-Creation of her voice by the New Edison Diamond Disc Phonograph—Official Laboratory Model.

Regardless of the combination of singer, record and instrument, the effect is always the same. The records and Phonographs used are identical with those sold by all Diamond Disc dealers. The singers have no special qualifications for the work beyond their recognized abilities as artists of the first rank. Ask us for the date of the next tone test recital near you. Go hear it and be your own judge.

We will consider a few more high class dealers. Write us for particulars. Address your inquiry to

THOMAS A. EDISON, Inc., 279 Lakeside Ave., Orange, N. J.

THE TRADE IN BOSTON AND NEW ENGLAND

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

(Special to The Talking Machine World.)

BOSTON, MASS., February 8.—With the passing of the first month of 1916 the observant talking machine dealer can discern ample signs of a splendid year. January practically everywhere has been productive of good sales and there has been an unusually widespread interest on the part of prospective purchasers which is a good augury. Said one large distributer anent the situation: "It looks to us very much as if there can be double business done by every talking machine concern in New England, and that all this can be accomplished without greatly increasing efforts. In an article I read lately on the talking machine business it stated that if the dealer had his eyes open it was just about impossible for him to dodge the business that would come his way; and we might truthfully say that there are some dealers who close their eyes to the many advantages."

One Hundred Per Cent. Columbia Increase.

Manager Arthur C. Erisman, of the local headquarters of the Columbia Graphophone Co., makes the creditable statement that he has just closed the first month of the new year with considerably more than 100 per cent. increase in business; and when this is compared with January of a year ago, even then a large month, this increase is "some figures." Manager Erisman adds that there are sufficient orders on file at the present time to take the entire allotment of machines that he can get from the factory for the next four months. Additional orders are piling in and are being filed in their rotation, to be filled accordingly. Dealers continue to telegraph and write for machines that have been ordered perhaps only two weeks, and they cannot seem to understand why there should be any delay, not realizing the enormous increase in the Columbia business.

Afternoon Teas at Harvey's Attract Public.

The newly enlarged Victor and Edison departments of the C. C. Harvey Co., at 144 Boylston street, are proving exceedingly popular these days, due in large measure to the innovation introduced by Manager Francis T. White. This innovation is no less than the holding of afternoon teas on Tuesdays and Fridays. While invitations have been widely sent out to the Harvey Co.'s large clientele, everybody who happens along is made welcome, and the visitors are privileged to enjoy really three treats—listening to the best of music on the Edison machines and the Victrolas, partaking of refreshments and feasting their eyes on the superb view across Boston Common and down Tremont street. Moreover, the rooms themselves are so attractive that one instantly feels the influence of an artistic and comfortable environment.

Narrow Escape from Serious Fire.

A destructive fire in the Tremont Theatre on the afternoon of Sunday, January 23, might have resulted seriously for the Eastern Talking Machine Co., at 177 Tremont street, and the Columbia Graphophone Co., at 174 that same thoroughfare. The rear entrance to the Eastern's establishment opens onto an alley, directly opposite to which is the stage door of the theatre, a distance of only a few feet, and it was the stage that suffered all the damage, this being practically destroyed. Several of the Eastern's employes were among the first to discover the fire, and the fire brigade of the house quickly got two lines of hose at work from the windows of the Eastern's building. The boys stood at their post until all danger was past. The Eastern establishment, fortunately, suffered no damage, not even from smoke. Similarly, the Columbia store escaped serious loss. Manager Erisman, who resides in Cambridge, was advised of the fire by telephone from the Herald office, which is close by, the information being that there was absolutely no chance of saving the entire block, as the back of the Columbia store is separated from the foyer of the theatre only by a twelve-foot passage. Mr. Erisman hurried into the city and found that the Boston fire department already was doing effective work from the top of the Columbia's building. A small amount of water trickled into the basement of the store, but at a point where there was no stock. Manager Erisman feels that the Columbia store was saved by the presence of the fire curtain, which confined both fire and smoke to the stage and allowed the firemen to enter the body of the house, from which they were able to fight the fire most effectually.

Aeolian-Vocalion Progress in Boston.

Manager R. F. Hibshman, of the Vocalion Co. of Boston, is highly pleased with the reception given the company's Aeolian-Vocalion, which was introduced to this city about a month ago. That the selection of warerooms at 190-192 Boylston street was a most fortunate one these few weeks have amply proved. Everything about the interior is so attractive and comfortable that passers-by eagerly enter to get a pleasant welcome either from Manager Hibshman in person or from his courteous staff. The house has done some extensive advertising in the daily papers, and this has played a big part in directing attention to the store and its various styles of machines.

More Room for Dictaphone Department.

Owing to the increased business of the Dictaphone department of the Columbia Graphophone Co., Manager Erisman has found it necessary to move this branch of the business from the space it occupied on the second floor to three separate office rooms on the sixth floor of the building, these having been especially secured for this purpose. By this change the second floor, with the exception of the space used by the bookkeeping department, is now given over entirely to the sale and exhibit of machines, and it will not be long before it will be necessary to utilize the entire floor for this purpose. Manager Atwell, of this department, was able to show a 430 per cent. increase over the corresponding month last year, and says he looks for a 500 per cent. increase in his department this current year.

Report Most Prosperous Business.

Business at the Boston headquarters of the Pardee-Ellenberger Co., Inc., 26 Oliver street, is making marked headway. Manager F. H. Silliman says: "We have just closed a very successful year and our business is increasing more rapidly at this time than ever before." The Boston headquarters has just received from the Edison factory some of the Model C $250 disc phonographs in English brown finish, which bid fair to be splendid sellers. The first shipment of this style was disposed of very quickly, and another consignment ordered.

Eastern Co. Want More Stock.

The Eastern Talking Machine Co.'s establishment reports a distinct shortage of goods, which indicates a heavy demand for outfits both in machines and records. Callers at the Eastern headquarters lately have included Fritz Kreisler and M. Journet, both Victor artists, who have lately given concerts here.

Close Fine January Business.

The January business done by the talking machine department of the Henry F. Miller Co. was considerably larger than that of the same month in 1915. Manager Warren Batchelder had quite a busy time of it, and in these few weeks many new customers have been added to the list of Victor enthusiasts. The year promises well for this department of the Henry F. Miller Co.

Edison Tone-Test Recitals.

Miss Helen Clark and Arthur Walsh, both Edi-

Ask any man or woman who heard *Christine Miller* sing in comparison with Edison's *Re*-Creation of her voice

OVER 1800 New Haven music lovers witnessed this remarkable tone test at Shubert Theatre, Monday night, Jan. 31, 1916. Not one could distinguish the living and breathing Christine Miller's voice from Edison's laboratory *Re*-Creation of that self same voice.

THE
EDISON
Diamond Disc

This new Edison invention accomplishes the *Re*-Creation (not reproduction) of all forms of music. May we prove it to you?

Ask for anything. Ask for the most difficult. Ask for violin and piano *Re*-Creations. Let us show you on the Diamond Disc the difference between a Stradivarius and a Guarnerius. Over one thousand wonderful examples of this new art now. New selections on sale weekly.

THE PARDEE-ELLENBERGER CO., Inc.
BOSTON, MASS. NEW HAVEN, CONN.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 14).

son artists, gave a most successful tone test recital last week at the opening of the new talking machine department of the R. H. White Co.'s large department store. Previous to coming to Boston these artists gave a successful recital at the Edison phonograph department of the Meekins, Packard & Wheat Co.'s Springfield store, subsequently giving another recital at the Worcester store of the Barnard, Sumner & Putnam Co. All of these recitals did much to acquaint the public with the possibilities of the Edison Diamond Disc machines.

To Resume Its Festive Gatherings.

The Boston Talking Machine Club, now that the holiday rush is over, is to resume its festive gatherings, and a dinner is being planned for March. This will be good news to the enthusiastic members who are anxious to see the club make a successful record for itself. The bowling teams, too, are taking on a new lease of life and the alleys are again the rendezvous of a large contingent of talking machine men.

Additions to Columbia Sales Staff.

Several additions to the staff of the Columbia Graphophone Co. have been made lately by Manager Erisman. C. B. Berg is now a special salesman in the European record department; J. B. McFadden is assistant to Mr. Atwell in the Dictaphone department; Stuart Munn is a new man in the wholesale record department; J. Thompson Macdonald has been added to the mail order department, and Miss Jean D. Murray is a stenographer in the Dictaphone department.

Some Personals.

George Curstein, of the Victor Co., passed through Boston a week or so ago.

S. M. Revness, who came to Boston last month in the interests of the Victor business, is still in town, and is likely to remain here for some time longer.

H. R. Skelton, of the Edison Co., who is always a welcome visitor around Boston, where his home is, at present is engaged in special work in the New Haven, Conn., territory of the Pardee-Ellenberger Co.

H. A. Yerkes, district manager, from New York, paid a two days' visit to the Boston offices of the Columbia Graphophone Co. during the month. Another visitor was F. E. Goodwin, head of the Columbia's educational department.

COLUMBIA STAFF IN BOSTON DINES.

Employes of the Columbia Graphophone Co. in That City Enjoy Entertaining Evening—Handsome Watch Presented to Manager A. C. Erisman—Some Excellent Addresses Made by Staff Members and Others.

(Special to The Talking Machine World.)

BOSTON, MASS., February 9.—Nearly fifty employes of the Columbia Graphophone Co. dined a few weeks ago at the Quincy House, and the evening was a highly enjoyable one. The gathering was addressed by representatives of the various departments, including Manager Arthur C. Erisman, T. Norman Mason, W. C. Ellsler, J. F. Luscomb, Fred R. Erisman and J. T. Shaughnessy.

There was a musical program, the contributing talent including H. G. Moeller, J. A. Holohan, Alexander Mitaraki Joseph Madden and John O'Hara. Fred Ballou presided at the piano, and one of the features was an athletic exhibition given by S. B. Bowman.

The evening proved to be one of great surprise for Manager Erisman, who is held in the highest regard by his employes. In return for his many kindnesses and as a token of appreciation for his efforts in securing for them the generous bonus on last year's business (mentioned in The World of last month), he was presented with a beautiful watch, suitably inscribed. The presentation speech was made by Mr. Ellsler, and Mr. Erisman expressed feelingly his deep gratitude for this mark of appreciation on the part of his staff.

The evening, which was a success in every way, was another demonstration of the fine spirit that exists between the Boston department of the Columbia Co. and its employes.

Those sitting around the board with Manager Erisman were: Rosa Baer, Fred Ballou, S. B Bowman, Edna Burdick, John Burke, James Cahill, Marion Cahill, Percy Carter, Arthur Collins, Margaret Collins, Sallie Coombs, Elvira Cragin, J. Q Cragin, H. C. Culberson, Effie A. Dean, R. P. Dinsmore, Edgar Dooley, Lillian Dunnigan, W. C. Ellsler, F. R. Erisman, Henry Frye, Elizabeth Garrity, Mrs. Gilbert, Mabel Haley, James Holohan, Josephine Kelly, Bessie Langdon, J. F. Luscomb, R. H. Luscomb, Joseph Madden, A. A. Magowan, T. N. Mason, James McDonald, George Millett, Frank Mills, Alex Mitaraki, John Mitaraki, H. G. Moeller, John O'Hara, Michael Quinn, Viola Sanders, George W. Sharmon, J. T. Shaughnessy, R. C. Sylvester, W. S. Townsend, V. L. Tracy, L. Webber, Stewart Munn.

APPEARANCES ARE DECEPTIVE!

This humorous story is going the rounds, and it shows not only the conditions in the industry but offers a novel way of pacifying a dealer whose mental condition is a menace to the nation. A dealer who paid some money for machines, but didn't get them, called on the manufacturer in an angry mood.

The diplomatic sales manager took him in charge and told him to go out and see the pictures for an hour or two and then return, when full information would be forthcoming.

The S. M. was up against it; there wasn't a machine in sight; everything looked dark. When the dealer returned, however, he was shown a dozen cases of goods, all labeled, ready to ship, each one bearing his name, and that cleared the whole situation, and he went away happy. At least happy pro tem., for the cases were empty.

ADVICE FOR FOREIGN SALESMEN.

Traveling Representatives in South America Must Be Exceedingly Careful Concerning Their Mode of Living, Habits and General Deportment to Sell Goods Successfully.

Advice as to the choice of salesmen for Latin America is given in a "Handbook for Export to South America," written by a Canadian Trade Commissioner in South America, and published by the Canadian Department of Trade and Commerce. It shows the opinion of a trade representative of a foreign government, which has issued a very practical handbook on the technique of South American trade for the use of its manufacturers. He says:

"A salesman going to a foreign country should be of exemplary habits. This should be so obvious to anyone that it should be unnecessary even to mention it, but strangely this point is often overlooked; or it may be that a man is sometimes sent abroad, although known to be somewhat unsteady, because he has been found to be successful in securing orders at home. To make such an error as this is fatal.

"Another most important characteristic is that the salesman should possess a modest demeanor. A bumptious man, who will insist on impressing upon present or prospective customers his own and his country's importance, usually succeeds in antagonizing them. Importers in Latin America have grown very tired of hearing commercial travelers from the United States extolling the superiority of their country, its methods and its products. It may safely be said that this failing is responsible for their losing several millions of business every year. A warning may also be given against the excessive use of slang. In South America it is of little avail, much of it not being understood, and too free use is apt to rob the conversation of seriousness and dignity. This does not mean that all American salesmen are objectionable; many of them are highly educated and expert in their business; but since the complaint is frequently heard, it is well to warn Canadian exporters, that they may avoid these mistakes." Even stay-at-home salesmen may find some good advice in these suggestions.

George Washington and BAGSHAW NEEDLES

WHILE George Washington was the father of his country, W. H. Bagshaw was the father of the talking machine needle industry.

The superb Bagshaw-quality is of the "cannot-tell-a-lie" quality, being of surpassing superiority at every angle of manufacture.

63,000,000 in ten days—each one finished exquisitely.

W. H. BAGSHAW **Lowell, Mass.**

Oldest and Largest Manufacturer
Established 1870

EDISON TONE TEST IN MONTREAL.

Laboratory Experts Give Successful Demonstration in That City—New Victor Tungstone Needle Interests — Berliner Gramophone Co. Donates Gramophone to Hospital in England—Other News of the Month.

(Special to The Talking Machine World.)

MONTREAL, Can., February 8.—A recital and tone test of the new Diamond Disc Edison phonograph, conducted by L. Bourgette and C. R. Woods, experts direct from the Edison laboratory at Orange, N. J., took place at Layton Bros.' recital hall during the past month, and was well attended.

The trade are eagerly looking forward to the appearance on the market of the Victor tungstone stylus, which it is expected will be on sale here shortly.

H. S. Berliner, vice-president and general manager of the Berliner Gramophone Co., Ltd., was in New York recently.

A gramophone with a large collection of Victor records has been donated by the Berliner Gramophone Co., Ltd., to the Moore Barracks Hospital, Shorncliffe, England. Some months ago the attention of the Berliner Co. was called to the fact that a number of convalescents in No. 1 Stationary Hospital France, had, in writing to their homes here, alluded to the fact that there was not a musical instrument in the hospital. On this being brought to the attention of the Berliner Co. it immediately donated a large Victrola and a collection of records. This is not the first instance of this firm's generosity along these lines, as it has already sent across to various hospitals a number of Victrolas and collection of records.

S. Dayan, of Montreal, has patented an attachment for talking machines.

Charles Culross, the Columbia enthusiast, in a recent advertisement said: "Columbia double disc records played on any instrument are indeed a tone revelation to most people. Hear one Columbia record and you will never again be satisfied with any tone less round and rich and natural. 'It speaks for itself.'"

T. Ramsey, in charge of the talking machine department of J. W. Shaw & Co., reports a steadily growing demand for Columbia product.

The Canadian Talking Machine Co. has registered in Montreal.

Layton Bros., Edison dealers, claim the Edison "is a real magnet when it comes to drawing trade," and have had their hands full the past month in supplying the demand. Their Columbia department is also kept on the move filling orders for machines and records.

VISITORS TO EDISON FACTORY.

The Edison organization at Orange, N. J., recently had the pleasure of extending the hand of good fellowship to the following jobbers, dealers and other representatives: H. A. Mosher, R. S. Williams & Sons Co., Ltd., Toronto, Can.; C. B. Haynes, Richmond, Va.; N. G. Griffin and P. R. Hawley, American Phonograph Co., Albany, N. Y.; Albert A. Buehn, Buehn Phonograph Co., Pittsburgh, Pa.; W. O. Pardee and F. H. Silliman, Pardee-Ellenberger Co., New Haven and Boston; A. J. Pommer, Pacific Phonograph Co., San Francisco; Richard Nelson, Diamond Disc Studio, Albany, N. Y.; W. F. L. Rosenblat, Simmons Talking Machine Co., Bristol, Va.-Tenn.; R. B. Cope, Girard Phonograph Co., Philadelphia; Royal W. Daynes, Consolidated Music Co., Salt Lake City; John Albertschardt, The Bargain Store, Tipton, Ind., and M. L. Kortz, Newark, N. J.

Quick Service for Victor Dealers

There's no lost motion in our organization—no red tape methods in our order department. Everybody here is ready and eager to help you to do business. When you want something in the Victor line right off, get in touch with us.

Telephone to Steinert's
Oxford 1330

Remember that we have the largest and most complete stock of Victor records in New England, and that it is yours to command.

M. Steinert & Sons Co.
35 ARCH STREET, BOSTON

ROYALTIES AID IN WAR RELIEF.

Margaret Woodrow Wilson Gives $1,083 Royalty from Columbia Record to Start Training School for Nurses at Sofia.

About a year ago Miss Margaret Woodrow Wilson, the daughter of the President, sang the "Star Spangled Banner" for the Columbia Graphophone Co., and announced that her royalties—25 cents for each record sold—would be donated to the American Red Cross for its war relief work abroad.

At that time the following letter was sent to the company from the chairman of the National Relief Board:

"Gentlemen: Miss Margaret Woodrow Wilson is extending her assistance in aiding the American Red Cross to secure funds to carry on its relief work in the European countries at war. She proposed to turn over to the American Red Cross her entire royalties from the sale of a special record made by her for your company. This royalty amounts to 25 cents on each record. Miss Wilson's general assistance in the aid of the sufferers is accepted with gratitude, and we appreciate the arrangement that your company has made to turn directly over to the American Red Cross, of Washington, the sum of 25 cents from the sale of each record, to be used for the work among the distressed and suffering of all the nations involved in the present war. Yours very truly."

The royalties—$1,083.50—have been sent to Queen Eleonora, of Bulgaria, to start a training school for nurses at Sofia. This work was selected by the National Relief Board for reasons quoted from its letter to Miss Wilson, as follows:

"I have just received from the Columbia Graphophone Co. a check for $1,083.50, representing the first royalties derived from the sale of a record sung by you for the benefit of the Red Cross. Please accept our most hearty thanks for this most generous aid. I feel, if it would meet with your approval, that it would be a great satisfaction to the Red Cross to apply this to a special and very important piece of work. A year ago we promised to the Queen of Bulgaria the services of a very fine trained nurse, Miss Helen Scott Hay, for four years to start a training school for nurses at Sofia. The outbreak of the war caused a postponement of the plan, and we sent Miss Hay in charge of all the nurses that went to Europe, and later she was supervisor of those in Russia. She has now gone to Sofia and is assisting the Queen in organizing this training school."

Do You Sell Your Customers Improved Half Tone Needles?

If not, why not? A trial will convince. Fits all talking machines

Smooth, Clear, Sweet Tone. Saves Records, Eliminates Harshness

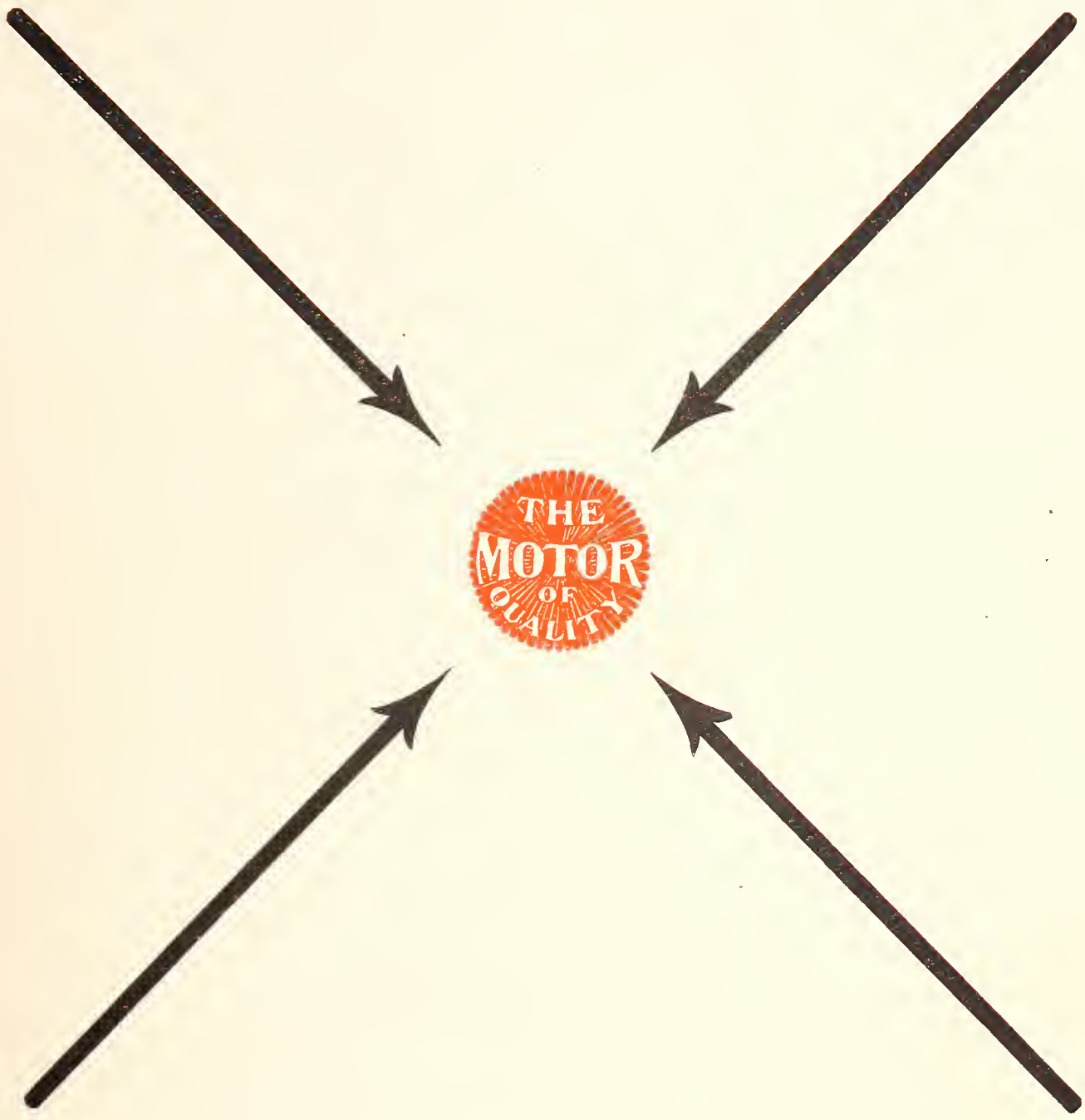
Sample and Prices on Request

BURLEY & BIESINGER

278 West Ferry St. *Talking Machine Specialists* Buffalo, N. Y.

SUCCEEDS WITH COLUMBIA LINE.

J. Stanley Cline, who entered the talking machine business some ten months ago in Litchfield, Ill., has been very successful with the Columbia line. He was formerly editor of the Litchfield News, which he gave up to give all of his attention to talking machines. He finds monthly recitals a big trade developer.



We manufacture a complete line of high-grade motors for phonographs

Nine different styles

Tone-Arms and Sound Boxes

Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

Central West Division
CHICAGO, ILL.
19 West Jackson Boulevard
S. A. RIBOLLA, Sales Mgr.

FACTORY
Elyria, Ohio

Northern Pacific Coast Division
SEATTLE, WASH.
218 Second Ave. So.
JOSEPH M. ABRAMS, Sales Mgr.

MILWAUKEE A BUSY TRADE CENTER.

New High Sales Records to Be Established in 1916, Judging from Present Business—Dealers Find Recitals Profitable—Pathephone Co. of Milwaukee Incorporated—To Open Retail Store—Hoeffler Co.'s New Quarters—News of Month Worth Noting.

(Special to The Talking Machine World.)

MILWAUKEE, WIS., February 8.—If the talking machine business in Milwaukee and other Wisconsin points is as active throughout the remainder of the year as it has been during January and the early part of February, 1916 will establish another new high record. The shortage of machines in all lines was so acute during the holiday period that dealers have been in the market every day for anything that they can secure. Local jobbers are doing their best to get machines, but the shipments received from the factories thus far only partly meet the requirements. Jobbers are giving all their dealers a few machines as they arrive, but ten times the number could be disposed of. Jobbers say that they will consider themselves extremely fortunate if they can catch up with all their orders during the coming summer.

General conditions in Milwaukee and about Wisconsin are showing decided improvement, and this has had a most favorable influence on the talking machine trade.

Officials of the Badger Talking Machine Co., jobber in this State for the Victor line, say that dealers all over Wisconsin are sending in orders daily for machines in all the various styles, many of them endeavoring to lay in stocks for the summer and fall trade, but the majority of them are anxious to replenish their depleted stocks in order to meet the present demands of their trade. Applications for new dealers are being received daily by the Badger concern, but it is impossible to locate any new dealers while the shortage of machines is so pronounced.

William A. Schmidt, general manager of the Phonograph Co., of Milwaukee, jobber for the Edison goods, is putting forth every possible effort to partly satisfy at least the demands of his dealers. Mr. Schmidt is now receiving larger shipments of Edison machines and hopes to be able to relieve the shortage soon.

Regular afternoon Edison concerts are being given at the Edison Shop, the retail branch of the Phonograph Co., of Milwaukee, and trade is exceptionally good at the store.

A. G. Kunde, 516 Grand avenue, Columbia jobber and retailer, is finding that the February trade is better than any corresponding period in the history of his store. Several new Columbia dealers have been located in Milwaukee of late.

T. P. Lehrner, an experienced piano and talking machine man, has been placed in charge of the Victrola and piano departments of the three stores of Edward Schuster & Co., Milwaukee department store concern. He succeeds M. Marks, the first manager of the Schuster departments and who put the business upon a sound footing. Mr. Marks, as was announced last month, is now located in St. Louis, where he is engaged in business with his son, Louis Marks, formerly manager of the Victrola department of the Boston Store in Milwaukee. Mr. Lehrner will be in direct charge of the piano and Victrola departments at the Third and Garfield streets store of the Schuster concern, where he will be assisted by Miss Elizabeth Hughes. J. H. Becker will remain in direct charge of the Victrola and piano departments at the Twelfth and Vliet streets store, while D. Meyer will be in charge at the Mitchell street and Sixth avenue store.

The Pathephone Co. has been incorporated in Milwaukee with a capital stock of $20,000 by Lawrence McGreal, Edward Yockey and S. R. Simon. Lawrence McGreal, who has been jobber in Milwaukee and Wisconsin for the Pathé Frères line in Wisconsin, will be in general charge. Mr. McGreal announces that he will move into new quarters soon, where he will have more of an opportunity to display a larger stock of machines than is possible at the present store on East Water street. Mr. McGreal also has plans under way for opening a new retail store here some time next summer, where the Pathephone will be featured. J. F. Collins, general sales manager of the Pathephone Co., was in Milwaukee as the guest of Mr. McGreal on January 27.

Roy Keith, of the Talking Machine Co., of Chicago, was in Milwaukee on February 3.

The Milwaukee Talking Machine Manufacturing Co., of this city, reports a steadily increasing demand for all its various models of the Perfectrola, with a special inclination on the part of the dealers to stock the higher priced models.

The Hoeffler Piano Manufacturing Co., handling the Victrola, is now entirely settled in its new store at 304 West Water street, just south of its former location at 306 West Water street. Gustave Spankus, manager of the Victrola department, has arranged four new attractive booths and now has a fine display of Victor goods.

News has been received in Milwaukee that Norman C. Parker, of Oconomowoc, Wis., has manufactured a new talking machine, which will be known as the Parkerola.

Emil O. Schmidt, 310 Grand avenue, Milwaukee's one-price piano man, who also carries the Starr line of talking machines, manufactured by the Starr Piano Co., has been meeting with an exceptionally fine business at both his Milwaukee and Manitowoc stores.

One of the largest and most representative stocks of Victrolas now on hand in Milwaukee is on display in the talking machine department of Gimbel Bros.' store. Manager L. C. Parker is meeting with the best February business ever experienced by his department.

The Milwaukee Press Club, one of the most unique organizations of its kind in the United States, has just purchased a Style XI Victrola for its handsome new quarters in the Jung Building, the order having been placed with the Edmund Gram Piano House. Paul A. Seeger, manager of the Victrola department at the Gram store, demonstrated the Victrola line to Milwaukee housewives at the big cooking school held in the auditorium during the latter part of January. The Gram house also demonstrated the Stroud Pianola and furnished the instrument for accompanying Miss Alma Hahm, a soprano soloist. Victrola sales at the Gram store have climbed to a new high mark since the opening of the new year.

The J. B. Bradford Piano Co., which carries the Victrola line, has been carrying on an extensive campaign of advertising in the local papers.

The Premier line of machines has been placed with several houses in Milwaukee and about Wisconsin by Park Adams, the enterprising young manager of the Premier Talking Machine Co.'s Milwaukee store.

William P. Gensch, head of the Gensch-Smith Co., 730 Grand avenue, operating an exclusive Victrola shop, has been successfully demonstrating his Victrolas before various club organizations in Milwaukee of late.

INDIAN CAMP ATTRACTS VISITORS.

(Special to The Talking Machine World.)

NEW ORLEANS, LA., February 7.—A feature of the talking machine department of the Maison Blanche is a camp of the Ojibway Indian, with Chief Shomin as the main feature. The camp is an exact reproduction of an Indian village, and is located next to the talking machine section of the store. Manager Hofheinz has taken advantage of the crowds which are attracted to the camp to make some especially good sales of Victrolas, Grafonolas and Edison Diamond Disc machines.

The Nordheimer Piano & Music Co., Ltd., of Toronto, Can., recently featured an attractive program of player-piano and Victrola music in its recital hall. An interesting feature in connection with the same was the combination of the Victrola and player-piano in some concerted numbers.

Victor Dealers

Those who relied upon us this season to supply their requirements of Victor merchandise are loudest in their praise of the excellent manner with which their orders were filled.

Were you one of these fortunate Victor dealers?

A timely New Year's suggestion. Try the service of the

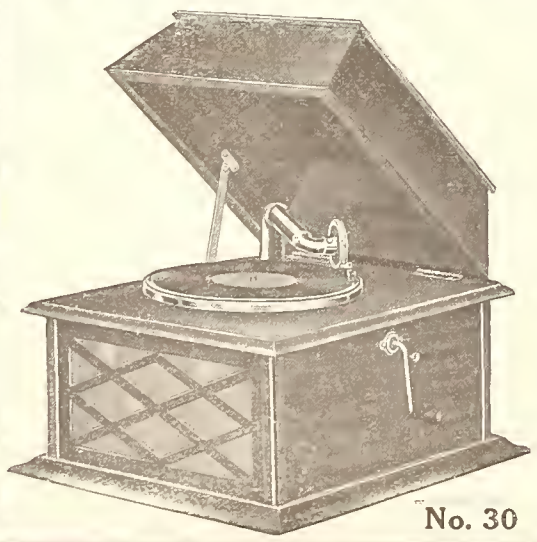
BADGER TALKING MACHINE CO. 135 Second St. MILWAUKEE, WIS.

Victor Distributors (Exclusive)

THE PERFECTROLA Has Tone and Quality

A Satisfactory Musical Instrument

Models from $10.00 to $100.00



No. 30

Cabinet finish and mechanical parts of the highest order insuring a minimum of trouble. Plays all lateral cut records—Our No. 100 is equipped with our new duplex reproducer, which plays all records without extra attachments—

No. 55

Made by Milwaukee Talking Machine Mfg. Co.

Office and Factory, 416-418 4th St., Milwaukee

Chicago Salesroom
The Perfectrola Co.
160 N. 5th Ave.

Kansas City Salesroom
Wm. E. King
Traders Building

AEOLIAN HALL
New York

AEOLIAN-VOCALION
Headquarters

The AEOLIAN-VOCALION

A Statement by the President of the Aeolian Company

EVER since the announcement through the newspapers and magazines of the Aeolian-Vocalion there have been many surmises as to the policy this Company would pursue in regard to it. As the instrument has become better known and its unusual features recognized, queries from musicians, members of the music-trade and others, regarding our attitude have become so numerous that it has been deemed advisable to make a public statement.

In the first place let me say that the Aeolian-Vocalion was not designed to be what might be called a "popular phonograph;" that is to say, it is not our intention to produce an enormous number annually, or to seek broadcast representation.

We believe the market is already well supplied with the very low-priced instruments, and that these admirably serve their purpose.

But it is with the phonograph that purports to be a serious musical instrument—that is adopted for educational purposes and finds its way into homes where music is known and appreciated—that the Aeolian-Vocalion has entered into competition.

Copyright 1914, 1915, 1916, The Aeolian Co.

A view in the beautiful foyer of the Vocalion display rooms Aeolian Hall, New York

This is not to be construed that the Aeolian-Vocalion is inordinately high-priced, or is not available for the lighter forms of musical entertainment, such as dancing, etc.

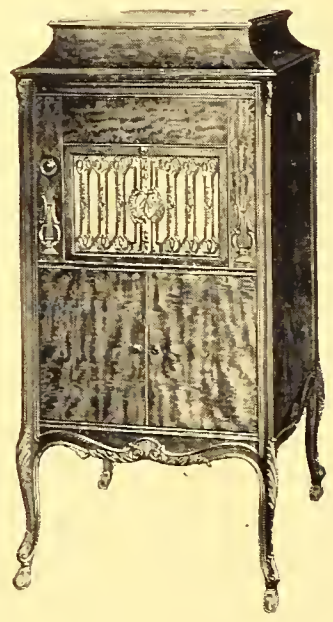
The reverse of this is the case, as its prices are surprisingly moderate, considering its advantages, while its unusual body and depth of tone give it great "carrying" power for dancing. But, as its character is such as to make it appeal most strongly to people of musical taste, the Aeolian-Vocalion will be handled with the conservatism such an instrument deserves.

WE feel, as a matter of fact, that the Aeolian-Vocalion is one of the most important musical instruments that have yet appeared. The phonograph itself occupies a peculiar field. It is the interpreter of all music, instrumental and vocal. It appeals to every taste and is the most practical and broadly useful means of supplying music ever devised.

This Company long ago realized the musical possibilities of the phonograph. And, I may add, that the decision to enter the field as a manufacturer was not made until it had proved its ability to develop these possibilities.

The wide-spread comment that has been made on the obvious superiority of the Aeolian-Vocalion is a significant and gratifying tribute to the musical knowledge and mechanical skill of the men composing the Aeolian experimental staff.

Several years ago I was asked by an acquaintance who had recently returned from a trip around the world, "what was the secret of the Aeolian Company's world-wide success?"



Style K—One of the most beautiful of the conventional models of the Vocalion

The impressive salon of the Vocalion warerooms, Aeolian Hall in New Bond Street, London

He had visited the principal cities of Australia and Europe, and had seen the large Branches we maintain in those cities. Everywhere he went he had found Aeolian instruments in evidence and universally regarded as the leading examples of their respective types.

I replied to his question by stating that while there were undoubtedly many contributing factors, I believed Aeolian success was chiefly due to a spirit that pervades the whole organization and has frequently been commented upon—that of dissatisfaction with present results and the determination to produce *the best*, whatever the instrument or article might be.

THIS spirit is certainly brought to a very pronounced materialization in the Aeolian-Vocalion. I have personally been in almost daily touch with those responsible for it and have been gratified and sometimes even amazed, at their enthusiasm and resourcefulness.

From the period, several years ago, when we first began to investigate the possibility of developing the phonograph musically, until the Aeolian-Vocalion was finally put upon the market, their zeal has never flagged.

During this whole period, hardly a month passed that did not bring to light some new discovery or new application of acoustical principles which would tend to improve the phonograph.

Indeed, the only one of the Aeolian-Vocalion's important musical features not directly attributable to the Aeolian Company's own staff, is the device for controlling tone, known as the Graduola. This was the invention of Mr. F. J. Empson, of Sydney, Australia, the exclusive rights of which we secured two years ago.

In this connection it may not be amiss for me to remove a misconception which is sometimes entertained regarding the Graduola.

Style F—A very popular instrument which retails at $75.00.

WONDERFUL and entertaining as the phonograph is, its value is seriously curtailed unless it possesses some method of tone-control. That manufacturers have recognized this is evidenced by the doors, shutters, etc., with which they have equipped their instruments, the system of interchangeable needles some provide, and by dozens of inventions on record here and abroad.

Mr. Empson's invention provides the only satisfactory method of tone-control yet produced and has been adopted as an exclusive feature of the Aeolian-Vocalion.

While not arbitrary—that is, it may be used or ignored at will—its advantage, when utilized, is two-fold.

It permits the introduction of delicate shadings in tone-color, without actually changing an artist's own technique and expression, and thus obviates record "monotony."

And it compensates for the recognized limitation in the present method of making records, by enabling one to play with extreme delicacy without *smothering* the tone with doors, or losing any of its tints by using very soft needles.

Indeed the Graduola, or some device equally effective, is an essential part of any phonograph which, like the Aeolian-Vocalion, makes its appeal to people of genuine musical taste.

And this is the appeal which the Aeolian-Vocalion is designed to make.

We believe the phonograph has an important mission. But we also know that in the past it has been subject to some measure of criticism, from people who were musical.

In the Aeolian-Vocalion this Company has produced a phonograph which goes far towards meeting this criticism, and it is the requirements of people of genuine musical taste and perception that the Aeolian-Vocalion is designed to supply.

H. B. Tremaine

President of The Aeolian Company

Territory is now being assigned for the representation of the Aeolian-Vocalion. Such territory is exclusive, thus insuring to the merchant the benefit of all the business he helps to create.

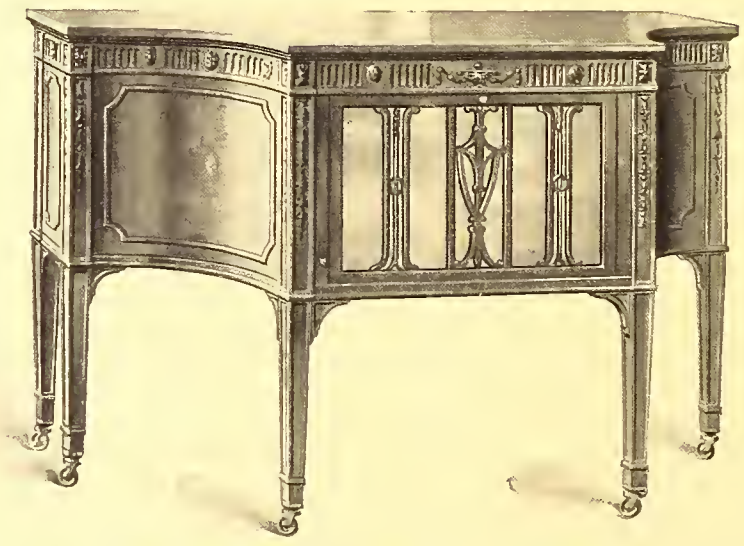
Address the Aeolian-Vocalion Department

THE AEOLIAN COMPANY

AEOLIAN HALL NEW YORK CITY

CHICAGO OFFICE: FINE ARTS BUILDING, MICHIGAN AVE.

A complete display of all models of the Aeolian-Vocalion may be seen at this office



Aeolian-Vocalion Art Style R—an example of the delightful art and period designs which have reflected a distinct prestige to the entire Vocalion line.

We have always had quite a lot to say about the quality of Columbia *tone,* and we are again going to say it loud enough for several million people to hear; witness the Columbia two-page advertisement in this week's issue of the Saturday Evening Post.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

OPTIMISM PREVAILS IN BALTIMORE "TALKER" TRADE.

Columbia Co. Lists Dealers in Its Ads—Victor Tungs-tone Stylus Creates Interest—Aeolian-Vocalion Sales Growing Continually—January Trade Excellent—Leading Victor Dealers Report Increasing Demand for Their Products—New Pathé Dealers Announced.

(Special to The Talking Machine World.)

BALTIMORE, MD., February 5.—The greatest amount of optimism pervades the talking machine field in this city and State, and with a wonderful January business by all of the firms there is the best of feeling by all persons identified with the business. In the words of one dealer, "there is always a shortage of machines and a cry for more machines, but as each month's business is tabulated we find we have gone ahead as usual." That about represents the situation here.

There is another strong point: the tendency is for higher priced machines, and while there is still a big business done on contract terms, there is a constantly increasing volume of cash business.

The Columbia Co. this month departed from its old custom of having firms use space around its prepared ads on records, and now the names of practically all of the dealers in the city and State are to be found listed in the ads. At the same time there is copy from many of the firms appearing alongside of the big spread.

Big interest is manifested by all of the dealers in the Victor Co.'s new tungs-tone stylus needle. All of the dealers have attractive signs in their show windows announcing the new product, and as a result there is already a big demand for the needle, which is expected to be received in Baltimore within a few days. Many advance orders have been taken for the new point, and the local distributers of the Victor line will have their hands full to handle the business.

A. J. Heath, local manager of the Columbia Graphophone Co., after a ten days' trip through Virginia, West Virginia and North Carolina, is back in Baltimore with glowing reports of the prosperity of that section. "After visiting Norfolk, Richmond and other points through West Virginia and in North Carolina," said Mr. Heath, "I was much impressed with the business we are to expect from these sections. The dealers are all in better shape than they were this time last year, and they feel that this is going to be a big year with them. This section was affected by the European war, and it is now recovering very rapidly.

"Our business in Baltimore has been mighty good, in fact, I might say that it was wonderful. Machines are beginning to come in, and they are going out to the dealers just as fast as they reach here. There is no let-up in orders for machines and records that are coming from the dealers. Many of them are sending in orders to put in big stocks, for they are all pretty well cleaned out from the December and January business. Great times are ahead for us."

Baltimore seems to be taking very well to the new Aeolian-Vocalion, which is handled in this city by the Sanders & Stayman Co., representative of the Aeolian Co. William B. Turlington, the manager, says that a great many of the instruments are being sold and that most of them are or the higher price. The Vocalion is being much talked of on all sides. The January sales were all that could be expected, and there are indications that there will be no let-up in it.

The Hammann-Levin Co. is planning extensive improvements for the first floor of its establishment. The plans provide for the rearranging of the floor space so as to give space for additional booths for the demonstrating of machines. The new booths will be large enough to permit one machine of each style of the Victor line to be placed in the booth and make it possible for the demonstrator to handle the prospect without leaving him. There will also be increased space for the handling of records to meet the constantly growing business of the firm.

All of the department stores and furniture houses throughout the city that have talking machine adjuncts report fine January business.

The past month, both wholesale and retail, proved far better in every way than January of 1915 with E. F. Droop & Sons Co., Victor distributer. W. C. Roberts, the manager, is more than pleased. There has been a big call for higher priced goods. He also reports a great demand for cabinets.

The January business with H. R. Eisenbrandt Sons, Inc., brought about no complaints. In fact, the business was better than the same month of last year.

The same may be said of I. Son Cohen, for Cohen & Hughes, Inc., Victor distributers, who were only held back by the usual situation of not enough machines. Arthur Wertheim has been added to the firm's road force and is at present in the South. Leonard Weber, bookkeeper for the firm, has just returned from a trip through Pennsylvania, and found business coming along in good shape.

F. K. Dolbeer, manager of the credit department of the Victor Co., spent some time at the Cohen & Hughes headquarters. Other dealers were Paul Gale, of the Greenwood Co., Norfolk, Va.; James MacQuhar, manager of the Victor department of S. Kann Sons & Co., Washington; Mr. Holland, manager of the Morse music department, Cumberland, and Mr. Shipley, a Victor dealer of Frederick.

Jesse Rosenstein, for the National Piano Co., the Pathé representative here, finds business moving along well. He announces a new local account in the large furniture house of Gusdorf & Josephs, and also the Graham Music Co., of Graham, Va. Mr. Rosenstein says he has also signed up several other dealers, but is waiting for ratification from headquarters. Mr. Rosenstein also announces that additional machines are coming in and that he has received the new $35 and $50 Pathé models, which are being favorably commented upon. The Reginald de Koven Opera Company and "America, I Love You," records are going well.

75%

—of the cases in which cabinet machines are shipped bear this label:

THIS IS AN
"ATLAS" PACKING CASE
MADE ONLY BY
NELSON & HALL CO.,
MONTGOMERY CENTER, VT.

Made of northern hardwood veneer with clear spruce cleats.

(Carry the weight—save freight)

Manufacturers prefer them—
Live dealers demand them.

Write to our general sales offices at Montgomery Center and we will supply you with full information as to the reason for these facts. Our experience enables us to advise intelligently regarding shipping costs and style of packing.

THE TRADE IN PHILADELPHIA AND LOCALITY

(Special to The Talking Machine World.)

PHILADELPHIA, PA., February 7.—The talking machine business in Philadelphia in January was only limited to what the manufacturers saw fit to send the dealers. This is not true of any one of the companies, but all of them. There has been a great shortage of Victor machines, but there has been a corresponding shortage of Columbia and Edison machines.

The business for the first month of the year was considerably ahead of last year; at some of the stores the business was doubled in spite of the fact that the factories fell down badly in the supply. With records things have been more satisfactory, for the dealers—being able to feel the pulse of the public—sent in large orders in advance, and in consequence those who have been far-sighted enough are able to supply the demand to their regular customers almost to 100 per cent.

The Victor dealers are looking forward with great pleasure to the placing on sale of the Victor tungs-tone stylus, which they have tried and which they are sure is going to meet a long-felt want. They believe it is going to be a big inducement for the buying of records, and in a smaller way, machines, as it is of that producing and wearing quality which brings out a more perfect tone, and the same needle can be used from fifty to 200 times. There is no doubt this needle will do away with the old needles entirely.

Louis Buehn & Co. report that their January business has shown an increase over last year of about 20 per cent., and they consider this most gratifying considering the conditions. They report that the machine condition is still very unsatisfactory. The Victor Co. made practically few deliveries during the first few weeks of the month, and the number of machines they sent out the latter part of the month was in no way adequate to the requirements. The Buehn Co. reports that the record situation has shown improvement. Their stock keeping system is now showing its effectiveness, and they have been able to fill regular orders with dispatch.

Blake & Burkart have been having a very excellent business on the Edison and are most woefully short of stock. They have found this condition ever since the holidays, which cleaned them out and the factory to the extent that they have been able to get to their dealers only a small percentage of the machines they need. They are especially in need of the $150 machines, which have been their popular sellers. Their record business is also very good, and they have a liberal supply. They have also been doing considerable business with the Edison Ambrol records, but practically nothing with the machines.

They have completely fitted up the offices at the rear of their two stores and they are very neat and attractive. They expect to start concertizing just as soon as business lets up to give them time to make the arrangements, and this month they expect to have a tone-testing contest at either the Ritz-Carlton or the Bellevue-Stratford.

The Penn Phonograph Co. has also enjoyed a very big January business, the best it has ever had. Some new shelving has been added in the rear of its store, and it has a very large supply of records on hand and is in a position to satisfy any reasonable demand. Its stock of machines, however, is limited. It is looking for a very heavy business from this on through the spring.

January was the second biggest month in the history of the Pennsylvania Talking Machine Co., falling only a little behind its past December, and notwithstanding the fact that it did receive a fair supply of machines, it closed the month very much in arrears of what business it would have been possible to get had it been able to secure stock. Mr. Eckhardt, the manager, was in New York the beginning of this week trying to hurry shipments in order that it could as nearly as possible satisfy the big trade that he has built up since he became the head of this company. This house has also been having a very satisfactory business at its other stores, especially the one in Baltimore. It has just had its Philadelphia store entirely recarpeted.

In the Dictaphone department of the Pennsylvania Co. business has been most satisfactory. It went ahead a couple hundred per cent. over December and closed some very big accounts. Four of its men got their Quoto and they are displaying their Quoto buttons with much pride, and are going ahead with the intention of never having them taken away from them. One of the most satisfactory features of the business was the frequency of repeat orders, showing how satisfactory the Dictaphone has been to the former purchasers.

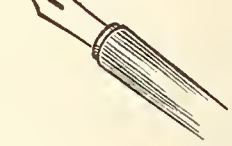
Everyone about the Dictaphone department is making preparations for the coming business show, which will be held next Monday, and the firm expects to have a very liberal display.

H. A. Weymann & Son report that their year of 1915 closed most satisfactory in their talking machine department, in spite of the great scarcity of Victrolas. The improved method installed by the Weymanns for the handling of the Victor records increased their sales sufficiently to overcome the loss of sales in machines.

Harry Weymann says that January ran considerably ahead of last year, and they expect to be in a position this month to catch up on their back

(*Continued on page 22.*)

Pen Your Victor Orders to Penn



There are many reasons back of the broad statement above as to why Penn should fill your orders. One is, because Penn can do it, if anyone can. And that's one reason why you see no stock piled up around our storehouse, for every available machine and record goes OUT to our dealers. Put your trust in Penn. We'll work hard to please you.

VICTOR

Penn Phonograph Co., Philadelphia

1864—ESTABLISHED OVER HALF A CENTURY—1916

VICTOR DEALERS

Send your orders for Victor Records to

WEYMANN

for the best Victor Service in the East

We are now booking orders for Victrolas,
all types, for early deliveries.
May we serve you?

WEYMANN & SON, Inc.

VICTOR DISTRIBUTORS

1010 Chestnut Street Philadelphia, Pa.

We Are Filling Record Orders Practically 100 Per Cent.

FEBRUARY GIVES

us a moment to reflect upon the two greatest examples of "service" ever rendered. George Washington and Abraham Lincoln stand supreme in service to their country.

These two men had nothing more to offer than what was possessed by other people, but their initiative of thought and direction dominated those who lacked the bravery of action.

IN SERVICE TO THE DEALER, the House of Buehn has earned the foremost position. There is no idea on our part to place ourselves in the Hall of Fame with the above mentioned notables, but one fact is positive: Buehn Victor Service is prompt and complete; it works solely for the RETAIL MERCHANT. In machines, records, accessories and repair parts, the evidence of KNOWN deliveries is everywhere.

There is an intelligent understanding of what YOU want, and why you should get Victor goods as ordered; there is the desire on OUR part to have these goods and to deliver them efficiently and promptly.

Victor Records—the bulwark of monthly PROFITS—are delivered practically as ordered. It matters not whether they are vocal, instrumental or foreign records. A test of Buehn Service in February will help your profits for 1916.

The Louis Buehn Co.
Philadelphia's
Exclusive WHOLESALE Victor Distributor

RECORD orders are now being better filled than for several months.

Shipments from the Victor Co. have made it possible for us to fill some orders as well as 90 per cent. Orders for Supplies and Repair parts filled promptly and correctly.

Test us with any size of order—small or large—so you can see that Buehn Victor Service means a co-operation that is modern in every characteristic.

We will guarantee a larger percentage than any other jobber.

THE TRADE IN PHILADELPHIA.

(*Continued from page 20.*)

orders for Victrolas, in addition to being able to take care of new orders being received daily. During the past week they issued a return postal card advising their dealers of certain numbers of records that they have just received from the Victor Co., which resulted in over 100 of them being returned within twenty-four hours of their issue, showing that their dealers appreciate their method of keeping in constant touch with them, so that they get information of records desired.

The Weymanns received a visit last week from C. H. Lichty, the Reading dealer, who was accompanied by his wife and daughter, who were on their way to Florida by boat from Philadelphia.

Norbert Whitley, of the Weymann selling force, has just returned home from Detroit, Mich., after a two weeks' successful trip, and William Doerr is at present having a satisfactory trip through New Jersey. William Brewton, their city and Camden man, has been hustling about the trade from early morning until late at night, and Mr. Weymann says the prospects for business are most encouraging, and every indication points to the fact that the present month will be the largest February they have had in the fifty-two years they have been in business.

Harry Weymann intends making an extended trip through the South about the 15th.

CLEVELAND HOUSE EXPANDS.

P. E. Dietrich & Sons Opened Showrooms Exclusively for Grafonolas and Records.

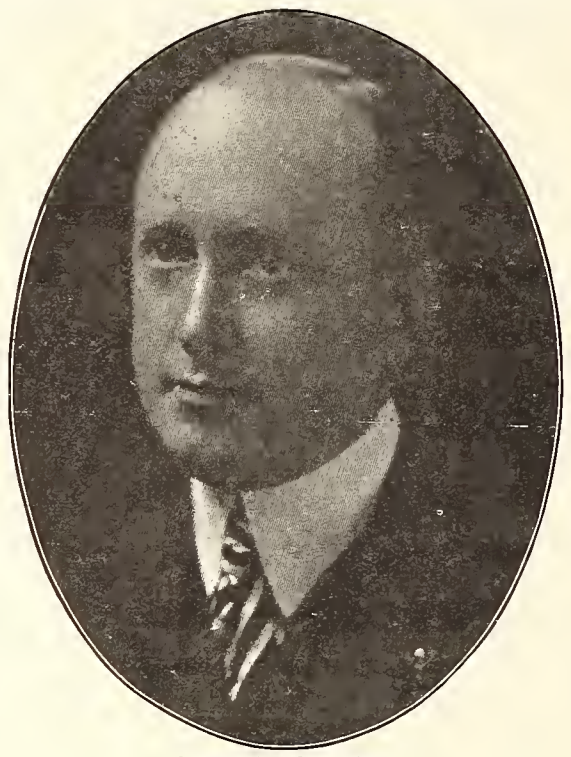
(Special to The Talking Machine World.)

CLEVELAND, O., February 5.—P. E. Dietrich & Sons, 775 East 152d street, this city, have been busy for some time past rearranging the interior of their quarters for the purpose of securing more room. More space has been leased in the same building, and they have opened a salesroom where Grafonolas and records will be handled exclusively, under the direction of Carl and Howard Dietrich. efforts being confined to dealer co-operation from

BELIEVES IN CO-OPERATION.

L. S. McCormick, Sales Manager of the Sonora Phonograph Corporation, Chats of Dealer Co-operation for Sales and Promotion Objects.

L. S. McCormick, who was recently appointed sales manager of the Sonora Phonograph Corp., 57 Reade street, New York, is one of the younger generation of "old-time" phonograph men. His



L. S. McCormick.

first experience was secured while with Thomas A. Edison, Inc., Orange, N. J. Later he was with the Phonograph Corp. of Manhattan, Edison distributer, leaving to become associated with Pathé Frères, New York. The Sonora position followed.

So Mr. McCormick is well equipped with knowledge for the work he is now doing, having been with both manufacturers and jobbers, most of his both sales and promotion viewpoints. "I believe that the dealer," added Mr. McCormick, "should be faithfully served, and my plan of doing business is to put the dealer foremost. It is the dealer who is on the firing line and who is in direct contact with the public. He is familiar with the likes and dislikes of the public, and most dealers are wide-awake enough to put this information to good advantage.

"In the larger cities the methods of doing business are different from the ways and means of getting business in smaller cities, and it is a knowledge of the various methods that enables us to so help the dealers that his sales always exceed his orders. Although our average prices are very high, dealers in small towns are doing as well, proportionately, as dealers in the larger centers, showing that the right sales methods win, irrespective of price. You can count the Sonora Corp. as a loyal supporter of the retail merchant."

RECEIVING MANY COMPLIMENTS.

Charles D. Robinson, who has been doing such good Columbia sales work for A. G. Kunde in Milwaukee, Wis., was a visitor to New York during the holidays. He has been receiving many compliments on the beautiful "hanger" which he has just gotten out, entitled "Ten Golden Rules," being a philosophical dissertation on thinking, knowing, working, learning, helping, speaking, having, being, doing and measuring. This literary effort emphasizes Mr. Robinson's deep study of men and things. It is a mental stimulator.

George Brown, Jr., who handles the Victor, Columbia and Edison lines in Hillsboro, Ill., has secured the services of Mrs. C. A. Nichols as manager of the department. This firm recently sold expensive Columbia Grafonolas to two of the local schools.

DO IT NOW! YOU HAVE CAPITAL INVESTED IN YOUR STOCK. IT WILL BE SECURE IF THE STEVENS BILL PASSES THE NEXT CONGRESS.

WAIT!

We Have a Few Surprises For You

They will make the "WONDER" phonograph even a more marvelous value than it is now.

Don't Commit Yourself

for the coming season until you have communicated with us and investigated. It will repay you.

Write for descriptive folder, advertising material and special dealers' proposition.

THE WONDER TALKING MACHINE CO.

113-119 Fourth Ave. *at 12th St.* **New York**

Telephones, Stuyvesant 1666, 1667, 1668

FINANCIAL CONDITION EXCELLENT.

The Earnings of the American Graphophone Co. Show Gratifying Increase—Surplus Will Be Used to Strengthen Financial Resources.

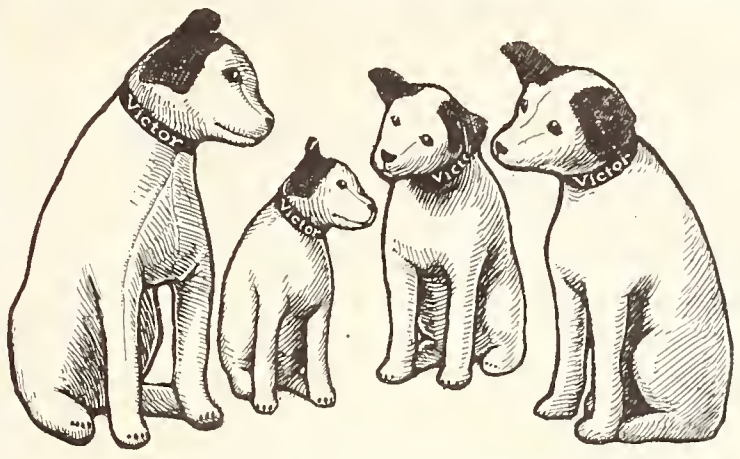
Referring to the general financial position of the American Graphophone Co., Philip T. Dodge, president of the company (and who is also president of the Columbia Graphophone Co.), stated at the meeting of the former company's stockholders, held recently, that while earnings are showing a gratifying increase, it was his opinion that the surplus earnings should be devoted to placing the company in an impregnable financial position rather than the payment of extra or increased dividends at this time. Annual dividends of 7 per cent. on both common and preferred stock, which share equally in dividends after 7 per cent. has been paid on both, are now being paid, and it was believed that regular payments might be increased or an extra dividend declared.

AN EXPOSITION SOUVENIR.

"The Art of the Exposition" Not Only Illustrates and Describes the Architecture, Sculpture and Other Decorative Features of the Panama-Pacific Exposition, but Devotes a Section to the Jobbers' Convention.

There has just been issued, as an attractive memento of the Panama-Pacific Exposition, an elaborately compiled volume on "The Art of the Exposition," and which, in addition to an exhaustive illustrative treatment of the architecture, sculpture, landscape gardening and mural decorations of the exposition, with the notable features beautifully set forth in photogravure, devotes a section to the convention of the National Association of Talking Machine Jobbers, held in San Francisco on July 24 and 25, 1915. The program of the convention, as it covered the ceremonies and entertainment on the exposition grounds, is set forth in full, together with views of the various features of the Victor Co., exhibit, the dancing on the lawn to the music of the Victrola, and the points of interest visited by the jobbers while in San Francisco. A large size panoramic view of the convention delegates is also included in the volume, and thus makes it of particular interest and importance to those of the jobbers and their families who made the trip to the Pacific Coast. The book, which is published by Paul Elder & Co., San Francisco, bears on its cover a replica of the Victor Temple of Music at the exposition, heavily embossed in gold.

Some people tell the truth out of pure cussedness.



"Victor"
TOY DOGS
Made of White Velvet, stuffed, will soon be shipable.

Public Demand Has Brought Out "Victor"

The famous fox-terrier has been officially authorized as a toy. Sales for "His Master's Dog" are assured—also effective window and interior displays.

Victrola stores should place orders now for this new publicity feature. The dogs retail profitably and are good advertising. Buyers already include nearly all of the big New York City Victor and toy dealers.

Made of stuffed white velvet, the four sizes are 12, 15, 17 and 19 inches high. Selling prices are $1, $1.50, $2 and $2.50. The cost is $8, $12, $16 and $20 per dozen respectively.

Samples are on display at the Hotel Breslin Toy Fair. No jobbing arrangements have been made. Better order a spring trial shipment.

J. Henry Smythe, Jr., Manufacturer of "Victor, His Master's Dog"
8 West 40th Street, New York City

EXECUTIVE COMMITTEE TO MEET.

Governing Body of National Association of Talking Machine Jobbers to Convene in New York on February 15 and 16—All Members Welcome—To Discuss Stevens Bill.

The annual mid-winter meeting of the executive committee of the National Association of Talking Machine Jobbers will be held at the Hotel Knickerbocker, New York, on February 15 and 16, at which time the executive committee of the association will also meet to report on and discuss the progress that has been made in support of the Stevens Bill. The meeting will not be confined to members of the committee, but every member of the association is privileged to attend the session.

While in New York the jobbers' committee will also meet with various other associations of the music trade and take action on the Klugh plan for the formation of a Music Trade Chamber of Commerce.

H. N. McMENIMEN HONORED.

H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., was honored last week by being elected chairman of the board of directors of the Chamber of Commerce, Plainfield, N. J. Mr. McMenimen has been a resident of this city for many years, and has been a prominent factor in its industrial and civic growth.

C. G. Child, head of the recording department of the Victor Talking Machine Co., was one of the attendants at the wedding of Miss Geraldine Farrar, the noted grand opera star, and Lou-Tellegen, the well-known actor, in New York on February 8.

The El Paso Phonograph Co., of El Paso, Tex., has increased its capital stock from $20,000 to $30,000.

Boston—Oliver Ditson Co.
New York—Chas. H. Ditson & Co.

YEARS of experience in co-operating with musical instrument dealers particularly fits the House of Ditson to anticipate and fill the requirements of Victor dealers. We know musical instrument conditions and we help you in every way.

Many Victor dealers handle sheet music or musical instruments such as drums, cornets, violins, etc., and there is an advantage here in a saving of freight and express to those who send combination orders for goods of both classes.

What we desire to impress as our greatest service, however, is the vast stock of Victor goods continuously on hand, including machines, records and other supplies, and a service of this kind is not only desired, but is absolutely essential to the dealer who wants to make the most profits during the next two months.

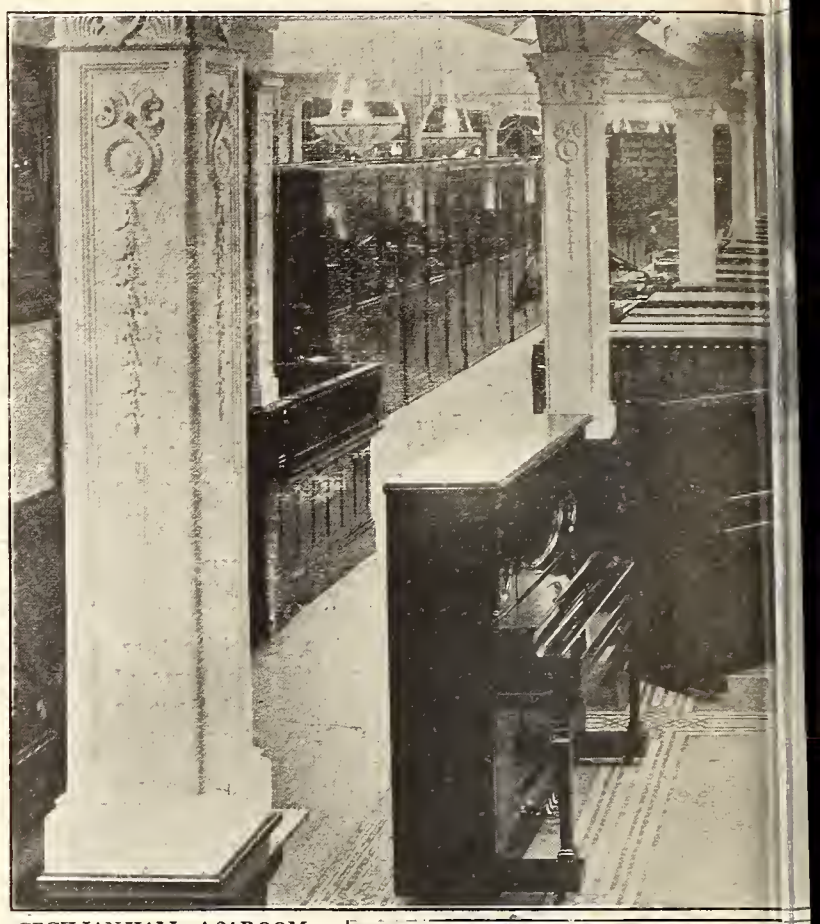
Ditson Victor Service

ENVELOPES

are far superior to wrapping paper for wrapping records. Your customers will appreciate this kind of package more than you imagine. We make them of gray or brown kraft with string and button fastener, either printed to your copy or plain. Try our corrugated paper packing boxes. Samples upon request.
J. L. GILLESPIE CO. Pittsburgh, Pa.

6 PIANO ROOMS

6 PLAYER ROOMS



CECILIAN HALL—A 24 ROOM UNICO INSTALLATION

13 ROOM UNICO INSTALLATION

THE UNICO SYSTEM is the result of years of development, and represents the highest efficiency in demonstrating room equipment for talking machine and piano establishments.

THE UNICO SYSTEM has been adopted by the most progressive dealers in all sections of the country as standard equipment.

THE UNICO SYSTEM is of equal efficiency for the dealer needing but one or two rooms as for the establishment having requirement for 25 or more rooms.

To stimulate your sales, to increase your profits, to develop and hold new trade

INSTALL THE UNICO SYSTEM

Our Planning Department with Its Experience

In developing successful stores and departments for hundreds of dealers is at your service. Simply send us a rough sketch, giving dimensions of your space, location of doors and windows, number of rooms desired, etc., and you will promptly receive our suggestions for an efficient department.

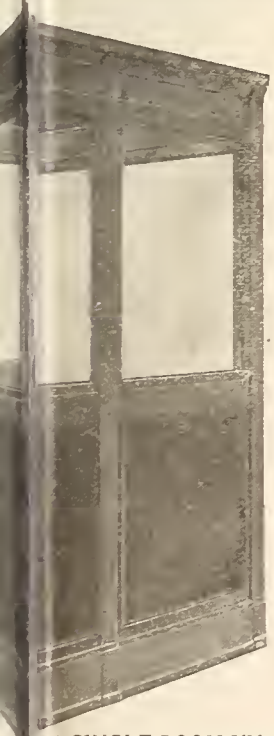
CALL AND INSPECT OUR MODEL UNICO SHOP

CONSTRUCTION UNICO PARTITION UNIT TRADE MARK

THE UNIT CONSTRUCTI

Distr

12 TALKING MACHINE ROOMS



A SINGLE ROOM UNICO INSTALLATION IN THIS DESIGN, $75.80, UPWARDS.

UNICO SERVICE is highly developed in every department. Large stocks are carried in eight designs and a variety of standard finishes in order that any requirement either large or small may be taken care of in 24 hours when necessary.

UNICO PRODUCTION being on a continuously large scale greater value and quality is given than can be obtained for an equal investment elsewhere.

UNICO PRODUCTS have naturally in their successful development been subject to the attempts of unscrupulous and inexperienced imitators.

For a safe and sound investment, for prompt delivery and for satisfactory service

INSTALL THE UNICO SYSTEM

The Unit Construction Company, Date_____
121-131 So. 31st St., Philadelphia, Pa.

Kindly send full information about the Unico System. The dimensions of our store (or dept.) are_____ in accordance with attached rough sketch. We now have_____ demonstrating rooms. We desire to install _____ rooms in size_____ Our distributors are_____

Signed_____

Address_____

CLIP THE COUPON—MAIL TODAY

PANY 121-131 South Thirty-First St.,
PHILADELPHIA, U. S. A.
l Cities

NEW HOME OF THE WONDER TALKING MACHINE CO.

Occupying 13,000 Square Feet of Floor Space at 113 Fourth Avenue—Facilities Materially Increase Their Output—Plant in Charge of Competent Executive and Force.

The Wonder Talking Machine Co., manufacturer of the "Wonder" talking machines, has been able to materially increase its output since moving into its new plant at 113 Fourth avenue, New York. The company has been working to capacity the past few months, and the numerous repeat orders which it has received from dealers throughout the country indicate conclusively the satisfaction which the "Wonder" machine is rendering.

In its new home at 113 Fourth avenue (the Fish Building), two views of which are shown herewith, the Wonder Talking Machine Co. occupies 13,000 square feet of floor space, and it is indicative of the company's success that every inch of this space is utilized to execellent advantage. This is a remarkable record in view of the fact that the "Wonder" talking machine has been on the market only eight months.

The visitor to the "Wonder" factory is impressed immediately upon his entrance with the fact that the lighting and working facilities are ideal. Artificial light is very seldom required, and the employes work in an atmosphere of cheer and comfort, which is an invaluable aid to the promotion of maximum efficiency in every department of the factory.

In order that its patrons may secure adequate service from every standpoint, the officers of the Wonder Talking Machine Co. engaged the services of successful factory men whose success was well established. These factory heads have left no stone unturned to increase the excellence of the company's product, and their manufacturing activities are encouraged by the co-operation which they are given by the other branches of the plant.

President McNulty and Secretary Radt are both actively interested in the progress of their company, the former being in close touch with every phase of the manufacturing division and the latter concentrating on the handling of the business and financial ends of the industry. These two capable executives are keenly alive to the future possibilities of the "Wonder" machine and have laid the foundation for a business which should steadily advance each succeeding year.

Office of the Wonder Talking Machine Co.

Interior View of the Wonder Talking Machine Co.'s Factory.

IF YOU BELIEVE IN MAINTAINING PRICES, WHICH ARE JUST TO THE PUBLIC AND JUST TO ALL, TELL YOUR CONGRESSMAN THAT YOU BELIEVE IN THE STEVENS BILL AND THAT YOU URGE ITS EARLY PASSAGE.

Style 55—$55.00, Retail
44 inches high—18 inches wide—22 inches deep

"The Artophone"
An Instantaneous Success

Since our last month's advertisement, January 15, 1916, in The Talking Machine World, we have opened 82 new accounts and one dealer has already purchased 78 ARTOPHONES—

Is your name among the new accounts we opened? If not, write to-day.

Cabinet models to retail at:

$75.00	**$100.00**
45 inches high	46 inches high
19 inches wide	20 inches wide
23 inches deep	24 inches deep
$150.00	**$200.00**
48 inches high	50 inches high
23 inches wide	24 inches wide
25 inches deep	26 inches deep

THE ARTOPHONE COMPANY
454 N. BOYLE AVE., SAINT LOUIS, MISSOURI

Don't wait until your nearest competitor has seen the big sales there are in the new Columbia "Casey" records, before *you* start pushing them. A new one in the March Columbia Record Supplement.

(Write for "Music M[illegible]ey," a book "full of meat" for those dealers interested in [illegible]ck and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

INCREASES CAPITAL TO $1,000,000.

Otto Heineman Phonograph Supply Co. Enters Dictating Machine Field—Also Establishes Export Department—Paul L. Baerwald Appointed Sales Manager—Company Takes Increased Space to Meet Requirements.

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., Inc., 25 West Forty-fifth street, New York, manufacturer of talking machine motors, sound boxes, tone arms and other talking machine parts, closed a number of important transactions this month which are in line

Paul L. Baerwald.

with the company's remarkable expansion for the past few months.

In order to take care of its fast growing business and provide for future developments, the company has increased its capital from $750,000 to $1,000,000, this increase being decided upon at a special meeting of the board of directors held last week.

The Otto Heineman Phonograph Supply Co., Inc., has taken over the business of the American Parlograph Co., distributer of the Parlograph dictating machine, which has achieved wide popularity. The company is also planning to market another type of dictating machine, which will embody several distinctive features.

For the past six months Mr. Heineman has been busily engaged in establishing sales offices in the important trade sections of this country, but recognizing the vast possibilities of the export market, he has consummated arrangements to open export offices in the principal States of South America. In addition to marketing the various talking machine parts which the company manufactures for the trade in this country, it is planning to ship to South American countries a complete line of cheaper talking machines which will compare favorably with the machines formerly exported by Germany to South America. This line will not be introduced to the trade in this country, but sold only to South American trade.

Paul L. Baerwald, who is familiar with the talking machine industry from all angles, has been appointed Eastern sales manager of the company with headquarters at the executive offices. Mr. Baerwald spent considerable time at the Heineman factories before joining the sales staff, and the success which he has achieved in his initial trips is due in a considerable measure to the thorough factory training he received, coupled with his pleasing personality and sales ability.

These numerous additions have forced the Otto Heineman Phonograph Supply Co., Inc., to materially increase its executive office space, notwithstanding the fact that it only moved to its present spacious quarters the first of the year. To this end an additional section of the sixteenth floor of the Central Building has been added to the space it now occupies on this floor. This space will be utilized as extra display rooms and private offices and, judging from the company's activities the past few months, more space will soon be needed.

President Otto Heineman states that the factory is working to capacity, and that the vastly increased manufacuring facilities at its command since the first of the year have materially increased its total output.

CONDITIONS IN LOS ANGELES

Satisfactory in the Talking Machine Field Despite Unusually Disagreeable Weather—Dealers May Form a Local Trade Organization—News Happenings of the Month.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., February 3.—In spite of the fact that over thirteen inches of rain fell here during the month of January, business has been exceedingly good both in record and machine sales. The local jobbers have not completely recovered from the enormous Christmas business and are still out of a great many of the best sellers in records and machines. The scarcity of fumed oak machines in all makes necessitated the loaning of machines in other finishes, and nearly all the dealers are behind on their exchanges. Business in general is very good and indications point to a very prosperous season.

O. A. Lovejoy, wholesale manager of the Southern California Music Co. for Thomas A. Edison Co., is leaving in a few days for New York City to attend the convention of Edison jobbers. While in the East Mr. Lovejoy will visit the Edison factory, where he will endeavor to arrange for better facilities on future shipments to the Coast.

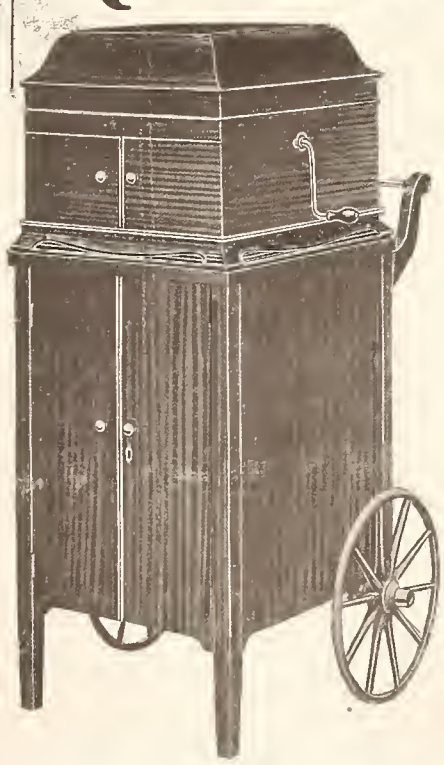
The Andrews Talking Machine Co. has recently added the Edison Diamond Disc line and now has a complete stock both of records and machines.

C. H. Booth, manager for Barker Bros., reports a very prosperous business during January. Mr. Booth is very much in favor of the talking machine dealers organizing in Los Angeles, and believes that a great deal of good would come from such an organization.

A. J. Kendrick, representing the Victor Talking Machine Co., of Camden, N. J., is making an extended visit in our city. The heavy rains are keeping him indefinitely in the city, and he has been unable to visit any of the surrounding towns.

J. A. Cook, formerly a road salesman for the Edison Phonograph Co., with headquarters in Chicago, has taken charge of the talking machine section of the Schumann showrooms at State and Wyman streets, Rockford, Ill.

QUALITY FIRST



702—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Nickel-plated trimmings. Lock and key. Rubber-tired wheels. Height, 30 ins. Top, 17 x 20¼ ins.

Our merchandise is distinctive in its finish, proportions and gracefulness of lines, in fact, it embodies all of the features and characteristics of "The Very Best" craftsmanship. Combined with these are the fineness of the material and the results that only a corps of efficient craftsmen can produce.

Our prices are consistent and our service unexcelled.

You Need Our Catalog—Get It Now

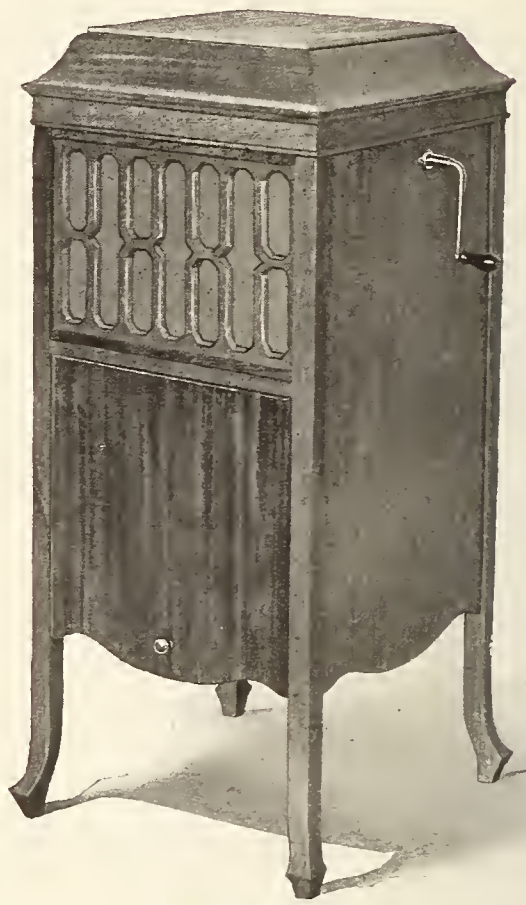
SCHLOSS BROTHERS
637-645 West 55th St., New York
TELEPHONE: COLUMBUS 7947

We Have Solved Your Problems

We build a complete line of high grade cabinets, all fully guaranteed and delivered ready for installation of motor sets and in packing cases that can be used for reshipping the instruments.

We solicit inquiries from those purchasing cabinets of their own designs in quantities.

DESIGN No. 200
Made in Quartered Oak, Genuine Mahogany and Circassian Walnut.
Dimensions, 24 in. wide, 24 in. deep, 49½ in. high.



DESIGN No. 75
Made in Quartered Oak and Genuine Mahogany.
Dimen., 18¾ in. wide, 20¼ in. deep, 42¼ in. high.

DESIGN No. 50
Made in Quartered Oak and Genuine Mahogany.
Dimensions, 19¾ in. wide, 21¾ in. deep, 14¾ in. high.

DESIGN No. 25
Made in Quartered Oak and Imitation Mahogany.
Dimensions, 17 in. wide, 18½ in. deep, 12 in. high.

We are also prepared to furnish our cabinets equipped with suitable Motors, Tone Arms and Sound Boxes, thus furnishing to our customers a complete line of phonographs tested and ready for use and with our customer's label if desired.

CENTURY CABINET COMPANY

25 West 45th Street, New York City

DETROIT TALKING MACHINE DEALERS ORGANIZE.

Retailers and Wholesalers Form Talking Machine Association with Max Strasburg as President—The Attractive Edison Shop—Grinnell's Victor Display—New Talking Machine Stores Opened During Month—James P. Bradt Makes His Initial Visit.

(Special to The Talking Machine World.)

DETROIT, MICH., February 8.—Undoubtedly the three most prosperous industries to-day are the steel, automobile and talking machine. Detroit is the center of the motor car business and the statements made by the officials of these concerns indicate that 1916 will be the greatest year that industry has ever seen. The talking machine business for January was the greatest it has ever been and the dealers are certain that 1916 is going to break all records for talking machine business. What they are endeavoring to do is to keep on hand all the stock they can afford, because one thing is positively certain—there will be a shortage of instruments before the end of the present year. The various factories are certainly doing their very best to keep up with the orders, but the trouble is that the orders are exceeding the capacities of the plants. Advice to dealers is to "stock up" and "get all the instruments you can *now*. Benefit by last year's experience." The dealers who will profit this year will be those who will have machines to sell.

New Association Formed.

The talking machine dealers in Detroit have finally organized a local association known as the Detroit Talking Machine Association, comprising both retailers and wholesalers. The first regular meeting was held at the Columbia store, Broadway, on January 20. Officers were elected as follows: Max Strasburg, president; Sam Lind, first vice-president; Wallace Brown, second vice-president; Sydney J. Guest, 541 Dix avenue, secretary, and E. K. Andrew, treasurer. Dues were placed at $5 per year and the first man to pay was J. H. Goldberg, Gratiot avenue dealer. A committee of five was appointed to draw up a constitution and by-laws, to be discussed at the next meeting.

Max Strasburg gave an excellent talk on the value of a local association, what could be done toward the elimination of trade evils if everybody would pull together and work in harmony. "You must not expect quick results from such an organization," he said. 'It will take time before we all know each other thoroughly, and then we will be able to get down to real business. The problems that this association should take up relate to the interest proposition, some of us charge interest; others do not; there is the question of allowances for trade-in instruments; these allowances should be more uniform; there is the question of sending records out on approval, and another great question, of giving records with machines at the time of sale. We all have our opinions on these different problems. By talking things over most likely we can conduct our business along more uniform lines." (Mr. Strasburg, by the way, is the oldest talking machine man in Detroit in years of experience—not in age.)

E. K. Andrew, of the J. L. Hudson Co.; Wallace Brown, of The Edison Shop, and Sam Lind were others who talked on the great good that could be accomplished by a live organization. The man who suggested a talking machine association was Sam Lind, of the Columbia Co. He has charge of city sales and as soon as the idea came to him he got in touch with Mr. Andrews, of the J. L. Hudson Co., who immediately got enthusiastic. Others in the trade were asked about it and they all agreed that it would be a good thing. The second meeting of the association was held Monday evening, February 7, at the Columbia store, most of the evening being given over to a discussion of the constitution and by-laws, the payment of dues and acting on new membership applications.

The more one visits the new store of The Edison Shop on Woodward avenue, owned by the Phonograph Co., of Detroit, the more one realizes what a magnificent place it is. The minute you enter the door you become impressed with the Edison machine owing to the gorgeous surroundings and appointments, and as you visit each floor you realize the increasing importance of the talking machine business. Roy Babson Alling has full charge of the Detroit store, which sells at retail in addition to jobbing Edison machines in Michigan. Miss Christine Miller, one of the Edison artists, was in Detroit February 5, 6 and 7, giving a concert on the latter date.

Wallace Brown, of the Wallace Brown Edison Shop, Detroit, reports greater activity at his store in January than any previous month since he has been in business, exclusive of December. "We are still behind in our orders on machines; our record business is improving every day. The outlook for 1916 is great."

The Ecco Phonograph Co. has opened a store in the Hotel Cadillac building, Rowland street side, Detroit, where it will sell at retail in addition to handling its business for American and European business. This concern makes its own machines, having a factory on the west side of the city. The machine retails at $5.

Grinnell Bros. during the first week in February had a window display of Victor records—one of the most attractive ever seen in this city. The entire window contained records which were placed in all sorts of ways, many on the floor, on the walls and strung along on strings. A card in the window said: "31,500 records are on file in this store. There are 23 demonstration rooms."

The thirteenth annual meeting of the branch managers of Grinnell Bros. was held in Detroit the week of January 24 and consumed four and one-half days. Business sessions were held twice daily. All phases of the talking machine and piano business were discussed. Reports of the various managers showed that 1915 was a prosperous year, and everybody seemed optimistic about 1916. There

(*Continued on page* 30.)

LANDAY SERVICE
Victor
THE SEAL OF QUALITY
COPYRIGHT

Landay BROS

Victrola
Service

holds its leadership because it measures up to more responsibilities than most others.

Do you, Mr. Victor Dealer, fully realize the more exclusive features of Landay service?

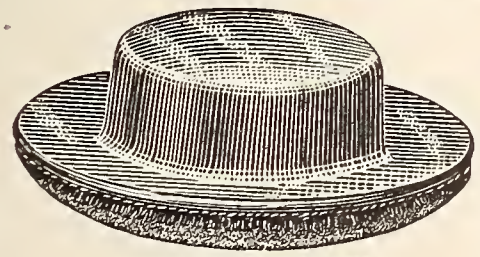
We are able to assist you in many ways, as:

Stock
Financial advice
Selling advice
Advertising advice.

Ask us for full details. Remember this additional service costs you no more. Write us about it today.

P. S. Do you know that Landay offers to dealers a special window card service of unusual character? Ask us about it.

"Standard" Record Cleaner



ARTISTIC AND ATTRACTIVE

Grips the record surface and clings as if on rails.

Extended brush area cleans record with one sweeping circuit.

Price, 50 Cents, List
Patented June 2, 1914.

Send 10 cents in stamps for a sample cleaner. Write on your business letter head only. Place regular orders through your jobber.

STANDARD GRAMAPHONE APPLIANCE CO.
173 LAFAYETTE STREET NEW YORK

We also manufacture the Simplex Record Cleaner, Price 15 cents, list.

Landay BROS
Victor Jobbers Exclusively
569 Fifth Avenue
New York, N. Y.

THE HOME OF LANDAY BROS.

DETROIT DEALERS ORGANIZE.

(*Continued from page* 29.)

was a banquet on Tuesday night with S. E. Clark acting as toastmaster. On Wednesday evening Grinnell Bros. gave a masquerade dance at Burke's Casino, at which were present all the managers, their wives, officers of the company and the entire force of employes of the Detroit stores. The details were worked out by the Goodfellowship Club.

The American Record Exchange has opened for business at 73 East Columbia street, Detroit. This concern announces: "Victor and Columbia records exchanged for five and ten cents each. Records also bought and sold."

W. D. Trump, Jr., has been appointed manager of the branch of the Max Strasburg Shop, opened at 74 Library avenue, Detroit. This will be the permanent headquarters after the first of April.

Goldberg's phonograph store, Detroit, has moved from 236 to 167 Gratiot avenue. The building is two stories high, both floors being devoted to Mr. Goldberg's business. The soundproof booths are of white enamel with mahogany trimmings. It now ranks as one of the finest exclusive phonograph shops in the Middle West.

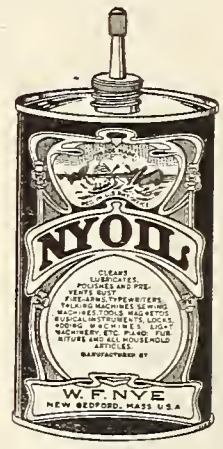
The Home Furnishing Co., North Burdick street, Kalamazoo, has added a line of phonographs and records.

At 1588 Michigan avenue is a talking machine store operated by J. W. Nowicki, who handles Columbia goods exclusively. Mr. Nowicki personally gives little attention to this phase of his business, but he has a very able manager in the person of his thirteen-year-old daughter, Emilie, who does all of the buying and the selling. She is a wonderfully clever girl for this business. A complete assortment of English, Polish, German, Russian, Bohemian and Lithuanian records are carried in stock, and this young lady talks enough of all of these languages to take care of customers when they come in. Not long ago she gave the Columbia an order for 2,200 foreign records at one time. "I leave everything about this department to my daughter, Emilie," said her father in talking with The Talking Machine World correspondent. "She handles it better than a grown person; she takes a lot of interest in the department, she speaks all the different languages and knows just what kind of foreign records should be kept in stock."

James P. Bradt, general sales manager of the Columbia Co., was here February 1. He said business all over the country was booming. It was his first visit to Detroit. It made a great impression on him.

FALL IN
JOIN THE ARMY OF
NYOIL DEALERS AND

YOU WILL SHARE



PROFITS WITH US

Let Us Submit Our Latest Proposition
WM. F. NYE, New Bedford, Mass.

"Music for Everybody"

OPERAPHONE RECORDS

Retail at 35 cents.

Are equal to any.

Are 8 inches in diameter.

Are double sided.

Play as long as the average 12 inch records of other makes.

Are vertical cut.

Play with an ordinary steel needle.

Play on any lateral cut record machine with a small attachment which is simple to use and inexpensive.

Our catalog is up-to-date and there are no duplicate titles; the songs are by the popular artists.

The records are the product of our own laboratory and factory.

Write for January list—it speaks for itself.

Operaphone Manufacturing Corporation
Office: Fifth Avenue Building, Madison Square, New York

OPENS GENERAL REPAIR SHOP.

The Talking Machine Repair and Sales Co., New York, of Which A. H. Dodin Is President, Will Repair All Makes of "Talkers" in Shop Which Was Opened Lately.

The Talking Machine Repair and Sales Co. recently incorporated under the laws of New York to fill what may be termed a long-felt want in the trade. The new concern has opened a shop at 25 East Fourteenth street, New York, and will specialize in repairs of talking machines of all makes and styles for any dealer or his customers. It will tend to remove the difficulties faced by the dealer in a certain line when he had to persuade his jobber to have repaired a machine of another make. The great number of new machines, particularly of the cheaper types, on the market also makes a general repair shop a welcome institution.

Andrew H. Dodin, president and general manager of the new corporation, is, perhaps, the best known repair man in the talking machine field, and has spent about fifteen years at that work. His first work was in Brussels, Belgium, under Albert Durant, the noted European expert, and later spent six years with the New York Talking Machine Co., where he conducted what is declared to be one of the finest repair shops in the trade in the matter of tool equipment and lay-out and in the amount of stock carried.

Mr. Dodin will be in direct charge of all the work of the new corporation, and will be assisted by George Cockrell, long connected with local jobbers as a repair man, who will act as outside representative of the company among the dealers. The interest that has been shown in the new venture makes its success assured.

ISSUE STRIKING VICTOR POSTERS.

The advertising department of the Victor Talking Machine Co. sent out last week to Victor dealers three very attractive and striking posters, two being devoted to the new Tungs-tone stylus and the other to "Mother," one of the most popular songs now in vogue. These posters can be used to excellent advantage by Victor representatives throughout the country, as the general public's interest in the Tungs-tone stylus has been stimulated by the advertising appearing in the national magazines announcing the new needle.

Other literature accompanying these posters included new repair catalogs for the Victor I F.

ACTIVE CONDITION OF THE TRADE IN CLEVELAND.

Volume of Business Increase for the Past Month Over Last Month Ranged Somewhere from 20 to 120 Per Cent.—Talking Machine Men Join Cleveland Music Trade Association—Machines of All Makes in Great Demand—Output Is of Excellent Volume.

(Special to The Talking Machine World.)

CLEVELAND, O., February 7.—The talking machine industry has been one of the most active in this city during the past month. In spite of the fact that there is a shortage of goods, the volume of business increase for the past month over the same month last year ranged anywhere from 20 per cent. to 120 per cent. Such artists as Pablo Casals, Oscar Seagle, Julia Culp and Mischa Elman gave recitals here during the month and thereby created a larger demand for their respective records.

The talking machine men of this city have been taken into the Cleveland Music Trade Association, and with their combined efforts will make this city a more potent factor than ever before in musical matters.

The Euclid Music Co., Victor dealer, reports that the volume of business for January was greater than that of any previous January in the history of the company. A. W. Witter, general sales manager of the concern, expects to take a trip to the factory in the near future.

Manager Morton, of the Columbia Grafonola department at the G. M. Ott Piano Manufacturing Co., Euclid avenue, says: "Conditions in Cleveland are excellent and the demand for Columbia product is good and we are on the job, so why shouldn't we have a big business this year? We will."

The William Taylor & Sons Co.'s Victrola department also reports a record January business. T. A. Davies, manager of the department, just returned from the Victor factory, having had a very successful trip. He stated that no sale of a machine was lost during the holidays, since he had machines of every type of both the Victrola and Grafonola talking machines.

The Wade H. Poling Piano Co.'s Victrola department, under Earle Poling's managership, again attracted much attention by means of its unique window displays, especially featuring the higher grade Victrolas and records.

The Phonograph Co., of this city, Edison dealer and distributer, states that the January business equaled that of December, which was the banner month of any since the inception of the organization.

The Fischer Piano Co., distributer of the Pathé phonograph, has realized excellent results during the past month. The company is now supplying over eighty-five dealers throughout its territory.

Manager J. J. Schreiner, of the Bailey Co.'s talking machine department, states that the business for the past month showed a material increase, despite a marked shortage in the Victrola, Columbia and Edison lines, which the department carries.

The Diamond Dise Talking Machine Co., located in the prominent East End residential district, reports that the business for January was fully as good as that of December. Manager E. A. Friedlander said that every indication pointed to an exceptionally good year's business.

Buesher's Victrola House has been doing some extensive advertising by means of eight large billboards in different sections of the city. The advertising consists of a picture of a large Victrola and a Victor record, with a very practical suggestion, appealing to all classes of people.

The Pathé talking machine department of Stearn & Co. expects to move from the sixth floor to more commodious quarters in the balcony of the building, consisting of a concert hall and eight large demonstrating rooms. Manager C. H. Johnston was very optimistic regarding business conditions.

The Collister & Sayle Co., Victor jobber, is now getting nearly all the models of Victrolas to supply the increasing demands of its numerous dealers. There is a tremendous demand for the new Victor tungs-tone stylus. Jack Kennedy is the wholesale manager and Miss Jeanette Heisa is retail manager.

Business at the Eclipse Musical Co., extensive Victor jobber, has been very large, and the results for January were greater than those of any previous year. The demands have been very large, and it has only been due to the increased shipments of goods from the Victor factory that the dealers were better satisfied than ever before.

During the past month Miss Irene Heasley, formerly connected with the Caldwell Piano Co.'s Victrola department, and Oscar E. Linn, credit man for the Caldwell Piano Co., were married. Manager Schirring, of the Victrola department, entertained the bridal couple and the sales staff and and employes of the company showed their good wishes by means of gifts.

The B. Dreher's Sons Co. reports a trade increase of 33⅓ per cent. over the same month a year ago. The Aeolian-Vocalion has met with excellent success and numerous sales are reported weekly. Manager W. G. Bowie anticipates continued good results during the following months.

The Columbia Graphophone Co., under the energetic managership of G. M. Madson, showed an increase of over 100 per cent. over the same month a year ago. Mr. Madson said that he had to stop opening up new accounts owing to the tremendous demand from the fifty local dealers.

Some of the recent Cleveland dealers were: Mr Raynor, of the Yahrling-Raynor Co., Youngstown, N. Y.; J. E. Leighton, Painesville; George E. Nichols, Nebraska Cycle Co., Omaha; Mr. English. Stewart Talking Machine Co., Indianapolis, Ind.; Bill Gaston, representing the Victor Co.; Mr. Leopold, of May & Leopold, Steubenville, O.; French Nestor, Pittsburgh.

JOINS WATKINS MUSIC CO.

Norman H. Cook, Formerly Manager of Talking Machine Department of Boggs & Buhl, Pittsburgh, Goes with Youngstown, O., Concern—Long Experience in the Business.

(Special to The Talking Machine World.)

PITTSBURGH, PA., February 8.—Norman H. Cook, formerly manager of the talking machine department of the Boggs & Buhl store in this city, resigned on February 1 to become a member of the Watkins Music Co., of Youngstown, O. He was in charge of the Boggs & Buhl department for a year and a half. Mr. Cook learned the talking machine trade from the ground up, and, although a young man, has achieved enviable success in the business. He began his career with the Bennett Piano Co. at Warren Pa., his home town. Following that connection and previous to coming here, he was associated for three years with the W. F. Frederick Piano Co. at Cleveland, O. Mr. Cook's rapid rise and his marked success as manager of the Boggs & Buhl department resulted in his being taken into the firm of the Watkins Music Co. He will leave this city to assume his new duties in Youngstown about the 15th of the month, being followed by the best wishes of his many friends in the trade.

DEATH OF ALBERT C. PHILLIPS.

Son of Walter P. Phillips, Well Known in the Talking Machine Trade, Dies Suddenly In New York—Prominent Newspaper Man.

Albert C. Phillips, a member of the staff of the Financial Bureau of the New York Times and well known in newspaper circles, died suddenly at his home in New York on Tuesday, February 8, in his forty-fifth year. The deceased was the son of Walter P. Phillips, general manager of the original United Press Association, and for many years connected with the Columbia Graphophone Co. as head of the publicity and promotion department. Mr. Phillips, Sr., retired from active business some years ago.

WE ARE PREPARED

RECORD SERVICE

ECLIPSE

VICTROLAS

Jobbing Victor Product Exclusively

ECLIPSE MUSICAL CO.

Victor Distributors

CLEVELAND

TALKING MACHINE TRADE PROSPEROUS IN ST. LOUIS.

Gratifying Conditions Exist in Missouri—Korber-Brenner Activity—Pathé Wholesale Warerooms—Good Work of Talking Machine Dealers' Association—Great Volume of Victor Advertising—Christine Miller and the Edison—Columbia Co.'s Large Business.

(Special to The Talking Machine World.)

St. Louis, Mo., February 8.—There is decided visible evidence of the prosperity of the talking machine trade in and about this city. New booths, enlarged space and additional forces in talking machine salesrooms are much in evidence.

Take for instance Aeolian Hall, which is giving up that wonderful first floor of the local warerooms, that has always been sacred to grand pianos, fine rugs, settees and comfortable chairs for the music lovers of St. Louis, to record demonstration rooms. Six booths and a stock room have been built and at this writing are being decorated in approved Aeolian Hall style. Sales Manager Halman is especially proud of his selection of electrical fixtures. Talking Machine Manager Hallahan is content with claiming credit for the effectiveness of the booths. This means that the Aeolian-Vocalion has outgrown the cellar, where the talking machine department has been housed for many years, and has been moved to the main floor for record business, in addition to the fourth floor, which was given over to machine sales some months ago.

At the Silverstone Music Co. five additional booths are being constructed as a second story of those on the main floor, and will be reached by a broad artistic stairway which will start from near the front door.

At the Columbia warerooms they have been doing some preparedness work, and Manager Irby W. Reid says they have everything but the munitions. The chief work during the last month has been a complete rebuilding of the record cases in the stock rooms. C. R. Salmon, the wholesale manager, says that the new stock cases will permit the wholesale force to handle the record orders with a great deal more dispatch and accuracy than ever before.

"In the city the greatest trade on single records follows the appearance in the city of an artist with a popular number. Irene Franklin was here and we sold a lot of her records. This week Gus Williams was singing at the Olympic, and we are having a great run on his numbers. We have been doing our advertising mostly along the record lines, and the trade has responded in surprising form," said Mr. Salmon.

E. C. Rauth, of the Koerber-Brenner Music Co., Victor jobber, returned recently from an extended southwestern trip and reports a most excellent business in that section. "The people there have money and they are spending it," he says. "And first they seem to be buying talking machines, and those who have machines from former good crop years are buying records. Everywhere in this middle section of the country business is good and talking machine trade is leading all the rest."

Mr. Rauth is quite an enthusiastic supporter of the interview with C. B. Noon, manager of the musical instruments department of the Stix, Baer & Fuller Dry Goods Co., which was published in last month's Talking Machine World, and he would recommend that all dealers, old and new, read this thoroughly and talk it over with other men of the trade, that they may avert any threatened calamity to the business through the selling of cheap machines that will destroy the standing the business has built for itself while handling only dependable merchandise.

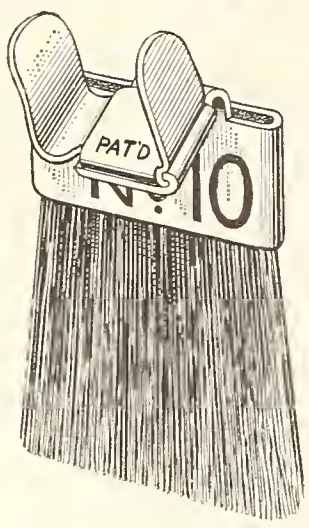
R. H. Gordon, of the Pathé Co., reports considerable progress with his line in the city, and even more progress in his country district. When he came here his machines were on sale only with the Hellrung & Grimm Furniture Co. Now he has stocks in the Lehman Piano Co., on Piano Row; the O'Neil Piano Co., on Grand avenue, in the middle West End, and the Sommers Furniture Co., in Piano Row. He has excellent prospects for further local sales outlets.

The Pathé wholesale warerooms are in the same corridor in the Blackwelder Trust Co. Building as a Justice of the Peace court, and as Mr. Johnson's idea of hospitality is to keep open doors, he sometimes gets on the nerves of the court, despite that body's appreciation of the excellent music. So it often happens that while he is demonstrating to a prospective customer a man acting as though with authority will appear and silently close the corridor doors. Then they remain shut until court adjourns, when they are thrown open again; but, having due respect for the majesty of the law, Mr. Gordon makes sure when court adjourns.

One of the accomplishments of the Talking Machine Association here was the establishment of a rule that the members should not sell machines on instalments without interest on deferred payments. So far, it appears that the members are observing this rule, but the furniture stores are not members. They do not charge interest on furniture payments, and they object to charging interest on talking machines. Recently this put the exclusive talking machine salesmen in hard competition on some sales. Some sales have been made without the question of interest being touched upon, and when the seller objected the managers have been forced to give up the sale. Some uncomfortable interviews for the salesmen have followed. The furniture houses, however, are said to strictly enforce the other rule, that of limiting the records sent on approval to forty-eight hours and requiring that the customer buy at least 25 per cent. of those sent. It is likely that an effort will be made in the near future to adjust the interest complication.

Getting down to the retailer, the reports that are heard are of a most surprising business last month. "We had an excellent Christmas trade," said Manager C. B. Noon, of the Stix, Baer & Fuller Dry Goods Co., "and naturally I figured that January would be rather quiet; but, much to my surprise, we did a capacity business at times. Our month totaled handsomely, and February has started off nicely."

This is practically the report that has been heard

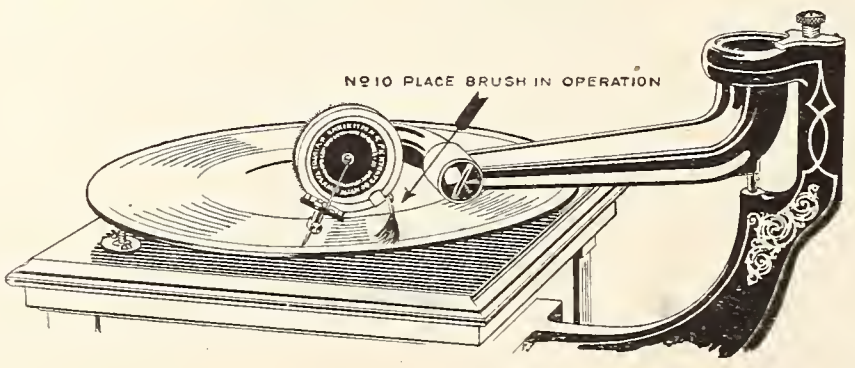


Cleanrite
TRADE MARK
RECORD BRUSH

Price 25c.

Grit is a Fine Thing in a man, but one of the Worst Things in a record groove

Easily Attached
Works Automatically



By removing all dust and dirt from the Record Grooves a clear reproduction is insured.

Every Jobber and Dealer Should Handle These Brushes. Sample and Discounts Mailed on Request

Blackman
Talking Machine Co.
97 Chambers St Near Church St. New York
VICTOR DISTRIBUTORS

all along the line. A good many dealers have not yet received all of the machines that they ordered for the Christmas sales, and they are in no haste to deliver large machines where they have small ones out, because they have a steady trade that is eating up their belated shipments about as rapidly as they can get them in. The jobbers say that they will be caught up with the situation by the middle of the month and will be ready to go ahead on new business. The retailers say they are ready to order more as soon as they are promised delivery, and in fact some of them have gone ahead ordering despite delayed shipments. The record situation as to stock seems to be very good indeed.

Manager James Campion, of the Story & Clark Piano Co., who handles the Edison line, is preparing for an active talking machine campaign from that store. He is formulating plans for a ground floor record sales department, and has engaged Miss McKim, of the Famous & Barr staff, who is said to have made a remarkable sales record with Edison machines at the former store.

Again this month was the volume of advertising on behalf of the Victor records noticeable. The morning papers on the day the monthly list was announced seemed to be chiefly Victor records, and the ads continued in the afternoon papers. It is an interesting study to watch the announcements of the new records. The Victor list announcements are duplicated several times in ads of comparatively small space, but there is a large degree of effectiveness in it. The Columbia list is announced in a Columbia warerooms advertisement of liberal space that, too, is effective in its way. The last Edison disc list was announced in a display ad of the Silverstone Music Co. The other dealers complained that there had been a slip somewhere and that they did not have the list in time to join in the advertising.

Miss Christine Miller sang at the Victoria Theatre January 15 in a tone test with the Edison disc machine, and the usual tests were made on the capacity audiences as to whether they could tell which was the human voice and which was the machine when both were singing. It was a feature of this test that the newspapers sent their musical critics to hear this concert, and without exception they expressed wonderment at the performance. Some of the reports were very carefully worded, but the recognition was as complete as could be expected for mechanical music, considering the prejudice that still exists in the minds of those who are accustomed to the "high brow" musical affairs. As one dealer in another line put it, "it would seem that the talking machine has certainly become a musical instrument when the critics will sign their names to articles comparing it to the human voice."

Chris Johnson, formerly of the Columbia warerooms but recently with the talking machine department at the Nugent Department Store, has gone to Logansport, Ind., where he will have charge of a department recently established in a department store in that city. In his new place Mr. Johnson reports to Mr. Oleman, in charge of the Nugent department, which is controlled by the National Talking Machine Sales Co. This department is making an enviable record with Edison and Columbia machines.

H. E. SPEARE IN CHARGE.

H. E. Speare has been appointed manager of the Victor department at the Lord & Taylor store, New York, succeeding W. J. Lynch, who severed his connections with the store last week. This department is under the direction of the Musical Instrument Sales Co., New York.

Mr. Speare was previously manager of the Lord & Taylor Victor department, having been appointed manager of the department when Lord & Taylor moved to their store at Thirty-eighth street and Fifth avenue. Subsequently he was appointed manager of the Victor department of the William Hengerer Co., another store in the Musical Instrument Sales Co.'s chain. Mr. Speare was very successful in both of these important capacities, and is thoroughly familiar with Victor retail merchandising from all standpoints.

FORMAL OPENING IN DALLAS.

Western Automatic Music Co. Featuring the Edison Diamond Disc Phonograph.

(Special to The Talking Machine World.)

DALLAS, TEX., February 5.—The formal opening of the handsome new quarters of the Western Automatic Music Co. at 1604 Elm street, this city, was held yesterday and proved a decided success. The company handles orchestrions and automatic pianos and also features the Edison Diamond Disc phonograph very strongly. It occupies three stories in its new building, two of them devoted to display and salesrooms and offices, and the third to stock storage.

BRINGS McCORMACK TO LIMA, O.

Frank E. Harman, President of the F. E. Harman Co., Victor Dealers, Leading Spirit in Enterprise—Heavy Guarantee Required.

(Special to The Talking Machine World.)

LIMA, O., February 8.—An unusual and praiseworthy enterprise in the line of developing interest in the musical possibilities of the talking machine is to be credited to Frank E. Harman, president of the F. E. Harman Co., which conducts a large Victrola department in connection with its housefurnishing business in this city.

Through Mr. Harman's efforts arrangements have been made to bring John McCormack, the famous tenor, to the Memorial Hall, this city, on March 9, despite the fact that a guarantee of $2,000 was required. Arrangements have been made to afford people from surrounding towns an opportunity to attend the concert, and the Harman Co. is making a special drive on McCormack records and other high-class music features. Mr. Harman's connection with the plan to bring Mr. McCormack to Lima is in itself an excellent advertising stunt, especially as some time ago he was also instrumental in bringing Mme. Tetrazzini to this city. The ticket sale is being handled by the Harman Co.

MUST MAINTAIN LIST PRICE.

The Victor Talking Machine Co. has called the attention of its dealers to an injunction which it recently obtained in the United States District Court, New York, against the Globe Talking Machine Co., New York. This latter concern violated the terms and conditions of its dealer's contract with the Victor Co., according to the complaint filed.

The injunction prohibits the Globe Talking Machine Co. from selling any Victor products at less than the full list price or royalty marked upon each machine and record.

The Houston Phonograph Co., Houston, Tex., which was adjudged bankrupt on October 29, 1915, has applied for a discharge from bankruptcy, and a hearing will be held in Houston on March 10.

NO MORE WINDING BY HAND-THE MOTROLA DOES IT FOR YOU

Last month we announced the Motrola.

While we knew there would be a big demand, we did not realize that the demand was so urgent, as was indicated by the avalanche of inquiries and orders that came in immediately from almost every section of the country.

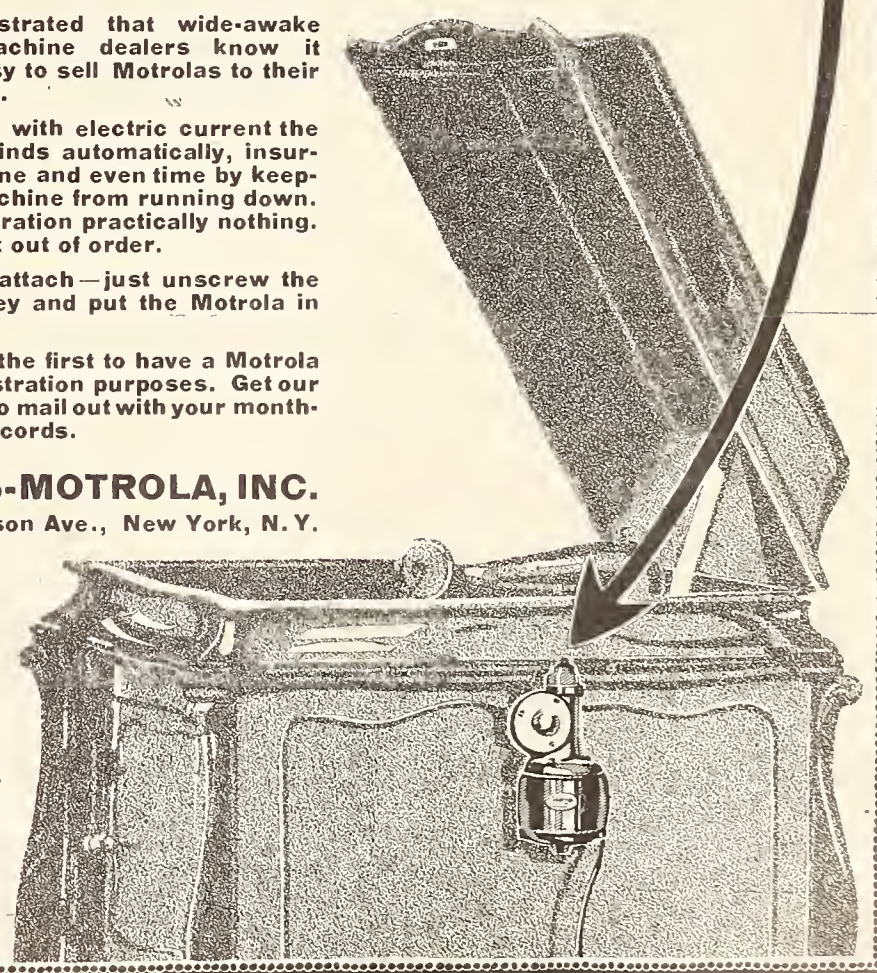
It demonstrated that wide-awake talking machine dealers know it will be easy to sell Motrolas to their customers.

Connected with electric current the Motrola winds automatically, insuring true tone and even time by keeping the machine from running down. Cost of operation practically nothing. It can't get out of order.

Simple to attach—just unscrew the winding key and put the Motrola in its place.

Be one of the first to have a Motrola for demonstration purposes. Get our literature to mail out with your monthly list of records.

JONES-MOTROLA, INC.
171 Madison Ave., New York, N.Y.



Prices, terms and all further information sent on request.

CHEST OF SILVER PRESENTED TO LOUIS F. GEISSLER.

Members of National Association of Talking Machine Jobbers Seize Upon Occasion of Mr. Geisler's Wedding to Express Congratulations, Accompanied by a Beautiful Chest of Silver.

The members of the National Association of Talking Machine Jobbers, in recognition of the many courtesies and kindnesses received at the hands of Louis F. Geissler, the general manager of the Victor Talking Machine Co., seized upon the occasion of Mr. Geissler's recent wedding to present to himself and his charming bride a testimonial of the appreciation and regard in which he is held. To this end President Andrew G. McCarthy appointed a committee consisting of James F. Bowers, of Chicago, chairman; Edwin C. Rauth, of St. Louis, and Arthur A. Trostler, of Kansas City, to make the necessary arrangements.

Chest of Silver Presented to Louis F. Geissler.

The committee selected as a most appropriate gift a beautiful chest of silver consisting of 200 pieces, each of which is marked with a handsome Old Englist capital "G." The chest is of solid mahogany and is in itself a work of art. A handsomely engraved brass plate setting forth the presentation and the occasion is attached to the chest. Accompanying the silver is a beautifully engrossed and illuminated minute or resolution, exquisitely bound in green seal leather, carrying a handsomely executed silver "G." The wording of the text is as follows:

To Louis F. Geissler,

"General Manager Victor Talking Machine Co.

"Dear Mr. Geissler: On this happy and auspicious occasion in your life your friends of the National Association of Talking Machine Jobbers take this opportunity of congratulating you and wishing you well. Your many kindnesses in the past leave bright in our memories the years we have been associated with you.

"We shall ever feel an interest in your welfare, and wish for you what you will undoubtedly command—increasing business success and an ever-widening circle of friends.

"That in your future surroundings you may be reminded of us and our association, we ask Mrs. Geissler and you to accept with these sincere expressions this silver service set as an evidence of the high esteem in which you are held by us, and trust you will be long spared to use it in good fellowship with your host of friends.

"Sincerely yours,

"ANDREW G. MCCARTHY, President.
"HARRY F. MILLER, Vice-President.
"EDWIN C. RAUTH, Secretary.
"WILLIAM H. REYNALDS, Treasurer."

Then follows a list of the members of the jobbers' association.

The testimonial as a whole is well worthy of the minds who conceived it, and is a great credit to both the association and the recipient of its splendid gift.

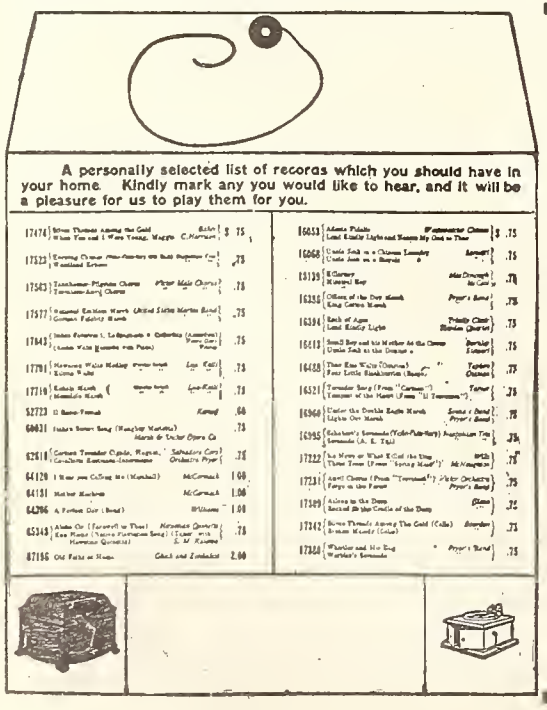
THE MOTROLA WELL RECEIVED.

The idea of having talking machines wound and kept wound automatically by means of electricity apparently appeals to a great number of retailers and talking machine owners, according to the response that has been made to the announcement of the Motrola by Jones-Motrola, Inc.

The new device, the invention of Joseph W. Jones, of Jones patent fame, has already been described in The World, and arrangements have been made to supply all demands promptly at an early date. One of the most interesting features of the Motrola is that the stock model will fit any of the standard types of machines without alterations, which thereby widens the field of usefulness for the device.

TO MAKE TALKING MACHINES.

The R. S. Howard Co., New York, manufacturer of pianos and player-pianos, is planning to embark in the talking machine field. The company has already shipped instruments to its dealers, and will probably concentrate on the manufacture of machines retailing at $75 to $200.



BEE CROFT

Record Delivery Envelopes Are Cheaper Than Wrapping Paper and String

Record Delivery Envelopes
Record Stock Envelopes
Catalogue Supplement Envelopes

Perfection Record Holders
Long Cabinets
Needles
Peerless Locking Plates

CLEMENT BEECROFT, 309 W. Susquehanna Ave., PHILADELPHIA

GATELY-HAIRE CO.'S LOSS BY FIRE.

Offices and Warerooms Completely Destroyed —New Quarters Secured Immediately After Fire and Business Going on as Usual.

(Special to The Talking Machine World.)

ALBANY, N. Y., February 8.—Fire, starting in an adjoining building and working its way into the offices and warerooms of the Gately-Haire Co., Inc., 108 State street, last week, completely destroyed everything owned by the concern. The fire started at 2 o'clock in the morning and John L. Gately, president, was soon at the scene and the customary opening time of the same morning found the company located at 121 North Pearl street. A few days later found the organization backed by rush shipments of machines and records, so that the trade of this territory could hardly notice a delay in the usual prompt work that has been characteristic of G.-H. service.

The maintenance of G.-H. service was accomplished by hard work; many nights the staffs labored way into the bigger hours, and then John L. Gately kept pegging away until about 3 to 4 a. m. This isn't mentioned so as to show hard work, for everyone knows that J. L. delights in work, but it proves that the interest of the Gately-Haire Co. is centered on the dealer and that everything possible was done for his benefit. Mr. Gately also expressed appreciation of the assistance tendered by his many friends.

NEW JOBBING HOUSE IN ATLANTA.

Phonographs, Inc., Organized to Handle the Edison Diamond Disc and Amberola Lines.

Phonographs, Inc., a new jobbing organization handling the Edison Diamond Disc and Edison Diamond Amberola lines exclusively, was incorporated February 8 with headquarters at Atlanta, Ga. Phonographs, Inc., will cover a zone including the States of Georgia, Florida, a large part of Alabama and a portion of Tennessee. W. F. L. Rosenblatt is in charge at Atlanta.

Until his move to Atlanta, Mr. Rosenblatt was associated with the Simmons Talking Machine Co., Briston, Va.-Tenn. He will not entirely sever connections with that organization, for O. Simmons will have an interest in the new company, the present plans of which are to begin business solely as jobbers, then after a suitable location is found open a retail department.

MANY NEW AGENTS APPOINTED.

Interest Particularly Strong In the New Fraad Junior Machine.

The Fraad Talking Machine Co., with headquarters at 225 Lexington avenue, New York, and showrooms at 1160 Broadway, reports the acquisition of a large number of active agents during the month for the various types of talking machines manufactured by the company and that several important exclusive territory deals have been made, one of them for western Canada.

The Fraad Junior, which was announced in The World last month, has proven particularly successful, and the demand for it temporarily swamped the manufacturing facilities. The Fraad Junior, retailing at $35, is an attractive model, of small size but playing 12-inch records and having excellent facilities for the filing of records in the cabinet. In all respects it is proving the leader of the Fraad Talking Machine Co.'s line.

CHANGES IN DIRECTORATE.

There have been a number of changes in the management and executive staff of the Savoy Gramophone Co., New York. At a recent meeting of the stockholders Pottash Bros., well-known Philadelphia business men, bought out the interests of several of the stockholders and were elected directors. Miss Elizabeth R. Nanes, secretary of the company, will personally supervise and direct the manufacturing and marketing of the Savoy machines.

A Patented Record Cabinet

Sectional, Adjustable, Convenient. Exclusive Advantages. Proved the Best. Used and Endorsed by the Livest Dealers. Guaranteed to You. Sold by Victor, Columbia, Edison and Pathe Jobbers.

This Design

(6 Sections, crown and base).

Victor and Columbia, Model No. 2

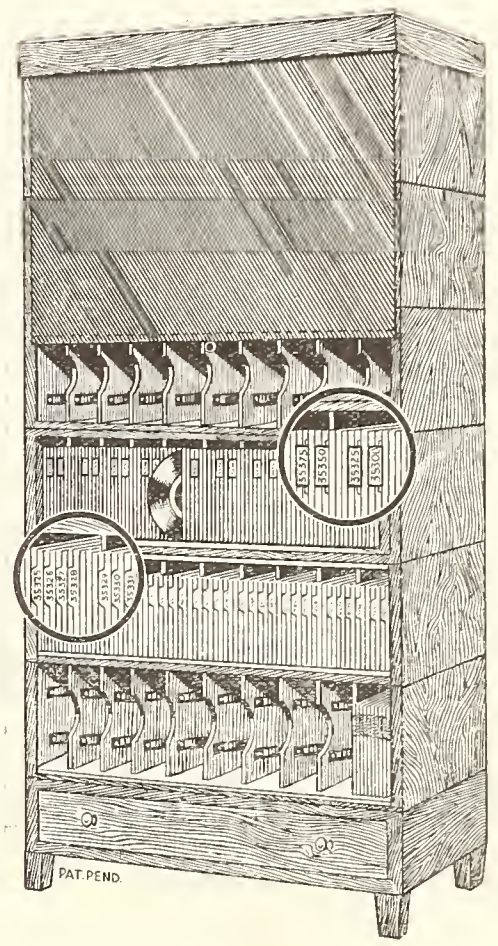
Holds 1,800 10″ or 12″ records. (300 records in each section).

Edison Special, Model No. 6

Holds 780 Edison Records.

Pathe Special, Model No. 8

Holds 1,800 any size record. (10″, 10½″, 11½″, 12″, and 14″).

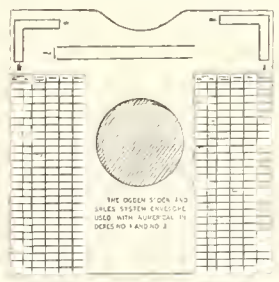


Heavy Construction

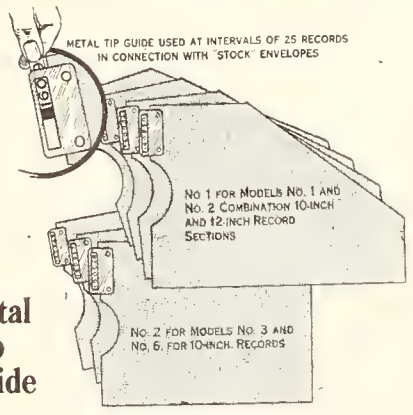
Patented Combination Unit.
Solid Oak Standard Finishes.
Solid Gum Mahogany Finishes.

Filing Supplies

That will save you Time, Increase your Sales, Insures your Investment by showing the Selling Value of each Record. Showing the Popular Sellers and Slow Sellers. Cutting out the "dead ones."



Ogden Stock and Sales System Envelope." Victor and Columbia Special, Edison and Pathe Special.



Metal Tip Guide

And index used at intervals in connection with Stock Envelopes.

Tabled Guide

AND INDEX locating each Record with Sales Record. No Stock Envelope required.

Models No. 1 and No. 3

are High-Grade cabinet work. All finishes to match your fixtures. Have glass and wood-paneled disappearing doors and locks. This cabinet and System have proved the most satisfactory on the market. Unconditionally Guaranteed. Write for catalogue and estimate to suit your record stock.

THE OGDEN SECTIONAL CABINET CO.

Lynchburg, Va.

Jobbers of the Pathephone

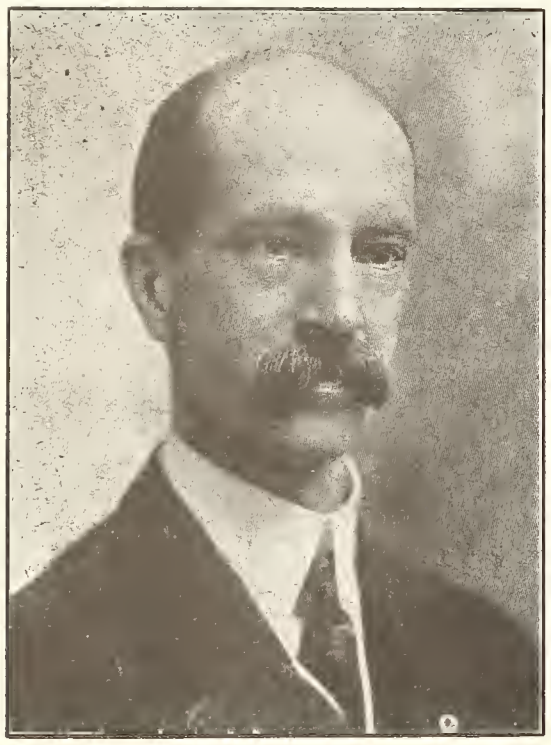
Secure the agency for the best selling musical instrument manufactured. Write us concerning contract. Largest Stock. Best service.

E. E. TROWER MUSIC CO., St. Joseph, Mo.

W. H. PENN WITH PATHE.

Well-Known Composer and Publisher Appointed Member of the Technical and Musical Divisions of This Prominent Company.

The Pathé Frères Phonograph Co., New York, announced last week the appointment of William H. Penn as a member of the company's technical



Wm. H. Penn.

and musical divisions. He assumed his new duties on Monday, and will make his headquarters at the Pathé recording laboratories.

Mr. Penn is ideally equipped for his new and important post, as he has been connected with the musical publishing business in all its phases for many years. For ten years he was general manager for Sol Bloom in both his musical publishing and Victor interests, and subsequent to that founded the Penn Music Co., New York, which concern achieved wide success in the publication of popular vocal and instrumental selections.

Mr. Penn has also composed a number of selections which have met with a large sale in this country and abroad, "The Honeysuckle and the Bee" being one of his best known compositions.

In an interview with a representative of The Review, Mr. Penn commented upon the remarkable progress which the Pathé Frères Co. has achieved in the past year, and was greatly impressed with the long list of well-known artists who are included on the Pathé recording staff.

The Columbia Co.'s international record department has just issued its special window hanger for the February records, the following languages being listed on this banner: Bohemian, French, German, Hungarian, Italian, Lithuanian, Norwegian, Polish, Roumanian, Spanish, Mexican, Swedish, Turkish.

82 Years of Service to the Dealer

See Page 68

NEW MACHINE REFLECTS TONES.

The Reflexophone, Now on the Market, Represents New Principles of Construction.

A talking machine of original design has just been placed on the market by the Reflexophone, Inc., 114 Fifth avenue, New York, under the expressive name of the Reflexophone, indicative of the fact that instead of the sound coming out through an open or concealed horn, as in the usual type of machines, it is reflected by means of a specially shaped chamber and comes out through the top of the cabinet. The machine comes in an attractive cabinet built on the square lines of the Colonial style, and is supplied in mahogany and other finishes. It is solidly constructed, attractive in appearance and will play lateral cut records.

The officers of Reflexophone, Inc., which was organized some time ago, are: John Reynolds, president; Henry Leeds, vice-president, and A. J. Ellis, secretary. Mr. Leeds is well known in the talking machine trade, and the creation of the new machine represents to a great extent his personal work.

Albany—for CAPITAL Service

Upside down this month!

Our rapid growth had a set-back when fire burned us out, but we are getting things into shape and will be in a better position than ever to perform the duties embraced in G-H Service.

It is needless to say what we did to get stock, but our phone and telegraph bills will never be as large again. We had a duty to perform, fire or no fire, for many dealers are now DEPENDING upon our assistance.

Rest assured that a better G-H Service will rise from the ashes of the old, and our activity in getting in shape will make a new record. We're burned but not beaten.

Thank you all for your letters of sympathy and of co-operation.

GATELY-HAIRE COMPANY

John L. Gately, President **James N. Haire, Treasurer**

NEW ADDRESS: 121 NORTH PEARL STREET

Albany, N. Y.

MURATORE AND CAVALIERI TO RECORD FOR PATHÉ.

Distinguished Operatic Tenor and Celebrated Operatic Soprano Consummate Arrangements to Record Exclusively for Pathé Library—Important Move for This Institution.

The Pathé Frères Phonograph Co., New York, announced this week the consummation of arrangements whereby Lucien Muratore, the celebrated tenor, and Lina Cavalieri, the famous soprano, will record exclusively for the Pathé disc library. This important deal had been pending for some time, and with its final completion Pathé dealers are assured of receiving records from two artists whose fame is world wide. Mr. Muratore has not previously recorded for any company.

Lucien Muratore.

Lina Cavalieri.

Mr. Muratore recently completed a season with the Chicago Opera Company, and while appearing with this company received remarkable tributes from the newspaper critics of that city. In fact, he is invariably referred to as one of our greatest tenors.

Mr. Muratore started his professional career on the speaking stage, appearing as leading man for the celebrated French actress, Mme. Rejane. While appearing at the Odeon, Mr. Muratore's voice attracted the attention of one of Paris' leading impresarios, who urged him to give up theatrical work and devote himself entirely to an operatic career.

Mr. Muratore followed this advice, and subsequently started his operatic work that has gained for him the fame which is universally bestowed on him. Among the operas in which Mr. Muratore has sung are "La Carmelite," "Maguette," "Cor Flouri," "Carmen," "Werther," "Mignon," "Armide," "Faust," "Romeo et Juliette," "Monna Vanna," "Dejanire," "Othello" and many others.

Lina Cavalieri's fame is world wide, and she has appeared with a number of the leading opera companies. She is known as "the most beautiful woman on the stage," although her voice has won for her the prominent position which she occupies in the musical world.

The Pathé Frères Co. is to be congratulated upon the addition of Muratore and Cavalieri to its list of recording artists. There will undoubtedly be a world-wide demand for records of these two celebrated artists, particularly those of Muratore, and this is evidenced by a recent article appearing in a Chicago magazine which stated: "It appears that there are two companies trying to complete arrangements with Muratore for an exclusive contract at the present time, and the successful one should reap a fortune, as Marshall Field's told me during the holiday season that they had over 800 calls for Muratore records in the past six months."

NEW SONORA STORE FOR CHICAGO.

(Special to The Talking Machine World.)

CHICAGO, ILL., February 10.—A lease has just been signed by the Sonora Phonograph Corp. for the first two floors of the building at 19 East Jackson Boulevard, which will be occupied by the company in April as a retail store, with J. B. Brooke in charge. About 6,000 square feet of floor space will be occupied and the premises will be handsomely decorated and equipped with every modern service device.

TO MAKE TALKING MACHINES.

Officers of the M. Schulz Co. Interested in New Enterprise of Great Significance to Trade—Particulars Will Be Soon Available.

(Special to The Talking Machine World.)

CHICAGO, ILL., February 10.—Officers of the M. Schulz Co., of Chicago, one of the largest piano manufacturers of the country, are preparing to organize a new talking machine company and engage in manufacturing in this line on a large scale. Otto Schulz, president of the company, said this week that they are not prepared to make any statement regarding the name of the new machines or particulars at this time, but that a great deal of practical preliminary work has been done, the demands of the trade thoroughly studied, and that, from present indications, it will be only a short time when the details of organization will be announced and the new machines will be ready for the market. It is the intention to produce a complete line, ranging from $50 to $250.

It can be safely predicted that the new line, when ready, will be a revelation in point of distinctive features, artistic architectural designs, etc. While it has been known for some time in the trade that a step of this kind was contemplated, the parties interested have been loath to make announcement of their plans until adequate information could be furnished the trade. This announcement, which will shortly be forthcoming, will be awaited with keen interest, as the reputation of the M. Schulz Co. for doing big things in a big way, and the enterprise and solidity of the concern lend significance to any enterprise with which the individuals responsible for its success are identified.

TO INTRODUCE THREE NEW MODELS.

Three new models of Triton phonographs will be announced in a short time by the Triton Phonograph Corp., 41 Union Square, New York. The designs of these, according to J. A. Kraus, general manager, will be of semi-radical lines and will be of such character as to please the ultimate purchasers.

The general offices of the Triton Corp. have been removed from the sixth floor to the street floor, being a part of the entire ground floor of the building which was recently taken by the company. A salesroom fronts on Broadway, and running along the Seventeenth street front is about one-fifth of an acre devoted to the sound box department.

Some American exporters are hurting their business prospects in Jamaica by forgetting that English is spoken there, and not Spanish, the American consular agent at Port Maria, Jamaica, points out in a recent report.

We Know How

To Manufacture for Manufacturers

Are you in need of any parts in the phonograph line? Refer to us.

Our long years of experience at your disposal for the asking.

Have you heard our reversible tone-arm and sun-rayed diaphragm sound-box play the lateral and vertical cut records?

Ready for Delivery in Quantities. ***6 Models of Motors***

Independent Germ. Amer. Talking Machine Company, Inc.

56 BLEECKER STREET, NEW YORK

Every money making reason for carrying Columbia Records gets a 50% increase in strength by the addition of the new records listed in the March Supplement (out February 20th).

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

NEW DIAMOND DISC CATALOG

Just Issued by Thos. A. Edison, Inc., is Unique Departure from Previous Issues.

A unique departure from all previous issues is the new Diamond Disc catalog just issued by Thomas A. Edison, Inc, Orange, N. J. The cover is a highly artistic conception, being a reproduction of the famous painting "Le Concert," by Dominiquin Pinx, done in brown on dull coated stock which enhances the softness of the engraving and adds to the warm, rich tone of the ink. Across the top of the engraving is the title in white, "Music's Re-Creation."

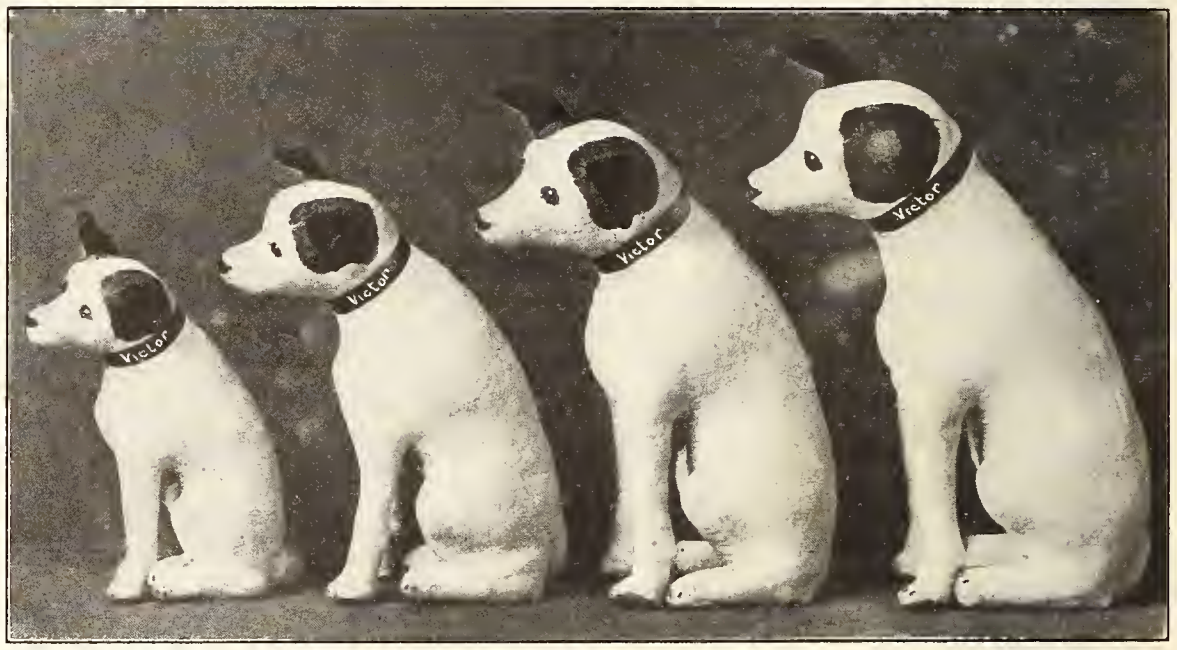
On the first inside page is a portrait of Mr. Edison, and under this "Edison's New Art." Following is a description of what is meant by "Music's Re-Creation," with some reference to the instrument itself, emphasizing its distinctiveness and briefly referring to a few of the important details of construction. After this comes an interesting reference to period furniture, with excerpts from the history of each school and an outline of the characteristics of each. This is followed by two pages devoted to the portraits of noted Edison artists, with brief reference to their musical qualifications. On the last page is a remarkably faithful illustration of the Edison Diamond Disc record, or "Re-Creation," as it is designated.

Interspersed through the reading matter are illustrations of the various Diamond Disc phonograph models beautifully done in natural colors, the entire work being in harmony with the superior quality of the Edison Diamond Disc line.

John F. Steinmetz, president of the Empire Talking Machine Co., Chicago, was crossing the street at Clark and Monroe streets recently just as a big green 12-cylinder limousine decided to do some crossing of its own. The result was a collision in which Mr. Steinmetz got the worst of it. "Two things comfort me," said he. "I escaped with my life, first, and second, it wasn't a 4d."

"VICTOR, HIS MASTER'S DOG," HAS NOW ARRIVED.

"Victor, His Master's Dog," has arrived and has made his first public appearance at the annual Toy Fair, now being held at the Hotel Breslin, New York, where the life-like white and black velvet reproduction of the famous trade-mark has proven a center of attraction and was actually referred to as the successor of the "Teddy Bear."



The Latest "Victor Quartet."

"Victor," with the figure that reflects his fox terrier ancestry, stands in the world-famous attitude, with his head cocked to one side and as natural as can be. The new toy, or ornament, as one may desire, is the idea of J. Henry Smythe, Jr., of New York City, who is known to the trade through the medium of other specialties he has marketed. It is believed that there will be a heavy demand for "Victor," both from talking machine owners and enthusiasts and from those seeking a new toy.

"Victor" is offered in four sizes, retailing at $1, $1.50, $2 and $2.50, and in addition to its value as a selling proposition makes an attractive and lasting store and window ornament. It should score a big success in the talking machine and toy trades.

VICTROLA FOR TUBERCULAR SCHOOL.

(Special to The Talking Machine World.)

HARRISBURG, PA., February 8.—The Susquehanna Open Air School for Tubercular Children has been given a Victrola by the educational committee of the Civic Club. Believing that the talking machine is an important factor in the musical education of school children, the committee hopes to place a machine eventually in every schoolroom in the city.

The Emerson Phonograph Co. has moved its general offices from 120 Broadway to 3 West Thirty-fifth street, New York.

The striking feature of this machine is a remarkably powerful single spring motor, guaranteed to play FIVE 10-inch records with a single winding. 10-inch turntable. All metal parts nickel plated and highly polished. Cabinets finished in Mahogany, Weathered Oak and Early English.
Dimensions—Width 16″; Depth 7″; Length 16″.

Five 10-inch Records
can be played on this
No. 2 SUPERTONE TALKING MACHINE
Retails at $12

Also makers of Supertone Talking Machines to retail from $7.50 to $75
SEND FOR FULL PARTICULARS

PLAZA MUSIC CO., 10 West 20th St. NEW YORK

SAPPHIRE NEEDLES We are headquarters for Jewel Point Needles—Ball for Pathé and Point for Edison. Lowest prices in the United States.

THORPE ELECTRIC MOTORS
FOR TALKING MACHINES (Operate on all currents)
29 West 34th Street New York City

VICTOR FLOAT WINS FIRST PRIZE

In Parade of Camden Business Improvement Association—Gets Loving Cup.

The Business Improvement Association of Camden, N. J., held a mammoth carnival last month, which served to evidence the phenomenal industrial growth of this hustling and thriving city the past few years. The carnival lasted two days and included a number of interesting events, one

The Cup Won by the Victor Co.

of which was the holding of a parade about three miles long.

The Victor Talking Machine Co., whose immense factories are located at Camden, N. J., in accordance with its customary broad policies of industrial activity, took a keen interest in the carnival and contributed in an important measure to its signal success.

In the procession of floats in the parade the Victor Talking Machine Co. presented the very handsome float shown herewith. The float was bedecked with vines, leaves and flags, and, as will be seen by the accompanying illustration, was decidedly novel and original.

First prize was awarded the Victor float by the committee of judges, whose judgment was heartily applauded by the thousands of visitors. The prize consisted of a handsome silver loving cup, suitably engraved and in harmony with the beauty of the Victor float.

The Victor Float, Which Was Awarded First Prize of a Loving Cup.

NEW "PURE ADVERTISING" BILL.

Measure Introduced in House of Representatives by Congressman Edwards Would Prohibit Sending of Misleading or Fraudulent Advertising Through the Mails.

(Special to The Talking Machine World.)

WASHINGTON, D. C., February 5.—The bill recently introduced in the House of Representatives by Congressman Charles G. Edwards, of Georgia, and which is designed to prohibit the sending of misleading advertising through the mails, is receiving strong support from the believers in pure advertising in all sections of the country, and particularly in such States where the Printers' Ink statute or similar measures are in effect. It had been hoped by many to have the Printers' Ink statute as it now stands made into a federal measure, but it is believed that the Edwards bill will go far to meet the desired ends.

The bill in full provides: "That if any person, firm, corporation or association, in a newspaper, periodical, circular, form letter, or other publication, publish, distribute or circulate through the mails in the United States or any of its possessions, knowingly makes or disseminates, or causes to be made or disseminated, any statement or assertion concerning the quantity, quality, value, merit, use, the present or former price, the purpose or motive of a sale of any securities, merchandise, articles, commodity, or service, or concerning the method of cause of production or manufacture of such merchandise, articles, or commodity, or the possession of awards, prizes, or distinctions on such merchandise, articles, or commodity, or service, that enter into interstate commerce to mislead, shall be guilty of a misdemeanor, and upon conviction thereof be sentenced to pay a fine of not more than $1,000 or imprisoned for a period not exceeding one year, or both, as the court may direct."

The bill is to go into effect immediately following its passage.

PRAISE FROM A TONE EXPERT.

The Columbia Graphophone Co., New York, received recently a very interesting communication from F. F. Abercrombie, of the Abercrombie Shop, Poughkeepsie, N. Y., who has made a study of tone for more than twenty-five years, which reads:

"I had the pleasure the other day to listen to one of your records, A1859, 'Silent Night, Hallowed Night,' and 'Oh, Come, All Ye Faithful,' by the Columbia Mixed Quartet. If not a business secret, will you kindly let me know who the singers are? Having made a study of tone for the past twenty-five years, I want to say that those four voices are as fine as any I have ever listened to for blend and perfect pitch."

The forces of the Talking Machine Co. of Minneapolis (Archie Matheis, proprietor), Victor dealer, held their annual dinner last Tuesday. The firm was the host to its employes, who thoroughly enjoyed the dinner.

One of the meanest of God's creatures is he who dawdles along the primrose path of life and then begrudges his fellow the fruits of industry.

Like another extensively advertised product, our

Truetone TRADE MARK Made in U. S. A.

Disc Record NEEDLES

"cannot be improved," so we are packing them, to order, in new, handsome and convenient

METAL BOXES

IMPRINTED WITH DEALER'S NAME AND ADDRESS WITHOUT EXTRA CHARGE

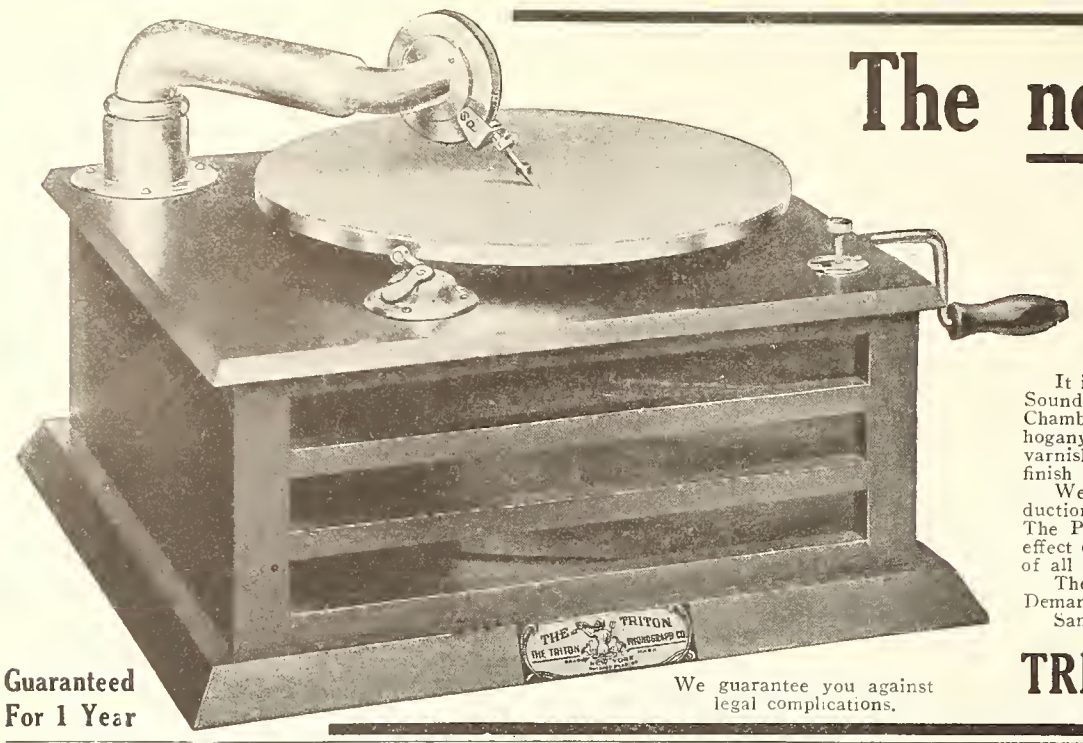
SEND FOR SAMPLES AND PRICES

NEW YORK DISC NEEDLE CO.

110 WORTH STREET NEW YORK

Established 1834

See Page 68



The new TRITON No. 2

The enormous popularity of the Triton No. 1 came not alone from its surprising Tone and Compactness—but also because of its simplicity and Ready Portability—as a Companion in the Camp—on the Boat—on Auto Trips—and in Dancing Visits to friends who were without music. But we have had so many requests for a more Pretentious Phonograph for permanent location in the home—that—we have produced the Triton No. 2.

RETAILS FOR $15

It is equipped with the Celebrated Triton Motor—and the Famous Triton Sound Producer—together with our new departure in arranging the Sound Chamber. Housed in a substantial Cabinet—finished in either oak or mahogany—not treated as so many cabinets are—to just a coating of coach varnish—but each cabinet is Hand Polished and Hand Rubbed—making a finish fit to associate with the best furnishings.

We have so arranged our Sound Chamber that the most Accurate Reproductions of the Artists' rendering are given to the record being played. The Pleasing Simplicity of the Cabinet is Accentuated by the Soft-Smooth effect of the finish. Together with this is accompanied the Strong Guarantee of all Triton Productions.

The Retail Price—$15.00—has been made to conform with the Popular Demand.

Sample machine sent for $7.50.

Guaranteed For 1 Year

We guarantee you against legal complications.

TRITON PHONOGRAPH CO. 41 Union Square NEW YORK

INCORPORATION PAPERS FILED.

Central Pathé Phonograph Co. Incorporated as Jobbers of Pathé Products.

(Special to The Talking Machine World.)

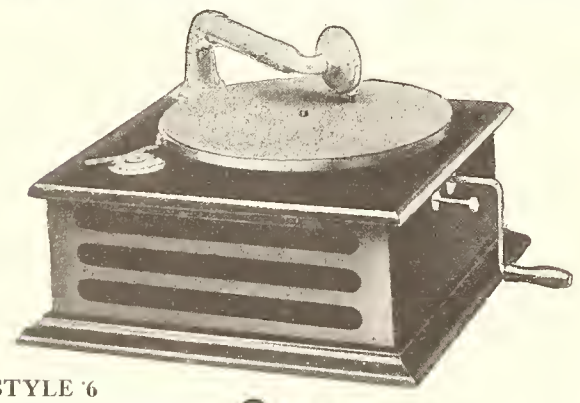
CHICAGO, ILL., February 8.—Following the return of Harry K. O'Neill from New York, announcement was made that incorporation papers have been filed with the Secretary of State of Illinois for the incorporation of the Central Pathé Phonograph Co., capitalized at $20,000. The officers will be Arthur J. O'Neill, president; Harry K. O'Neill, vice-president and secretary; Arthur D. O'Neill, vice-president and treasurer. The company will fit up wholesale offices and within a short time will be actively engaged in the jobbing of the Pathé Pathephone in Chicago and the Middle West. Two retail stores will also be opened within the Loop district in prominent locations.

MONEY LOST BY INATTENTION.

"I won't buy anything more there," said a man of our acquaintance just the other day, in referring to a retail store. Of course, the inevitable "come-back" was, "Why?" "Because," he said, "they don't seem to care whether they sell me anything or not." There's nothing of the hysterical sister about this man. He's a man's man all through and hates palaver. I think he would smite anybody who attempted to "faire le gentil" with him, but he'd just had enough of that particular store. A little more inquiry and we learn the trouble. It was pure, unadulterated inattention and indifference on the part of the clerks. "But," said our friend, "the proprietor is always the one who is really to blame in such cases. He's 'firing' the old bunch they tell me, but I'll bet that store's got a black eye that they won't get over in years." This is a true story, gentlemen, and the moral's as plain as the nose on our editorial face—which is going some, says the Voice of the Victor. It's a new year. You'll be putting all sorts of ideas into commission in the next few weeks. Just see how high your clerks assay to the ton in courtesy and eagerness to serve.

Running along from year to year without knowing what stock you have on hand is no more businesslike than going along from day to day without knowing what money is in the cash drawer.

What Are You in Business For?



STYLE 6 —RETAIL PRICE $10.00

STYLE 5—RETAIL PRICE $15.00

STYLE 4—RETAIL PRICE $25.00

If it's to make money, why don't you secure our Agency?

381 dealers did last month and are

Now reordering daily.

Mechanical construction, cabinet craftmanship and tonal qualities guaranteed.

Our Machine Plays All Records

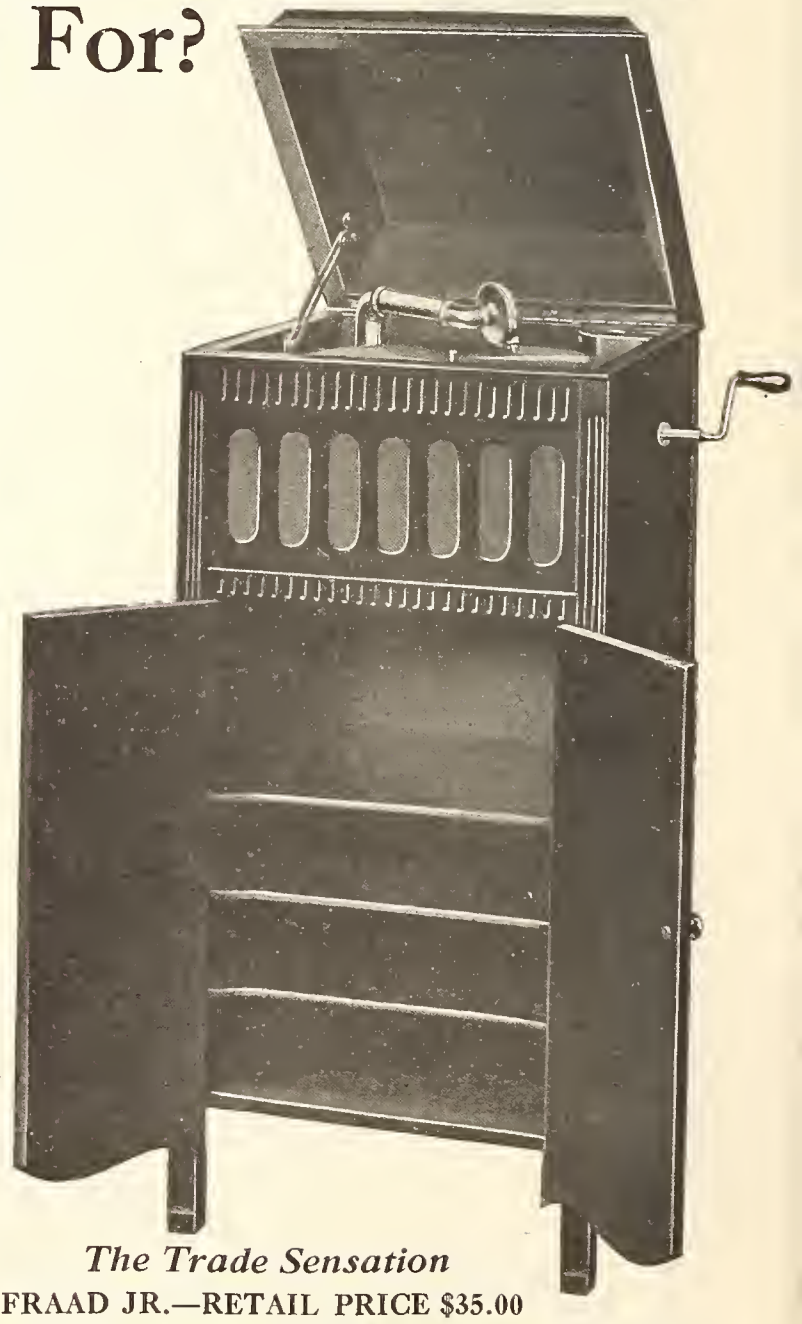
GET BUSY IF YOU WANT EXCLUSIVE TERRITORY

Fraad Talking Machine Co.

225 Lexington Ave., New York City

PHONES { 5106 / 5821 } MURRAY HILL

Showrooms: 1160 Broadway



The Trade Sensation

FRAAD JR.—RETAIL PRICE $35.00

RECOGNIZE HIS CAPABILITIES.

Geo. A. Kelly Appointed Floor Manager of New York Talking Machine Co.—One of the Real Veterans of the Victor Business—Has Filled Many Posts with the House.

The New York Talking Machine Co., 119 West Fortieth street, New York, Victor distributer, announced this week the appointment of George A. Kelly as floor manager. Mr. Kelly's new duties in this important capacity will include supervision of the company's service to the dealers, expeditious

Geo. A. Kelly.

handling of the dealers' orders in the house, and prompt delivery to the shipping department. This will be only one of his duties, and the preponderance of his time will be more closely related to the sales end of the business. He will meet the many Victor dealers who visit the company's headquarters the year round, and will answer the thousands of questions intimately relative to the business.

Mr. Kelly is one of the real veterans of the Victor business, having entered the field in 1897. He has been associated with the New York Talking Machine Co. for sixteen years, and has been an important factor in its steady growth and progress.

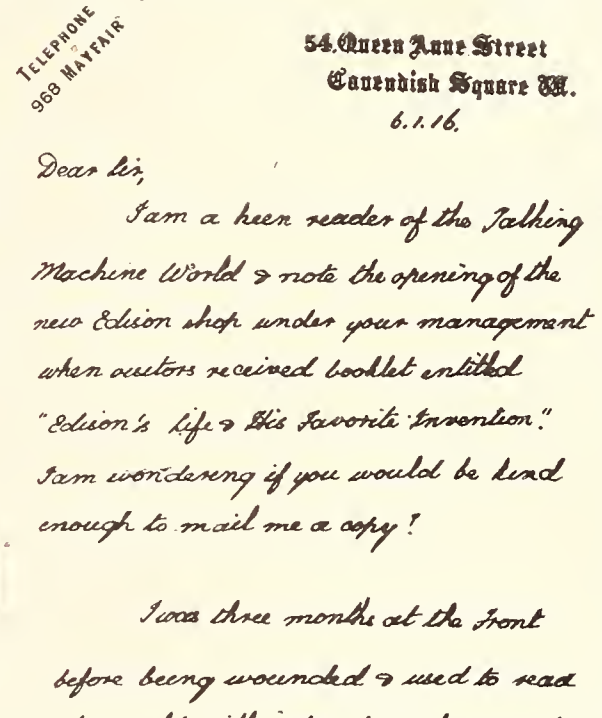
Mr. Kelly started work in the stock room, and in a single year worked his way through till he was placed in charge of the shipping department and stock room, a position which he has filled with signal skill and ability.

His promotion to the post of floor manager is not in the nature of a reward or honorarium for his many years of service, but is a suitable recognition of has capabilities and detailed knowledge of the Victor business. Mr. Kelly has served the New York Talking Machine Co. loyally and faithfully, and his sterling character is evidenced by the fact that every member of the company's executive, sales and office staffs is his friend and admirer. His staff in the shipping department esteem him as a comrade and adviser and a man of unusual executive acumen.

THE WORLD GOES TO THE TRENCHES.

English Soldier Gives Evidence of the Widespread Circulation of This Publication.

The Talking Machine World is read in the trenches! The accompanying illustration shows a letter, received from I. Parsons, Jr., of London, England, which was written to Arch H. Olds, of Indianapolis, Ind., manager of the Edison Shop there. A few months ago The World published an account of the opening of the Edison Shop, where a souvenir booklet was distributed to the visitors. The letter is a request for a copy of the booklet. Mr. Olds has sent a copy of the booklet



TELEPHONE 968 MAYFAIR

54 Queen Anne Street
Cavendish Square W.
6.1.16.

Dear Sir,

I am a keen reader of the Talking Machine World & note the opening of the new Edison shop under your management when visitors received booklet entitled "Edison's Life & His Favorite Invention." I am wondering if you would be kind enough to mail me a copy!

I was three months at the front before being wounded & used to read the World with interest in the trenches!

Apologising for troubling you,

I am,

Yours very truly,

I. Parsons. (junior.)

to Mr. Parsons, who is in London at present convalescing from a wound received "somewhere in France." When a man in the trenches thinks enough of a trade paper to read it, it shows that that trade paper is—well, draw your own conclusions.

At a banquet given for Thomas A. Edison by the Illuminating Engineering Society at the Biltmore, February 10, the inventor was made an honorary member of the society. The honor was a birthday gift that Mr. Edison much appreciated, as he was sixty-nine years old on that day.

MME. CISNEROS WITH PATHÉ

The Famous Operatic Artist to Record Exclusively for the Pathé Disc Library.

The Pathé Frères Phonograph Co., New York, announced this week the consummation of arrangements whereby Eleonora de Cisneros, the famous operatic mezzo-soprano, will record exclusively in the future for the Pathé disc library.

Mme. de Cisneros is well known to music lovers both here and abroad, having appeared with several of the leading opera companies, including the Metropolitan Opera Company, Philadelphia-Chicago Opera Company and others. She has also appeared at numerous concerts and recitals, where she has received hearty commendation from the critics. Her Pathé records will doubtless meet with a ready sale at the hands of Pathé dealers.

CLEVER VICTROLA ADVERTISING.

(Special to The Talking Machine World.)

WHITE PLAINS, N. Y., January 31.—A novel bit of advertising was used by Hunt's Music Store, of 52 Martine avenue, to attract attention to Victor record No. 64412, of "The Little Grey Home in the West," sung by Alma Gluck. The White Plains Chamber of Commerce recently held a banquet at Delmonico's, this city, where the feature of the after-dinner entertainment was a demonstration of the possibilities of the telephone. When San Francisco was called the manager of the Mount Vernon office of the New York Telephone Co. sang "Hello. Frisco," and the response received from the Coast was a Victrola rendition of the Alma Gluck record. Hunt's advertisement tells the story of the dinner, and says, "Like the telephone, the Victrola is universally famous."

WANTED

Phonographs and Records

Any make; in any quantity.

Will pay spot cash for same.

Address "Purchaser," care Talking Machine World, 373 4th Avenue, New York.

CASH PAID

RECORDS—New and Old and cut out—any make—any quantity. Highest prices promptly paid. Confidential.

"Buyer AA," care Talking Machine World, 373 4th Ave., New York.

WANTED RECORDING MACHINE

To make Phonograph Records. Either new or second-hand. State lowest price. Address BOX "R.," care Talking Machine World, 373 Fourth Ave., New York.

Splendid Location for Phonograph Plant—

FOR SALE.—Furniture factory: 3-story brick; fully equipped with machinery; largest cities in United States within 150 miles; all leading (8) railroads connected by siding to door; dollar a ton smokeless fuel; big snap to quick buyer. "TRUSTEE," Box 37, Wilkes-Barre, Pa.

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Business opportunities 25c. per line.

MANUFACTURING POSITION WANTED—Thoroughly experienced man capable of putting in complete plant for manufacturing vertical cut disc records. Can make the finest master wax. Experienced in latest recording methods. A specialist in electrotyping and backing matrices. Extensive general manufacturing knowledge. Can systematize plant and make eight-inch disc to wholesale for eleven cents, process complete; no experimental work necessary. Can adhere to advance estimates. Address "Box 308," care The Talking Machine World, 373 Fourth Ave., New York City.

SPACE FOR RENT! Will rent space in my jewelry store twenty-five by seventy-five to live man, splendid location for Victrola shop and record exchange on North Woodward Ave., 1¼ mile circle, Detroit, Michigan. Address "Box 313," care The Talking Machine World, 373 Fourth Ave., New York City.

SUPERINTENDENT, FOREMAN OR EXPERIMENTAL MAN—Practical machinist and instrument maker, age 39, possessing executive and inventive ability and a thorough knowledge of spring motors, sound boxes, etc., and all the manufacturing details connected with the low cost production of same, seeks position. Could bring in exclusive patented side line if desired. Address "Box 309," care The Talking Machine World, 373 Fourth Ave., New York City.

AMBITIOUS YOUNG MAN can take charge of any department of talking machine factory. What have you to offer? Address I. Paul, 3216 Arlington St., Philadelphia, Pa.

A FIRST-CLASS VICTROLA REPAIRMAN for one of the largest Victrola departments in Northwestern Ohio; a man competent to take charge of the repair department; permanent position with opportunity for advancement; state age, experience and salary expected. Address "Box 310," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Thoroughly competent man with nearly twenty years' experience in the talking machine business, desires position as manager in wholesale and retail business; Edison preferred; best of references. Address "Experienced," care Room 307, Marvin Bldg., San Francisco, Cal.

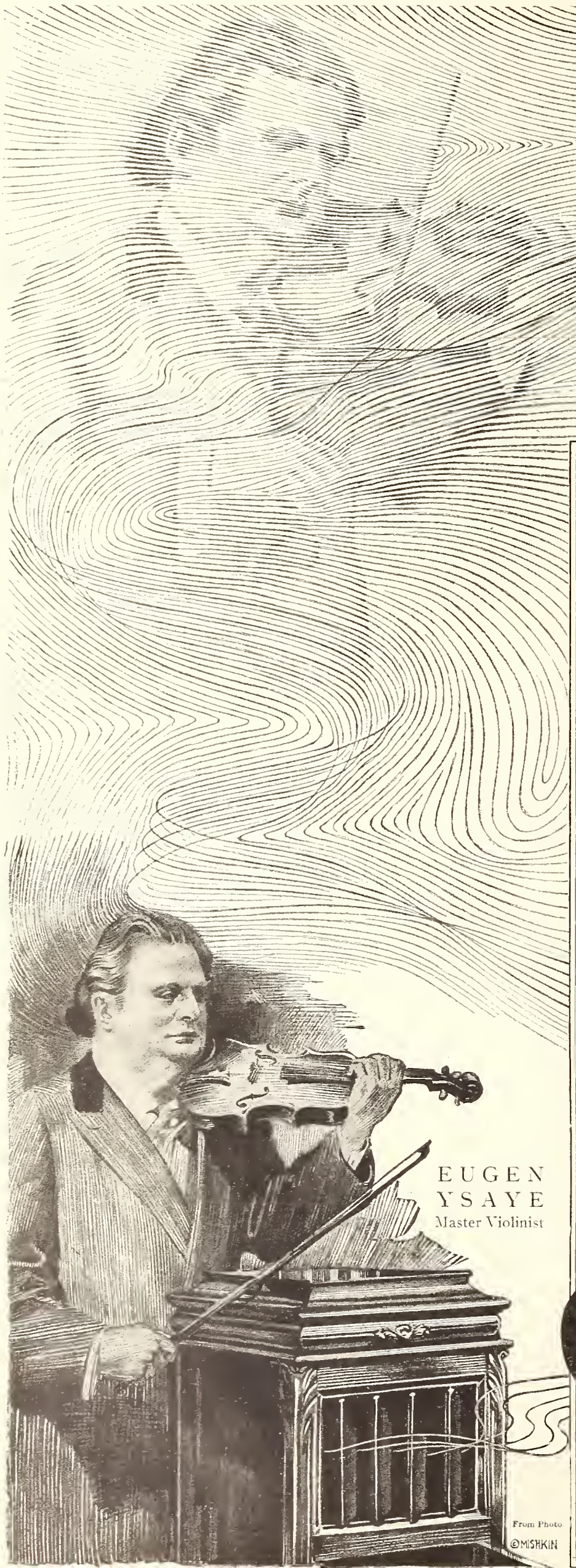
POSITION WANTED—Man with broad experience in Edison disc line, desires to connect with house where results will be appreciated. Address "Box 311," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Ten years' talking machine experience; five years as traveler and manager, balance of time in retail. If you need a man where knowledge and address are of importance ask for references. If you are not an advertiser, don't waste your time. Will go anywhere—Chicago preferred. Address "Box 312," care The Talking Machine World, 373 Fourth Ave., New York City.

CLOSING OUT—Cabinets

Oak cabinet for st. 4 or 6 Victrola, pannelled front door with lock, $3.00; also double doors, carved posts, lock and casters, $4.00. All goods polished. Cover for st. 6 Victrola with hinges and Prop., $1.50. H. A. Sage, 15 Madison Ave., Detroit, Mich.

This Columbia story, carried across two full pages in this wee buyers are rapidly finding out: that Columbia Records eviden any others. And that the Columbia Grafonola is truly "the t



EUGEN
YSAYE
Master Violinist

From Photo
©MISHKIN

Columbia
Columbia Records
TRADE MARK
Note the Notes

YSAYE'S tone is the master-test of the Columbia Grafonola. The sheer *music* of it almost defies reproduction—yet the Columbia Grafonola gives back to the ear a perfect image of Ysaye's tone-painting—his touch, his soul, his whole art reflected in a tone as truly, thrillingly his own as though the strings of a rare old Cremona were singing under his master-hand.

Gloriously rounded, rich, full and clear, it is Ysaye's tone to the very life that pours out between the opened shutters of the Columbia Grafonola. And it is unmistakably Ysaye himself who is playing—playing on another, greater instrument, "The One Incomparable Instrument of Music" that transforms *records* into *reality*. This quality of TONE is the one great reason why the Columbia is invariably the true musician's choice.

"Hearing is Believing." Base *your* choice on this master-test. There's a Columbia dealer near you who will gladly let Ysaye play for you on the Columbia Grafonola.

COLU

GRAFONOLA

Dealers are glad to respond to requests for the beautiful new Columbia book "The Columbia Grafonola"

rday Evening Post, carries a significant message that record uality of *truth* in tone and feeling that sets them apart from casket of music"—the touchstone to all the music of all the world.

TRUTH

Columbia Records TRADE MARK Note the Notes

DESTINN'S great and noble voice on Columbia Records is one of many beautiful examples of the ***perfect truth*** of Columbia reproduction.

A melody so pure and sweet and lovely soars in each liquid, crystal phrase—a feeling so deep and tender suffuses this matchlessly ***true*** interpretation—that the singer herself is transported in spirit to the senses of the listener. Only the absence of Destinn in person distinguishes record from living reality; to sight—***only***—not to the ***ear***—is Destinn absent.

A thrilling sense of ***presence*** and ***nearness*** is characteristic of Columbia Records by great operatic artists—the result of flawless precision in recording and reproduction.

Played on ***any*** instrument, Columbia Records evidence a quality of ***truth*** in tone and feeling that sets them apart from any others. Columbia Records are records of the ***soul*** of music, not merely of the ***sound*** of music—a clear, unmistakable ***difference*** apparent at once on comparison. And comparison is convincing.

MBIA

DOUBLE-DISC RECORDS

New records on sale the 20th of every month.
Columbia Records in all foreign languages

EMMY DESTINN
As Aïda

From Photo
© MISHKIN

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager
HENRY S. KINGWILL, Associate

World Office
Consumers' Bldg. 220 South State St., Chicago
Telephone: Wabash 5774

(Special to The Talking Machine World.)

CHICAGO, ILL., February 10.—The past thirty days in local talking machine circles have been remarkable in no one thing, for the simple reason that every phase of the industry has enjoyed an unusually strong maintenance of holiday business conditions. Of course, the rush of the Christmas season is lacking, but there has been a steady, sustained call for all styles of machines and an equally well balanced demand for records.

Jobbers seem united in declaring that the record situation is unusually bright, and most of them ascribe it to the inclination of the dealers to carry better stocks and push records a little harder.

There has been the usual number of new machine manufacturers entering the field, and at the present rate it will not be long before there will be keen competition in certain grades of goods.

Plans for the spring and summer season are already being made, and dealers are evidently going to push the "take-a-machine-with-you" idea hard to the owners of summer homes this year.

Columbia Co. Activity.

W. C. Fuhri, district manager of the Columbia Graphophone Co., returned this week from an extended Southern trip which covered New Orleans, Mobile, Atlanta and Macon, Ga.; Dallas, Tex.; St. Louis and Kansas City. He found reports of remarkable business all along the line, record-breaking holiday sales and an excellent start on the new year. "Southern conditions have vastly improved the past year," said Mr. Fuhri, "and this fact is certainly reflected in our trade, which I can only refer to as booming with our dealers and branch houses in Dixie." Mr. Fuhri leaves tomorrow for headquarters in New York. In all probability James P. Bradt, sales manager of the Columbia Co., will accompany him on the return trip and visit the Chicago office and some of the Middle Western trade.

Manager C. F. Baer, of the local office, conveyed the news that January trade doubled that of a year ago and was the biggest January in the history of the branch. "The factory is turning out more goods than ever before, and we are shipping out our quota as quick as we get it," said Mr. Baer. "Of course, the situation is getting better, but the manner in which the pace continues is remarkable."

Among the new Columbia dealers recently established by the Chicago office are the following: Hartman Furniture Co., Milwaukee, which is opening a large department and placed an order of unusual magnitude; John Kelly Co., Marion, Ind.; Melzell & McGann, Baraboo, Wis.; L. B. Lovell, Libertyville, Ill.; Addison & Killean Household Furniture Co., Grand Haven, Mich.; Fullenwider Drug Co., Crawfordsville, Ind.; B. J. Hooper, Lake Villa, Ill.; White's Pharmacy No. 2, Clinton, Ind.; I. W. Furby, Onargo, Ill.; Joseph Schrein, 301 West Division street, Chicago.

Celebrate Edison's Birthday.

The Edison Shop held a special concert on Friday, February 10, in honor of the sixty-ninth birthday of Thomas Alva Edison. Included in the program were several of Mr. Edison's favorite selections, including "Ave Maria," Schubert; "I'll Take You Home Again, Kathleen," "Bonnie Sweet Bessie" and the overture from "William Tell."

C. E. Goodwin, of the Phonograph Co., left the latter part of this week for New York City, where he will attend the convention of Edison jobbers at the Knickerbocker Hotel.

One of the new Edison agencies appointed recently is the Haddorff Piano Co., of Rockford, Ill., which has opened a new and elaborately furnished store.

Fine 1916 Start for Lyon & Healy.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, has just returned with his small daughter from a ten days' stay at St. Augustine, Fla., where he went to recuperate from the strain of the big fall and holiday trade. "In looking over the records," said he, "it was naturally a matter of great satisfaction for me to know that the remarkable record for 1915, which was the largest in the history of the talking machine department of Lyon & Healy, had been followed by the largest January in the history of the house. That we have materially topped January of last year is notable, as that month was a big one generally, and was further augmented by the first of the shipments of the new Style XVI. Last month, good as it was, would have been much better had we been able to get more machines. Of course, the shortage has been relieved to some extent, for we have been able to make very fair deliveries on some types, and the situation promises steadily to improve. It was a very remarkable record month, orders showing that stocks were greatly depleted, and large stock orders were placed. Our travelers have been carefully feeling out the dealers, and universally they find that they are all decidedly optimistic. They are jubilant over the big fall and holiday business and have gone into the new year with plans for a more energetic campaign than ever, and generally feel that 1916 is going to be a banner year. Furthermore, they are showing their faith by their works. A large number of them are placing advance orders for five or six months ahead, and in several instances we had dealers specify for the delivery of so many machines a month up to November 1. We are all, of course, eager to get in the new Lyon & Healy Building, and from present indications will be in good operating shape there by April 15, where we will have a department which, in point of equipment and facilities for service, will be a decided eye-opener to the trade."

Mr. Wiswell leaves on Saturday for the East, where, after a visit at the Victor factory, he will proceed to New York to attend the executive committee meeting of the National Talking Machine Jobbers' Association. Afterwards, with Chairman A. A. Trostler, of Kansas City, and other members of the arrangement committee, he will run over to Atlantic City to complete plans for the next annual convention.

Bliss to Philadelphia.

E. P. Bliss, who for several years has been the popular representative of the talking machine department of Lyon & Healy in Illinois, Indiana and Michigan territory, has resigned and gone to Philadelphia, where he has accepted a position with the Louis Buehn Co., well-known Victor distributer of that city. Philadelphia is Mr. Bliss' home, and he took this step in order to be with his father, who is in ill health. He was given a farewell dinner by J. B. L. Ryde, at which his other associates in the department were present.

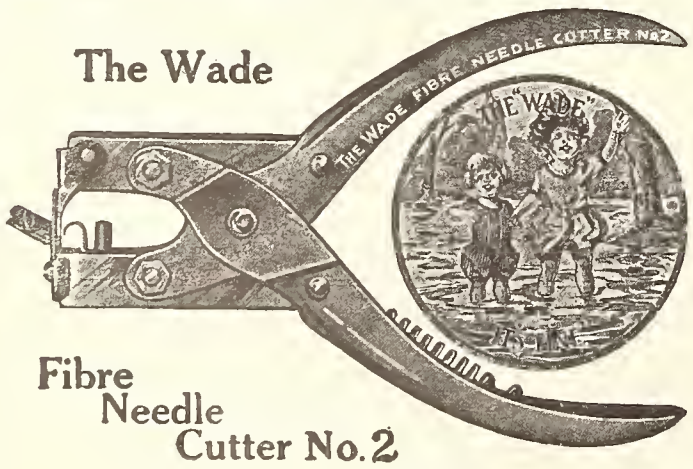
Gabel Factory Increased.

The factory of the Automatic Machine and Tool Co., at 210 North Ann street, Chicago, is being greatly enlarged. The company makes Gabel's Automatic Entertainer, a coin-operated talking machine, which has found a great share of popularity and is operated to great profit in high-grade restaurants, cafes, confectionery stores, etc. The machine operates twenty-four Columbia or Victor discs, and the needles are changed automatically for each selection. A selective device makes it possible for the "man with the nickel" to choose any record he desires.

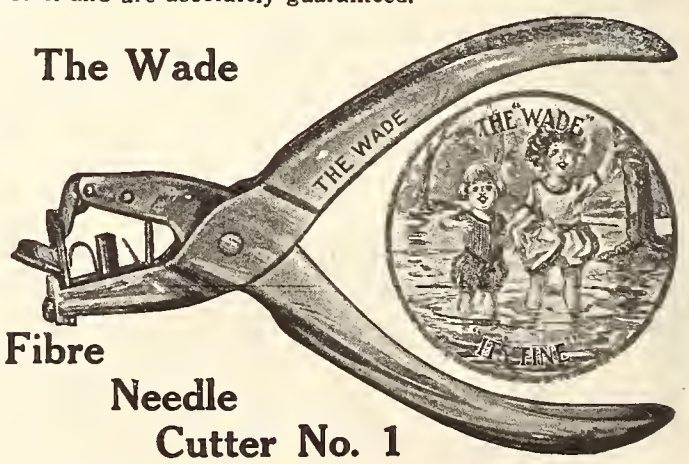
(*Continued on page 46.*)

THE WADE—THE PRACTICAL Fibre Needle Cutter—THE WADE

The WADE embodies the right principle, worked out through long experience. It is simple, durable and accurate. It trims the needle at an angle resulting in the best tone. The WADE cutters are made of the best steel and are absolutely guaranteed.



The WADE has a self-acting stop, which prevents waste and enables one to get from 12 to 15 perfect playing points from one fibre needle. No. 2 has a double action, making it especially easy to operate. No. 1 is a very popular cutter which has given excellent service. You save more than double the price of the Wade in the repointing of the first 50c. worth of needles.



RETAIL PRICES—No. 1, $1.50; No. 2, $2.00

Order from your regular Distributor—we sell to Jobbers only

WADE & WADE,

3807 Lake Park Ave.
CHICAGO, ILL.

A NEW SERVICE

The Talking Machine Shop
Rockford, Illinois

"HIS MASTER'S VOICE"

DEALERS COLORED LETTER HEADS

ANOTHER SALES PROMOTION IDEA for your benefit:—designed by us to aid you in carrying the Idea of Victor Supremacy to your customers and prospects.

You Will Be Interested

WRITE FOR SAMPLE AND PRICES

THE TALKING MACHINE COMPANY

Victor Distributors

12 No. Michigan Avenue - - - - - - - - CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 44).

Adam Schneider, Jr., Heads C. J. Schulze Co.

Adam Schneider, Jr., son of the secretary of Julius Bauer & Co., has acquired an interest in the C. J. Schulze Music Co., of Kenosha, which was incorporated recently for $5,000. It will be remembered that Mr. Schulze was recently killed by an interurban train near Kenosha. Mr. Schneider will be president and general manager of the reorganized concern. Mrs. Schulze will be vice-president and treasurer, and Miss Bush, secretary.

Complete "Orotund" Outfit.

The Combination Attachment Co., 624 South Michigan avenue, is now prepared to furnish the "Orotund" sound box with attachments for enabling it to play hill-and-dale disc records on the various types of machines. It is also prepared to furnish the "Orotund" sound box to manufacturers and jewel points in quantities. The company has received many tributes to the excellence of the reproduction of the "Orotund" and is very much pleased with the outlook for its specialty.

The Singer Phonograph Co.

The Singer Phonograph Co., of Chicago, has been incorporated, with a capital stock of $9,000, by L. L. Bartlett, L. R. Martin and D. C. Bartlett.

Mandel Brothers Not in Talkers.

Mandel Bros., the large department store of this city, have absolutely no interest in the talking machine manufacture or retail business, as was erroneously reported in trade circles last week. The report referred to a smaller concern of Benton Harber, known as I. & M. Mandel.

Cheney-Victor Case.

There will in all probability be no hearing of the Victor vs. Cheney case this month, but early in March Judge Carpenter will hear arguments in his court in the Federal Building, Chicago. The case is being followed with a great deal of interest by manufacturers and dealers throughout the country. Depositions have been taken in Philadelphia from Prof. Cross, of the Boston Polytechnic Institute, and R. M. Hunter, of Philadelphia, both of whom are Victor experts. John F. McElroy, patent expert for the Cheney Co., has also made a deposition and has been examined by the Victor counsel, Fenton & Blount, of Philadelphia. Sheridan, Wilkinson & Scott, of Chicago, represent the Cheney Co.

The action revolves around alleged infringements of patent No. 814,786 (tapering tone arm) and No. 814,848 (amplifying horn improvement).

Incorporated.

The Franklin Sales Co., of Chicago, Ill., has been incorporated, with $2,500 capital, to manufacture and deal in phonographs, talking machines and supplies. The incorporators are M. W. Greene, Max Livingston and Hirsch E. Soble.

Felt-Lined Cabinets Popular.

Everyone realized that the month preceding the last holidays was a very busy period, but perhaps no one better appreciated that fact than John F. Mortensen, president of the Salter Manufacturing Co. "It is a fact," said he, "that we are still making deliveries upon orders that were given us as far back as November. Our factory has been under constant pressure since way last fall, but despite that fact the output has not yet caught up with the demand. Previous to the holidays we endeavored to ship at least a part of the orders received and as the balance of these orders were left standing after the holidays we are now completing them. This volume of business is a very gratifying tribute to the Salter felt-lined cabinet. This idea was originated by us a number of years ago and its manifold advantages were immediately perceived by the buying public. Since that time others inspired by the success we have achieved have imitated us and I regret to say in a very inferior fashion. In many cases the lowest grade of felt is stretched over cardboard division pieces. The results have been that here and there the felt-lined cabinet proposition has suffered, but those who are acquainted with the Salter type of construction are sure of receiving genuine value."

Consolidated Company Incorporates.

The Consolidated Talking Machine Co., 160 North Fifth avenue, has been incorporated with a capital stock of $15,000. E. A. Fearn is president, Edward B. Fublin is secretary and F. A. Righeimer, treasurer. Mr. Fearn was formerly of the concern of Tresch, Fearn & Co., withdrawing about a year ago to take over the premium talking machine business of the late Robert Johns.

Pathé-Pathephone Shop Reorganization.

Following the annual meeting of the Pathé-Pathephone Shop, incorporated last month, a number of important changes were made. New officers were elected and the interests of Harry K. O'Neill and Arthur J. O'Neill were purchased, the latter withdrawing from the company to organize another concern, the details of which are told in another part of The World. The new officers of the Pathé-Pathephone Shop are W. J. Bristol, president; J. C Bristol, vice-president, and R. E. Rundell, secretary-treasurer and general manager. The capital stock was increased from $2,000 to $25,000, and plans made for the rapid expansion of the company's activities. The number of new Pathé dealers who have been instituted by the Pathé-Pathephone Shop has been growing rapidly every month, and Sales Manager Rundell and his associates are kept busy providing them with goods, the orders for which are steadily growing.

"We are very well satisfied with our new arrangements," said Mr. Rundell to The World, "and we are planning to go ahead on a new basis and with greatly increased facilities. We are very well satisfied with the volume of sales accomplished so far this year, and especially pleased with the success which has attended the efforts of our new dealers. The new Pathé records which play from the outside in are satisfactory in every way, and the increased monthly supplement is also a source of considerable pride on our part."

Talking Machine Co.'s Publicity Work.

The Talking Machine Co. has accomplished during the past month some really exceptional work in the matter of providing its dealers with adver-

(Continued on page 48.)

Model 150
A Popular Vitanola Style.

VITANOLA—

The Highest Grade Talking Machine on the Market for the Money

You can travel from Coast to Coast and you will not find—at anywhere near the price—any machine equal to it in tone, design, construction or finish.

And as for the price! Just write us and get a pleasant surprise.

We build special cabinet machines in quantities under your own name and according to your own specifications.

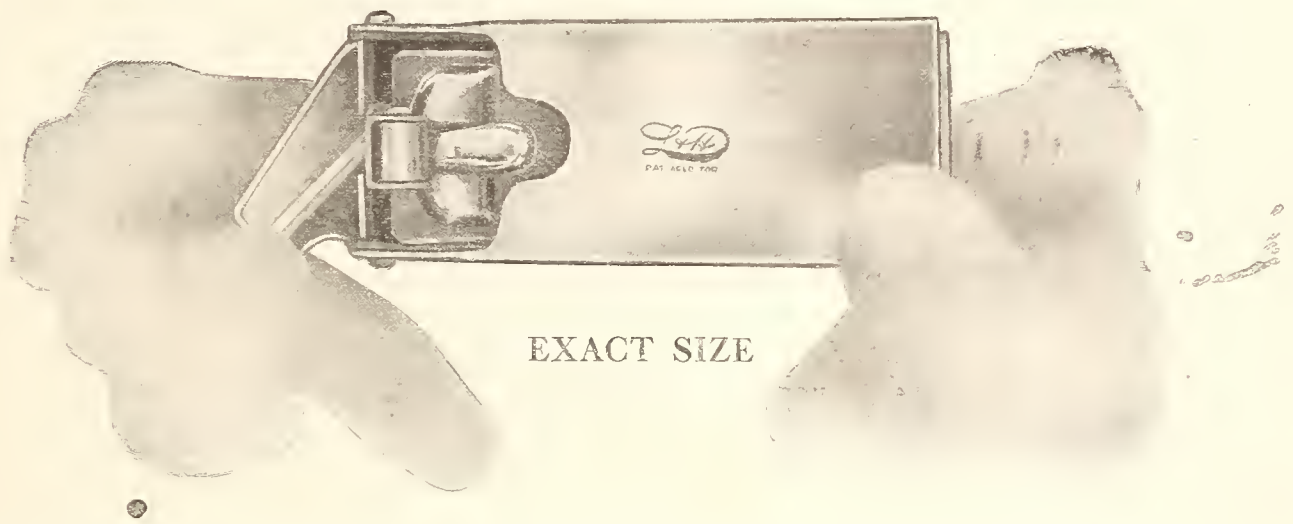
WE ARE SUPPLYING SOME OF THE BIGGEST PEOPLE IN THE COUNTRY. WHY NOT YOU?

Capacity—500 Machines Per Day.

VITANOLA
TALKING MACHINE COMPANY
17 N. Wabash Avenue
CHICAGO

TWO NECESSARY TALKING MACHINE ACCESSORIES

The Lyon & Healy Fibre Needle Cutter and The Dustless Record Cleaner



EXACT SIZE

Over 300,000 Satisfied Users of the Lyon & Healy Fibre Needle Cutters!

Is not that enough to convince you that you ought not wait another minute before writing for our liberal terms of discount and a supply of the Lyon & Healy Fibre Needle Cutters?

The wonderful success of the Lyon & Healy Fibre Needle Cutter is due to the following facts:

The blades are made of the finest grade of tool steel, properly tempered; the upper blade is pivoted above and back of the cutting edge of the lower blade. It is held in place by a very high tensioned spring to insure correct leverage and a perfect point at every cutting.

The cutter is fitted with a guide that prevents the cutting away of too much of the needle and also has a receptacle that receives all the waste. It is very simple and easy to operate and, with ordinary usage, should last indefinitely without sharpening.

This cutter is invaluable to all users of the Fibre Needle, as a needle may be used twelve to fifteen times where one of the cutters is in use.

FRONT VIEW

We give our absolute guarantee with every cutter sold.

RETAIL PRICE $1.50

The everlasting Dustless Record Cleaner is an article that every Victrola owner should have.

It is made from carefully selected Wool Skin with the Wool cut short.

BACK VIEW

It polishes, cleans, prolongs the life of records and makes them look like new. Will positively not scratch the records.

RETAIL PRICE 15 CENTS

DON'T WAIT SEND US YOUR ORDER TO-DAY

Lyon & Healy

LIBERAL DISCOUNT TO THE TRADE

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 46).

tising literature that is especially effective in the matter of records.

One of the most notable examples of this is the letterhead which that company is providing for a number of its dealers, and which performs the double duty of advertising the individual Victor shop and the Victor talking machine generally. The letterhead consists of reproductions of fourteen of the most popular Victor operatic artists grouped around a Victor XVI, which is printed in its natural colors. Immediately beneath this array of talent comes the imprint of the dealer, and in the lower left hand corner of the sheet is the reproduction of the "Victor Dog" trade-mark.

A special "Chin-Chin" circular is also arranged for the dealer to distribute among his patrons. "Chin-Chin" is now playing at the Illinois Theatre in Chicago, and is spreading the popularity of "Chin-Chin" music throughout the Middle West as effectively as it did in New York when it ran for a year in one of New York City's theatres. Interesting photographs of Montgomery and Stone and other "Chin-Chin" artists are features of the folder.

A similar circular was used in conjunction with the popular records of the music of the "Follies of 1915."

Another branch of the Talking Machine Co.'s service which has received considerable approval from the dealers is the supply of feature cards for windows. These cards are printed on heavy cardboard stock, sometimes done in several colors, and form very attractive supplements for display window work.

D. A. Creed, of the Talking Machine Co., says there has been a phenomenal increase in record sales in the past thirty days.

"Dealers are realizing the business value of a policy that provides for carrying a large stock of records," said Mr. Creed. "They are all beginning to carry larger stocks of the standard sellers and the late 'hits.' Big stocks bring both prestige and bigger business, and the dealer is learning this. We cannot recommend this idea too highly, for all our experience has shown that it is the most advisable thing that a dealer can do to realize the maximum from his business."

R. J. Keith suffered from an annoying attack of tonsillitis the past week, but has now recovered.

S. B. Stilson Injured.

Chicago friends of S. B. Stilson, Grafonola dealer of Gibsonburg, O., will regret to hear of his injury on February 4, when he was struck by an auto while visiting in Cleveland. Mr. Stilson suffered a broken shoulder and his scalp and face were badly cut.

Kreisler Week.

The George P. Bent Co. has announced that the week of February 14 to 19 will be "Kreisler Week." On Sunday afternoon, February 13, Fritz Kreisler will be heard in what is billed as his last appearance at the Auditorium. Mr. Kreisler has furnished the George P. Bent Co. with a list of records which he considers the best reproductions of his art.

Passed Checks on Talker Department.

One of Chicago's versatile "con" men bought a few dollars' worth of records at the talking machine department of the W. W. Kimball Co. last week and ordered them delivered to a fictitious address after receiving the change from a worthless check for $15.

H. L. Flentye Makes Change.

Harry L. Flentye, Jr., has resigned from the Talking Machine Co., Chicago, with which house he has been for the past four years as city and floor salesman. He probably will continue to be identified with the talking machine industry, and is now negotiating with an Eastern manufacturer for Western representation of a new line of goods.

During Mr. Flentye's connection with the Talking Machine Co. he made numerous friends in the Western trade, who will wish him every success in his new undertaking.

Cable Branch Takes on Victor.

The Cable Piano Co., of Danville, Ill., has bought out the Victor license and stock of a dealer at that place and is installing a large talking machine section.

New Store on Milwaukee Avenue.

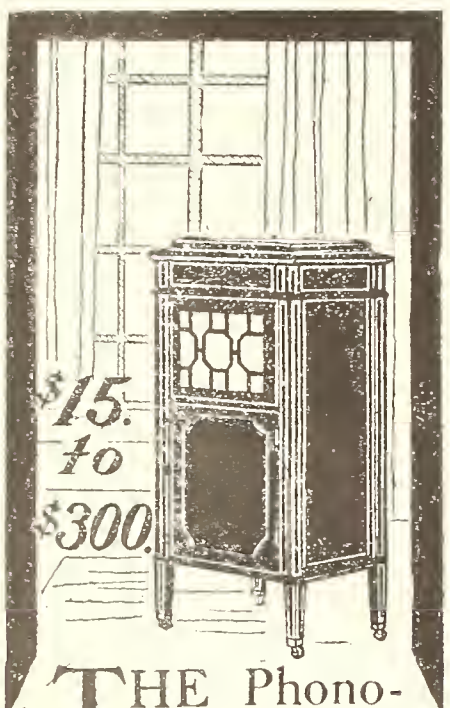
Edward B. Sajewski has opened a new talking machine and small goods store at 1143 Milwaukee avenue, where he will handle two or three lines of talking machines and records, as well as stringed instruments and other small goods.

Chicago Hinged Cover Co. Enlarges Space.

J. L. Abbott, general manager of the Chicago Hinged Cover Support and Balance Co., announces that his company has made arrangements to take enlarged space at 143 West Austin avenue, Chicago. The demand which has been created following the introduction of the Chicago hinged cover support and balance has proved the necessity of such a device as this, and C. F. Winegar, general traveling representative of that company, is being kept busy in the East demonstrating its merits to a large number of Eastern manufacturers.

Empire Sales Force.

John H. Steinmetz, president of the Empire Talking Machine Co., 429 South Wabash avenue, announces that as a result of the excellent success it has had on the Empire talking machine, it is now organizing a complete sales force of competent men with a view to working the territory intensively. Thomas Griffith will cover the larger cities east of Chicago as far as Rochester, N. Y.



THE Phonograph which brings to your home **all** that the world offers in musical talent. It plays Pathe and all other disc records with that naturalness and sweetness of tone found only in the

Pathéphone

—a phonograph which does away with the **everlasting changing of needles.**

A round **genuine Sapphire Jewel** being used instead of the usual "scratching" steel needle.

Hear your favorite at the

PATHEPHONE SHOP

15 E. Adams St.
Republic Bldg.

This is one of the typical Pathé Advertisements that is making sales for Pathé dealers everywhere.

Most Complete

PATHÉ

Stock in the United States

Promptest Deliveries

Best Service

Heartiest Co-operation

Address the

PATHÉ PATHEPHONE COMPANY

17 N. Wabash Ave. CHICAGO

BRYAN'S SUPPLY DEPOT

When in need of springs and repair parts or supplies of any kind for ANY talking machine send order or sample to

CHARLES BRYAN

25 W. LAKE STREET : CHICAGO

EXPERT REPAIRING FOR THE TRADE A SPECIALTY

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 48).

Fred E. Hoop has for his territory southern Michigan and Indiana, while Harry A. Moore will visit the trade in Illinois and Ohio. Walter B. Long will spread the Empire gospel in Washington, Philadelphia, Baltimore and adjoining territory. So far the Empire has been made in two models, a $75 and a $100 machine, but in response to the general demand the company is now getting out a new line of cabinet machines embracing six attractive models, ranging from $50 to $125 in retail price. These machines will be of extremely practical as well as artistic design and are made with a view of harmonizing with the current styles of living room furniture.

Shipping Needle Cutters by Parcel Post.

Wade & Wade have called the attention of the jobbing trade recently to the fact that if jobbers receive rush orders for the Wade fibre needle cutters they can have them shipped direct from the factory by parcel post, as it only costs a small sum to ship from one to fifty cutters. Supplementing this service is the newly equipped Wade factory, the output of which has been recently increased so as to make it possible for the firm to fill all orders the same day received. S. O. Wade plans to call on the Eastern jobbers the latter part of February.

Big House Takes on Sonora.

The Carlin Music Co., the big East Market street house, of Indianapolis, has just made arrangements to take on the Sonora line. The deal was arranged by William F. Martin.

William E. Everett, who has been in charge of the agency arrangements in Illinois, was on a short trip to New York last week.

Change of Name.

The National Mercantile and Retailers' Association, 8 South Dearborn street, which recently entered the talking machine manufacturing business, has changed the name of the concern to the Playerphone Talking Machine Co. D. W. McKenzie is president.

Starr Phonographs on Display.

C. E. Johnston, manager of the Chicago branch of the Starr Piano Co., at 1228 East Sixty-third street, has placed on display advanced showings of the new Starr phonographs. Some of the new disc records which the Indiana concern is turning out are also to be heard.

Describes Canadian Conditions.

Peculiar conditions exist in the retail talking machine and piano trade of Canada, according to G. L. Stanwood, of Winnipeg, who was in Chicago last week. Mr. Stanwood, who is head of Stanwood's, Ltd., retail dealer in musical instruments, as well as other lines, which specializes largely on talking machines, handling the Columbia, Sonora and Edison discs, made a remarkable statement that right at the present time not only in spite, but because of the European war and Canada's large contribution of men to it, musical instruments are being sold to many people who have not been able to buy heretofore and who were not considered good credit risks if they wished to purchase.

Personals and Visitors.

Among the recent visitors to the local trade were: R. D. Gaston, of the Gaston Music House, Hastings, Neb.; L. H. Walter, Edison dealer, Hillsboro, Tex.; R. T. Outhwaite, Bloomville, O.; Mr. Prange, of Sheboygan, Wis.; A. C. Moore, of the Pellctier Co., Sioux City, Ia.; H. T. Berg, La Crosse, Wis.; Will E. Bannard, of Springfield, Ill.; G. A. White, of Fairbury, and E. S. Goodell, of Beaumont, Tex.

F. S. Spofford, Grafonola dealer in the Republic Building, Chicago, returned recently from a month's vacation in Florida.

Elmer Gay, of the Pettis Dry Goods Co., and H. G. Power, of the Taylor Carpet Co., were two Indianapolis talking machine men in the city.

Opening New Store.

J. H. Buechler, formerly with the Schulz Piano Co., 1540 West Madison street, is to open a new piano and talking machine store at 1546 Larrabee street, to be known as the Grand Piano Co. Mr. Buechler has not yet decided upon the lines that his concern will carry.

Prepare For Moving Season!

Order A Talking Machine Moving Cover

The Modern Method Insures Safe Handling

Khaki, heavily padded with **substantial felt,** quilted, fleece-lined and strongly sewed.

This cover makes it almost impossible to mar or damage the Victrola.

We make them up promptly in our shop to fit **any make** of Talking Machine.

Price $5.00

When ordering covers, be sure to mention make and style of machine to insure a perfect fit.

Talking Machine Jobbers, write for our special inducements

Lyon & Healy

Chicago

NEW MANUFACTURERS IN THE FIELD.

Announcement That Passow & Sons Are Now Making Talking Machines Excites Interest —Prominent Manufacturers in Office Furniture Field—General Plans Set Forth.

(Special to The Talking Machine World.)

CHICAGO, ILL., February 10.—The announcement that Passow & Sons, large manufacturers of store and office furniture and billiard tables, of this city, were to make talking machines naturally created a great deal of interest in the trade on account of the size and importance of the house and the great productive facilities furnished at their extensive factories at Twenty-first street and Racine avenue.

In a chat with Louis A. Passow, of the firm, that gentleman explained the circumstances surrounding their entrance into the talking machine field. "Over a year ago," said Mr. Passow, "we began being solicited by various parties contemplating making talking machines and who asked that we make cabinets for them. In every instance the inquiry came from parties who said that the reason they approached us was their desire to make good machines and were attracted by our reputation for superior cabinet work, our expertness in

(Continued on page 50.)

Model C—$75.

Empire Talking Machines

HAVE MADE GOOD

profits for the dealer. They cannot help but do it because their value is so apparent.

Their tone, their design, their construction and their special features make them such

EXTRAORDINARY VALUES

that an inspection of them is always a sale.

The EMPIRE plays all disc records without special attachments. Is equipped with Automatic Stop, Patent Cover Support and Tone Modifier.

GET DETAILS ON FEATURES AND PRICES

EMPIRE TALKING MACHINE COMPANY

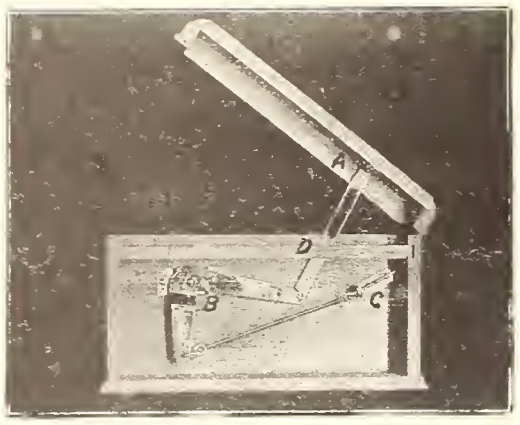
JOHN H. STEINMETZ, President

429 South Wabash Ave. CHICAGO, ILL.

Model B—$100.

THE LAST WORD IN TALKING MACHINE CONSTRUCTION

The CHICAGO HINGED COVER SUPPORT and BALANCE



Sectional View Showing How It Operates

You Do Not Hesitate To Improve the Tone.
You Do Not Hesitate To Improve the Cabinet.
You Should Not Hesitate To Improve the Cover Support.

We have accomplished something that has not been attained before in high-grade cabinet making, namely the elimination of the weight of the cover when raising or lowering and also balancing same at any point desired. It cannot drop or get out of order. Make us prove this statement by sending for a model or giving you a demonstration on your own cabinet.

CHICAGO HINGED COVER SUPPORT & BALANCE CO. **144 S. Wabash Avenue, CHICAGO**

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 49).

the selection of veneers and the remarkable finish of work of ours which they had seen. Now all this set us to thinking that if our reputation as manufacturers of high-grade cabinet work since 1871 would prove an asset to these people it was something of which we could ourselves take advantage. Then we went carefully into the study of the whole proposition, enlisted the aid of experienced men versed in accoustics and of practical problems relative to the production of high-grade talking machines and the Passow phonograph is the result. Talking machine men who have inspected our models have all congratulated us on the mechanical construction, the tone quality and the equipment of the Passow phonograph, as well as on the artistic character of the cabinets. It is needless to say that in a plant of the great productive capacity of ours we have studied the making of legitimate economies, and because of our great purchasing capacity and long experience can produce a high-grade product at less cost than concerns not similarly equipped. We have devoted large space in our plant to the manufacture of talking machines, and from present indications this will soon have to be greatly increased. Fortunately, we have every facility for adding to our output as the occasion demands."

The general offices of the firm are at their warerooms, which occupy the large building at 832-842 Madison street, and here attractive quarters have been arranged for the display and sale of Passow phonographs. The house intends making a complete line of machines, but has already for the market three attractive models listing at $75, $100 and $150. Some idea of the beauty of the cabinets can be obtained from the illustration in their page advertisement elsewhere in this issue. The two higher priced machines, it will be noted, have the otherwise plain surface of the front panels relieved by delicate pearl inlays which add greatly to the artistic appearance of the case. All models are equipped for playing any lateral cut or hill-and-dale disc records, have an efficient tone regulator, twelve-inch turntables, etc., etc. All are furnished in selected mahogany or quarter sawed oak in the various finishes.

Every time you turn your back on Opportunity the lady says to herself, "I'll never speak to him again as long as I live!"

BRINGS OUT NEW SOUND-BOX.

H. T. Schiff, President of Vitanola Talking Machine Co., a Tireless Worker in Inventive Field — Company Secures Much Larger Quarters on South Wabash Avenue.

(Special to The Talking Machine World.)

CHICAGO, ILL., February 10.—H. T. Schiff is by nature a mechanic. As president of the Vitanola Talking Machine Co. and as one of the chief directors of that rapidly growing institution his duties often carry him for long periods into the strictly commercial side of the business. Whenever he returns from a long trip, however, or at any time when he has a few spare moments he immediately retires to his laboratory, locks himself in and submerges himself in the study of some intricate problem of acoustics.

H. T. Schiff in His Laboratory.

Just recently Mr. Schiff has devoted a great deal of time to this work, and as a result has brought out a new sound box which is exceptionally meritorious. It operates on a floating tone arm and by simply turning it on the arm can be converted from use with lateral cut records to position for playing with the jeweled point and hill-and-dale records. A number of special styles of the Vitanola line will be equipped with this new sound box.

The rapid growth in Vitanola sales has made necessary increased space, and preparations are now being made for the removal from the Shops Building at 17 North Wabash avenue to the third story of the building at 210-12 South Wabash avenue, where large and commodious quarters have been secured. The new space will aid greatly in facilitating deliveries to Vitanola dealers, as well as providing large quarters for their reception when in the city. The new move will also provide much larger quarters for the general offices. This last fact will be especially appreciated by S. S. Schiff, secretary and treasurer of the company, who supervises the auditing and correspondence work. An increase in the company's capitalization has been authorized.

We Are in the Market

For Talking Machine Notes, Leases and Contracts Held by Responsible Dealers and Manufacturers. Will Pay the Highest Percentage.

EMPIRE SECURITY COMPANY

208 S. LA SALLE ST. CHICAGO

Preparedness

WE HAVE NO NEXT TUESDAY

IT IS ALWAYS THIS TUESDAY for delivery by us of motors, single and double spring, tone arms, sound boxes, **cabinets in all styles, original, individual, or your own special style.**

We guarantee all deliveries, high class mechanical construction in motors and cabinet craftsmanship unexcelled.

New York Talking Machine Outfit Co.

225 Lexington Avenue, New York City

ANNUAL REUNION OF BUFFALO TALKING MACHINE MEN.

Second Prosperity Dinner of Talking Machine Dealers' Association of Buffalo a Great Success—Addresses by R. L. Loud, H. C. Brown, of the Victor Advertising Department, and Others—Officers Elected with W. F. Goold as President—Large Attendance.

(Special to The Talking Machine World.)

BUFFALO, N. Y., February 7.—"To the Victor belongs the spoils," quoth Toastmaster Robert L. Loud last night at the second annual "Prosperity" dinner of the Talking Machine Dealers' Association of Buffalo, when he introduced H. C. Brown, of the advertising department of the Victor Talking Machine Co., of Camden, N. J., to more than 150 proprietors, managers and salesmen of Buffalo and western New York talking machine emporiums.

The Columbia and Edison companies sent letters of regret at not being able to attend the dinner.

Mr. Brown has a message for wholesalers and retailers alike, spilling gems in every sentence. He emphasized the statements with six reels of moving pictures showing activities at the great Victor factories. For almost two hours the talking machine men were carried into Victorland, and not one of the hustlers left the Dutch grill until the 1916 banquet became history with the singing of "Auld Lang Syne."

"We could have shipped millions of Victrolas in December if we had had them, and we feel that it is such gentlemen as you who have been instrumental in building up such a vast business," was one of the opening compliments of Mr. Brown, who was received with applause. "We have no fear for the talking machine industry—the Victor business of the future," said Mr. Brown during the progress of his talk. "The possibilities are unlimited. It wasn't so long ago that old-timers like Mr. Andrews and Mr. Loud were wondering when the business was going to go back, but they don't feel that way now."

Mr. Brown gave a little talk to the young salesmen present when he said: "If it isn't a better game to you than playing billiards or riding around in an automobile, something is wrong. If you are in it solely for the money, something is vitally wrong. If that is your situation, it isn't your game. Get out of it, then. A man can earn what he wants to earn in this game if he goes out to earn it. We have no fears for the future. The possibilities are unlimited."

Mr. Brown declared that the record end of the business was not worked as hard as it might be, and he also pointed out that no machines go out of the Victor factory that are not sold through dealers. He stated that if the president of the Victor Co. wanted a machine he would have to go out into the open market to buy it. "We believe that the dealers have been instrumental in building up this great business, and will not take one cent from them that belongs to them."

Mr. Brown asserted that Victor machines are becoming potent factors in the country's educational system, and that daily they are being installed in schools. He said that the introduction of so many Victrolas into the schools is paving the way for the sale of high-grade instruments to Buffalo's coming generation, the boys and girls of to-day and the men and women of to-morrow.

The speaker in breezy style explained the Victor aim of having its advertising "dominate space." He explained in detail the reason for the catchy "zig-zag" advertising, and declared that it is always banged right home to the reader when glimpsed in a newspaper. He said that newspaper advertising such as the Victor does is really worth while, and eventually referred to the recent full-page Victor campaign.

Mr. Brown deviated long enough to give a little lecture upon the latest Victor product, the tungstone stylus. He declared it has become so popular that the factory cannot manufacture them fast enough.

The dinner marked the second year of life of the growing association, and it was enjoyable because of the great number of new members present who were taken into the fold. Another cheerful tone was lent by the "prosperity" atmosphere that was diffused by both local and out-of-town dealers, who declared business was far ahead of last year.

W. J. Bruehl, manager of the Neal, Clark & Neal Co. talking machine department, furnished the diners with parodies on popular hits which concerned the trade.

Toastmaster Loud hurled many shots down into the assembly and created many laughs. During the evening he deplored the "excessive allowances" some dealers are giving on exchange propositions for old machines, and urged greater co-operation between dealers and the "elimination of cut-throat tactics."

Some pertinent pointers on salesmanship were given the salesmen and others by J. Edward Burton, of the Sheldon School, as well as by Buffalo dealers.

A. E. Germony, newly appointed manager of the William Hengerer Co.'s Victrola department, got an ovation when he was introduced by Mr. Loud, after the toastmaster had stated that Mr. Speare had left the Hengerer Co. to become affiliated with Lord & Taylor in New York.

The menu card was an artistic affair, carrying the Victor, Edison and Columbia trade-marks on the front cover. W. J. Bruehl was chairman of the banquet committee, assisted by A. Biesinger and T. A. Goold.

The 1916 officers of the Talking Machine Dealers' Association are: W. F. Goold, president; W. L. Sprague, vice-president; W. J. Bruehl, secretary, and H. G. Towne, treasurer.

Many of these local and out-of-town hustlers voiced informal remarks at the dinner:

B. E. Neal, Dr. Woodworth, L. A. Bennett, W. J. Bruehl, of Neal, Clark & Neal; C. N. Andrews, E. M. Cogan, E. S. Emens, William Herbert, Fred C. Kraft, Charles G. Wright, H. D. Scrortes, R. G. Richardson, of W. D. Andrews; J. Ottomar Goetz, Thomas J. Farmer, of the J. N. Adam Co.; Charles H. Heinke, Denton, Cottier & Daniels; Jack C. Ross, Harold J. Childs, Robert B. Adams, Alfred F. Macoun, H. E. Speare, A. E. Germony, Manager J. A. Endres, of the William Hengerer Co.; J. D. Cooper, W. W. Wagner, Walbridge & Co.; Frances P. Schunke, of Henry Schunke & Co.; John Bieda, of Bieda Bros.; Frank Ohrenfried, 1645 Broadway; Carl Kaepple, of the Kaepple Piano Co.; Robert L. Loud, H. G. Towne, E. O. Hock, E. W. Heintz, G. W. Cattley, K. C. Schermerhorn, of Robert L. Loud; Albert W. J. Schuler, of Schuler Bros.; Albert Schwegler, L. J. Schwegler, of Schwegler Bros.; T. Amesbury Goold, of Goold Bros.; John F. Keegan, Herman A. and Charles Reinhardt, 1190 Lovejoy street; Charles J. Hereth, 1190 Genesee street; E. R. Burley, A. E. Biesinger, Burley & Biesinger; J. A. Owenhouse, C. Kurtzmann & Co.; Charles Bellanca, Henry Stein, W. L. Sprague, Columbia Graphophone Co.; W. F. Goold, Harry W. K. Miller, of Kobler & Miller; William J. MacFarlane, Canandaigua, N. Y.; Jesse Landaure, Medina, N. Y.; H. C. Webster, Silver Creek, N. Y.; T. F. Young, Lackawanna, N. Y.; C. W. Parker, Dansville, N. Y.; Edward H. Scholter, North East, Pa.; J. S. Downey, Rochester, N. Y.

PREPARE FOR ENORMOUS OUTPUT.

Jos. Wolff, secretary Sonora Phonograph Corp., 57 Reade street, New York, recently returned from a visit to the cabinet factories operated by the company, and the new schedule for 1916 calls for the plants to work nights. This is due to the increasing demand for Sonora machines of all types, 1916 looking to the company to be of a volume that will greatly exceed 1915.

Sterchi Bros., of Bristol, Tenn., have purchased the stock and good will of the Simmonds Talking Machine Co. and will engage in the talking machine business in addition to the furniture line they already carry. The officers of the Simmonds Co., W. L. F. Rosenblatt and O. Simmonds, will enter the talking machine business in Atlanta, Ga.

THE REFLEXOPHONE

6 in. high, 12 in. wide, 17½ in. long.

REFLECTS THE SOUND ON AN ENTIRELY NEW PRINCIPLE

VOLUME—PERFECT TONE REPRODUCTION—QUALITY

Equipped with strong Motor, Special Sound-Box and Tone Arm. Plays four 10-inch records with one winding.

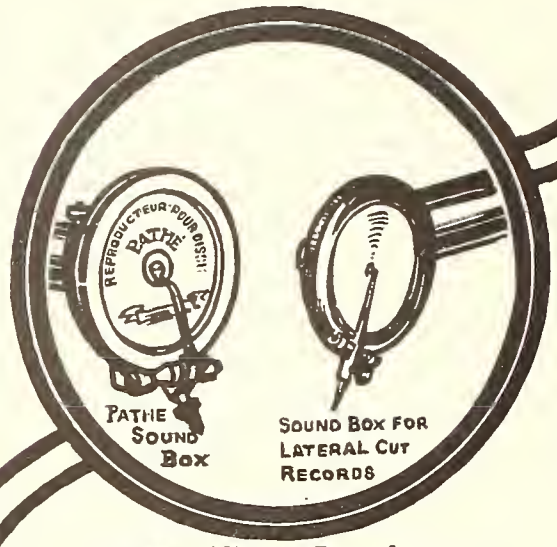
Handsomely finished in mahogany and mission oak. Weight 15 pounds.

RETAIL PRICE, $15.00

A SUPERIOR MUSICAL INSTRUMENT

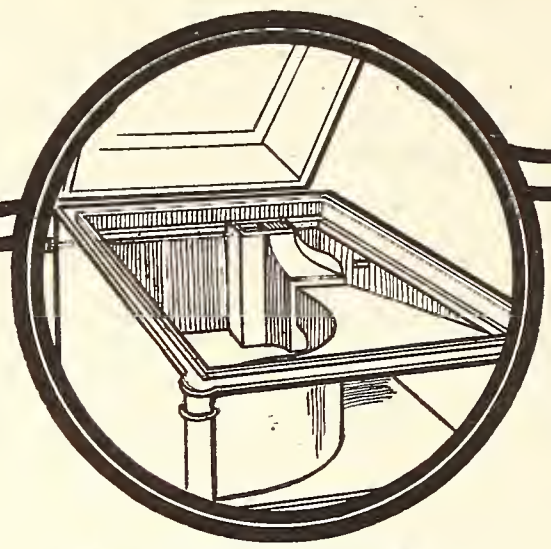
Write for Liberal Proposition for Jobbers, Dealers and Agents

REFLEXOPHONE, Inc., 114 Fifth Ave. NEW YORK



Plays All Disc Records

The Pathé Instruments are equipped to play all Disc Records perfectly—no matter what make.



Pathé All-Wood Sound Chamber

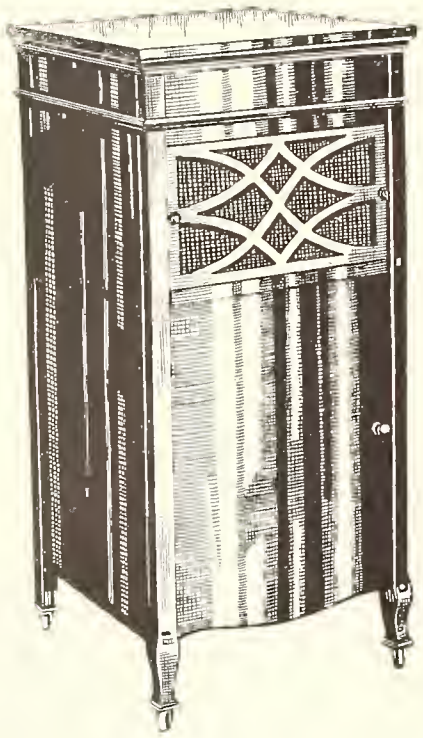
Built on the principle of a violin—not a piece of metal in its entire construction. Pure, resonant tone quality results.

Pathé
—genuine
over the
an up-and-
the sound
direct con

THE PATHÉ PATHEPHONE

is the greatest musical instrument in existence —the crowning achievement of the Pathé Frères, famous moving picture pioneers.

Exclusive Features Po



1916 is Destined to Be a Big Pathé Year

From all over the country dealers are reporting a steady increase in sales

Your Territory may still be open.

Better hear opportunity's call and communicate with us at once.

It is an unquestionable fact t
clusive features requires less effort

The exclusive features of the P
effort, for it is not neccessary to pe
discussions and involved arguments

PATHÉ FEATURES

The buying public will readily s

In other words, Pathé Instrume

The Practicability of the Pathé Sapphire Ball
has been conclusively proven.

The old-fashioned steel needles are extremely inconvenient because of the necessity of constant changing.

Many attempts have been made to improve these evils, but all have proven unsuccessful.

The Pathé Sapphire Ball is the solution of this problem. But it is not only an *improvement*, it is a new and better method of reproducing sound.

Instead of the sharp-pointed needle, you have the Pathé Genuine, Permanent, Highly-Polished Sapphire Ball.

Instead of "digging" into and ripping the Sound Grooves, the Pathé Sapphire Ball travels over the Pathé sound grooves in an up-and-down wave-like motion.

The Pathé Sapphire Ball is the ideal method of sound reproduction, because it eliminates the metallic-like tone quality and in no way damages Pathé Discs.

The Effective Pathé Tone Control
gives absolute command of the tone volume.

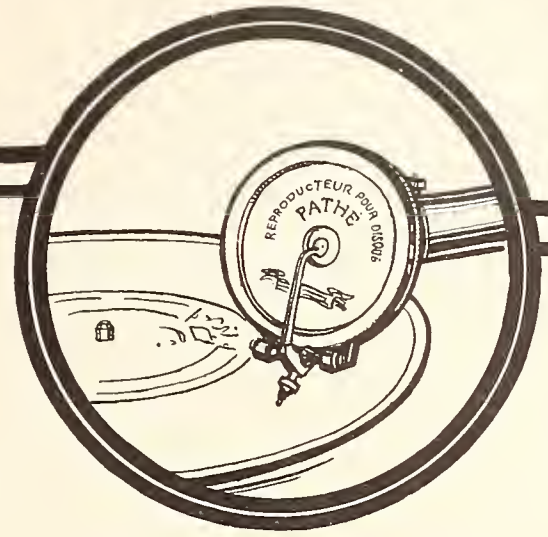
Some enjoy the soft, soothing tone quality, others like the full, rich volume—the Pathé Tone Control permits tone regulation to suit every individual taste.

The person who desires to phrase a selection to his own liking, may sit beside a Pathephone and by manipulating the Tone Control device, get many pleasing effects—from a soft pianissimo to a crashing fortissimo.

The simplicity of the Pathé Tone Control insures satisfactory performance.

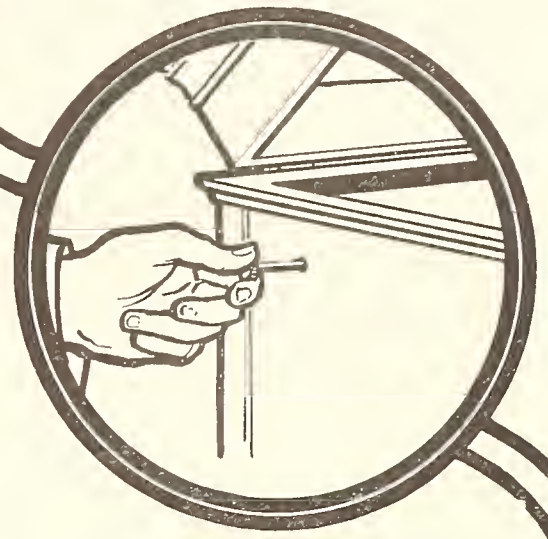
PATHÉ FRÈRES

28 WEST 38th STREE



"No Needles to Change"

—when playing Pathé Discs. The Pathe Permanent Sapphire Ball won't injure the Pathé Discs by digging or ripping the surface of the record.



Pathé Tone Control

—a simple device permitting the accurate adjustment of tone volume to suit the player's mood. Eliminates the annoyance of having to use "Loud, Medium and Soft" metal points for tone variations.

Ball
travels
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THE PATHE DISC REPERTORY

is superior to all others—its selections have been recorded in every musical center in the world and afford Americans the first opportunity of hearing Europe's great artists.

Po Decrease Selling Effort

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hone positively decrease the selling
prospective purchaser with lengthy
competition.

ES FOR THEMSELVES

erstand their value.

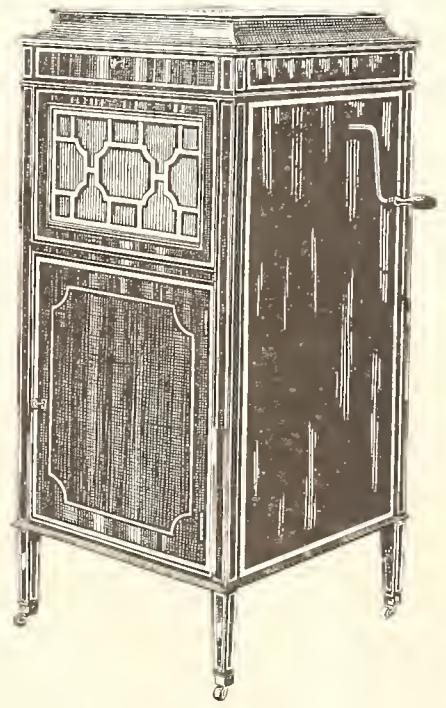
nselves!

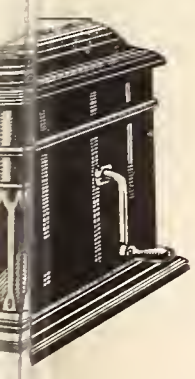
Pathé Pathephones

(8 models) retail at $15, $35, $50, $100, $150, $200, $225, $300

Pathé Disc Records

All Double Faced
Retail from 65c. to $2.50





The Pathé Disc Repertory Is Unique

Unique, because it offers Americans for the first time the opportunity of hearing and enjoying Europe's great artists, recorded exclusively on the Pathé Discs.

Pathé Frères' recording laboratories are located in practically every musical centre in the world—right at the pulse of all musical activities of both the Eastern and Western Hemispheres.

The Pathé Disc Repertory is superior to all others because of its wide variety of selections, and it is constantly being enlarged so as to be of greater service and value to the music loving public.

All Pathé Discs are double faced and do not deteriorate with constant use. Pathé Discs are impervious to the action of the Pathé Sapphire Ball.

"A Pathé Agency Is a Valuable Franchise"

Dealers are rapidly taking advantage of our agency proposition because they realize the constant growing popularity of the Pathé goods.

Our 1916 National Advertising is going to increase the already great demand, putting dollars and cents into the dealers' pockets.

Write us for complete detailed information—possibly your territory is one in which we are not represented.

But do it immediately—not a day passes that we do not grant a Pathé Agency in some section of the country.

HONOGRAPH CO.

YORK CITY, U. S. A.

The Columbia reproducer is a sound box that is also a "tone box"—sound *plus* tone—the most perfect reproducer.

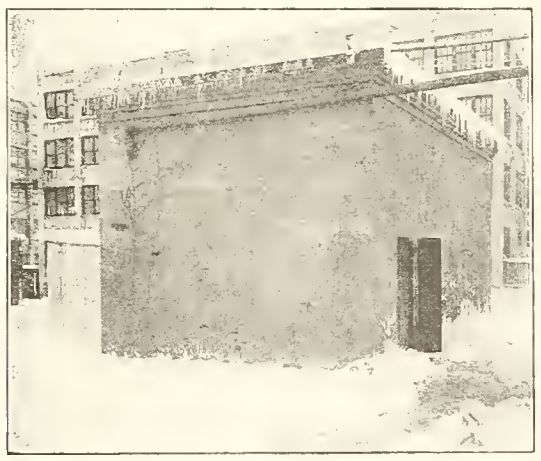
(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

NEW FIREPROOF VAULTS

Recently Erected at the Edison Factory for the Purpose of Housing Disc and Amberol Master Record Molds—Up-to-Date in Every Detail.

As a result of the lessons learned at the time of the great fire of 1914, two unique-looking structures have been erected at the works of Thomas A. Edison, Inc., Orange, N. J., to house disc and Amberol master record molds. While no original records were lost in the fire, it was found prudent to have all master records separately housed.

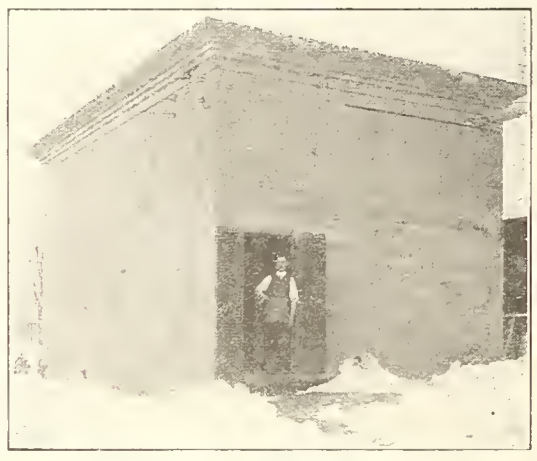


The Edison Diamond Disc Vault.

The odd-looking buildings shown in the illustrations have no windows; they have no chimneys; they have no flag poles; they have no ornamentation. Like two solid huge rocks, they are silent, dark and cold. And yet within they are two of the brightest-lighted, cleanest, best ventilated, evenly warmed buildings in the whole Edison group.

In each building there is just one man—the custodian. His work is to see that the interior is kept as nearly as possible, summer and winter, at a temperature of sixty degrees; that not a particle of dust is allowed to collect; that the ventilation is attended to by means of an electric fan exhaust; but above all, he is to handle most carefully the master records and to see that they are stored away systematically; that a transcript is kept of their number, date of entry, and such other items as are desirable.

To this custodian is entrusted the careful keeping of the original master molds and to him are returned the sub-master molds when the process of manufacture has released them. It takes a man of intelligence, system and reliability to care for these precious molds. Evidently the two men chosen for this work are well fitted for their tasks. The storage capacity of the disc record vault is 40,000 master molds; the capacity of the Blue Amberol vault is 60,000 molds. Here are enshrined the immortal voices of Edison artists; here are kept the imperishable records of instrumental skill on violin, on harp, on piano—on all musical instruments.



The Edison Blue Amberol Vault.

SUCCESS

See Page 68

HONORS FOR THE VICTOR CO.

The Victor Talking Machine Co. features in the January issue of its house organ, the "Voice of the Victor," a two-page spread presenting the awards which it received for its products at the Panama-Pacific Exposition, San Francisco, Cal. The article accompanying the photograph states that the officials of the exposition awarded twenty-two grand prizes to the Victor—fourteen awards from the Liberal Arts division and eight awards from the Educational division.

The awards from the Liberal Arts division are given for original invention and research, Victor records, school records, Victor talking machines, exclusive world renowned talent for record making, school appliances, design and manufacture of cabinets, tone quality, Victor needles, Victrolas, system of changeable needles, tapering tone arm and "goose neck" sound box tube for conducting sound, musical publications and modifying doors for regulating the volume of sound. The awards from the Educationl division were given for American music history, correlation, music and English literature, musical research, musical history, modern languages, dramatics and tone.

The Reynolds Music Co., of Pensacola, Fla., is creating great interest in the Victrola by holding a Story Hour every Wednesday afternoon, at which the children are entertained by the rendition of especially selected records.

Charles Burney and Guy Hedrick, of the Lines Music Co., Springfield, Mo., have been demonstrating the Victrola in Aurora, Mo., with splendid success.

Claude Wheeler, of Columbia, Mo., has sold his jewelry business and is devoting his time to the sales end of the Vitanola Co.'s product.

A $10 BILL FOR YOU

Clear profit in the sale of a single course in

The Herman Klein Phono-Vocal Method

Based upon the famous school of Manuel Garcia

The sale is made to the customer who is already on your books, from a demonstration outfit and practically without effort. No stock to carry, no capital tied up, for orders are filled directly by us.

Ten double-sided records, wonderfully made—twenty lessons—lead the student from the simple scale to the aria, and a comprehensive text book, compiled by Herman Klein, based on the method of Manuel Garcia, explains each step intelligently and interestingly. It is not a correspondence course but a complete method in itself.

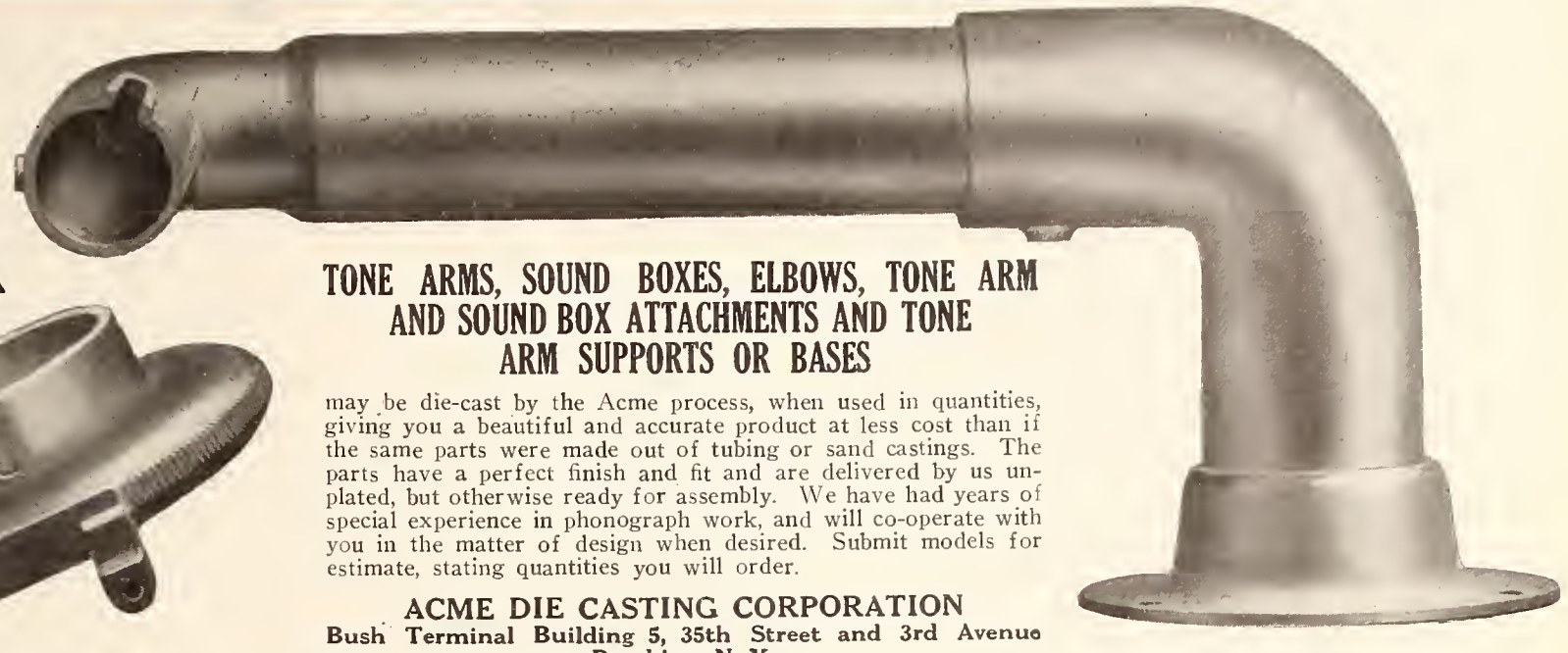
This method increases appreciation of music and means more sales of high-class records and machines. Something more than a side line.

RETAIL PRICE $25, FOR COMPLETE METHOD IN ANY VOICE

Ask about our demonstration outfit, sales aids for the dealer and other details —you owe it to your business—Write TODAY!!!

THE MUSIC PHONE METHOD, 909 Putnam Bldg., 2 W. 45th St., New York

TRADE MARK.



TONE ARMS, SOUND BOXES, ELBOWS, TONE ARM AND SOUND BOX ATTACHMENTS AND TONE ARM SUPPORTS OR BASES

may be die-cast by the Acme process, when used in quantities, giving you a beautiful and accurate product at less cost than if the same parts were made out of tubing or sand castings. The parts have a perfect finish and fit and are delivered by us unplated, but otherwise ready for assembly. We have had years of special experience in phonograph work, and will co-operate with you in the matter of design when desired. Submit models for estimate, stating quantities you will order.

ACME DIE CASTING CORPORATION
Bush Terminal Building 5, 35th Street and 3rd Avenue
Brooklyn, N. Y.

KANSAS CITY A LIVE TALKING MACHINE TRADE CENTER.

All Dealers Report Splendid Business Outlook—Always "On the Job" in Promotion and Sales-Making Work that is Bringing Results—Many Advertising Novelties Introduced—Wunderlich's Effective Window Display—The News of the Month in Detail.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., February 8.—January, as was to be expected, was not so chock full of talking machine business as the holiday season had been, and the dealers were able to get stock up again in preparation for the resumption of the steady large current of trade. The stocks had indeed been seriously depleted, and a breathing spell was absolutely necessary. It didn't last long, however, for although January was marked by the most severe winter weather of several years, nearly all the dealers report good business for the season.

E. S. Hall, proprietor of the Hall Music Co., 817 Walnut street, is again preparing to consider pianos in trade for Victrolas, having refused such trades during December and January. He had no machines to sell or trade until late in the month. One of his problems is the question of taking players in exchange for talking machines, several prospects for such deals being available. Mr. Hall has recently added a piano department to his establishment, so that he, through modest exploiting of pianos, will be in better shape to move the pianos and players he will receive in exchange for Victrolas. But he is firm in his policy of getting full value for talkers in trade, including some cash.

The talking machine department of the George B. Peck Dry Goods Co. has adopted a striking emblem for use on Victor records. It consists of an arrow-head shaped sticker about three-quarters of an inch long, slightly gilt, on which is embossed the words "Peck's, Kansas City, Mo." It is good publicity.

The branch at Kansas City of the Starr Piano Co., W. E. Rupe, manager, has been made the distributing branch for Middle Western territory for Starr phonographs and records. In preparation for taking on these large additional duties, Mr. Rupe is remodeling the establishment at Elizabeth street and Grand avenue, and has taken practically the entire second floor of the building, doubling the capacity.

Milton G. Dayton has been appointed traveler for the Middle West district, working from the Kansas City office, for the Starr phonograph. Another addition to Mr. Rupe's force in Kansas City is Miss Edith Guyer, who will have duties in the office.

The Edison Shop at Kansas City has been doing since the first of the year an amount of advertising and promotion work rather unusual for the dull month of January—and it is profitable. There were, of course, many people who became interested in talking machines during the holidays who did not buy, and the shop is leaving no stone unturned to find them and get them to buy Edisons. Concerts are given almost daily.

M. M. Blackman, manager of the Edison house at Kansas City, is taking a trip over the territory to get personally acquainted with the dealers, especially the many new ones who have been appointed during the past year. In January fifteen new agencies were established.

Crosby Bros., Topeka, Kan., one of the finest department stores in Kansas, has taken on the Edison phonograph. The department is placed on the mezzanine floor, near the postal department, and opposite and a few feet from the rest room. This popular rest room will therefore be practically an adjunct of the recital room, the visitors getting the benefit of the music. Manager Micksell, of the new department, has been with Crosby's for several years. He took a special course in Edisonology at Kansas City with Mr. Blackman before taking charge. The department was established January 15, though the formal opening has not yet been held.

Wunderlich's, at Kansas City, has been using recently one of the most effective window displays observed for some time. The central feature is an arch supported by pillars; across the arch are the words, "Wunderlich's, the House of Records;" suspended from the center is a disc in which are the words, "The Music Center." On one pillar is a circle containing, "Always a complete line of Victor records;" on the other, "Records sent on approval—ask about the plan." Beneath the arch is one of the original Victor machines, with the dog. Victrolas and records, with a few placards mentioning timely selections, and a Grafonola complete the window.

"I thought the scramble for machines would let up after the holidays," said a Victrola dealer in Kansas City. "But it is just as much of a battle as ever to get them. I ought to have received fifty machines, but got only twelve in January, and am again having to put people off who ask for certain models."

A. A. Trostler, manager of the Victrola department at the Schmelzer Arms Co., secretary of the National Association of Talking Machine Jobbers, leaves Kansas City soon for the meeting of the

(*Continued on page* 56.)

WE WILL PAY CASH

Amounting to

From 90 to 94 per cent. of

the face value for acceptable installment contracts on talking machines and pianos. Ask for details.

HAMILTON INVESTMENT CO., 76 W. Monroe St. CHICAGO

"MAGNET" DECALCOMANIE NAMEPLATES

FOR TALKING MACHINE CABINETS ETC.

From the DORAN CO. 45 MICHIGAN AVE DETROIT

SOLD BY HURTEAU, WILLIAMS & CO. LTD MONTREAL — OTTAWA

Kunkel Piano Co. BALTIMORE

EASILY AND PERMANENTLY APPLIED. BE THE FIRST DEALER IN YOUR CITY TO USE THIS POPULAR METHOD OF ADVERTISING.

500 MINIMUM QUANTITY MANUFACTURED.

SEND FOR SAMPLES AND PRICES.

GEO. A. SMITH & CO. INC.
136 LIBERTY ST., NEW YORK

FROM THE PHONOGRAPH CO. 1240 HURON ROAD (ENTIRE THIRD FLOOR) PHONES—PROSPECT 2-140—CENT 1406 CLEVELAND

SOLD BY WALTER D. MOSES & CO. Oldest Music House in VA. and N.C. 103 E. BROAD STREET RICHMOND, VA.

SOLD BY J. E. STRATFORD AUGUSTA, GA.

We do N O T retail

See Page 68

TRADE NEWS FROM KANSAS CITY.

(*Continued from page* 55.)

executive committee of the association, which will be held in New York City February 15 and 16. Mr. Trostler will also be in Atlantic City, where he is going to complete arrangements for the entertainment of the jobbers at their convention to be held soon. Mr. Trostler is chairman of the entertainment committee, and will probably be a busy man about convention time.

W. C. Fuhri, district manager of the Columbia people, was a visitor at the Kansas City office this week. From here he went to Dallas, Tex.

E. A. McMurty, manager of the Columbia Graphophone Co., leaves the middle of the month for a visit to New York City and the factory of the Columbia Co.

Warren H. Haile is the new manager of the retail trade of the Schmelzer Arms Co.'s Victrola department. He was formerly with George H. Wheelock & Co., South Bend, Ind.

M. L. Bardwell, manager of the Household Fair machine department, is very much pleased with the business his firm has done since the opening last September.

Miss Jean Kendrick, in charge of the Grafonola department for the Henley-Waite Music Co., is ill and has been unable to be at her regular place of business for the past three weeks.

Harry B. Bibb, manager of the talking machine department for the Jones Store Co., reports that business there is so good that before much more work is done more space will have to be given to his department. Mr. Bibb has introduced an advertising novelty in the mailing system of the catalog of new records each month. Instead of placing his catalog of new records in an envelope and mailing them out, he has a piece of heavy paper cut so that when folded it gives the appearance of a circular. On one of these sides is the advertisement of special records the Jones store wishes to advertise; on the other side, the name and address of the person to whom the catalog is going is written. This paper is folded around the catalog and mailed out, the address showing on the outer side. This piece of paper is fastened with a clip at the top and is as secure as an envelope. Mr. Bibb's idea is to increase the effectiveness of the advertising as well as to save the price of envelopes. The various record advertisements are changed each month, as is the catalog.

The Victrola department of the G. W. B. Peck Dry Goods Co. entertained recently forty-six boys and girls, pupils in music of Miss Martin, of the seventh grade of the Jefferson school. Miss Martin has been conducting a chorus class in the school, made up of pupils from various classes; the school has the best orchestra in Kansas City of its kind, it is said, and many of the children show marked musical talent. Miss Martin has been giving the chorus class "The Bohemian Girl" and "Il Trovator," and has gone into more detail with the operas in her seventh grade. The concert with Victrola records was arranged with the co-operation of Manager John F. Ditzell.

The Pathé Meets All Competition

The completeness of the Pathé line enables the dealer to successfully meet the sales arguments of all competing lines.

There is a Pathephone and Pathé disc to suit every patron in your territory. The Pathé disc library is remarkable for its enormous repertoire and excellent quality.

Prosperity is knocking at your door. The Pathé line will give you your share of the promised 1916 profits. We are at your service for further details.

Pathephone Co. of Detroit, Detroit, Mich.
Pathé Distributors

REPORT OF VICTOR ASSOCIATION.

Co-operative Beneficial Association of Victor Employes Proves a Big Success, Due Largely to the Generosity of the Company.

The high degree to which a benevolent association may be developed is indicated in the recent report of the Victor Co-operative Beneficial Association, made up of employes of the Victor Talking Machine Co., Camden, N. J., for the year 1915.

The report indicates that during the year the membership in the association had increased from 5,556 to 6,900 and that the receipts from entrance fees and dues were $18,807.25, in view of which fact, as per agreement, the Victor Co. contributed a like amount to the fund. The disbursements in sick benefits were $23,061.86, in death benefits to twenty-three members $3,450, and in refunds to members $2,046.99, leaving the substantial balance at the end of the year of $26,320.32. The administration expenses, amounting to $3,943.14, were met entirely by the Victor Co., thus leaving the funds of the association intact for benefits. Beginning on January 1, 1916, the death benefits will be increased from $150 to $250.

The officers of the association for the new year are: President, E. F. Haines; vice-president, W. H. Nafey; treasurer, G. W. Jaggers; secretary, E. K. MacEwan, and visiting secretary, F. A. Sparks.

The excellent record of the association is due largely to the generosity of the Victor Co. in not only contributing one dollar to the funds for every dollar contributed by a member, but also in meeting all the administration expenses, a substantial item, which during 1915 exceeded by nearly $500 the total amount paid out in death benefits. The feeling that he will be taken care of when ill and that his family will receive a sum that will at least meet funeral expenses when he dies goes far to make a workman contented, and therefore energetic, which makes the contribution to the fund by the Victor Co. money well invested.

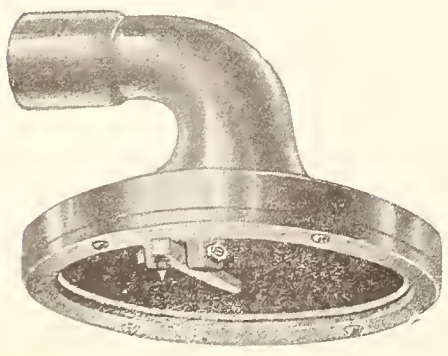
AN INTERESTING LIST OF RECORDS

For the Month of February Issued by Pathé Frères Phonograph Co.

The Pathé Frères Phonograph Co., New York, has issued its February list of new records in supplement form, and the neat and attractive appearance of the supplement has won the commendation of the Pathé dealers. These supplements will be issued monthly to accompany the new record lists, and they will be printed in very large quantities to meet the needs of the Pathé representatives. The name, number and price of each record is accompanied by an adequate description, which adds materially to the supplement's value.

D. Tauber, who recently became associated with the Triton Phonograph Co., leaves in a few days for Chicago, where he will exhibit the three new models of Triton phonographs.

THE VICSONIA REPRODUCES EDISON DISC RECORDS PERFECTLY



The **VICSONIA** fits the Victrola, Grafonola, Crescent and Sonora phonographs, **with special type** for the Aeolian Vocalion.

The **VICSONIA** with its diamond point and wonderful diaphragm will reproduce every note, sound wave and minute variation as recorded on the marvelous Edison Disc records with all fullness, sweetness and accuracy of tone. Does not wear the records.

The **VICSONIA** is a revelation in reproducers, and the largest talking machine men in the country who have heard and tested it are enthusiastic over its merits.

Instantly and easily attached. A child can do it. **No alterations necessary.**

Dealers will find the **VICSONIA** a business builder. **General agents wanted.**

The **VICSONIA** retails in the United States for $7.50 nickel-plated, $8.50 gold-plated, and in Canada for $10 nickel, $12 gold. Liberal discount to dealers.

One VICSONIA, nickel, will be forwarded to any dealer's address in the United States for $4, or in Canada $5, cash with order. Every VICSONIA guaranteed perfect or money refunded.

WALTER M. SEYMOUR, SOLE AGENT U. S. and Canada **133 West 129th Street, New York City**

EMERSON PHONOGRAPH

RETAIL $3.00 PRICE

SOUND REASONS WHY THIS IS THE GREATEST PROPOSITION IN THE PHONOGRAPH WORLD

It is the biggest $3.00 worth ever offered to the public.

It is NOT a toy but a real practical phonograph with sound reproduction equal to many higher priced machines.

It will play any make disc record without an attachment.

It is a wonderful article for canvassers.

It makes a fine gift for boy or girl.

It meets the demand of millions in moderate circumstances.

It plays a 12-inch disc with one winding.

It will furnish the nucleus for building up a large phonograph business.

It requires no effort to sell. A demonstration and the price do the trick.

It is guaranteed.

FINISH—plain oak—Size 9½"x9½"x12". Weight—Packed, 8½ lbs., unpacked, 6½ lbs. Can be carried in suit case or special case, $1.25, wholesale.

Write for prices to trade and jobbers on Emerson Phonographs, Emerson Dime and Quarter (double) Disc Records—Phonograph Needles—Record Albums—Record Repeaters—Sapphire Needles—Carrying Case for Emerson Phonograph and Attachments for playing vertical cut records on other machines.

JOS. W. STERN & CO. SALES CORPORATION

DISTRIBUTORS OF EMERSON PRODUCTS

107 West 38th St., New York City

REASONS FOR SONORA PROGRESS

Set Forth Illuminatingly by President George E. Brightson—Advance Based Distinctly on Values—Quality, Not Cheapness, the Motto.

There has been so much discussion regarding the wonderful strides made by the Sonora Phonograph Corporation, 57 Reade street, New York, of which Geo. E. Brightson is president, that a little "inside" information might be of value to the trade. But, as President Brightson says: "There is no secret of Sonora success. We didn't see how cheap we could create a phonograph for obvious reasons. We worked on the plan of getting the best in every kind of material. Where we could spend some money for an improvement on any one of our styles we spent it. Anyone can take value away from a product, but it requires judgment to increase your manufacturing costs in order that the particular style or styles should come up to what, in our opinion, is the proper standard.

"For example, the designs of Sonora cabinets are distinctive. We have neither imitated, copied nor made the slightest attempt to trade on the property of others. Sonora cabinet designs are original. Their cost of manufacture, including every detail, such as the selection of the woods, workmanship and excellent finish, is perhaps excessive. The feat of Sonora motors playing fifteen records is unique, and every feature and part of Sonora construction is thoroughly built and tested at every step. Such devices as automatic stops that really work, motor meters, spring controls, tone modifiers, etc., have been added without increasing the cost to the purchaser.

"Even in the selection of our representatives we have 'selected' rather than taken the many we could have secured. A quality product cannot be handled well except by a quality organization, and the fact that a house handles the Sonora is considered evidence of its prestige and responsibility. I might go on indefinitely enumerating special features of Sonora manufacturing and distributing, but it is hardly necessary. I will say, however, that the Sonora represents my ideal of a phonograph."

Mr. Brightson did not say, however, that it was through his hard work that most of the Sonora achievements were accomplished, nor did he say that his many years of experience as right hand man to John Claflin, the dry goods king, earned for Mr. Brightson the reputation of being one of the few expert merchandising men of the country.

RECORDS FOR ST. PATRICK'S DAY.

Special Supplement of Records Suitable for Ireland's National Holiday Prepared by the Pathé Frères Phonograph Co.

The Pathé Frères Phonograph Co., New York, sent out this week the following letter of importance to Pathé jobbers and dealers:

"Owing to the problem of changing our record product from records playing from the inside out to our present type of record playing from the outside in, the number and the quantity of back orders that we have on hand, we have decided not to get out a regular March supplement.

"It is our intention to concentrate our facilities on pressing the records that are needed in our regular catalog, and in this way allow us to advance our issue of April records to an earlier date.

"We are, however, getting out a special supplement of the following selections which are suitable for St. Patrick's Day:

30073 A—The Distant Shore. Baritone Solo..Alan Turner
B—The Irish Emigrant. Baritone Solo..Alan Turner
30094 A—St. Patrick's March.....Imperial Infantry Band
B—O Canada March.....Imperial Infantry Band
30106 A—Selection 1. "Irish Melodies."..... H. M. Scots Guards
B—Selection 2. "Irish Melodies"..... H. M. Scots Guards
30296 A—The Wearing of the Green.....John Meyers
B—The Bowery Grenadiers.....John Meyers
20000 A—The Dear Little Shamrock. Tenor Solo..... J. C. Doyle
B—The Green Isle of Erin. Contralto Solo..... Carrie Herwin
10063 A—Eileen Allanah. Tenor Solo.....John Bardsley
B—I'm Coming Back to Erin and To You.... Arthur George

"We will have a special supplement in keeping with these popular Irish melodies."

UDELL

There are MORE profits in GOOD cabinets than in machines or records. Udell cabinets not only give profits but are a credit to the other furniture in your customers' homes.

Don't waste time on cheap cabinets any more than you would trifle with cheap machines.

Get the Udell proposition right away; remember we've been making GOOD cabinets from the time that cylinder records were a novelty. We know the field and we KNOW that UDELL cabinets are the BEST for you to sell.

Post a postal to-day.

The Udell Works

1205 West 28th Street
Indianapolis, Ind.

No. 403 (Vertical Interior)
For New Victrola IX. only.

Height 34½ in. Width 19¼ in. Depth 22¾ in. Holds 224 Victor records.
Mahogany.
Quartered Oak.
Average weight crated, 85 pounds.
(If horizontal shelving is desired, order No. 1403.)
(When felt interior is desired, ask for No. 403F.)

IMPORTANT NOTICE

Cabinet 403 is arranged with a rim, which is hinged at the back. This back piece drops down and enables you to slide the new style Victrola IX in. It works very easily and makes a splendid outfit. Nothing to get out of order, and you can put the machine in almost as quick as you could set it on a cabinet without rim.

Cabinets

HEARS HER OWN RECORDS.

Marguerite Farrell Visits the Warerooms of A. C. Wilson in Youngstown, O., and Enjoys Hearing the Columbia Records of Her Voice.

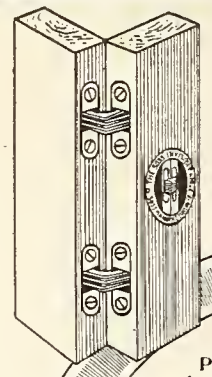
(Special to The Talking Machine World.)

YOUNGSTOWN, O., February 8.—When Marguerite Farrell, who is a headliner in vaudeville circles, visited this city recently she spent quite some time in the warerooms of A. C. Wilson, who handles the complete line of graphophones and records manufactured by the Columbia Graphophone Co., New York.

Miss Farrell Listening to Her Own Voice.

Miss Farrell was particularly interested in Columbia product at the time of her visit, as she only recently recorded several selections for the Columbia library, which have proven very successful. Miss Farrell is well known to theatregoers throughout the country, and her voice has been found particularly adaptable for recording purposes.

Mr. Wilson, upon the occasion of Miss Farrell's visit to Youngstown, took advantage of the opportunity to call attention to her records, and interested a number of his patrons in the various popular songs she has recorded.



SOSS
INVISIBLE
HINGES

Preserve the beauty of well designed and finely finished

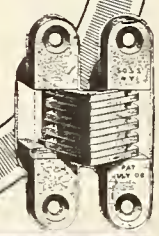
TALKING MACHINES
MUSIC CABINETS
PIANOS
PLAYER PIANOS AND
BENCHES.

They are made in numerous sizes for these particular purposes.

When you fail to see an unsightly hinge protruding you know SOSS is the answer.

Write to-day for catalogue T.

Write For Further Information



SOSS MANUFACTURING CO.
435-443 ATLANTIC AVE. BROOKLYN, N.Y.

MEET WITH SERIOUS INJURIES.

H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., New York, was advised this week that the members of the De Koven Opera Company, which recently recorded a large number of records for the Pathé library, had met with serious injuries in a train wreck near Cherokee, Ala. The train in which the company was riding was derailed, more than thirty being injured, including H. L. Waterous, Sol Solomon and Luigi De Francisco. The latter was the musical director at the recordings in the Pathé laboratory.

DO YOUR PART AND DO IT NOW. TELL YOUR CONGRESSMAN HOW YOU STAND ON THE STEVENS BILL SO THAT HE MAY KNOW YOU ARE IN BACK OF HIM.

LONG CABINETS

WELL MADE THROUGHOUT

These With Others Comprise the

D 77
Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19⅛ x 22⅝ in. Holds 192 12-in. Records. For Victrolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Shelf. Average weight, crated, 80 lbs.

D 79
Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19⅛ x 22⅝ in. Holds 192 12-in. Records. For Victrolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Shelf. Average weight, crated, 85 lbs.

ELEGANTLY FINISHED

Most Complete Line of Record Cabinets

PROMPT DELIVERIES ON ALL ORDERS

Write for Illustrated Catalogue

THE GEO. A. LONG CABINET CO.,
HANOVER, PA.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Action of British Government Against "Luxury Imports" Now a Strong Probability—Embargo Would Affect Music Trade—Serious Shortage of Talking Machine Supplies—A Story from Gallipoli—New Record Lists Full of Interest—Death of H. E. Standish—More Rigid Control of Foreign Firms in Sight—The Rollophone Announced—Invicta Co. Announces New "Citizen Record"—Pathephones for Belgian Soldiers—Increase in "His Master's Voice Prices"—General News

(Special to The Talking Machine World.)

LONDON, E. C., February 3.—In recent reports I have more than once hinted at the possibility of an official move in the direction of legislation to curtail if not entirely prohibit the import of articles which do not directly help the nation in its present gigantic struggle. While we are buying abroad so much in the shape of necessaries, it is felt that the gold payments thus involved should not be increased by the cost of imported luxury goods. It tends to deplete our reserve of gold and also raise the rate of exchange against us. That is one important aspect of the matter. But perhaps the most important lies in the fact that these imports utilize transport space which can be more profitably requisitioned for the carriage of foodstuff and other articles directly useful in the prosecution of the war. The question has latterly become very serious owing to the growing shortage of ships. England possesses a larger mercantile fleet that any three or four nations together, but with hundreds of thousands of troops to transport, with all the equipment necessary for their maintenance in the field, in addition to admiralty requirements, it can readily be understood that the loss on the mercantile side demands very close attention. Large as are resources in ships, they must be husbanded and utilized to the best possible advantage in the national interests. Until this is directed by some carefully organized plan, the enormous increase in freight rates will not tend to diminish. Recognizing the importance of this matter, the British Government has under consideration ways and means to best achieve the exclusion of luxury imports, thus releasing many ships and much valuable space for the transport of necessary products. A decision will be arrived at within the near future, and I am inclined to think it will not be altogether favorable to America, Switzerland, Spain and similarly placed neutral countries.

Embargo Would Affect Music Trade.

When the governmental plan for the restriction of luxury imports is in force it might be found to reflect unfavorably upon the talking machine and music industry generally. Gramophone parts—motors, tone arms, sound boxes, etc.—are largely imported from Switzerland. A considerably smaller portion comes from America, which, however, sends us pretty large consignments of piano actions and keys, metal parts, organs and small musical goods. The recently imposed tariff has militated against increased exports from your side, but there is evidence that we are still spending substantial money in America for articles that, in effect, retard rather than assist in the prosecution of the war.

For the time of year, talking machine trade here is fairly good. As to the future one does not care to hazard a guess, for the labor and material shortage is not improving. There is plenty of work, and more, for all the labor obtainable, the output of records, for instance, being only curtailed by the lack of sufficient men to operate the presses.

Shortage of Machine Parts.

On the machine side matters are even worse. Insufficient supplies of parts from abroad, which the few home manufacturers cannot make good, is responsible for much heartburning among traders who have many orders on their books which they are not in a position to execute. The trade is doing its best under very difficult circumstances, and dealers abroad should not get impatient if some little delay occurs in the execution of their orders.

Great Regret Over Colonel Bill's Death.

The British trade has learned, with great regret, of the sudden death of my old chief, Col. Edward Lyman Bill, who counted many friends on this side. We were quite unprepared for such tragic news, and it may be said that it came as a shock to all who knew him. The spoken words of sympathy, earnest and sincere, emphasize the affectionate regard in which Col. Bill was held. Not a few members of the trade recall their all too infrequent meetings with him, speak of his ever-courteous bearing and consideration in all matters, and lay tribute to his valuable work in talking machine trade journalism. Col. Bill's clean yet forceful writings and published works appealed considerably to British gramophone men, who ever expressed their pleasure in the provision and policy of the deceased gentleman's publications. The kindly personality of Col. Bill won the hearts of us all, and we shall keep in warm remembrance and high regard an unselfish life of devotion to the common weal. *Requiescat in pace.*

A Farewell for the Turks.

The story of the evacuation of the Gallipoli

(*Continued on page* 60.)

"His Master's Voice" *Copyright*

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists — the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Aktieselekab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Cia. Francesca del Gramophone, 56, Balmes, Barcelona.

SWEDEN: Skandinavieka Grammophon - Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaires of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo Marquee.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

We do not rely on giant advertisements for Sales—We depend on intrinsic Merit alone.

No amount of advertising can increase the value of

WINNER RECORDS:

("The World's Super-Disc")

They outwear all others.

Only up-to-date songs and selections recorded.

Winners leave the dealer a generous margin of profit.

THEY SELL ON THEIR MERITS

Independent LIVE REPRESENTATIVES WANTED—in U. S. and British Colonies

Write the manufacturers for Trade Terms

THE WINNER RECORD CO., Ltd.

Willowbrook Grove, Camberwell, London, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 59).

Peninsula throws at least one ray of sunshine upon the dark background which envelops other spheres of action. The Turk, it is pleasing to learn, is a clean fighter. The Australians, who for many months wrestled and fought with him under varying circumstances, testify that the Turk is a good fellow and a straight antagonist. They even went so far as to leave in the abandoned trenches written messages of the kindliest farewell. But the crowning testimony of good feeling, says a newspaper correspondent, is the gramophone, which was put in a conspicuous place in the trench on Walker's Ridge, with its disc on and the needle all ready to play "The Turkish Patrol"!

More Rigid Control for Foreign Firms.

Under the cloak of registration, a substantial number of companies whose capital is mainly or wholly of enemy origin have been allowed to continue trading operations in England and her colonies. A goodly number are subject to the direction of Government inspectors, but there is a growing demand that such firms should be more rigidly controlled or altogether suppressed. With this object in view a bill is now before the British Parliament. That it will pass is a foregone conclusion. It will affect the talking machine trade; but more anon.

"His Master's Voice" Panto Program.

Although the art brochure entitled "Supremacy: The Story of 'His Master's Voice,'" which I recently reviewed in these columns, concisely covered the whole field in relation to the superlative merits of the "H. M. V." gramophones and records, the point is again emphasized this month by the supremacy of the company's new record issues covering every phase of music. Titles and artists are in full measure quite exclusive, so that the purchaser of "H. M. V." records naturally feels a just pride in being in a position to entertain friends with an exclusively select program. The present pantomime season offers exceptional scope to record manufacturers, and in the issue of a topical list of successes the Gramophone Co. is well to the fore. George Graves, described as the greatest of all gaggers, in company with Miss Billie Carleton, lays under contribution some of the "Watch Your Step" hits; Murray Johnson, "When the Moon Shines Bright on Charlie Chaplin," "Private Michael Cassidy," "Blue Eyes," and several equally good numbers. With the latter song is coupled that especially popular number, "A Little Bit of Heaven," sung by Walter Jeffries. The best from all the pantomimes are on "His Master's Voice" records, and the company's dealers are naturally busy.

Owing to certain rumors in the trade, the Sterno Manufacturing Co., maker of the famous "Compactophone" instrument, desires to state that it is in no way connected with W. H. Reynolds (1915), Ltd., or the late Utility Trading Co.

Pathephones for Belgian Soldiers.

A paragraph in the December Belgian Review says: "Our sovereign (the Queen of Belgium) never forgets our soldiers; their least wishes are the object of her consideration. That is the reason why sixty Pathephones were distributed in the trenches, each instrument being accompanied with fifty records. This should dispel any peevish humor and tend to liven the long, waiting hours." Many letters of thanks have reached Pathé Frères, through whose generosity the instruments and records were available.

Death of H. E. Standish.

At the comparatively early age of fifty-three the death of H. E. Standish, managing director of the firm of Joseph Wallis & Son, Ltd., has caused general regret in music trade circles, where the deceased gentleman was well known for his conspicuous business ability and good fellowship. He had been connected with the firm for some thirty years, and his loss will be keenly felt.

George Wallis, I learn, has now been appointed as managing director of the company.

New Zonophone Co. Records.

Another bumper list of live selling numbers is announced this month by the British Zonophone Co., Ltd. The front cover of the supplement is adorned with a pictorial representation of that well-known composer-vocalist, Nat D. Ayer, whose records have earned great praise from all sections of the public. This month he contributes two records bearing "Watch Your Step" hits—four of the best. "I Like to Dance with the Girls" and "The Harem Song" on No. 1,566, and "That Charlie Chaplin Walk" and "Oh, Man You'd Hang Around" on No. 1,567. Selection Parts I and II of the new revue, "Shell Out" is brilliantly contributed by the Black Diamond Band, while the Peerless Orchestra is represented by "The Only Girl" overture. With the latter No. 1,557 is coupled "When You're Away." "The Only Girl," sung by Harold Wilde, with orchestra. Ernest Pike, Foster Richardson, Florrie Ford, Sidney Coltham and others of like popularity are all represented in this list. An exceptionally pleasing record is No. 1,569, "Auld Robin Gray," and on the reverse "Robin Adair and Mary of Argyle," played by the Misses Elsie and Dorothy Southgate, whose violin and Mustel organ combination seems really to have caught the public fancy mightily. Altogether a splendid list.

J. STEAD & CO., Ltd.

Manor Needle Works

SHEFFIELD, ENGLAND

MANUFACTURERS OF

Talking Machine

Main Springs

Best Prices—Best Quality
Inquiries Solicited

GUARDSMAN DOUBLE-SIDED RECORDS. NEEDLE CUT.

REGISTERED

TRADE MARK

ARE YOU ALIVE to the fact that we can supply you with records which you can sell much cheaper than your present lines and make a larger profit?

We will record your own titles and put your own label on the record, if you prefer it.

Send for our terms and catalogues. Don't delay. DO IT NOW!

INVICTA RECORD CO., Ltd., 1 New Inn Yard, London, E. C., England

FROM OUR LONDON HEADQUARTERS—(Continued from page 60).

Invicta Co. Issues New Record.

For the introduction of a new record the present does not seem at first sight the most propitious, and it must, therefore, be due to special circumstances that the Invicta Record Co., Ltd., deems it advisable to embark upon a fresh field of commercial endeavor. At present the company confines its activity to "The Guardsman" record, which retails here for fifteen pence. This is certainly excellent value for the money; but, having experienced a strong call for a specially selected list of records, the Invicta people have determined to issue a somewhat superior program on a ten-inch, double-disc at eighteen pence. "The Citizen," as it is christened, will make an early appearance, bearing carefully chosen titles by artists of repute. I am informed that, from the viewpoint of recording, "The Citizen" will represent a standard that may be compared more than favorably with similar-priced discs.

Meanwhile new lists of "The Guardsman" record make an appearance monthly and will so continue. The February supplement contains ten records (twenty titles), comprising some good, up-to-date stuff, mainly vocal. The duets by Messrs. Fanning and Fortune, and by Barrett and Sullivan, call for special commendation. These discs are in good demand, appealing as they do to a very wide public. Dealers on the lookout for a good selling line should ask the Invicta Record Co. for particulars.

Some Winner Advertising.

A smart new advertising idea for the new year is planned by the Winner Record Co., Ltd. It is in the form of sets of playing cards which are to be sold through its dealers at a merely nominal price. The cards are of excellent quality and bear on the back an illustration in colors of the famous Winner trade-mark, similar in design to the label affixed on the center of the records. No better advertisement could surely be devised.

Much on the same lines the Winner people also issue postcards, supplies of which dealers may obtain by applying to the company direct.

New Winner Co. Recordings.

Notwithstanding the heavy demands upon their factory resources, the Winner Record Co. continues to maintain a very high standard of new recordings each month. The January program is a typical example. It contains quite a number of pantomime favorites, as well as a goodly sprinkling of standard music by reputable artists. A glance thereat will reveal to the reader that this company offers a wide choice of good stuff based on known selling costs. Publicity matter, lists, trading terms, etc., may be obtained from the Winner Record Co., Ltd., Willowbrook Grove, Camberwell, London, S.E.

A Strong Advertising Campaign.

The Gramophone Co.'s advertising program embraces a large expenditure covering representation in the chief London and provincial press organs. A good start for 1916 was made, to mention only one instance, by the acquisition early in January of the full front page of London's largest circulated newspaper, the Daily Mail. It was mainly devoted to a selection of the best records by such talent as Tetrazzini, Caruso, Melba, Paderewski, Marie Hall, Landon Ronald (New Symphony Orchestra), Coldstream Guards, Lauder, Robey and others of like eminence. The point—that of "His Master's Voice" absolute supremacy—in association with such a list was too obvious for argument. This evidence of the company's determination to make a stronger effort than ever for the development of trade must be very welcome to its dealers. Notwithstanding that present sales conditions are very pleasing, progress and more progress is the keynote of the "H. M. V." policy.

Later in the month another Daily Mail front page was taken by the company to advertise Mme. Kirkby Lunn's repertoire of "H. M. V." records in connection with the inauguration of a special Kirkby Lunn week. This sales scheme was further extensively advertised and dealers were supported, as usual, with some splendid publicity matter—window bills, etc. The published list of records embraced some special new recordings of this celebrated operatic contralto, whose name in association with "His Master's Voice" records is sufficient guarantee for the unqualified success of the sales week in question.

New "His Master's Voice" Prices.

As previously announced in these columns, "His Master's Voice" instruments have been increased in price as from January 1, and a new instrument catalog, illustrating the different cabinets, hornless, and exterior horn models, with the new prices, was issued to the trade early in last month.

Rollophone, a New Machine.

Bearing the above typically descriptive name, a new hornless model will shortly make it's appearance from the house of W. H. Reynolds (1915), Ltd. In design and general utility the machine embodies some interesting new features. An ingenious automatic arrangement enables the machine to open or close under one action. At the base there is a drawer with holding capacity for about twenty disc records and a separate compartment for needles. Upon opening this drawer the top or lid of the instrument composed of a roll shutter automatically slides back, disclosing the turn-table and arm ready for use. There is a sliding panel at the mouth of the sound chamber, which allows one, in part, to regulate the volume. With its domed top and general good finish, the Rollophone presents a very artistic and substantial appearance. It is put up in oak and will retail at about seventy shillings. Messrs. Reynolds have given us both a unique and powerful instrument in a very compact form, and I have little doubt the reward of their enterprise will be early reaped by a sheaf of good orders. An illustration of the Rollophone is given in the company's advertisement elsewhere in this issue.

Robey Records for Columbia.

The Columbia Co. plays a strong comedy card this month in its announcement of exclusive records by the Prime Minister of Mirth, George Robey. The Columbia presents George Robey this month in a twelve-inch, double-sided record of his current hits—"Where's the Butler" and "What Was There Was Good"—a feast of song and patter in the comedian's richest vein.

A man needs his imagination to help him along.

THE HOUSE OF MANY PARTS

WM. COOPER BROS., Ltd.

63 City Road, London, E. C. Also at Manchester and Cardiff

THE FAMOUS BRITISH-MADE

COLISEUM RECORDS

(10" and 12" double-sided)

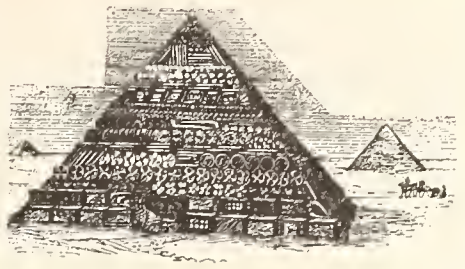
A large and varied choice of titles, over 1300 catalogued

The prevalent demand from all parts of the world for British records of merit encourages us to make a special offer to enterprising dealers able to handle large quantities. The Coliseum is a record of high tonal quality, bearing a large selection of splendidly recorded titles, including all the English and American "hits" by tip-top artistes who have established for themselves a big reputation. **Only real-selling titles listed.**

Our special offer together with lists and other interesting pubilicity matter sent free upon receipt of your trade card.

Reno

The Man of Many Parts



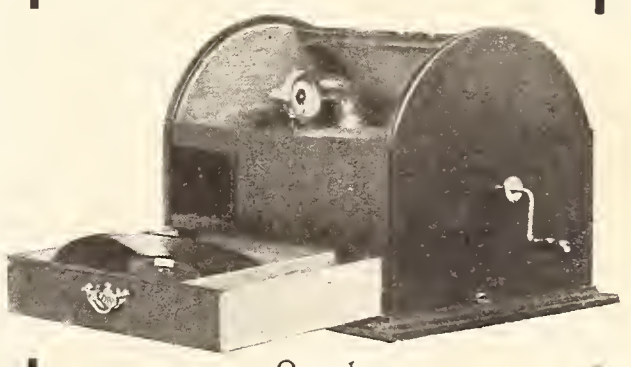
Accessories for any Machine Ever Made from the Year Dot to 1915

ROLLOPHONE

(Patent Applied For)

Closed.

The Latest and the Most Unique Hornless Machine on the Market



Opened.

Open or Shut, This Instrument Will Play Any Make of Needle-Disc Record

---

Order Sample Goods To-day

and

Write for New Illustrated Catalog

W. H. Reynolds (1915), Ltd.

Manufacturers of

Talking Machines, Records, Accessories and Motors

45 City Road, London, E.C., ENGLAND

The Columbia recordings of song hits are real hits—hits as songs and hits as sales.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

STOCK-AND-BOOTH FLOOR PLAN

Evolved by the Pennsylvania Talking Machine Co. Has Been Highly Praised.

The Pennsylvania Talking Machine Co., distributers for the Columbia Graphophone Co., Philadelphia, Pa., recently evolved a very clever stock-and-booth floor plan, which is shown in the accompanying illustration.

Clever Stock-and-Booth Floor Plan.

The plan in brief, as described in the Columbia Record, is as follows: "Stock shelves along wall. Demonstrating booths parallel to shelves. Narrow aisle between. One stock clerk in aisle. Doors connecting booths with stock clerk, soundproof with sliding glass panel. Customer asks through panel for records. Clerk passes in records and closes panels. One clerk can do the job. More served with better service. Salesmen free for sales work. Space saved. Convenience infinitely increased. Neat, attractive, convenient and inexpensive."

IT PAYS TO ADVERTISE.

A golf enthusiast while traveling in England some time ago had a craving one fine Sunday to play, and hunting up a golf club made arrangements with the caddy master for the use of a set of clubs and the privilege to the links.

The caddy master, after carefully reading the signed card with player's name and address, remarked in an inquiring manner: "And where is this place, Philadelphia?" The player answered facetiously: "Philadelphia? That's a little town across the river from Camden, N. J."

The caddy master's face lighted up as though a 500-candlepower light had suddenly been turned on him, and said: "Just across the river from where the Victor talking machines are made. Aye, aye, sir!" Moral—it pays to advertise.

RATES ON PIANOS AND TALKERS.

A proposal has been filed with the Western Classification Committee by E. A. Leveille, freight traffic manager of the National Piano Manufacturers' Association, as follows:

"Pianos and talking machines, mixed carloads, minimum weight 12,000 pounds, second class.

"At present the pianos are charged for at actual weight, subject to a minimum of 10,000 pounds, and the talking machines are charged actual weight at their first class L. C. L. rate.

"Under the proposed item, the rate on the talking machines would be reduced to second class, when shipped with pianos, and their weight included in the minimum of 12,000 pounds, eliminating the minimum on pianos.

"This mixture is not at present permitted in any of the classifications."

PUPILS GIVE VICTROLA TO SCHOOL.

Talking Machine Donated to Public School in Indianapolis by Three Brothers.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., February 10.—The three oldest sons of George C. Vonnegut presented Public School No. 27, of which they are graduates, with an expensive Victrola, their father presenting a supply of records and needles. This is a precedent which doubtless will be widely copied, as the talking machine is being used more extensively all the time in the institutions of learning here. Several high schools are using talking machines in their foreign language courses.

Competition in its place is all right, and the proper weapon with which to build up business; but retailers should be mindful of the fact that competition means more than the mere cutting of prices. The sort of competition which pays in the long run is of that nature which brings better service, better goods, better value, better management, and earns the good will and continued patronage of the customer without losing profits.

THE EDISON-BELL
VELVET-FACE (VF) RECORD
DOUBLE-SIDED—NEEDLE-CUT—10 inch and 12 inch
IS THE SUPREME EFFORT OF GRAMOPHONIC ART

10 inch
2/6

12 inch
4/—

There are no faulty VFs as Every Record has to pass a crucial test before it is released for sale. The production is of the highest quality. The Titles and Subjects recorded are by the most prominent artistes in the Gramophone world.

If your jobber doesn't stock them try our Direct Service. It will pay you both for quality and price. Duty paid. For full particulars, Wholesale and Retail, apply to

VELVET-VF-FACE EDISON-BELL GRAMOPHONE RECORD GENUINE BRITISH

J. E. HOUGH, Ltd., Edison Bell Works, Glengall Rd., Peckham, London, England

FOLLOW-UP MAILING CARDS

Issued by Pathé Frères Phonograph Co. Are Not Only Artistic but Cleverly Conceived and Should be Prolific in Business Results.

The Pathé Frères Phonograph Co., New York, has just advised its dealers of the completion of a series of follow-up cut-out mailing cards which embody numerous distinctive features, and which constitute an admirable follow-up system for Pathé representatives. H. N. McMenimen, managing director of the Pathé Co., personally spent considerable time in the preparation of this series, and the cards represent the successful consummation of his ideas.

The series consist of six cards, each one of which is separate and distinct from the other. They are entitled "Changing the needle," "Your favorite concert singer," "The Pathé to the heart," "The charm of music," "For perfect dancing" and "The life of the home." The outside of the card presents the famous Pathé trade-mark, the rooster on a disc, with the words "The Pathephone is not an ordinary talking machine. It's a musical instrument." This wording is on the front of all the cards.

When a customer or prospect receives the card it is held in place by two clips, and all that is visible is an artistic colored cut-out picture pertinent to the thought expressed—the dancing card shows a couple dancing, the charm of music presents the "Pied Piper," with children in his wake, etc.

The beauty and distinctiveness of the series lies in the fact that the outside colored illustration gives no clue to the actual contents of the inside. When the clips are removed there is presented an entirely different meaning than the outside of the card would lead one to believe. Instead of the children following the "Pied Piper," the inside of the cut-out portrays the children dancing to the music of a Pathephone. The "Pathé to the heart," instead of being a pretty love scene, as depicted on the outside of the cut-out, reveals itself as a young man in evening clothes listening to a Pathephone. The remainder of the series are equally as ingenious in their conception, and the center pages give an effective discussion of the sales talk presented by the pictures. The series constitutes one of the finest dealer aids which has made its appearance in the trade for quite some time.

Ray Gavin, an employe of the American Graphophone Co., of Bridgeport, admired the various parts used in the construction of the graphophone so much that he took several of the parts home and used them as ornaments. He is now being tried for theft.

FINEST QUALITY
MICA
DIAPHRAGMS
Immediate delivery in any quantity Absolutely Guaranteed
JAMES FRAZEE, 38 Cortlandt Street, NEW YORK

OFF FOR THE PACIFIC COAST.

James P. Bradt, Manager of the Columbia Co., and Geo. P. Metzger, Advertising Counsel, Perfect Plans—Also Visit Canadian Points.

James P. Bradt, sales manager of the Columbia Graphophone Co., New York, is now making a long journey through the West and western Canada, en route to the trade on the Pacific Coast. He will be accompanied most of the way by George P. Metzger, advertising counsel.

The cartoon herewith has many subtle meanings, but to those members of the trade who have had occasion to visit the Columbia executive offices the picture of Mr. Bradt handing out enticing cigars brings up memories of similar pleasant occasions.

Messrs. Bradt and Metzger on the Way.

The Kaiser Drug Co., of Ottawa, Kan., is building a new addition to its present headquarters to accommodate the line of Victrolas for which it has lately taken the agency.

R. A. HAWARD GOES TO TOLEDO.

Manager of Talking Machine Department of C. A. House Music Co. Takes Similar Position with Whitney-Currier Co.

(Special to The Talking Machine World.)

WHEELING, W. VA., February 7.—R. A. Haward, for the past fifteen months the efficient manager of the Victrola department of the C. A. House Music Co., of this city, has resigned. On February 1 he assumed the management of the retail Victor department of the Whitney-Currier Co., of Toledo,, O.

Before coming to Wheeling Mr. Haward was with the Musical Instrument Sales Co., in Minneapolis, Minn. During his short stay here he has made a host of friends, who are congratulating him upon his advancement and are wishing him continued success.

HERACO EXCHANGE INCORPORATES.

The Heraco Exchange of West Hoboken, N. J., filed papers of incorporation last week. The concern deals in talking machines, and the incorporated firm will take over the business of an unincorporated company which has been operating under the same name at 615 Spring street, West Hoboken. The new concern has also taken over the business formerly conducted by S. M. Tilton at 610 Bergenline avenue, West New York, and will run it as a branch office. The capitalization is $10,000, the directors of the corporation being Herman R. Raven, C. Leo Henrichs and Frank H. Gaillard.

DEATH OF LOUIS W. A. WESTEE.

Louis William Alphonse Westee, formerly auditor, secretary and treasurer for Thomas A. Edison, Inc., who lived at 11 Gaston street, West Orange, N. J., died on Thursday night of last week at West Caldwell, N. J. Mr. Westee was born in Brooklyn, June 1, 1865, and at one time served as City Auditor of Orange, N. J.

Two-thirds of Actual Size of Motor.

9682 Sold in January
Sales Will Reach the 20,000 Mark in February—ORDER NOW
SHELTON ELECTRIC MOTOR
Electrifies the leading types of phonographs without even turning a screw. It is simply placed against the turntable.
PRICE $17.50—Usual Trade Discounts
SHELTON ELECTRIC MOTOR
1.—IS ABSOLUTELY NOISELESS.
2.—Does not disturb the spring motor; either one may be used as desired.
3.—Simply operates the turntable and has no connection whatsoever with the spring motor.
4.—Made for any lighting circuit.
5.—Is guaranteed in every detail and manufactured by the world's largest electrical manufacturers.
WRITE FOR INFORMATION TO OUR NEAREST OFFICE
SHELTON ELECTRIC CO. NEW YORK 30 East 42nd St. CHICAGO 30 East Randolph Street BOSTON 101 Tremont St. SAN FRANCISCO 62 Post St.

DEALERS WANTED

IN EVERY CITY, TOWN OR VILLAGE TO SELL OUR

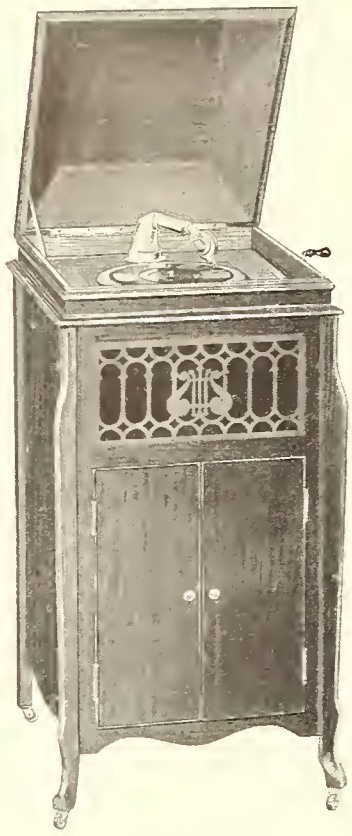
HIGH CLASS

"PASSOW"

The Phonograph That Plays All Makes of Records Perfectly

Has no rival for Quality of Tone, Durability of Motors, Practicability of Construction and Beauty of Design and Finish.

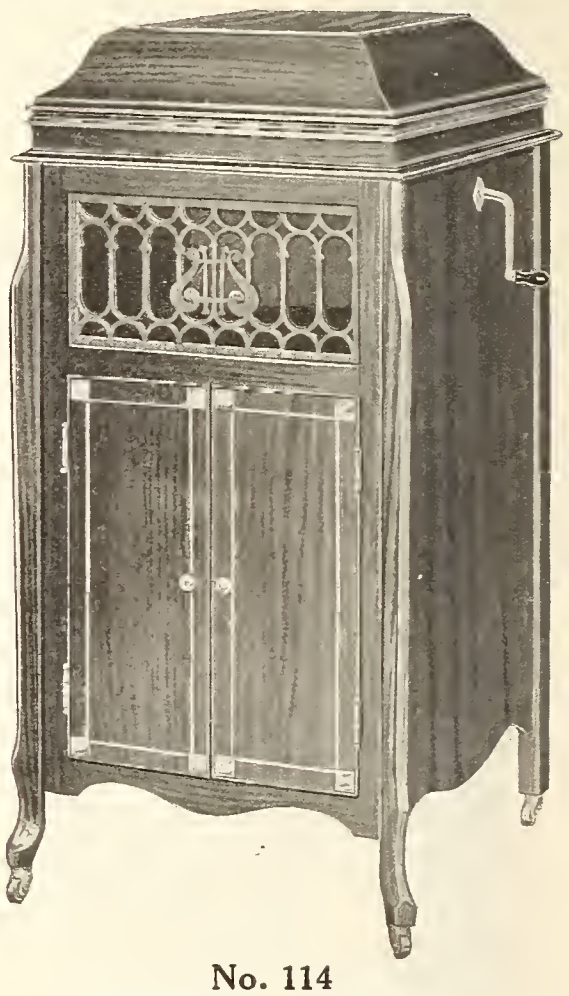
The Tone Regulator will play Loud or Soft Tones without closing any doors or shutters.

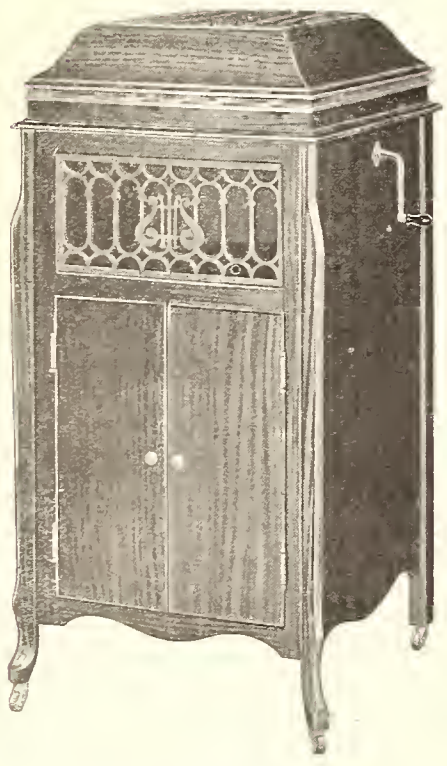


No. 110

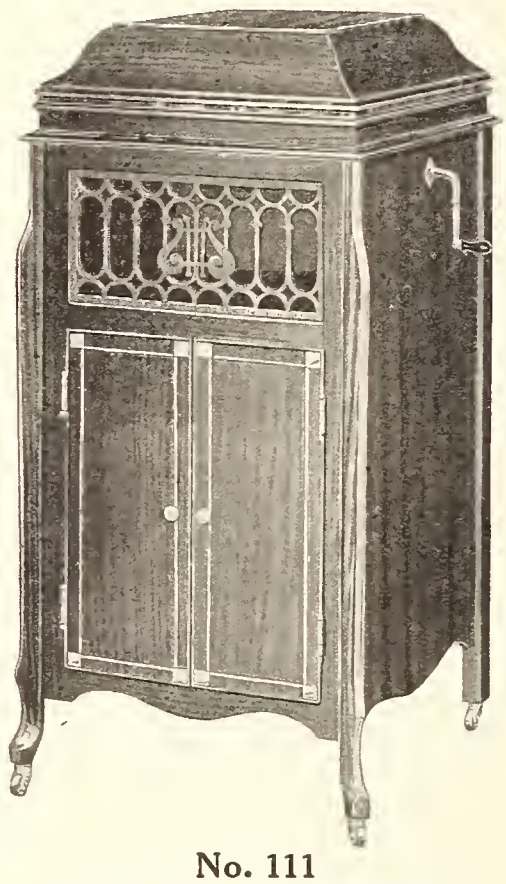
FOR TONE QUALITY
IT HAS NO RIVAL

BIG PROFITS AND DISCOUNTS TO DEALERS





No. 110
List Price, $75.00
SIZES { 42 in. high, 23 in. wide, 19 in. deep, 12 in. Turntable



No. 111
List Price, $100.00
SIZES { 44 in. high, 24 in. wide, 21 in. deep, 12 in. Turntable

No. 114
List Price, $150.00
SIZES { 48 in. high, 25 in. wide, 23 in. deep, 12 in. Turntable

MADE IN GENUINE SELECTED MAHOGANY or QUARTER-SAWED OAK

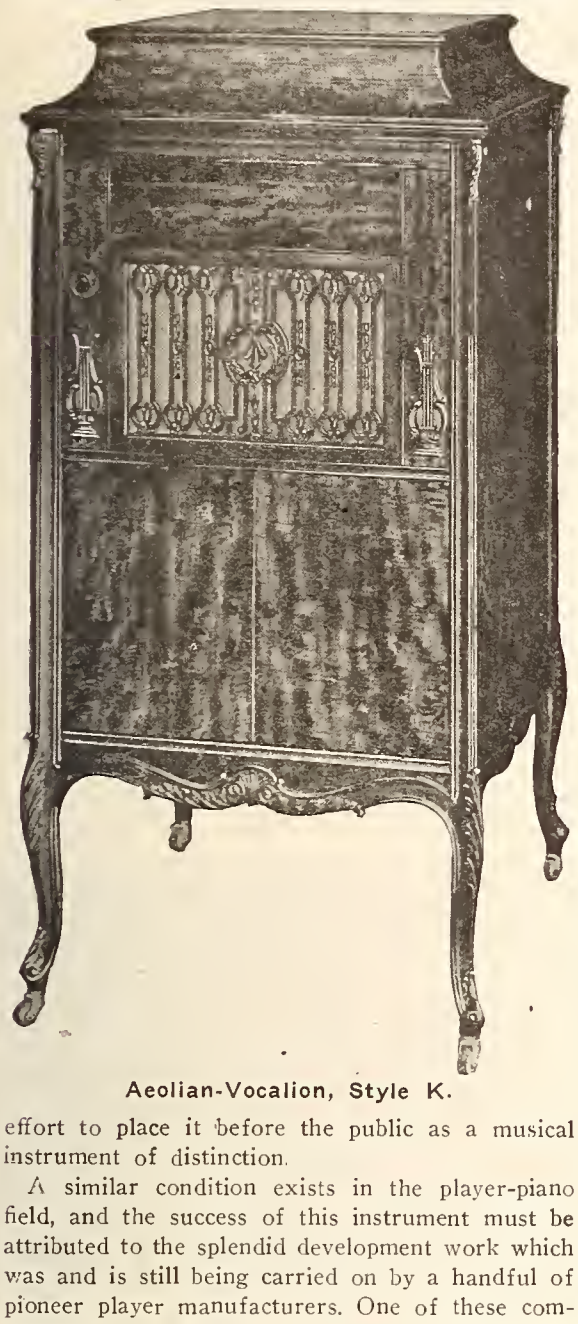
PASSOW & SONS 832 to 842 Madison St. CHICAGO

Established 1871

EDUCATIONAL INFLUENCE OF THE TALKING MACHINE

Demonstrated Afresh by the Splendid Work Being Done by the Aeolian Co. in the Development of Its Aeolian-Vocalion Campaign—Some Notable Recitals with Prominent Artists.

In searching for a reason to account for the tremendous advances made by the talking machine in recent years authorities of the industry have almost unanimously ascribed this phenomenal growth to the firm hold which the talking machine has taken in educational and musical circles. The high plane upon which the modern phonograph has been placed is the result of years of consistent effort to place it before the public as a musical instrument of distinction.



Aeolian-Vocalion, Style K.

A similar condition exists in the player-piano field, and the success of this instrument must be attributed to the splendid development work which was and is still being carried on by a handful of pioneer player manufacturers. One of these companies, the Aeolian Co., is generally credited by the piano industry as doing more for the uplift of the player-piano than any other concern in the field. As the manufacturer of the Pianola, it is conducting advertising campaigns in the magazines and newspapers which have been remarkable for their dignity, refinement and educational character, and at a great expense it has given concerts and recitals free of charge for the benefit of the public.

A firm believer in constructive and progressive methods, it was in line with Aeolian policies and plans that the Aeolian-Vocalion, the company's new phonograph, should be introduced to the trade and the public in a manner similar in its general scope to the introduction of the Pianola. The advertising campaigns in behalf of the Aeolian-Vocalion have been referred to in previous issues of The World, but full credit should be given to the excellent work which the Aeolian Co. is doing with this instrument in concert and recital fields.

For several years past the Aeolian Co. has maintained as a regular department of its business a recital division which is under the direction of Gerard Chatfield, a musician of considerable ability. This department has been giving concerts and recitals in Aeolian Hall and before some of the most exclusive clubs and organizations in local territory. Every detail of these concerts is carried out with care and precision, and the character of the music, together with the prominence of the artists appearing, has served to impress thousands of music lovers with the prestige and quality which stand behind the products of the Aeolian Co.

During the past year the Aeolian-Vocalion has been presented at many of these recitals, and has invariably achieved signal success. In almost every instance members of the audience have been so impressed with its musical qualities that they have requested private demonstrations, commenting upon the fact that the concert had placed the instrument before them in a light which they had not heretofore associated with "mechanical" instruments.

During the course of the various recitals the Aeolian-Vocalion is frequently used as a solo instrument, rendering selections by famous artists, and at other times it is presented as a solo instrument with the Pianola playing the accompaniments to the records. This arrangement has attracted considerable attention from many prominent musicians.

The Aeolian-Vocalion has also been remarkably successful when furnishing the music for the classic dances which are given out-of-doors during the summer season. The instrument is also used for the modern dances presented in the Green Room at Aeolian Hall and to illustrate opera talks by prominent lecturers and readers. Two of the instruments used most frequently at the various recitals are shown herewith.

A fair idea of the character of the Aeolian Co.'s recitals may be gleaned from the following list of concerts given during the past few months at which the Aeolian-Vocalion was presented: Cranford Golf Club, Cranford, N. J.; Lockwood Collegiate School, Scarsdale, N. Y.; Bayside Yacht Club, Bayside, L. I., N. Y. (two concerts); Flemington County Fair, Flemington, N. J.; convention of National Jewelers' Association, Aeolian Hall; Country Playhouse, Hastings-on-Hudson, N. Y.; Gedney Farms Hotel, White Plains, N. Y.; Douglaston Country Club, Douglaston, L. I., N. Y.; Asbury Methodist Episcopal Church, Mt. Vernon, N. Y.; Chevalier Eduardo Marzo's lecture, Jersey City, N. J.; Christ Reformed Church, Newark, N. J.; Woodlawn Heights Presbyterian Church, New York; Trinity Methodist Episcopal Church, City Island, N. Y.; Fewsmith Presbyterian Church, Newark, N. J.

Aeolian-Vocalion, Art Style R.

BUILT UP A GOOD TRADE.

The Victor Jobbing Business of the Whitney-Currier Co., of Toledo, Doing Well Under Management of C. H. Womeldorff.

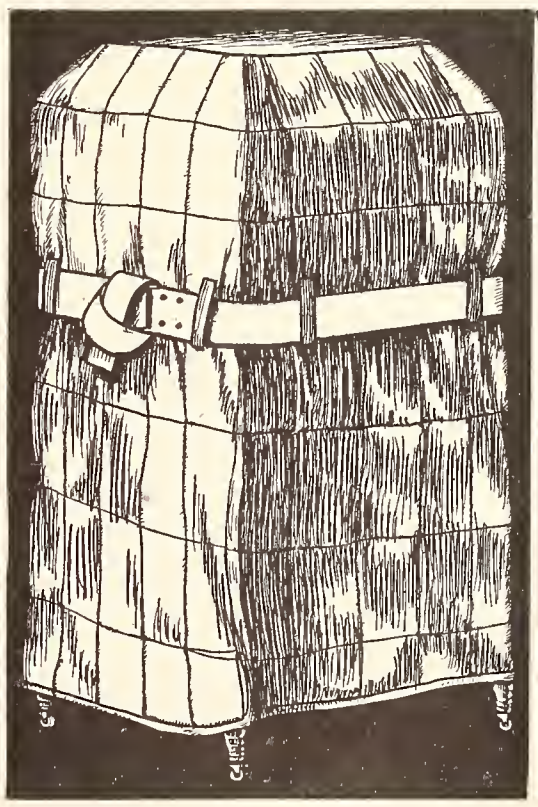
(Special to The Talking Machine World.)

TOLEDO, O., February 8.—One of the most attractively arranged and successfully managed Victor jobbing departments in this section is that of the Whitney-Currier Co., which is conducted by Charles H. Womeldorff. Since taking charge last May he has practically built up a rapidly growing clientele and has made a splendid showing in a business way. Mr. Womeldorff is an old Victor man, having traveled Iowa, Missouri, western Pennsylvania, Oklahoma and Arkansas for the Victor Co. He knows the business from all viewpoints and the needs of the dealers. Much of his success may be attributed to this fact.

INCORPORATED.

The Nolen Accessories Co., which will engage in the manufacture of talking machines, magnetic reproducers and electric contrivances, was incorporated with a capitalization of $5,000 by L. Rommel, F. Spencer Vickery and J. G. Nolen, of 452 Fort Washington avenue, New York.

The Grandola Phonograph Co., Inc., New York, has been incorporated with capital stock of $20,000 for the purpose of manufacturing and dealing in talking machines and musical instruments.



for every machine
(delivery or wareroom)

A complete line of phonograph covers is offered under the B & B trademark, each one being made of the highest quality throughout. **Moving** covers are made of Khaki and Canvas with heavy felt or cotton padding. **Wareroom** covers in Rubber, Linen, Canton Flannel and Mackintosh Fabrics.

Protect your cabinets with B & B covers; don't let them get scratched or dust laden. Fresh goods showing the sparkling varnish finish sell FIRST and give you the bigger profits.

We also have a fine line of CABINETS, PIANO BENCHES and other supplies for both talking machine and piano stores. **Send for prices.**

Bristol & Barber
115 East 14th St. - NEW YORK

B&B COVERS

HONOR THOS. A. EDISON'S BIRTHDAY.

Special Advertising Feature for Dealers—Special Button Worn—Some Factory News.

To fittingly honor the sixty-ninth birthday of Thomas A. Edison, a set of newspaper and display advertising features were issued to Edison Diamond Disc dealers to be used during the week in which February 11, Mr. Edison's natal day, occurred. These consisted of an attractive combination of hanger and bulletin showing Mr. Edison listening to one of his favorite records on the official laboratory model of the Diamond Disc, with a list of several of the records from which he derives the most pleasure; a hanger on one side of which was an announcement that Mr. Edison's birthday would be honored by a special program, and on the other side an announcement for the birthday itself, extending a general invitation for the public to step in and enjoy the honorary concerts; two advertisements of similar character to this double bulletin and an interview with Mr. Edison for use in newspapers.

An interesting and unique feature of Mr. Edison's birthday was the wearing by every employe of the big Orange plant of a button inscribed "EDISON 69." Mr. Edison himself celebrated the day in his usual manner—delving into the mysteries of some baffling problem in his private laboratory.

That the personal welfare of the several thousand employes of Thomas A. Edison, Inc., Orange, N. J., manufacturers of the Edison Diamond Disc phonograph and Diamond Disc records, is a consideration of the organization is evidenced by the lunch room service for the benefit of employes living at a considerable distance from their work.

On the top floor of the big concrete and steel office building tables have been set up where those who bring their lunch may order a la carte in addition to what they bring, while others have the regular table d'hote served from 12 to 1 o'clock.

An interesting feature of lunch time in the Edison dining room is the Diamond Disc concerts given on Mr. Edison's official laboratory model. In addition, there is a grand piano which employes have the privilege of playing and of which they frequently take advantage.

TIFFANY MOTOR CO.
MANUFACTURERS OF ELECTRIC MOTORS FOR TALKING MACHINES
75 FULTON ST. NEW YORK CITY

TRADE NEWS FROM PITTSBURGH.

Opening of the New Quarters of the Buehn Phonograph Co., Inc.—Handsomely Fitted Up—The Windsor Co. Rearranges Store.

(Special to The Talking Machine World.)

PITTSBURGH, PA., February 9.—One of the finest talking machine stores in the city has just been completed and occupied by the Buehn Phonograph Co., Inc., at 513 Wood street. It embodies all the latest improvements in construction and equipment

New Home of the Buehn Phonograph Co.

and contains a number of unique features that make it a very handsome addition to Pittsburgh's large list of attractive shops.

The Buehn Phonograph Co., Inc., was formerly located at 713 Penn avenue, and is the local jobbing house for the Edison line of talking machines. The new location is in the busiest center of the downtown district, offering much better advantages than that of the old quarters. The entire building of seven large floors was leased for a long term of years and remodeled throughout along lines that make it most adaptable to the purposes of the company. A marble front with spacious display window was installed, and the exterior of the store is both striking and artistic. The main floor is given over to demonstration parlors and is richly and comfortably furnished. The booths are of the Unico sectional type and are five in number. The second floor is being fitted out as a concert room. It will be finished in the near future, and complimentary recitals will be given regularly. The upper floors are used for offices and the display and storage of instruments. A formal opening of the store will be held soon.

The Windsor Music Co., 300 East Sixth avenue, Tarentum, Pa., is installing one of the finest talking machine departments in that section of western Pennsylvania. Five sound-proof demonstration and display booths are now in the course of construction and will be completed within the next few weeks. They are to be furnished throughout in a very handsome manner. T. B. Windsor, head of the company, states that a greater demand upon this Victor department has made it necessary to install adequate facilities for handling the trade.

The Buehn Phonograph Co., Inc., local jobber of the Edison talking machine, gave a very successful tone recital at Carnegie Hall, Pittsburgh, on Friday evening, February 4. A large number of the Edison dealers from throughout the western Pennsylvania territory attended. The artists were Thomas Chalmers, of the Boston Opera Company, and Mr. Walsh, who played a violin accompaniment. The recital was under the direction of V. E. B. Fuller, of the Edison laboratory. It was brought out effectively that the Edison phonograph reproduces accurately the human voice as well as the musical instrument. The official laboratory model, Edison C 250, was used. Following the recital a dinner was tendered to the Edison dealers at the Fort Pitt Hotel as guests of the Buehn Phonograph Co.

Interior View of Buehn Co.'s New Store.

THE PREMIER CABINET CO.
Makers and Distributors of the
Premier
TALKING MACHINES and CABINETS
CHICAGO, ILL.
WILLIAMSPORT PA
GOSHEN IND
Williamsport, Pa.

Built Like a Skyscraper
The New Hercules Talking Machine
Retail Price $10.00
Colonial Mahogany Finish Cabinet with Horizontal Grill. Size: 5¼ inches high, 14 inches wide and 14 inches deep, 10 inch Turn Table. Hercules Sound Box, Tone Arm and Hercules Motor. Will play any 12 inch Record with one winding. Guaranteed for 1 year.
Wholesale Price $4.50
Net Cash F. O. B. N. Y.
Price for sample..... $5.50
Cash with order.
We now have in stock Double Spring Worm Gear Motors. Also Single Spring Motors. Send for samples.
The Hercules Talking Machine Supply Co., 32 Union Square New York, N. Y.

TONE ARMS
TURNTABLES
For many years we have been the only manufacturers of good metal phonograph horns, and recently we have added equipment for making Tone Arms and Turntables of highest quality.
These products are made to your specifications only. Ask for estimates.
Phonograph HORNS
Standard Metal Mfg. Co.
227 CHESTNUT STREET NEWARK, N. J.

SOSS
INVISIBLE HINGES
"Out of sight, ever in mind"
When you fail to see an unsightly hinge protruding you *Know* "*Soss*" is the answer. Soss Hinges emphasize beautiful wood finishes as there is no projecting metal on either side of the door.
Made in numerous sizes.
Illustrated Catalog S mailed on request.
Write For Further Information
BRANCH OFFICES:
Chicago 160 No. Fifth Ave.
San Francisco 164 Hansford Bldg.
Los Angeles 224 Central Bldg.
Minneapolis 3416 Second Ave., So.
Detroit David Whitney Bldg.
SOSS MANUFACTURING CO.
435-443 ATLANTIC AVE. BROOKLYN, N.Y.

TRADE NEWS OF THE NORTHWEST.

New Grafonola Department of the Emporium at St. Paul a Gem—Handles Columbia Line—Minnesota Phonograph Co.'s Big Edison Business—Foster & Waldo Enlarge Victrola Department—News of the Month.

(Special to The Talking Machine World.)

MINNEAPOLIS and ST. PAUL, MINN., February 7.—One of the neatest and one of the largest talking machine marts in the Northwest is the new Grafonola department of the Emporium, the famous St. Paul department store, which was opened December 15. The opening was unheralded by the usual publicity campaign, but proved an instant success. S. A. McLeod, son of one of the Emporium moguls, is the head of the department and has taken over en masse the sales force of the Columbia store in St. Paul, namely, James Mead, Miss Adelaide Moon, William Simpson, late of Toronto, and Clarence Steinbrenner.

In the balcony annex the Emporium has set apart 6,000 square feet for the talking machine department, the space being devoted to a general display room, a small concert hall and four large demonstration rooms. All the furnishings are in mahogany and the general effect is most attractive. At present Manager McLeod handles only the Columbia line, but expects to have a Victor agency by next fall at the latest.

Manager Young, of the St. Paul store, is at the old stand on Sixth street, and is cleaning up the old accounts and pushing the Dictaphone, with which he is having much success.

January's business for the Minnesota Phonograph Co., dealing exclusively in the Edison line, was nearly three times that of the preceding January, says President Laurence Lucker. The country trade is ever widening and the company entertained a large number of country dealers during the big Minneapolis automobile show, one of the big annual shows of the country. F. A. Schleuder opens these days a fine exclusive phonograph shop in the fine little city of Austin, Minn. He will specialize in Edisons.

Foster & Waldo have remodeled one of their floors into a Victrola department. This will give them a main reception room ninety feet in length and fifteen demonstration booths, all the latter having outside frontage. It is about as handily arranged Victrola concern as may be found. Foster & Waldo are pushing the Victrola strongly.

The presence of John McCormack in the Twin Cities at concerts and his active participation in carnival doings greatly stimulated the demand for McCormack records until the dealers are in despair to fill the call from all quarters. Kreisler is due in a week and will give concerts both in Minneapolis and St. Paul.

The Beckwith-O'Neill Co., jobber of the Victor line, has not been able to accumulate a stock and is shipping out goods as fast as they arrive.

The Talking Machine Co., Archie Matheis, general manager, has resumed its attractive series of recitals with the usual success.

Charles A. Gesell, the general Northwestern man for the Victor house, has been in the Twin Cities about ten days looking after the interests of the company.

EDISON DEALER SELLING HELPS.

Thomas A. Edison, Inc., has just issued a new series of dealer selling helps, including a large display hanger of Jacques Urlus, greatest of living Wagnerian tenors, singing with the re-creation of his voice on the Diamond Disc phonograph, one large display hanger showing Mr. Edison listening to his favorite records and giving a list of the records, and two smaller hangers, all artistic examples reflecting the high quality of the Edison product. These were accompanied by the bulletin of records issued in January and intended for use in attractive mahogany frames already supplied dealers, and the latest disc record supplement, which, in addition to the newest records, lists every record issued since the latest record catalog of November, 1915. There was also an exceptionally interesting and valuable issue of the monthly supplement to the retail salesman's sales manual.

COMPLETES FIRST YEAR AS JOBBER.

The G. T. Williams Co., 217 Duffield street, Brooklyn, N. Y., has just completed its first year as a Victor distributer, and G. T. Williams, president of the company, is well pleased with the results achieved by the company. In a chat with The World Mr. Williams said:

"We closed a very satisfactory year and are gratified with the situation from all standpoints. We are deeply appreciative of the loyalty that our dealers have shown and the assistance that they have given us which has made these results possible. We are making plans for the new year which will enable us to give our dealers more efficient service than in the past."

The A. B. C. Talking Machine Corp., graphophones and musical instruments, has been incorporated in New York with capital stock of $10,000 by D. G. Donovan, D. V. Voigt and T. E. Murray, Jr.

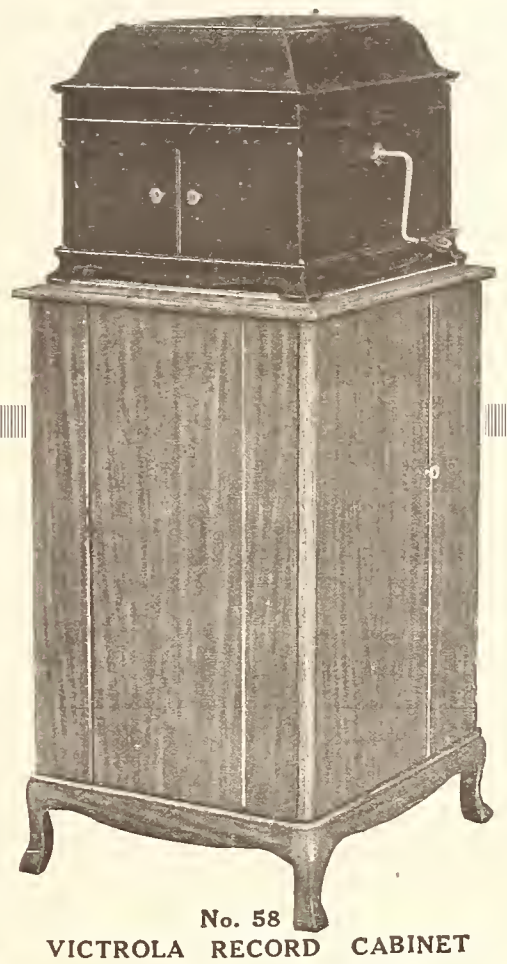
FRANK WILSON, OF UTICA, DEAD.

Frank Wilson, confidential secretary and manager of the wholesale and retail departments of the Arthur Ferris Talking Machine Store, in Utica, N. Y., passed away recently after a brief illness. He had been engaged in the talking machine business since his graduation from high school, and had a most promising future. His passing is greatly regretted.

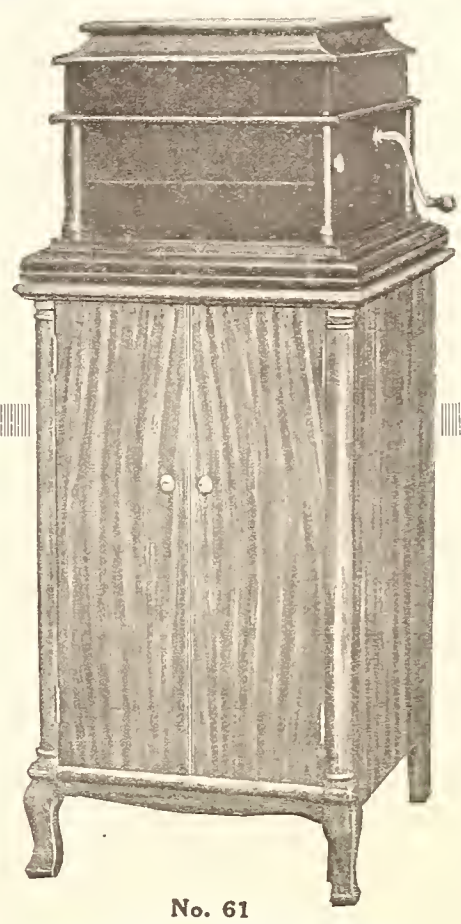
TO MAKE NEW SOUND BOX.

(Special to The Talking Machine World.)

MILWAUKEE, WIS., February 5.—A $100,000 company has been incorporated in Milwaukee by A. J. Hoffman, J. D. Thomsen and H. E. Ransom to exploit the sale of a new sound box for talking machines, which is intended to soften the tone. The new box is the invention of J. H. Ellis, who perfected a new type of diaphragm some time ago. Mr. Ellis has made many inventions in the telephonic and phonographic field.



No. 58
VICTROLA RECORD CABINET



No. 61
COLUMBIA RECORD CABINET

Herzog

Over 360 employees have a hand in making Herzog Art Furniture. This is a big organization; our plant is extensive in area and modern in equipment. Every corner in manufacturing is clipped; every quality is added, with the resultant combination of Herzog quality that is known from coast to coast.

It is impossible to show the individuality of Herzog cabinets in this advertisment. Won't you help your cabinet profits by letting us send you one of these models?

We have found that some merchants, hearing of the high quality of Herzog cabinets, believed that the prices were high. Prices are popular, giving you a rational profit. And we help you sell cabinets by furnishing gratis high-power selling literature. Herzog cabinets are for every machine.

DESIGNING SERVICE.—We are designers and builders of talking machine and music cabinets of all kinds. Our corps of expert designers is at the command of any manufacturer or dealer, and this staff will gladly submit original models. Simply give us an idea of the price that you wish to meet and the number wanted, together with any other data that will help us to give you our best efforts.

Ask for Copy Catalog "H"

Herzog Art Furniture Co.

Saginaw, Mich.

THE TRADE IN NEW YORK CITY AND VICINITY

The first month of the new year opened up very well indeed for the local talking machine trade, and all factors of the industry are convinced that 1916 will be the best year in the history of the talking machine trade. Only one provision is made, however, and that is that the factories ship enough goods to enable the dealers to properly develop the business which they have been working on during the past year.

There is at the present time an acute shortage of goods of all types and descriptions. This applies particularly to machines, the record situation having improved materially in the past sixty days. The scarcity of machines comprises even the very low priced models which heretofore have not been included in the general shortage of product. It is almost as difficult to secure a $50 machine to-day as a $100 one, and judging from the demands being made upon the dealers the factories will be obliged to materially increase their output in 1916 to cope with the situation.

Factories Shipping More Than Ever.

With all this complaint of scarcity of product, however, there is one phase which must not be overlooked, and that is the fact that the jobbers and the individual dealers are receiving far more machines and records at the present time than they have during any previous period. As one factory representative remarked the other day to a complaining distributer: "You are receiving 50 per cent. more machines right now than you did last year." "That is true," replied the jobber, "but we have orders totaling an increase of 100 per cent. more than last year, so you can realize how small our additional shipments really appear."

Returns from Interesting Trip.

V. W. Moody, sales manager of the New York Talking Machine Co., New York, Victor distributer, returned the first of the month from a fortnight's trip through Pennsylvania and sections of New York State. Commenting upon general conditions Mr. Moody said: "I failed to find a single Victor dealer on the entire trip who had not closed a larger business in January than in January, 1915, and whose business for 1915 had not been greater than that for any preceding year. I found very gratifying results of the proven theories which we have been expounding and working on. Our basic contention is that invariably the dealer who does the largest record business in a town also does the largest total business of any dealer there, proving that it is impossible to do a really large record business without the machine business following. On the other hand, we have frequently found that the dealer who sold more machines than any of his contemporaries was very often not the largest account of the town, proving thereby that record business does not always follow machine business. The new series of display advertising matter which we have been putting out this season is being generally used and greatly appreciated by Victor dealers, who are well pleased with the original ideas this material embodies." As an example of the work done by Mr. Moody on this trip it is interesting to learn that he went over and arranged the record stocks of several Victor dealers, and in one particular establishment received the cordial thanks of the proprietor for placing the stock in such a condition that even "he" could locate a record without inconvenience. Heretofore one stock clerk was the only man who held the key to this stock layout, and if he was absent for any length of time the other clerks were sadly handicapped. Mr. Moody arranged the stock so that maximum efficiency is now available from every standpoint, and the possibility of overstocking or understocking is practically eliminated.

Closed Record January Business.

"January closed so big that there is no question about the prosperous outlook for the new year," said R. F. Bolton, district manager of the Columbia Graphophone Co., New York, in a chat with The World. "As a matter of fact, our sales totals for the month compared very favorably with last December, which is a very unusual comparison to make. There has been a very substantial increase in record business the past few months, and in machines the higher priced models continue to be in greater demand. The electric models are going big, and show the influence of the advertising campaign which we are using in the newspapers. There is an active demand for good, standard concert records, and the dance and popular selections are selling as consistently as ever. Judging from the number of advance orders already received for July and August deliveries in anticipation of fall requirements, it looks as though the dealers are making plans ahead to safeguard their stocks for the fall season. A number of dealers have placed such orders in the last few weeks and practically all of our dealers indicate their intentions of placing orders for their fall needs in the near future. Our company is making plans to take care of this demand by increasing its output during the early part of this year in anticipation of this class of orders."

Inaugurate Artist Recitals.

The Phonograph Corporation of Manhattan, Edison Diamond Disc distributer, which conducts the Edison Shop, 473 Fifth avenue, inaugurated last month the first of its 1916 series of concerts, at which various artists recording for the Edison Diamond Disc library are featured in conjunction with their records. Miss Helen Clarke, a popular contralto, appeared as the soloist at last month's recital, singing in unison with her Diamond Disc records. The recital was a pleasing success and was attended by an enthusiastic assemblage of music lovers. Miss Elizabeth Spencer, who is one of the most popular artists in the Edison Diamond

(*Continued on page 70.*)

Success

You are successful, of course.
Every Victor Dealer is successful.

But, the measure of your success depends upon your preparedness to supply the needs of your patrons and to instantly gratify their desires.

That means a study of your record stock and increasing it where necessary.

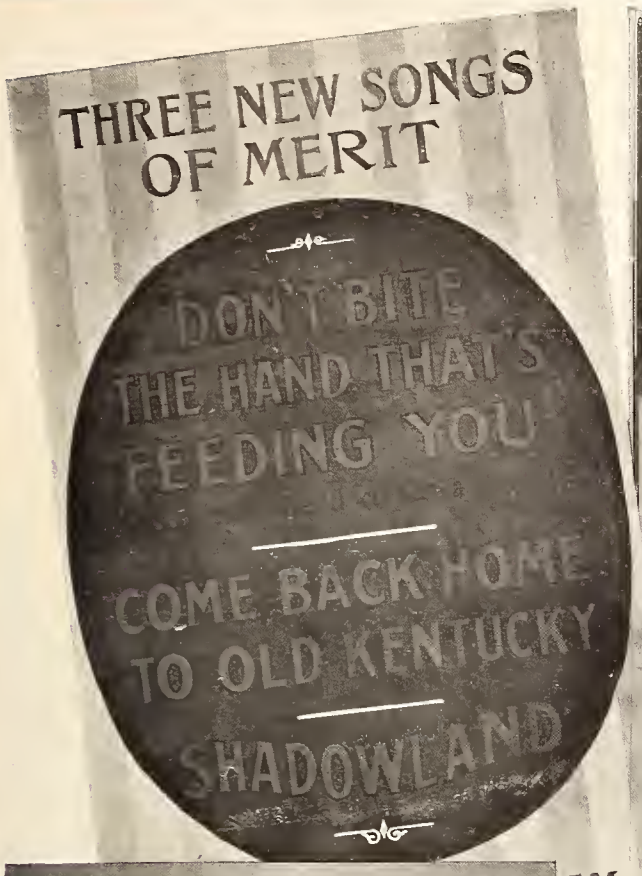
Do you know the weak points?

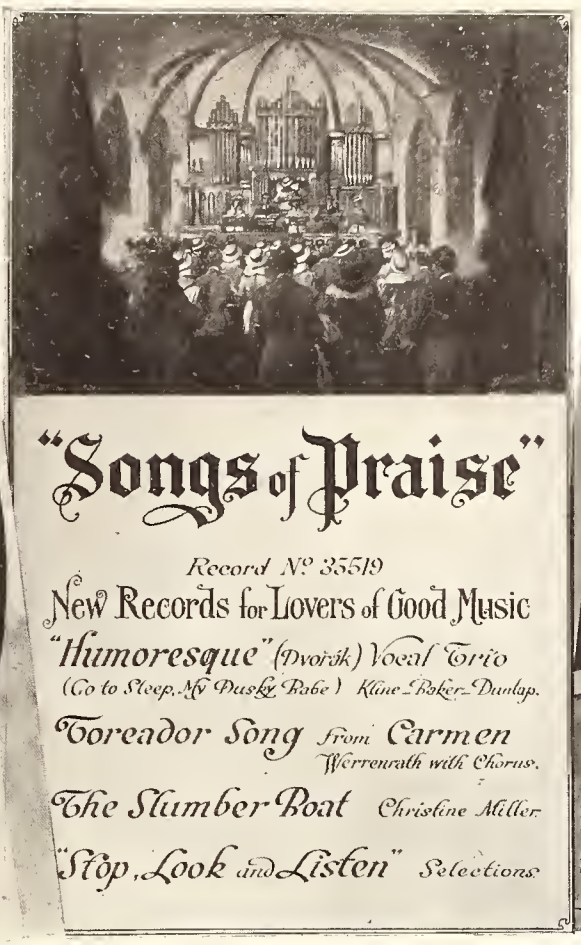
We have served the dealer for over 82 years and will be glad to help you if we may.

Write us to day.

C. Bruno & Son, Inc.
ESTABLISHED 1834
Victor Distributors to the Dealer Only
351-353 FOURTH AVE., NEW YORK

WE DO NOT RETAIL





Order From Us—*and* Get More Than Merchandise

THESE illustrations are typical of our monthly service on new records—one of many things done to improve the business of our dealers. Five display cards 14x22 inches.

Dealers anywhere in the United States are welcome to the service. Write for it.

Something done—is that difference between a good Dealer or Distributor and a bad one.

Efficiency—in a Dealer or a Distributor—is measured finally by the degree of their success.

Dealers' Patronage is Handed Back to Them by Us on the Silver Platter of Efficiency Service

New York Talking Machine Company
119 West 40th Street
NEW YORK, N. Y.

TRADE IN NEW YORK AND VICINITY.

(*Continued from page* 68.)

Disc catalog, will appear at the Edison Shop very shortly to sing in conjunction with her records. January sales at the Edison Shop showed a substantial increase over last year, the new $250 Chippendale model being a prime favorite.

Pleased with Victor-Macy Decision.

J. Newcomb Blackman, president of the Blackman Talking Machine Co., Victor distributer, referring to general conditions said: "The demand for Victor products the past month was very satisfactory, but we were unable to show in actual sales the totals we had expected to, owing to our inability to get satisfactory shipments. We may make up a good deal of this in February, and certainly are in a position to close a banner business if we can get enough goods. The decision in favor of the Victor Co. against R. H. Macy & Co. has had a wonderfully stimulating effect upon the Victor dealers, and inspired in them a general confidence that they will be able to receive the protection which they are entitled to as against unfair competition. The situation also appears to me as one that will not be subject to any material change, at least for some time, if at all. I am firmly convinced that the Victor Co. will be able to sustain its position to the extent of continuing its business on the basis of uniform prices. If general business conditions throughout the country keep up as they are, and we do not get involved in the world conflict, the business the Victor trade will do this year will, by comparison, make it appear as though they had not been doing business in the past."

Planning to Open New Store.

Columbia dealers the past month have been very active in other ways besides closing a phenomenal January business. Several of these dealers have arranged to open new stores, as the success which they achieved in 1915 was so gratifying and impressive that they became fully convinced that a second store would be equally as profitable. One of these concerns is Boehm Bros., which conducts a very successful Columbia store on Pitkin avenue, Brooklyn, N. Y., where it handles the Columbia line in an aggressive, wide-awake manner. This house is now arranging to open a very attractive store at 235 Utica avenue, Brooklyn, N. Y. This store will be opened about the first of next month, and the Columbia line will be handled exclusively.

High-Priced Machines Popular.

"January proved a very satisfactory month and our sales were ahead of expectations," said G. F. Baldelli, of the Pathé Shop, 187 Fifth avenue, which handles the products of the Pathé Frères Phonograph Co. exclusively. "The $200 Pathephone is still our best seller, and we have found it somewhat difficult to secure a sufficiently adequate stock of this model. We have just received a few $100 Pathephones in a mission finish, which is meeting with a ready sale. Pathé disc business has been unusually good, and the records which we are now receiving from the factory are meeting with hearty praise from critical music lovers." The Pathé Shop recently displayed a very attractive show window featuring the Pathé records made by Mme. Marthe Chenal, who is internationally prominent in musical circles. Mme. Chenal has made several Pathé records which are achieving wide success.

Monthly Sales Dinners.

Max Landay, of Landay Bros., Victor distributers, in a chat with The World, stated that January was one of the best months in the history of this very successful institution. Landay Bros. recently introduced a plan whereby all the members of the sales staff gather together monthly at an informal dinner where they discuss plans and policies for the future. This modern idea is serving to greatly increase the efficiency of every individual member of the Landay staff and makes the force as a whole representative of the highest ideals in Victor retail merchandising.

Location Aids Trade.

The Sonora Phonograph Corp.'s very artistic warerooms at 665 Fifth avenue, New York, are proving a Mecca for the many people who are becoming interested in the Sonora product. This store is closing an excellent business, and its location in the heart of the uptown shopping district is proving a material factor in the success which it is achieving.

Did You Lose That Record Sale?

¶ Your customers frequently overlook the number of times you have filled their record orders complete; but remember with annoyance the instances when they were unable to secure one or more favorite records.

¶ It is to your profit and advantage to place your record orders with judgment and precision. Haphazard ordering means annoyance, loss of money and loss of patronage.

¶ Join forces with a Victor distributor who has made a study of the Victor record situation, and is prepared to assist you develop this important division of your business.

¶ Every member of this organization has qualified to serve as a Victor dealer; not merely a traveling representative. They are all willing to assist and co-operate with the Victor retail fraternity, and place their experience at your disposal.

May we not receive a trial order?

G. T. Williams Co., Victor Wholesale Exclusively **217 Duffield St., Brooklyn, N. Y.**

VISITING THE PACIFIC COAST.

J. E. Kelley, Sales Manager of the Shelton Electric Co., Calling on the Trade in the Southwest and Pacific Coast Points.

J. E. Kelley, sales manager of the Shelton Electric Co., New York, manufacturer of the Shelton electric phonograph motor, is now en route to the Coast. Mr. Kelley will visit the talking machine trade in all sections of the South and West, and will spend quite some time in the Far West. In all probability he will be away about four months, during which time he will concentrate on extending co-operation and service to the talking machine dealers in developing their Shelton electric motor business.

J. E. Kelley.

Mr. Kelley has been associated with the Shelton Electric Co. for the past ten years and is thoroughly versed in all phases of modern salesmanship. Since the introduction of the Shelton electric motor a few months ago he has made a careful study of its mechanical and sales possibilities, and his thorough knowledge of the motor has been an important factor in the success he has achieved in local territory. For the past few months Mr. Kelley has been calling on the trade in the East, and has received large orders for the Shelton electric motor. Incidentally he won first prize in a contest held by the company last month for the largest single order for Shelton electric motors, Mr. Kelley's order for 1,200 motors from one dealer being sufficient to win him the coveted honor.

Before leaving for the Coast Mr. Kelley in an interview with The Talking Machine World said: "Wherever I have visited, the talking machine dealers are greatly impressed with the many distinctive features of the Shelton motor. They are well pleased with the fact that it does not disturb the spring motor in any way, and also that it does not require even the turning of a screw to be placed in operation, being simply placed against the turntable. A number of the dealers and repairmen have expressed doubt that a motor of such extreme simplicity could do all that is claimed for it, but a demonstration has changed them from doubters to enthusiasts."

INCREASES VICTOR DISPLAY ROOMS.

(Special to The Talking Machine World.)

WILKES-BARRE, PA., February 8.—Landau's Music & Jewelry Store, 70 South Main street, which handles Victor machines and records, has just constructed six new demonstrating rooms, making nine in all, in order to take care of its fast growing Victor trade. The concern has also put into service a very attractive motor truck which has the world-famous Victor trade-mark prominently displayed. This truck is attracting considerable attention because of its generally artistic design.

REPAIRS

All Makes of Talking Machines
Repaired Promptly and Efficiently

TALKING MACHINE REPAIR AND SALES CORPORATION
ANDREW H. DODIN, President
25 East 14th Street New York
TELEPHONE, STUYVESANT 292

The profit on Columbia Grafonolas and Columbia Double-Disc Records is music enough for any dealer.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

TALKING MACHINE MEN MEET.

At First Gathering of New Year Dealers Indorse the Stevens-Ayres Bill for Price Maintenance—New Committees Appointed—Praise Victor Policy of Helping the Dealer.

The Talking Machine Men, the organization of talking machine dealers of New York and vicinity, held their first meeting of the year in the assembly room of the Merchants' Association, in the Woolworth Building, on Wednesday evening, January 26, with an attendance of old and new members that was very gratifying. John E. Hunt, president of the association, presided, and outlined some interesting plans for the future.

During the course of the meeting there was a live discussion of the new Stevens-Ayres Bill for the maintenance of prices on trade-marked articles, and it was decided that each of the dealers send a personal letter to his Congressman in support of the measure, and that the Talking Machine Men, as an organiaztion, express their sentiments in favor of the bill in a letter to E. C. Rauth, secretary of the National Association of Talking Machine Jobbers. The association adopted suitable resolutions in memory of Edward Lyman Bill, editor of The Music Trade Review and Talking Machine World, an honorary member of the Talking Machine Men, and J. H. Dodin, of the talking machine department of Gimbel Bros.

During the meeting a resolution was adopted strongly commending the stand of the Victor Co. for price maintenance and the extensive advertising campaigns and sales helps of that company for the benefit of the dealer.

The following members were appointed on the executive committee of the Talking Machine Men to lay plans for future meetings and look after the financial affairs of the organization: J. Y. Shepard, M. W. Gibbons, Meyer Goransky and Henry Mielke. Associate members of the executive committee: J. T. Coughlan, W. Isaacs, A. Galuchie, Otto Goldsmith, H. Jaffee and M. Streamer. An auditing committee was also appointed, consisting of J. T. Coughlan, M. W. Gibbons and Sol Lazarus.

The next meeting of the Talking Machine Men will be held in the rooms of the Merchants' Association on Wednesday afternoon, February 16.

TO HANDLE TALKING MACHINES.

(Special to The Talking Machine World.)

OLYMPIA, WASH., January 17.—The firm of E. E. Taylor & Co. has discontinued handling pianos and the large stock on hand was disposed of at a special sale held last week. The firm has been in the piano business for the past twenty-five years. The talking machine and small goods line carried by the house will be enlarged and the business will be continued in these instruments.

The Hercules Talking Machine Co., Inc., has been chartered under the laws of New York to enter into the manufacture of motor horns, talking machines, musical instruments, etc. The capital stock of the company is $5,000 and the incorporators are: J. Grossbard, R. and L. M. Scheur.

JOHN McCORMACK AND C. G. CHILD PHOTOGRAPHED.

The accompanying illustration presents two men whose activities in connection with the production of Victor records have contributed materially to the wonderful success of the Victor record library.

John McCormack, the celebrated tenor, who is standing on the upper step, needs no introduction to either the trade or the general public, as his many Victor records have achieved popularity the world over, and have reached sales totals that are almost unbelievable to the average layman.

C. G. Child, manager of the Victor recording laboratories, who is accompanying Mr. McCormack, is not so well known to the general Victor trade, and the public has probably never heard of him. At the same time, however, he has been a very important factor in the remarkable growth of the Victor business and is recognized as one of the world's leading authorities on record manufacture and an expert judge of what is most suitable in music and how it will probably appeal to the public.

The photograph shown herewith was taken last month on the steps of the Victor Lunch Club, subsequent to one of Mr. McCormack's frequent visits to the Victor recording laboratory in connection with the making of several new Victor records.

Messrs. McCormack and Child "Snapped" in Front of Victor Lunch Club.

TRADE-MARK

Why The PATHÉ!

The Pathé proposition affords progressive dealers an opportunity to secure both machine and record trade.

The Pathé Line is Complete

There is a Pathephone and Pathé disc for every class of prospect.

The Pathé franchise is a valuable one, for it means *real* profits.

Be the first in your territory to cash in on this world famous trade-mark.

Write for Dealer Facts

The Southern Pathé Phonograph Co.
SOUTHERN DISTRIBUTORS
426 Elm Street - - Cincinnati, O.

TRADE-MARK

REFERENDUM ON RESALE PRICES.

Members of Special Committee on Price Maintenance, Reporting to the U. S. Chamber of Commerce, Ask That Referendum Be Taken on the Question of Governmental Legislation Enabling Manufacturers to Fix Prices.

(Special to The Talking Machine World.)

WASHINGTON, D. C., February 7.—The board of directors of the Chamber of Commerce of the United States has voted that the report of a special committee of the National Chamber on the maintenance of resale prices shall be submitted to referendum. The committee had reported to the board that it was not able to present a unanimous report. Its chairman is Paul T. Cherington, a professor in the Harvard Graduate School of Business Administration.

A majority recommendation favoring legislation permitting price maintenance was signed by seven of the ten committeemen, two of them, however, modifying their assent by filing a supplementary report. With the majority report came the comment that a National Chamber committee had rendered a report last February favorable to the principles of price maintenance and the majority members saw no reason in any way to modify the conclusions arrived at and given to the chamber at that time, the committee reporting then that it was convinced that legislation permitting the maintenance of resale prices, under proper restrictions on identified merchandise, for voluntary purchase, made and sold under competitive conditions, would be to the best interest of the producer, the distributer and of the purchasing public, or consumer.

The supplementary report signed by two members, who also signed the majority report, recommended that injurious price cutting be included within the scope of the jurisdiction of the Federal Trade Commission over unfair methods of competition.

The supplementary report proposes to insert in Section 5 of the Federal Trade Commission Act in statutory language provisions which will have the following effect:

In regard to products that are identified in their sale to the public by name, brand, or trade-mark—and that are made and sold under competitive conditions: No merchant, firm, or corporation shall offer such articles for sale at a price other than that stipulated by the producer for the original sale of the articles at retail (provided the producer has given due notice of such price to the retailer by mark upon the article or otherwise); with the purpose or effect of (a) Making it unprofitable for other retailers to handle said articles. (b) Promoting the sale of a substitute or imitation. (c) Attracting trade away from competitors, where the result is to injure the reputation of said articles or the good-will of their producers or materially to impair the general distribution of said articles.

While the work of the committee has been confined in its instructions to identified merchandise, it believes that the principle involved in this recommendation is capable of extension to a much wider field and that the predatory cutting of prices on merchandise in general has been and is a favorite method of oppression on the part of unfair business to destroy small competitors and local producers and that legislation could very properly define such practices as an unfair method of competition.

WE MAKE

Tone Arms and Sound Boxes

For all makes of Talking Machines

ALSO

Attachments for Victor, Pathé, Edison and Columbia Machines

Let us tell you about them before placing your orders

THE UNION SPECIALTY AND PLATING COMPANY

SPECIALISTS IN PHONOGRAPH PARTS

409 Prospect Avenue, N. W. CLEVELAND, O.

HAS BUILT UP A STRONG BUSINESS.

The Achievements of the Southern Pathé Phonograph Co. of St. Louis Most Marked—The Aggressiveness and Ability of President Harry C. Meek Well Demonstrated.

(Special to The Talking Machine World.)

CINCINNATI, O., February 8.—One of the younger members of the local talking machine fraternity which has achieved remarkable success in the comparatively short while it has been in business is the Southern Pathé Phonograph Co., 426 Elm street, which is the Southern distributer for the products of the Pathé Frères Phonograph Co., New York.

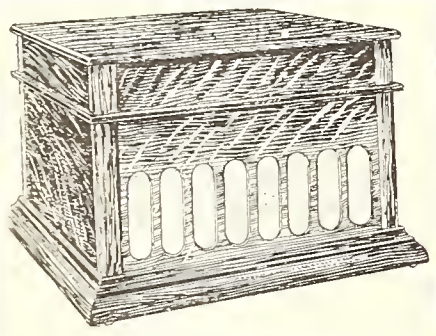
Although this concern only started its activities a little more than a year ago, it has already secured an extensive clientele and is constantly increasing it by the addition of some of the most successful and prominent houses in the local retail trade.

It is only fair to ascribe a considerable measure of the company's success to the aggressiveness, energy and all-around ability of Harry C. Meek, president and general manager of the company. Mr. Meek is a "hustler" in every sense of the word, and is an enthusiastic admirer of the Pathé products.

H. C. Meek.

Mr. Meek's experience in the talking machine field dates back some eleven years, when he joined the forces of the Rudolph Wurlitzer Co., Cincinnati, O. Subsequent to that he traveled for a piano house, and was later appointed manager of the talking machine department of the P. A. Starck Piano Co., Chicago, Ill., leaving there to take charge of the George P. Bent Co.'s talking machine business. When Marshall Field & Co. embarked in the talking machine field Mr. Meek was appointed sales manager, resigning from this connection to organize the Southern Pathé Phonograph Co., which was incorporated with $50,000 capital stock.

PROTECT YOUR OWN INTERESTS AND URGE THE PASSAGE OF THE STEVENS BILL. DO IT NOW!



$15.00 to $200.00

Rich Cabinet Work, Built To Suit the Most Fastidious

"THE CRESCENT"

All Talking Machines in One

The Only Complete Universal Line That Will Play All Records of Any Make

Write for Terms and Territory Today

Crescent Sales Company

Distributing Agents

PROVIDENCE RHODE ISLAND

35c.

is the Price of the most popular Double-faced Record on the Market.

"The Crescent"

plays longer than any 75c. Record.

24 New Selections Just Out

STOCK SHORTAGE IN CINCINNATI.

Both Machine and Record Demand Exceeding Supply, Even After Holidays—John McCormack Concert a Huge Success—Knabe-Crystola Proving Popular—New Concerns Entering the Talking Machine Field.

(Special to The Talking Machine World.)

CINCINNATI, O., February 7.—One fact was uppermost in the minds of the talking machine merchants in the Cincinnati territory with the close of January, and that was the factories had not caught up with the demands of the market. There is a general shortage of machines of the more established type, which fact is most felt by the retailers.

Cincinnatians last month had an opportunity to hear John McCormack, a Victor favorite, and the audience at the music hall, for an entertainment of the kind, established a new record. The huge auditorium was filled and some 400 persons occupied the stage. This was, it is believed, the first instance in this part of the country of a demonstration of the kind, and talking machine people are of the opinion that it was solely due to McCormack's popularity, same being gained through his records. McCormack was really the talk of the town for days.

Mr. Byars, manager of the Vocalian department of the Aeolian Co., reports an exceptionally good month for January. The sale of the larger instruments was especially good. He also reports that several good wholesale deals were closed and in every instance the initial order called for the higher priced instruments and few low priced one. These facts are convincing, in his opinion, that there is a growing demand for the higher priced talking machines.

D. Heidenheimer has opened an office in the Perin Building for the distribution of phonographs.

Manager Dittrich, of the Rudolph Wurlitzer Co., said this morning:

"The heavy holiday business undoubtedly had some effect on the record trade in January, but a great deal of the demand can be traced directly to the fact that McCormack and Mischa Elman visited us this month; also, the grand opera season through which we have just passed awakened the interest of thousands of Victrola owners in the Red Seal catalog.

"The greatest problem of the month was how to handle the tremendous crowd of record buyers, and also how to satisfy the many machine buyers when the shortage existed on practically all styles of Victrolas. We increased our help very materially, in fact, devoting two floors of the Wurlitzer Building to record selling, we were able to give the usual 'Wurlitzer service' even under these extraordinary conditions.

"Wholesale trade was extremely active. It is reasonable to expect that the demand for records is universal, and that dealers are quick to take advantage of conditions such as now exist. We are doubling our floor space devoted to wholesale record stock, and all orders are going forward promptly as quickly as they are received."

When asked the same old question, "How is business?" Manager Whelen, of the local store of the Columbia Graphophone Co., said: "Good, exceptionally good, but our totals would be much higher if we could supply the entire demand. However, the factory is rushing out orders now and we expect to be on our feet in a short time and be able to ship all orders on demand." He further stated: "Instead of there being a decrease in the demand since the holidays, it seems to be getting greater, and all indications point to the greatest talking machine year the industry has ever known."

S. H. Nichols, district manager of the Columbia Graphophone Co., and James P. Bradt, general sales manager, visited the Cincinnati store during the latter part of the month on a general trip through the territory.

C. P. Herdman, assistant manager of the local Columbia store, stated that "inasmuch as there were quite a few Columbia artists among the grand opera stars who sang here the past month, there was quite an increase in Symphony record sales."

The Knabe Bros. Co.'s Knabe Crystola department is rushed these days supplying the demand for this new instrument, all of which comes from outside of Cincinnati. No effort has been made as yet to properly introduce the machine in the local territory, William Knabe yesterday stating that this market was right at home and could easily be reached at the proper time.

The Playola Talking Machine Co., of Cleveland, with a capitalization of $25,000, was incorporated last week by H. O. Mierks, O. O. Vrooman, H. A. Beckett, George E. Bradbury and J. E. Splittdorf.

NEW CABINET STYLE READY.

Schloss Bros. Announce New Model to Fit New Victrola IX—Rise in Prices Announced to Become Effective on March 1.

Schloss Bros., the talking machine cabinet specialists, of 637 West Fifty-fifth street, New York, announce that a new style of cabinet designed to fit and match the latest model Victrola IX is now in preparation, and the first of them will be ready for delivery about February 15. The new style will be finished in the usual Schloss Bros. style, both in cabinet work and metal accessories.

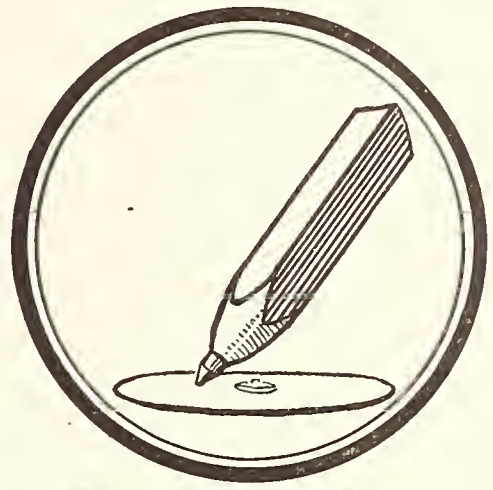
Schloss Bros. also announce an increase in prices for all styles of their cabinets, to become effective on March 1. The increase has been made necessary from the fact that there have been great advances in the cost of cabinet supplies, including the wood, metal parts, stains and other finishing materials. Edwin G. Schloss, in speaking of the price increase, stated: "There is nothing arbitrary in our action, but we have been forced to take it owing to the increased cost in the manufacture of our cabinets. We have been very successful in building up our business through offering quality and cabinets at a fair price. I feel that the trade would rather have that quality maintained at a slightly increased cost than to have the work shirked in order to maintain the old figures."

A VISITOR FROM CANADA.

A. Heller, president of the Canadian Talking Machine Co., Montreal, Canada, was a recent visitor to New York for the purpose of securing supplies and accessories to manufacture talking machines in Canada. The company plans to market a line of machines retailing at $5 to $20.

The firm of Daniel R. Weed & Son has leased a new store on Bank Square, Fishkill-on-the-Hudson, N. Y., and will carry a complete line of the smaller musical instruments, besides featuring the Victrola and Victor records.

H. Reifenberg & Sons, of Carlinville, Ill., recently added the Columbia line of talking machines.



Retails for $1.00

IF you are not carrying the Sonora Multi-Playing Jewel Needle in stock, you should do so.

It sells readily for $1.00, and we authorize you to guarantee it to give perfect satisfaction under daily use for three months.

We supply them to you at a price which permits a satisfactory profit, and will be glad to have you correspond with us on the subject.

The Jewel Needle will save your customers records, and bring out their beauty and harmony in a way not possible to the old-fashioned, scratchy, constantly-changed *steel* needle, now being rapidly discarded by careful people.

Manufacturers of steel needles state that they must be used but once because they wear the record. This is true, and it is also true that they begin to wear the record the minute they start and keep on wearing it more and more.

Write us for sample needle and full information in regard to net prices and the "service work" which we do for those who carry our products in stock.

Sonora Phonograph Corporation

Makers of the Sonora Phonograph and Sonora Multi-Playing Jewel Needle.

GEO. E. BRIGHTSON, *President*,

57 Reade Street - NEW YORK

John M. Dean CORPORATION

PUTNAM, CONN.

A quality needle with a quantity production is the ideal combination for good needles at the right prices.

Manufacturers of

TALKING MACHINE

NEEDLES

The only change in Columbia dealers' profits during the last month has been an improvement.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

INDIANAPOLIS TRADE SHOWS NO SIGNS OF DECREASE.

Columbia Monthly Business Increases 25 Per Cent.—Edison Tone Test at the Claypool—Pathé Agency Ready for Business March 1—Good Vocalion Advertising—Recent cent Floods Hindered Trade to an Extent—Story Told by a Stewart Traveler.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., February 2.—The talking machine men are keeping up the strenuous pace that started at the beginning of the holiday season. The records made in January were surprising to the dealers themselves, as they naturally expected business to slow down a great deal. All of the dealers have kept up their newspaper advertising, and this has aided in stirring up business.

It is in the sale of records that the dealers have "caught" a large number of customers. Women who buy records often are accompanied by friends who do not possess machines. A live salesman on the job can easily work up enthusiasm, and with the aid of the owner of a machine can convince the woman without one that now is the time to buy. And the women who received the machines as Christmas gifts are at this time of the year the most enthusiastic "pluggers" a salesman can find.

A. W. Roos, manager of the Columbia Graphophone Co.'s store, says that the January record has been surpassed in the last two years by only two months, and these were the Decembers. There was a large increase in all branches for this January as compared with January a year ago. Mr. Roos said this increase would average more than 25 per cent. The sale of records was exceedingly large.

Mr. Roos took a trip last week to St. Louis, Mo., on personal business. T. A. Lowrie, traveling auditor of the Columbia Co., was at the local branch last week.

Arch H. Olds, manager of the Edison Shop, reports that the recent tone test demonstration of the Edison machine by Elizabeth Spencer, soprano, at the Claypool Hotel, has proved a big success from a business standpoint. The 1,200 persons attending the concert were filled with praise for the Edison machine. When the lights were turned off the audience was led to believe that Elizabeth Spencer was singing, and was then startled by learning that the singer had left the stage in the darkness and that the machine was doing the singing; it caused a sensation.

Mr. Olds is now planning to arrange for a tone test demonstration with some of the local singers. He said the test at the Claypool was responsible in bringing a large number of Edison prospects to dealers throughout the State.

The daily concerts being given in the concert hall at the Edison Shop are growing in popularity. About 1,500 persons attended these concerts during the week. January sales were large.

Tobin Bros., who have the State agency for the distribution of the Pathé phonographs, have been delayed in getting into their store, which they will soon open at 10 East Washington street. They expect to be ready by the first of March. The display room they have occupied at 7 North Meridian street has been filled with prospective customers. Other talking machine dealers in the city have called on Tobin Bros. to welcome them and to extend their best wishes. This is a fraternal spirit that speaks well for the trade of this city.

The Aeolian Co. is continuing its well planned advertising campaign in the newspapers on the Vocalion, and needless to say, the Vocalion is among the leaders in sales of talking machines here.

In the wholesale field Walter E. Kipp, proprietor of the Edison Shop and manager of the Kipp-Link Phonograph Co., distributer of the Edison machine, said that his company was flooded with orders, and the only complaint was the difficulty in getting orders from the factory.

Special arrangements are being made by the Stewart Talking Machine Co., distributer of the Victor line, for the reception of Reinald Werrenrath, baritone, who will be heard in concert here February 15. It will be the first appearance in Indianapolis of Mr. Werrenrath, and the Stewart Co. will not lose the opportunity of giving its dealers the full benefit of the Victor artist's reputation.

The recent flood conditions in Indiana have smashed the traveling schedules of the Stewart Co.'s salesmen, but "high waters" have failed to wash away any of their ingenuity, as indicated by the experience of one of them in southern Indiana.

At a "razorback" station a dozen travelers were kept cooped up for hours on account of a washout on the railroad. The nearest house was a mile and a half away and the nearest town was five miles away.

The travelers became fretful and hungry. Then the Stewart talking machine man got busy. Despite the downpour of rain, he went to the nearest house, where he discovered a Victor, and when he returned he carried a bundle of sandwiches and a Victor machine. Soon the dreary little station was the scene of a lively Victrola concert. Three hours later the washout was repaired, and the conductor of the train, returning to the station, found a merry group around the Victrola instead of a bunch of grouches.

"Well, I've noticed the advertising done by the Victor people, but this beats all," commented the conductor. "It sure is the most practical advertising scheme I've ever seen."

It paid, because the dealers in the neighborhood have been getting results ever since.

Our Customers
can tell you about
Andrews Service

Below is portion of letter just received from one who knows good service:

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

Dear Sir: I want to take this opportunity to thank you most heartily for the way in which you took care of us during the recent shortage. I want you to know we appreciate it and we are going to show you by our orders in the future.

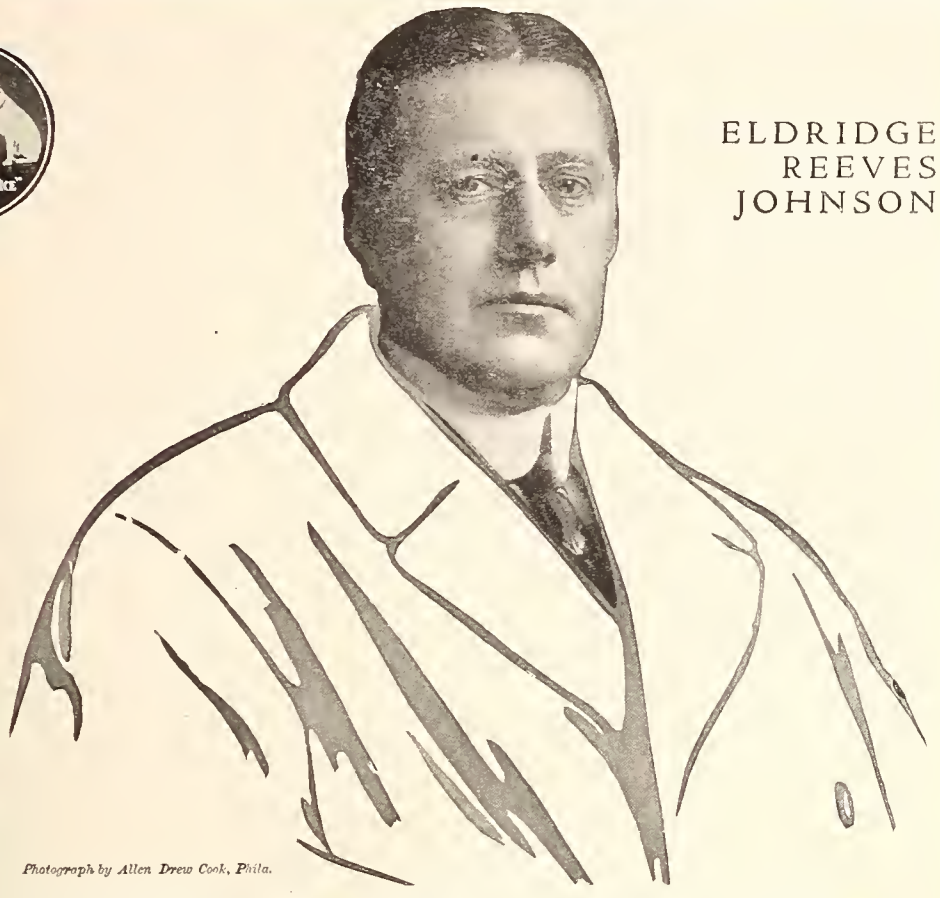
Signed_____

W. D. ANDREWS Buffalo, N. Y.

CARRYING GOOD STOCK OF MICA.

James Frazee, 38 Cortlandt street, New York, who has been connected with the talking machine field for the past two years, has succeeded in securing a large consignment of mica suitable for diaphragms of all shapes and sizes. Mr. Frazee has already received a number of very large orders from talking machine manufacturers, who have been somewhat handicapped in the past by a shortage of this important mineral.

REVIEWS CAREER OF PRESIDENT ELDRIDGE R. JOHNSON.



Photograph by Allen Drew Cook, Phila.

WHEN Mr. Johnson bought out his partner in a little machine-shop in Camden, in 1894, and hung out a shingle announcing that it was all his, he began the business that is now the Victor Talking Machine Company. He had been an expert machinist, earning $2.50 a day, and he wanted to be his own boss. He came of Colonial stock, and had a passion for perfecting things. Still has it. Invented a book-binding machine that helped pay the shop losses. Part of his work was making experimental models for other inventors. One day an early type of talking-machine was brought to him for alterations. It interested him. This particular opportunity didn't have to bruise its knuckles knocking at Mr. Johnson's door. He saw at once that the machine was badly designed. He loved music. He imagined a talking-machine that would reproduce sounds accurately, and he got busy making it come true. Spent $50,000 and nearly three years on this job. In 1898 he perfected a disk that sang—well, it happened to be "Telegraph My Baby"—like a human voice. Victory at last, and Victor became the name of the company organized in 1901 to manufacture it.

Mr. Johnson is not yet fifty, a quiet man of modest, convincing speech and easy to look at. Perhaps, officially, the greatest impresario in the world. All the big artists come to Camden to sing or play for records. Executive duties have compelled him to give up laboratory research, but he probably could work out to-day, with his hands and his wits, every detail of the Victor business better than any one of the 7500 men in his Camden factory. It is his shop. Wrote a book on tarpon fishing, for his own amusement. Good book, too. Says there is nothing spectacular in his success. Just doggedly and everlastingly keeping at it.

In the December issue of that well known national monthly—Everybody's Magazine—there appeared in the section devoted to "Little-Known Faces Behind Well-Known Trade-Marks," a review of the life of Eldridge Reeves Johnson, founder and president of the Victor Talking Machine Co. Its contents are so interesting that it has been reproduced for the benefit of the readers of The Talking Machine World who may not have been fortunate enough to see it in the magazine. Incidentally the photograph of Mr. Johnson is a particularly good one.

STEVENS-AYRES BILL REINTRODUCED.

Fixed Price Measure Is Again Presented to Congress with Many Important Amendments Added—Special Provision Is Made for Transportation Costs and Quantity Buyers.

(Special to The Talking Machine World.)

WASHINGTON, D. C., February 7.—Under the title "To protect the public against dishonest advertising and false pretenses in merchandising," Representative Dan V. Stephens, of Nebraska, has reintroduced in the House of Representatives the original Stevens-Ayres bill with a number of important amendments designed to meet the views of many friends of the measure.

The new bill specifically permits discounts for cash and for quantity, and for allowances and rates covering costs of transportation.

A final, new paragraph exempts sales to libraries and other public institutions. There are also drastic provisions against the use of the privileges of the bill in connection with any monopolized product or one concerning which there is any combination between manufacturers.

The latest tally shows 209 members of the House in favor of this legislation. This is but nine less than a majority.

GRAPHOPHONE PATENTS VALID.

American Graphophone Co.'s Suit vs. Aeolian Co. Settled—Validity of Patents Recognized.

The suit instituted some time ago by the American Graphophone Co. vs. the Aeolian Co. in connection with a number of patents was settled out of court recently. The Aeolian Co. recognized the validity of the patents in question, and an agreement respecting their use was reached by the two companies. A decree to this effect was signed last week by Judge Mayer, of the United States District Court. and entered accordingly on the records.

SELECTED VICTROLA FOR SCHOOL.

(Special to The Talking Machine World.)

ROCKLAND, MASS., February 5.—After several days' trial of the Victor Victrola and several other machines, the teachers of the School Street Grammar School voted in favor of the former. The Victrola selected was a $50 machine, and it will be used in the study of music and general educational work. An exact duplicate of the Victrola selected by the School street school has also been purchased by the Women's Auxiliary of the local Y. M. C. A., and will be presented to the local association for gymnasium and concert work. Both Victrolas were furnished by the local dealers, Neal & McCarthy.

BANQUET FOR EMPLOYES.

The employes of the American Talking Machine Co., the Victor talking machine distributer of Brooklyn, N. Y., were entertained at a banquet and theatre party on Friday evening, January 28, by the company, of which R. H. Morris is the head.

Bernard A. Kahn, of New York City, has incorporated his talking machine business under his own name, with a capitalization of $2,000.

ESTABLISHED 1868

EDWARD B. JORDAN & CO., Inc.

127-135 DEGRAW ST.—36-60 TIFFANY PL., BROOKLYN, N. Y.

Talking Machine Cabinet Manufacturers

We made the first talking machine cabinets created in this country, and we have specialized in this particular line ever since.

We will submit special designs of talking machine or record cabinets, or quote you from blue prints or samples. We manufacture to order only.

The Trio de Lutece, the famous ensemble of master soloists, have just made their first recordings—Columbia, of course!

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

NEW COLUMBIA FACTORY TO BE READY ABOUT MARCH 1.

Structure Will Be Most Modern Both in Construction and Equipment—Emergency Hospital for Employes One of the Features—How Additional Space Will Be Utilized.

The Columbia Graphophone Co.'s new factory building, for which ground was broken last October, will be ready for occupancy about the first of next month. This building is one of the largest members of the Columbia Co.'s immense plant, and the following detailed account of its lay-out and equipment appeared in a recent issue of the Bridgeport Telegram:

"This structure, which is 324 feet by 60 feet on the ground and six stories in height, was started on October 4, 1915, and will be ready for occupancy on March 1. This is considered a remarkable record for rapid construction.

"The officers of the Columbia Graphophone Co. placed the safety and comfort of their employes before everything else in the plans of the new building, and it is one of the best lighted and ventilated structures in the country. The latest and best sanitary appliances and conveniences have been installed. The building is absolutely fireproof. A large passenger elevator will do away with the necessity of climbing the stairs to the upper floors of the building.

"The company has installed an emergency hospital and will employ a competent surgeon and trained nurse. In addition to the hospital proper there will be an emergency and rest room on the office floor. The entire equipment and lay out of the building was decided upon only after the company had sent its engineer, R. H. Arnault, on a tour of inspection of the principal factories in the country. The best in each have been adopted in the local factory.

"All the products of the plant will be handled by the most up-to-date conveying system, and the work will be so systematized and laid out that no time will be lost. In addition to the passenger elevator there will be two large freight elevators. Another time saver will be a pneumatic tube system for sending small tools from the tool room to the various parts of the plants. Pneumatic tubes will also be used to convey departmental and inter-departmental correspondence, orders, etc.

"The company has adopted a new plan in installing its polishing and buffing department on the upper floor of the building. This keeps the dust from this department away from the other departments, and the huge suction blowers for ventilation which change the air in this room once every two minutes will force the dust into the upper air instead of nearer the ground, where it might rise and be wafted into other rooms.

"On the first floor will be installed the metal pressing department; on the second the automatic screw machines and drilling department; on the third, hand-screw and milling machines; on the fourth, electric motors, electric graphophone assembling department, mechanical drafting rooms and laboratories. The executive offices will occupy the fifth floor and the polishing and buffing department the sixth. The construction of this new building will necessitate an entire new arrangement of all departments of the plant, and when this is completed it is expected that the output of the company in all divisions will be very greatly increased.

"The new factory contains approximately 120,000 square feet of available floor space. There are over 47,000 square feet of window glass in it. A new feature of the construction is scuttle holes on each floor, so that in case of fire there will be no danger of flooding any of the rooms below. An automatic sprinkler system has been installed, the electric lighting and power wires are all in conduits, and the office, drafting rooms and laboratory have the indirect lighting system."

The Parker Jewelry Co., of Rocky Mountain, N. C., recently took over the talking machine business of the Dawes Music Co. and is now carrying a complete line of Victor Victrolas and Edison Diamond Disc machines. J. M. Fox is manager.

C. E. GORE WITH PATHE FRERES CO.

Experienced Talking Machine Man Joins Sales Staff of Pathé Frères Phonograph Co.

Clarence E. Gore, connected with the E. F. Droop & Sons Co., Washington, D. C., for the past ten years, has joined the sales staff of the Pathé Frères Phonograph Co., New York. Mr. Gore will visit Pathé dealers throughout the country, and will leave for his first extended trip soon. Mr. Gore's past experience ideally equips him to co-operate with Pathé dealers along practical, result-producing lines, as he has been connected with all phases of the talking machine industry—manufacturing, wholesale and retail. For seven years he was connected with the factory of Thomas A. Edison, Inc., and during his ten years with the E. F. Droop & Sons Co. he was a member of both its wholesale and retail departments, seven years with the former and three years with the latter.

C. E. Gore.

SUPERVISORS VISIT EDISON FACTORY.

Supervisors H. L. Marshall, C. S. Gardner, J. E. Curtis, H. R. Skelton and C. W. Burgess, of the Edison forces, who were recent visitors at the factory at Orange, N. J., brought in glowing reports from their respective fields, and started out in the new year to make new and greater records. It is worth noting that Supervisor Curtis, formerly covering the Chicago, Des Moines, Sioux City, Minneapolis and Milwaukee zones, has been transferred to the New York City, Philadelphia, Williamsport, Pa., and Richmond, Va., zones. The territories of the other supervisors are now as follows:

H. L. Marshall—San Francisco, Los Angeles, Spokane, Seattle and Portland zones.

C. W. Burgess—St. Louis, Kansas City, Omaha, Denver, Ogden and Helena zones.

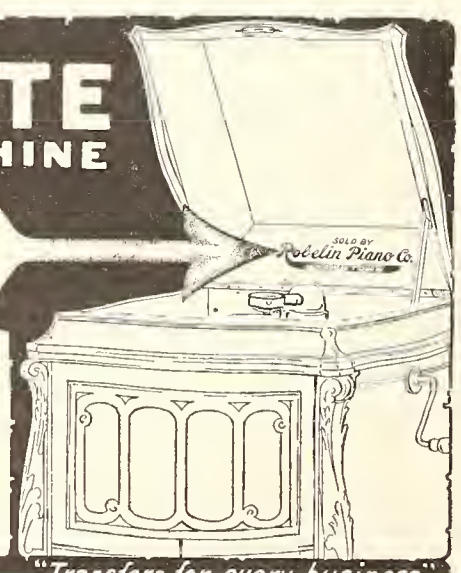
A. P. Burns—New Orleans, Dallas and El Paso zones.

C. S. Gardner—Pittsburgh, Cleveland, Cincinnati, Indianapolis and Detroit zones.

H. R. Skelton—Bangor, Boston, New Haven, Albany and Syracuse zones.

2¢ PLACES YOUR NAME PLATE ON A TALKING MACHINE

SOLD BY Robelin Piano Co. MORRISTOWN



A name plate like above illustration, applied on an instrument, will keep your name and business before the public continuously.

All progressive dealers use this method of publicity.

Delivered in the following styles:	250.	500.	1,000.
Plain gold face letters	$10	$15	$20
Gold face letters with black outline	15	20	25
Solid gold background, black letters and border	20	25	30

Send copy for free sketch. State style and quantity wanted.

GLOBE DECALCOMANIE CO., "Transfers for every business" JERSEY CITY, N.J.

HAWAIIAN UKULELES

Next to Victor Goods, now the biggest sellers in the small musical instrument line. The Ukulele is the Hawaiian national instrument, guitar-shaped but smaller. The Ukulele craze is rapidly spreading over the United States—easy for anybody to learn. Can be sold at a low price and still make big profit. We are distributors of the entire output of Jonah Kumalae, the largest maker in the Hawaiian Islands. Kumalae Ukuleles were awarded the gold medal at Panama-Pacific Exposition. Write for illustrated price list.

SHERMAN, CLAY & CO.
163 Kearny Street, San Francisco
Largest Jobbers of Hawaiian Music and Ukuleles in the United States.

H. C. BROWN TALKS ON ADVERTISING.

Advertising Manager of Victor Co. Condemns Free-Space Seekers—Believes in Use of Large Displays to Build Up Future Trade.

H. C. Brown, advertising manager of the Victor Talking Machine Co., Camden, N. J., was the host last week at a dinner given the advertising committee of the Camden Civic Week celebration at the Victor Lunch Club. Immediately after the dinner Mr. Brown gave an address of unusual force and interest, and after referring to Camden as the best city on earth for factories, Mr. Brown said in part:

"I believe in advertising. When a manufacturer or merchant wants a local demand he can get it only by advertising in the newspapers. I don't believe in one and two-inch display advertisements. I believe in going it to the limit. Instead of a small space, try a full-page advertisement, and you will note the remarkable results as compared with the smaller space. The manufacturer who sells to a nation, of course, must reach the people through both newspapers and magazines. The reason so many have failed in this direction is the fact that they use very little advertising in the magazines and then depend upon the newspaper to carry the so-called reading matter without payment.

"I have absolutely no regard for these free-space thieves. Within the past few weeks I have received approximately a dozen requests from theatrical producers offering for a certain price per week to advertise the Victor talking machines in

H. C. Brown.

their plays. Some have gone so far as to ask us to supply a machine without charge and then to pay so much per week for using it on the stage. Moving picture producers on numerous occasions have asked us for similar propositions. But to all of these we tell them frankly that we do not purchase advertising by that method. If they want a Victrola they can do the same as any other person—go to any Victor dealer and purchase a machine at its advertised price, just as you and I, and every other member of the firm, must do if we want a machine.

"On the other hand, if they feel disposed to mention the Victor the favor will be greatly appreciated, but we certainly will not pay a price for that service. The moment we pay for that type of advertising our legitimate advertising loses its value and the public would be justified in losing its faith in our product.

"The great fault with manufacturers and merchants is the fact that they are satisfied to plug along at the same rate of speed without looking into the future. If that were the policy of the Victor Co., we would worry ourselves to our graves. You here to-day remember the great holiday advertising of the Victor Co. in the newspapers and magazines. But you don't know that we spent $250,000 in Christmas advertising in newspapers alone for a product that was greatly oversold long before our advertising began.

"I want to be frank, and will tell you that we would not be satisfied if we did not have orders on hand sufficient to run our plant for several years without taking another order. But we must keep this condition going, and we succeed only by the fact that we are continuing to advertise, and will continue to do so as long as newspapers and magazines are published."

Lansing Khaki Moving Covers

Have your name in bright, bold letters put on your Lansing Covers, so when the machines are being delivered, hundreds will read your name. This strong advertising costs nothing. In addition, Lansing Covers protect machines from dust, scratches, varnish checking and excessive charges for polishing, etc. Size above is the Lansing "Big Boy" with No. 3 strap, for delivering the large machines. Price, Grade B, $6, complete with strap. Send for one today. Booklet listing all sizes and styles sent free.

E. H. Lansing, Mfr., 611 Washington St., Boston, Mass.

DOUBLING CAPACITY OF PLANT.

The Artophone Co., of St. Louis, Has Opened a Large Number of Accounts the Past Month—Line Includes Five Models.

(Special to The Talking Machine World.)

St. Louis, Mo., February 7.—The Artophone Co., 454 North Boyle avenue, which placed on the market last month the Artophone talking machine, is meeting with very pleasing success in the merchandising of its product. In fact, the orders have been received in sufficiently large quantities to warrant doubling the factory capacity, and the company states that it is in a position to take care of all orders from its dealers.

The Artophone line now consists of five models, retailing at $55, $75, $100, $150 and $200. They embody a number of distinctive features, and the artistic designs of their cabinets have won considerable praise from out-of-town visitors.

During the past few weeks the company has signed up more than eighty new accounts, and one well-known dealer placed an order for seventy-eight machines. The sales end is under the direction of J. P. Fitzgerald, sales manager, who is making every effort to extend maximum service and co-operation to Artophone dealers.

INCORPORATED.

The Edison Shop, Inc., of Lynn, Mass., has been chartered, with capital stock of $30,000, for the purpose of manufacturing and dealing generally in phonographs, dictating machines, phonograph records, pianos, player-pianos, organs, organ playing machinery, music rolls, etc. The directors are: William H. Ballard, Marguerite H. Ballard and Francis M. Cook.

MOVING PICTURE SLIDES

Prepared by the Pathé Frères Phonograph Co. for Use of Dealers.

The Pathé Frères Phonograph Co., New York, has just prepared a very attractive series of moving picture slides for the use of its dealers, featuring the various distinctive qualities of Pathephones and Pathé discs. One of these slides is shown herewith, and those Pathé dealers who have tried it out in their local theatres are very enthusiastic over the favorable interest it arouses on the part of the audiences.

A Pathé Motion Picture Slide.

W. H. KELLER & SON SOUVENIR.

William H. Keller & Son, of Easton, Pa., are issuing a handy little pocket memorandum book, bound in limp leather, embossed with their lyre and owl's head trade-mark, containing calendars for 1916 and 1917, and a goodly number of pages for the penciling of appointments, etc., and a reference or two to the quality of the Victrola, which they handle exclusively in addition to their line of Steinway, Kranich & Bach, Estey and Autopiano instruments.

The Melophone
TALKING MACHINE
COMPANY
40 COOPER SQUARE, NEW YORK
Manufacturers of the
Melophone and Liberty Phonographs
And of
Motors and Parts for the Trade

USE
"ARROW"
Motors
Tone-Arms
Sound Boxes
"They're Built Right"
ARROW MOTOR CO. 207 Market St. NEWARK, N. J.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

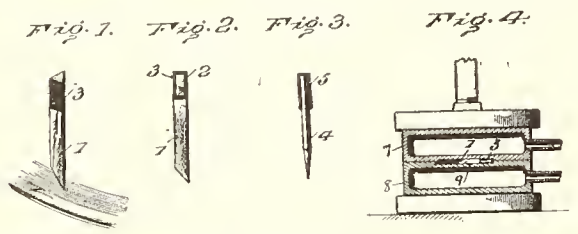
(Special to The Talking Machine World.)

WASHINGTON, D. C., February 8.—NEEDLE FOR TALKING MACHINES AND METHOD OF MAKING THE SAME.—Louis K. Scotford, Chicago, Ill. Patent No. 1,163,567.

This invention relates to improvements in needles for use in talking machines and method of making the same. The object of the invention is to produce a needle which will eliminate the scratching and hissing noise so common in records that have been used for some time.

The invention consists of a needle formed of any desirable substance, such as the ordinary steel or fibre needle, with its shank coated with a deadening substance such, for instance, as rubber, and in the preferred embodiment the needle proper is formed of fibre which is compressed under heat in the act of vulcanizing the rubber to the shank.

In the drawings accompanying and forming part hereof Figure 1 is a perspective view of a fibre needle made in accordance with the invention. Fig. 2 is a vertical section of the same. Fig. 3 is a view of a steel needle having its shank covered with



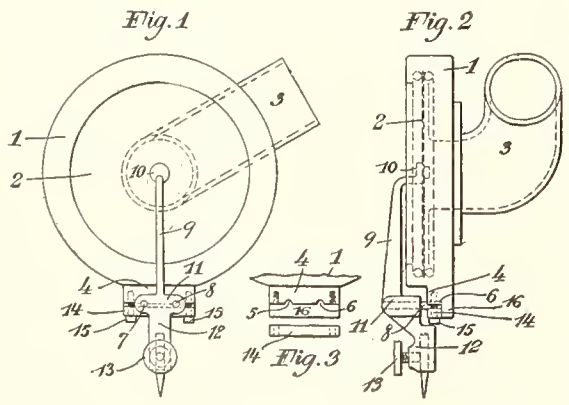
rubber, and Fig. 4 is a diagrammatic view illustrating a vulcanizing press in which the needle may be formed.

SOUND BOX.—William F. Grupe, Jersey City, N. J. Patent No. 1,162,351.

This invention relates to sound boxes for phonographs, graphophones and like devices, and more specifically is directed to the object of attaining a sound box and stylus lever construction for securing improved reproduction of the sounds impressed on the record and for making a record from original sounds.

Another object of the invention is to secure the desired rigidity and improved resiliency of the stylus lever and suspension means by novel means which can be constructed and assembled by workmen of limited ability and at a materially reduced cost.

Another object of this invention is to insure substantial uniformity in the performance of sound boxes, especially when manufactured in large quantities in accordance with this invention. This and other objects are attained by the provision of one or more recesses of predetermined depths within the casing of the sound box, flexible pins or other suitable members of certain lengths extending from the stylus lever into said recesses and a clamping plate for retaining such pins or other members within said recesses to the desired depth

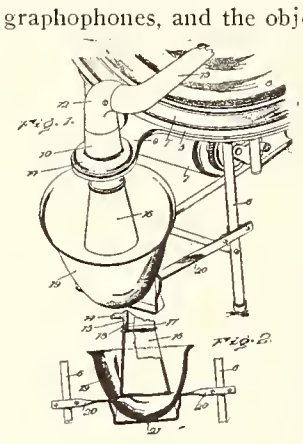


thereof. Preferably, such recess or recesses are open along longitudinal sides thereof and a stop plate is provided to limit the extent of depth of such pin or pins, or other members, within said recesses and also to brace the clamping plate.

Figure 1 is a front side elevation of an embodiment of the invention; Fig. 2 is an end elevation of Fig. 1, and Fig. 3 is a detail front elevation of the abutment portion of the sound box casing.

GRAPHOPHONES. Clinton E. Woods, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 1,163,120.

The present invention is an improvement in graphophones, and the object of the invention is to

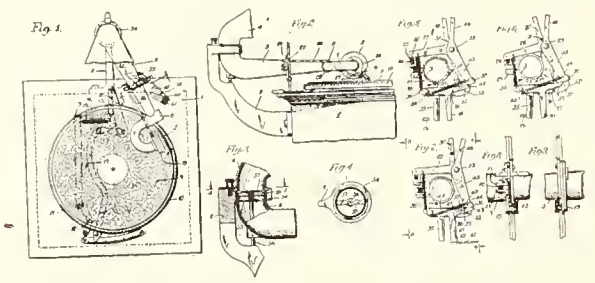


provide a hornless machine of simple, compact and cheap construction, which will emit an increased volume of sound and deliver the sound waves uniformly in all directions.

Figure 1 is a perspective view, partly broken away, of a talking machine provided with the invention, and Fig. 2 is a detailed vertical section, partly in elevation, showing the defleetor and the tube that conveys the sound waves thereto.

TALKING MACHINE WITH REPEAT ATTACHMENT.—Daniel M. Winans, Binghamton, N. Y. Patent No. 1,165,927.

This invention relates to talking machines having mechanism enabling the same to automatically repeat a record, when desired. That is, if the "repeat" mechanism or attachment is set, in this invention, the record being rotated and the reproducing stylus or needle positioned to reproduce the same, the selection will be played; at the termination of the selection the stylus will be lifted from contact with the record and returned immediately to its starting position, whereupon the stylus is again dropped into engagement with the record and the selection repeated. At the termination of the second rendition of the record the machine is automatically stopped. By this invention, these movements are effected by means of a number of levers carried by the tone arm. When the first rendition of the record is completed, in accordance with the preferred form of the invention, a lever carried with the tone arm contacts lightly with the usual latch of an automatic stop mechanism, this latch or trigger being adapted, when subsequently operated, to release the brake and permit



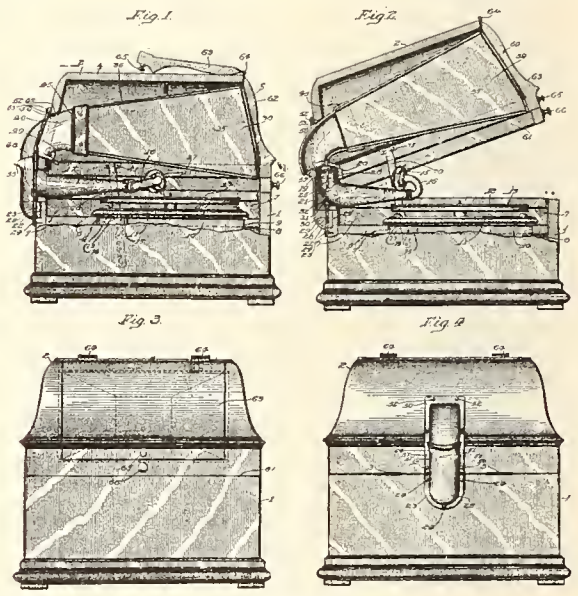
the same to be spring-operated to stop the machine in the well-known manner. In this device, however, the trigger referred to is not operated by the first contact therewith of the lever referred to. Instead, the first light contact of the lever with the trigger results in unlatching another lever and causing the reproducing stylus to be lifted from the record surface. The forward movement of the tone arm simultaneously stops, before the brake release trigger has been operated, and the tone arm is immediately returned, by suitable mechanism, to its starting point, the stylus being held out of contact with the record. A second lever carried by the tone arm now encounters an adjustable stop device, as a result of which other lever means are tripped, replacing the stylus in the record groove at the beginning of the record. The stylus now travels a second time over the record and at the end of this second rendition the first lever referred to again contacts the trigger of the automatic stop device, this time operating the same and stopping the machine.

The object of the invention is to provide a simple and effective mechanism for operating in the manner described, or for causing a record automatically to be repeated, by the coaction of devices movable with the reproducer, with suitable stop devices on the machine.

In the drawings Figure 1 represents a top plan view of a talking machine having preferred repeat attachment; Fig. 2 is a side elevation of the same; Fig. 3 is an enlarged vertical section through the upper end of the tone arm; Fig. 4 is a horizontal section on line 4—4 of Fig. 3; Fig. 5 is a section taken on line 5—5 of Fig. 1, the reproducer being about to complete its first rendition of the record. Figs. 6 and 7 are similar views showing the tripping of the levers at the end of the first rendition and at the beginning of the second rendition of the record respectively, and Figs. 8 and 9 are side elevations of the mechanism shown in Fig. 7 viewed in the direction of the arrows 8 and 9 respectively.

TALKING MACHINE.—Eldridge R. Johnson, Merion, Pa., and John C. English, Camden, N. J., assignors to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,165,414.

The main objects of this invention are to provide an improved compact talking machine, including a cabinet, and sound-reproducing means and sound-amplifying means inclosed thereby; to provide an improved talking machine having a cabinet, a record support and actuating mechanism in the cabinet, and an amplifier secured to the outside of the cabinet and projecting within the cabinet over



the record support; to provide a talking machine having a cabinet comprising a base and a cover therefor, a record support, actuating mechanism and sound-reproducing means carried by the base, and amplifying means carried by the cover; to provide a talking machine, including a cabinet having a movable cover and a door or movable closure carried by the cover.

In the accompanying drawings Figure 1 is a fragmentary side elevation, partly in vertical longitudinal section, of an inclosed talking machine constructed in accordance with this invention, showing the parts in operative position; Fig. 2 a similar fragmentary side elevation partly in longitudinal vertical section, but showing the parts in an inoperative position; Fig. 3 a front elevation of the same, showing the cabinet closed, and Fig. 4 a rear elevation of the same.

SOUND BOX FOR TALKING MACHINES.—Minard A. Possons, Cleveland, O., assignor of one-half to Samuel B. Williamson, same place. Patent No. 1,166,254.

One object of the present invention is to provide a needle-supporting means for the sound box which may either be supplemental to the sound box, or as an attachment thereto, whereby the scraping and metallic sound in the needle is very greatly, if not wholly, reduced, and whereby all of the sound waves of the record are more perfectly reproduced.

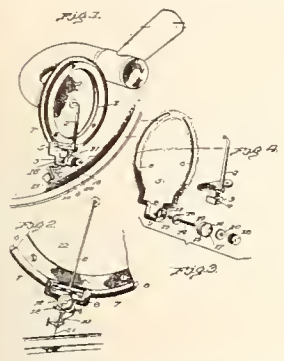
Another object is to so construct the supplemental sound box supporting means that it can be readily attached to the sound boxes now commonly used.

Another object is to provide means for making the reproduction loud or soft, or for modifying the reproduction to any degree between maximum loud and minimum soft, at the will of the operator.

LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 78).

A further object is to accomplish the foregoing results by providing a yielding sound box support, which supports the box independently of the diaphragm, and the sound waves are therefore not conveyed to the diaphragm through the box support, as is the case where the weight of the box comes on the diaphragm.

A further object is to combine a particular form of needle with a yielding sound box support which supports the box independently of the diaphragm, and the sound waves are therefore not conveyed to the diaphragm through the box support, as is the case where the weight of the box comes on the diaphragm.

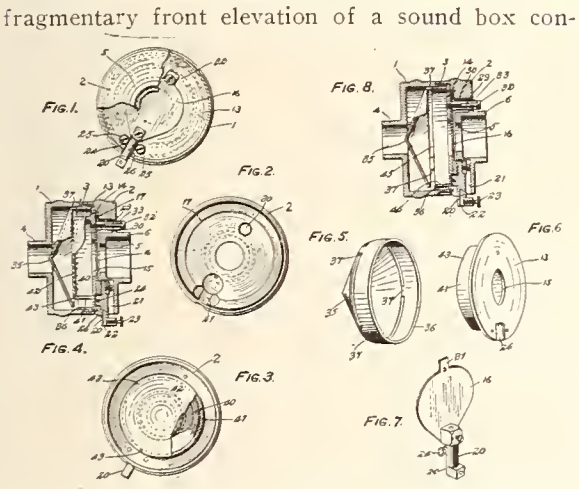


In the accompanying drawings Figure 1 is a perspective view of a sound box with improvement therewith, the same being shown in connection with a section of the record. Fig. 2 is an enlarged edge view of the improvement showing a section of the sound box. Fig. 3 is a perspective view of the improvement showing the parts in their relative separated positions. Fig. 4 is a detached view of an ordinary stylus bar.

Sound Box.—Wilburn N. Dennison, Merchantville Borough, N. J., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,165,395.

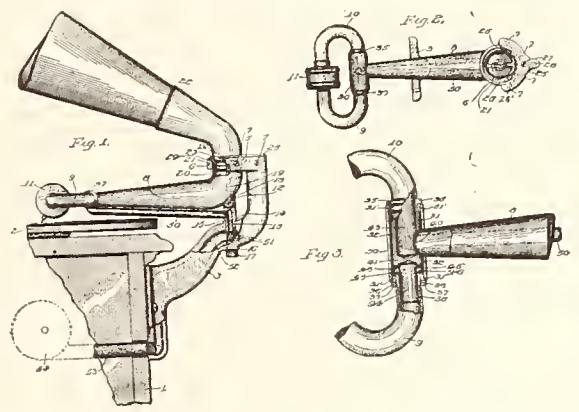
The main objects of this invention are to provide an improved pneumatic sound box; to provide in a pneumatic sound box an improved valve and means for cushioning the same; to provide in a pneumatic sound box improved means for distributing the fluid current, and to provide other improvements as well.

In the accompanying drawings Figure 1 is a fragmentary front elevation of a sound box constructed in accordance with this invention; Fig. 2 is an inside elevation of a portion of the same; Fig. 3 is a fragmentary interior elevation of a portion of the same; Fig. 4 is a fragmentary longitudinal central section of the sound box; Figs. 5, 6 and 7 are perspective views of details of the same, and Fig. 8 is a fragmentary longitudinal central section of a modified form of sound box constructed in accordance with this invention.



Talking Machine.—Wilburn N. Dennison, Merchantville Borough, N. J., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,165,396.

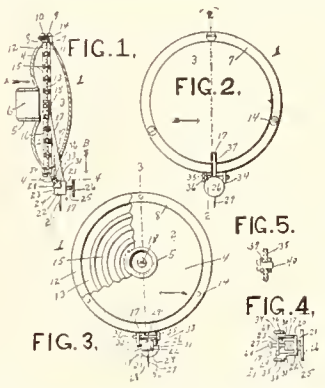
The main objects of this invention are to provide in a pneumatic talking machine improved means for conveying compressed air to the sound box; to provide a pneumatic talking machine of graceful appearance and of compact, strong and durable construction.



In the accompanying drawings Figure 1 is a fragmentary side elevation, partly in vertical section, of a talking machine constructed in accordance with this invention; Fig. 2 a top plan view of a portion of the same, and Fig. 3 an enlarged fragmentary top plan view partially in transverse central section of a portion of the same.

Phonograph Sound Box.—Charles W. Waller, Chicago, Ill. Patent No. 1,166,953.

This invention relates to sound-reproducing boxes for use in connection with sound-recording and reproducing machines, and it is to be understood that the invention is adapted for any purposes for which it is found applicable, and the object thereof is to provide a sound box for phonographs, graphophones or the like, whereby an improved character of sound is produced and in which the vibrations of great frequency will be absorbed or eliminated to remove the objectionable squeaks and similar metallic or foreign sounds.



Another object of the invention is to provide a sound box which shall be simple in construction and inexpensive to manufacture, and in which the diaphragm and most of the stylus arm may be entirely inclosed.

A further object of the invention is to provide a sound box in which the body, stylus head, etc., may be constructed of sheet metal, and the diaphragm of cork, or the like, if desired.

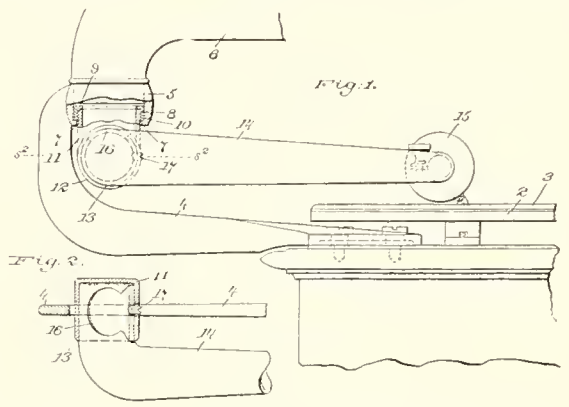
A still further object is to provide a sound box which will prevent the sound waves from escaping into the air from the outside or inoperative side of the diaphragm.

Referring to the drawings, wherein like reference numerals indicate similar parts in the several views, Fig. 1 is a vertical sectional view of a sound box in accordance with this invention, taken on lines 2—2 and 3—3 of Figs. 2 and 3 respectively, looking in the direction of the arrows; Fig. 2 is a front view of Fig. 1; Fig. 3 is a rear view of the same, showing a portion cut away for the purpose of a clearer illustration of the parts, and looking in the direction of arrow A in Fig. 1; Fig. 4 is a top view, partly in section, of the stylus head and support therefor, taken on line 4—4 of Fig. 1 and looking in the direction of arrow B; and Fig. 5 is a vertical sectional view of a section of a modified form of diaphragm.

Talking Machine.—Henry Blake Babson, Chicago, Ill., and Andrew Haug, Caldwell, N. J., assignors to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,168,239.

This invention relates to talking machines and has particular reference to the mounting of the sound-conveying tube connecting the reproducer and horn, this application being a division of application, Serial No. 248,872, filed March 7, 1905.

Ordinarily, the sound-conveying tube or taper arm, as it is generally known, is mounted in a manner to permit free movement of the reproducer in planes parallel and at right angles to the surface of the record, and in providing for such movements of the reproducer various constructions have heretofore been devised, which are objectionable owing to complication and resulting cost of manufacture, accuracy of adjustment required and liability of getting out of order, difficulty of assembling parts, etc.



The present invention is designed to overcome the objections above pointed out, by producing an extremely simple and effective form of mounting, employing a minimum number of parts of simple construction, the assembling or removal of which requires neither skill, experience nor special tools and may be readily accomplished by the average user of a machine of this class.

In the drawings Fig. 1 is a view in side elevation with parts in section, showing the invention applied to a well-known type of talking machine. Fig. 2 is a horizontal sectional view, taken on the line s^2, s^2, of Fig. 1.

INCORPORATED.

The Phonograph Co., Tulsa, Tex., was incorporated, with a capital of $5,000, by J. W. Cunningham, Charles Boetfuhr and H. E. Thomas.

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No. Size.

17942 Are You from Dixie? ('Cause I'm from Dixie Too) Jack Yellen-George L. Cobb).....
Billy Murray and Irving Kaufman 10
Don't Bite the Hand That's Feeding You (Thos. Hoier-Jimmie Morgan).....Irving Kaufman 10

17944 Hello, Hawaii, How Are You? (Kalmar-Leslie-Schwartz) .....Billy Murray 10
The Ghost of the Terrible Blues (Harry Von Tilzer)..... Peerless Quartet 10

17946 Underneath the Stars (Fleta Jan Brown-Herbert Spencer)..... Raymond Dixon 10
Shadowland (Lawrence P. Gilbert).....
Alice Green-Harry Macdonough 10

17947 Come Back Home to Old Kentucky (Chuck-Reisner-Taylor) .....Campbell and Burr 10
Loading Up the Mandy Lee (Stanley Murphy-Henry I. Marshall).....American Quartet 10

17948 She's the Daughter of Mother Machree (Jeff T. Nenarb-Ernest R. Ball) ....Charles Harrison 10
My Mother's Rosary (Sam M. Lewis-Geo. W. Meyer) .....Charles Harrison 10

17949 When You're Dancing the Old Fashioned Waltz (Chas. McCarron-Albert Von Tilzer).....
Albert Campbell-Henry Burr 10
An Old Fashioned Garden in Virginia (Marion Sunshine-Henry I. Marshall)..De Los Becker 10

17953 What a Wonderful Mother You'd Be (Joe Goodwin-Al. Piantadosi).....Henry Burr 10
In the Glory of the Moonlight (Strolling Along) (Percy Wenrich)..... Sterling Trio 10

17955 When You're Down in Louisville (Call on Me) (Irving Berlin) .....Collins and Harlan 10
If You've Got a Little Bit (Hang on to It, It's Hard to Get a Little Bit More) (Ed. Rose-Abe Olman) .....Arthur Collins 10

17826 Some Little Bug is Going to Find You (Food Song from "Alone at Last") (Atwell-Burt-Hein) .....Billy Murray 10
If War is What Sherman Said It Was (Andrew B. Sterling-Albert Gumble).....Billy Murray 10

HAWAIIAN SELECTIONS.

17863 My Hula Love—Medley March (Hawaiian Guitars).....Pale K. Lua-David K. Kaili, of the Irene West Royal Hawaiians 10
Kawaihua Waltz (Hawaiian Guitars).....
Pale K. Lua-David K. Kaili, of tbe Irene West Royal Hawaiians 10

DANCE RECORDS.

35521 Stop, Look and Listen—Medley Fox Trot. Introducing "I Love a Piano," "That Hula Hula," "Tbe Girl on the Magazine," "When I Get Back to the U. S. A."
Victor Military Band 12
When Old Bill Bailey Plays the Ukulele—Medley One-step. Introducing "When Old Bill Bailey Plays the Ukulele," "Oh, Oh, She's Breaking My Heart," "If You Only Had My Disposition".....Victor Military Band 12

35522 A Little Bit of Heaven—Medley Waltz. Introducing "A Little Bit of Heaven," "Where the River Shannon Flows," "She's the Daughter of Mother Machree," "When Irish Eyes are Smiling," "Mother Machree," "My Wild Irish Rose".....Victory Military Band 12
Molly, Dear, It's You I'm After—Medley One-step. Introducing "Molly Dear," "The Wedding of the Sunshine and the Rose," "The Sweetest Girl in Monterey".....
Victor Military Band 12

35523 The Waltz We Love—Waltz (La valse que nous aimons) (Armand Vecsey).....
Victory Dance Orchestra 12
Underneath the Stars—Medley Fox Trot. Introducing "In Old Madeira" .....
Victor Dance Orchestra 12

SACRED NUMBERS.

17848 Nearer My God to Thee (L. Mason) (P. Conway, Director) .....Conway's Band 10
Onward Christian Soldiers (Sir Arthur Sullivan) (Patrick Conway, Director).....Conway's Band 10

17940 The Homeland (Hymn by Rev. H. R. Haweis and Geo. C. Stebbins).....
Mr. and Mrs. Wm. Wheeler 10
My Jesus as Thou Wilt (Weber-Schmolke).....
Mr. and Mrs. Wm. Wheeler 10

35519 Hymns of Praise—No. 1. Introducing: Chorus "Oh, Come, All Ye Faithful" (Portugal); Solo and Chorus, "Lead Kindly Light" (Dykes); Quartet, "Rock of Ages" (Hastings); Chorus, "Holy, Holy, Holy" (Hopkins); Chorus, "Onward Christian Soldiers" (Sullivan).....
Victor Mixed Chorus 12
Hymns of Praise—No. 2. Introducing: Chorus, "All Hail the Power of Jesus Name"; Solo, "Abide with Me"; Solo and Chorus, "Jesus Lover of My Soul" (Marsh); Quartet, "Nearer My God to Thee" (Mason); Chorus, Doxology, "Praise God from Whom All Blessings Flow"
Victor Mixed Chorus 12

STANDARD SELECTIONS.

17933 Juanita (Mrs. Norton).....Alan Turner 10
'Tis Not True (Non è ver) (Tito Mattei).....
Alan Turner 10

17951 Forget Me Not—Intermezzo (Allan Macbeth, Op. 22). Violin, 'cello and harp....Venetian Trio 10
To You—Waltz Serenade (An dich!) (Alphons Czibulka, Op. 390). Violin, 'cello and harp...
Venetian Trio 10

35493 Egmont Overture (Beethoven).....
Victor Concert Orchestra 12
Marche Militaire (Op. 51, No. 1) (Schubert)....
Victor Concert Orchestra 12

HUMOROUS SPECIALTIES.

17931 Moving Pictures at Pun'kin Centre (Rural Comedy) .....Cal Stewart 10
Old Country Fiddler and the Book Agent (Rural Monologue with Violin Specialty) .....
Charles Ross Taggart 10

17952 Good Scout—One-step (Mel B. Kaufman) Banjo with orch. .....Vess L. Ossman 10
Universal Fox Trot (Joe Rosey) Banjo with orch.
Vess L. Ossman 10

MUSICAL COMEDY HITS OF THE MONTH.

17954 Kiss Me Again, from "Mlle. Modiste" (Henry Blossom-Victor Herbert) .....Alice Green 10
Rackety Coo! from "Katinka" (Otto Hauerbach-Rudolf Friml) .....Alice Green 10

17945 The Girl on the Magazine, from "Stop, Look and Listen" (Irving Berlin) ..Harry Macdonough 10
I Love a Piano, from "Stop, Look and Listen" (Irving Berlin) .....Billy Murray 10

BLUE LABEL RECORDS.

45075 The Slumber Boat (Alice C. D. Riley-Jessie Gaynor) .....Christine Miller 10
Absent (Catherine Y. Glenn-J. W. Metcalf).....
Christine Miller 10

55067 Die Meistersinger—Prize Song (Wagner). 'Cello with orcb. accomp.....Beatrice Harrison 12
Ave Maria (Schubert) (Op. 52, No. 4). 'Cello with string quartet and harp.Beatrice Harrison 12

55068 Pagliacci—Prologue (Act I) (Leoncavallo) In Italian .....Reinald Werrenrath 12
Carmen—Chanson du Toreador (Toreador Song) (Act II) (Bizet). In French, with chorus.....
Reinald Werrenrath 12

55069 Mavourneen Roamin' (Gordon Johnstone-Mac-Shane O'Neill) .....Lambert Murphy 12
The Sunshine of Your Smile (Leonard Cooke-Lillian Ray) .....Lambert Murphy 12

NEW EDUCATIONAL RECORDS.

17917 (1) Menuett (Gluck), (2) Menuett (Mozart), from "Don Giovanni" Bell Solo with orch. accomp... ..... William H. Reitz 10
(1) Gavotte ("Les Petits Riens") (Mozart), (2) Gavotte (Grétry). Xylophone Solo with orch. accomp. .....William H. Reitz 10

17918 Go to Sleep, My Dusky Baby (Dvorak's "Humoresque" arranged by Frank R. Rix) (A. S. Barnes Co., Publishers).....
Olive Kline-Elsie Baker-Marguerite Dunlap 10
Rockin' Time (Gertrude L. Knox).....
Olive Kline-Elsie Baker-Marguerite Dunlap 10

35506 Quartet for strings—Molto Lento, from Sphärenmusik, Op. 17, No. 2 (Rubinstein).....
Victor String Quartet 12
Quartet in C minor—Scherzo, from String Quartet, Op. 18, No. 4 (Beethoven).....
Victor String Quartet 12

RED SEAL RECORDS.

88551 Annie Laurie (Douglas-Scott). Soprano Solo in English .....Nellie Melba 12

87215 Slovácká Piseň (Old Slav Melody) (Words by Mme. Destinn). Soprano Solo in Bohemian..
Emmy Destinn 10

87214 Wiegenlied (Cradle Song) (Op. 49, No. 4) (Johannes Brahms). Contralto Solo, in German.
Ernestine Schumann-Heink 10

64546 Forgotten (Eugene Cowles). Tenor Solo in English. .....John McCormack 10

64518 Andantino, from 2d Sonata, Op. 42, Book 1, No. 2 (Max Reger) Violin Solo, unaccomp...
Efrem Zimbalist 10

64531 Santa Lucia (Neapolitan Folk song) Tenor Solo, in Italian. .....George Hamlin 10

64544 Cavalleria Rusticana—Siciliana (Thy Lips Like Crimson Berries) (Mascagni). Tenor Solo, in Italian; harp by Francis J. Lapitino).....
Giovanni Martinelli 10

64547 Rondino (On a Tbeme by Beethoven) (Fritz Kreisler). Violin Solo; pianoforte by W. H. Golde.....Mischa Elman 10

87226 Treue Liebe (True Love) (Friedrich Kücken) Soprano and Tenor Duet, in German.....
Alma Gluck and Paul Reimers 10

87233 Calm as the Night (Still wie die Nacht) (Alice Mattulath-Carl Böhm). Tenor Solo in English, with violin accomp.; pianoforte by Ludwig Schwat. .....John McCormack-Fritz Kreisler 10

64545 The Ninety and Nine (Gospel Hymn) (E. C. Clephane-Ira D. Sanky). Tenor Solo, in English. .....Evan Williams 10

LATEST EDISON AMBEROL RECORDS.

CONCERT LIST.

28225 I Am a Roamer Bold—Son and Stranger (Mendelssohn). Bass Solo, orch. accomp.....
Arthur Middleton

28224 La Vierge a la Creche (A. Perilhou). Soprano Solo in French, orch. accomp.....Alice Verlet

REGULAR LIST.

Hits of To-Day.

2817 Along the Rocky Road to Dublin (Bert Grant). Male Voices, orch. accomp.....Premier Quartet

2819 Back Home in Tennessee (Walter Donaldson). Tenor Solo, orch. accomp.....
George Wilton Ballard and Chorus

2799 I'd Rather be a Lamppost on Old Broadway—Hip-Hip Hooray—New York Hippodrome (Benj. Hapgood Burt). Tenor Solo, orch. accomp. .....Billy Murray

2814 M-O-T-H-E-R (A Word that Means the World to Me) (Theodore Morse). Tenor Solo, orch. accomp. .....George Wilton Ballard

2800 Pretty Edelweiss—Alone at Last (Franz Lehar). Soprano Solo, orch. accomp.....Mary Carson

2802 Sometimes the Dream Comes True—He Comes Up Smiling (Ted D. Ward). Tenor Solo, orch. accomp. .....Walter Van Brunt

2811 There's a Little Lane Without a Turning (On the Way to Home, Sweet Home) (George W. Meyer). Tenor Solo, orch. accomp.....
George Wilton Ballard and Chorus

2806 Young America, We're Strong for You (William McKenna). Tenor Solo, orch. accomp.....
Irving Kaufman and Chorus

Songs and Ballads.

2820 Help the Other Fellow (Louis Iungerich Matthews). Male Voices, orch. accomp.....
Knickerbocker Quartet

2813 Mister Silver Moon (Arthur H. Weberbauer). Soprano and Tenor Duet, orch. accomp.....
Gladys Rice and Irving Kaufman

2816 My Sweet Little Colleen (A. C. Maurice.) Tenor Solo, orch. accomp.....Walter Van Brunt

2803 Nightingale Song (You Remember, Love) (Carl Zeller). Contralto Solo, orch. accomp.....
Helen Clark and Chorus

2805 She's the Daughter of Mother Machree (Ernest R. Ball). Tenor Solo, orch. accomp.....
Burton Lenihan

Bands and Orchestras.

2810 Ben Hur Chariot Race March (E. T. Paull)....
New York Military Band

2807 Bridal Blushes Waltz (Johann C. Schmid). For dancing .....Jaudas' Society Orchestra

2801 Cuddles—Characteristic (William H. Penn).....
Sodero's Band

2808 Morning, Noon and Night in Vienna Overture (F. von Suppé)....American Symphony Orchestra

Humorous Selections.

2815 Cohen at the Telephone—Monologue.....
George L. Thompson

2812 Henry and Hank at the Levee....Kaufman Brothers

2804 Henry Gibson's Narrow Escape—Vaudeville Sketch.....Billy Golden and James Marlowe

Old Favorites.

2798 Abide with Me (Wm. H. Monk). Soprano and Baritone Duet. orch. accomp.....
Elizabeth Spencer and Thomas Chalmers

2809 Medley of J. K. Emmett's Yodel Songs. Orch. accomp. .....George P. Watson

2818 Melody in F (A. Rubinstein). Violin Solo, orch. accomp. .....Isidore Moskowitz

SPECIAL CANADIAN RECORDS.

2821 Allies' March to Freedom (F. Paolo Tosti). Tenor Solo, orch. accomp.....
George Wilton Ballard and Male Chorus

2822 Cheery O! (Alexander R. Martin). Baritone Solo, orch. accomp.....
Frederick Wheeler and Male Chorus

COLUMBIA GRAPHOPHONE RECORDS.

DOUBLE DISC RECORDS.

Popular Hits of the Month.

No. Size.

A1918 Schmaltz's German Band (Dave Reed). Orch. accomp. .....Peerless Quartet 10
With Her Do-re-mi-fa-sol-la-si and do (Dave Reed). Baritone and Tenor Duet, orch. accomp. .....Collins and Harlan 10

A1919 And the Great Big World Went 'Round and 'Round (H. Von Tilzer). Baritone and Tenor Duet, orch. accomp.....Collins and Harlan 10
If You've Got a Little Bit Hang On To It (It's Hard to Get a Little Bit More) (Abe Olman). Baritone Solo, orch. accomp...Arthur Collins 10

A1925 Oh! Oh! Oh! He's Breaking My Heart (Moebus). Soprano Solo, orch. accomp.....
Margaret Farrell 10
Ghost of the Terrible Blues (Von Tilzer). Orch. accomp. .....Peerless Quartet 10

A1924 We'll Build a Little Home in the U. S. A. (Elbert). Tenor and Baritone Solo, orch. accomp. ....James Reed and James F. Harrison 10
Good Old Days Back Home (Monaco). Tenor Duet, orch. accomp.....Campbell and Burr 10

A1921 My Lady of the Telephone (Gilbert). Tenor Solo, orch. accomp.S. Ash and Mixed Quintet 10
Are You From Dixie? (Cobb). Orch. accomp...
Peerless Quartet 10

A1922 When It's Orange Blossom Time in Loveland (Lange). Counter-Tenor Solo, orch. accomp.
Manuel Romain 10
What a Wonderful Mother You'd Be (Piantadosi). Counter-Tenor Solo, orch. accomp....
Manuel Romain 10

A1923 Memories (Egbert Van Alstyne). Tenor Solo, orch. accomp. .....Harry McClaskey 10
My Mother's Rosary (Meyer). Tenor Solo, orch. accomp. .....Harry McClaskey 10

A1920 Along the Rocky Road to Dublin (Grant). Soprano Solo, orch. accomp..Marguerite Farrell 10
He's the Son of an Irishman (William J. McKenna). Soprano Solo, orch. accomp.....
Marguerite Farrell 10

Dance Records of the Month.

A5768 Remick Medley One-step (Paley-Mellor, Gifford, Godfrey-Marshall). Introducing "She's Good Enough to Be Your Baby's Mother," and (b) "Save Your Kisses 'Till the Boys Come Home," (c) "Loading Up the Mandy Lee"
Prince's Band 12
Anchor's Aweigh March (Zimmerman).—One-step. .....Prince's Band 12

A5772 St. Louis Blues (Handy)—Fox Thot.....
Prince's Band 12
The Hesitating Blues (Handy).—Fox Trot....
Prince's Band 12

A5771 Waters of Venice (Von Tilzer)—Waltz.....
Prince's Orchestra 12
Bridal Blushes (Schmid)—Waltz.....
Prince's Orchestra 12

A5770 Sooner or Later (Olman and Le Boi)—Fox Trot. Introducing "Bring Along Your Dancing Shoes" .....Prince's Band 12
Flower Garden Ball (Schwartz—Fox Trot.....
Prince's Band 12

A5769 Love's Illusion (Bonnani)—Tango.....
Prince's Band 12
Caught in the Net (King)—Three-step.....
Prince's Band 12

Typical Humor of Billy Williams.

A1910 Don't Go Out With Him To-Night (Williams and Godfrey). Comedian Sketch.....
Billy Williams 10
Molly McIntyre (Williams and Godfrey). Comedian Sketch.....Billy Williams 10

Brilliant Performances of Orchestral Overtures.

A5762 Overture "Stradella" (Flotow). Part 1.....
Prince's Orchestra 12
Overture "Stradella" (Flotow). Part 2.....
Prince's Orchestra 12

A5763 Overture "Pique Dame" (Von Suppé). Part 1.
Prince's Orchestra 12
Overture "Pique Dame" (Von Suppé). Part 2.
Prince's Orchestra 12

A5765 Overture to William Tell (Rossini). Part 1. At Dawn .....Prince's Orchestra 12
Overture to William Tell (Rossini). Part 2. The Storm. .....Prince's Orchestra 12

A5764 Overture to William Tell (Rossini). Part 3. The Calm. .....Prince's Orchestra 12
Overture to William Tell (Rossini). Part 4. Finale. .....Prince's Orchestra 12

English Gems by English Tenor.

A5767 Once Again (Sullivan). Tenor Solo, orch. accomp. .....Morgan Kingston 12
Roses (Adams). Tenor Solo, orch. accomp.....
Morgan Kingston 12

BLUE-LABEL DOUBLE-DISC RECORDS.

A1926 Some Little Bug is Going to Find You (Hein). Musical Monologue, orch. accomp.....
Roy Atwell 10
It's an Awful Thing to Not Know Where You Are (Hein). Musical Monologue, orch. accomp. .....Roy Atwell 10

A1907 Song Without Words (Tschaikowski). Flute, 'cello and harp trio.....Trio de Lutece 10
Serenade (Widor). Flute, 'cello and harp trio.
Trio de Lutece 10

A1915 Old Folks at Home (Foster). 'Cello, violin and piano .....Taylor Trio 10
My Old Kentucky Home (Foster). 'Cello, violin and piano .....Taylor Trio 10

A1913 When You and I Were Young, Maggie (Butterfield). Tenor Solo, orch. accomp.....
Harry McClaskey 10
The Gypsy's Warning (Henry A. Coard). Tenor Solo, orch. accomp.....Harry McClaskey 10

A1912 At Parting (J. H. Rogers). .....
Columbia Stellar Quartet 10
Sing Me to Sleep (Greene).....
Columbia Stellar Quartet 10

A1916 A Little Bit of Heaven (Brennan and Ball)....
Broadway Quartet 10
Where the River Shannon Flows (Russell). ..
Broadway Quartet 10

A1914 Second Regiment Connecticut National Guard March (Reeves). .....Prince's Band 10
Washington Post March (Sousa)..Prince's Band 10

A1909 Samuel (Turst). Song Monologue, orch. accomp. .....Bert Williams 10
Everybody (Williams). Song Monologue, orch. accomp. .....Bert Williams 10

A1908 Casey's Description of His Flight. Comedy Monologue. .....Michael Casey 10
Casey Taking the Census. Comedy Monologue.
Michael Casey 10

A1911 P. S., Mr. Johnson Sends Best Regards (Geo. M. Cohan). Tenor Solo, orch. accomp.....
George H. O'Connor 10
Loading Up the Mandy Lee (H. I. Marshall). Tenor Solo, orch. accomp...Geo. H. O'Connor 10

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A1917 Irish Jigs. Connaught Men's Ramble. Accordeon Solo.....John J. Kimmel 10
Irish Reels. Mason's Apron and Cuckoo's Nest. Accordeon Solo. .....John J. Kimmel 10
A1904 Meleana. In Hawaiian; ukulele accomp.....
David Kaili and Chorus 10
Constancy. Ukulele Solo.....Palie K. Lua 10
A1906 Native of Vienna Waltz (Strauss).....
Royal Marimba Band 10
Herrerin Two-step (Pineda).....
Royal Marimba Band 10
A1905 Cuddles (Penn) .....Prince's Orchestra 10
How Beautiful Art Thou (Bonincontro).....
Prince's Orchestra 10
A5761 Tannhauser (Wagner). Processional March, "Hail! Bright Abode." Orch. accomp.....
Columbia Opera Chorus 12
Lohengrin (Wagner). Bridal Chorus. Orch. accomp. .....Columbia Opera Chorus 12
Old German Folk Songs by Karl Jörn.
A5735 Der Rattenfänger Von Hammeln (The Pied Piper of Hamlin) (Nuendorff). Tenor Solo, in German, orch. accomp.....Karl Jörn 12
Abschied (Old Netherlands Folk-Song). Tenor Solo, in German, orch. accomp.....Karl Jörn 12
A1862 Annchen Von Tharau (Annie of Tharau). Tenor Solo, in German, orch. accomp.....Karl Jörn 10
Lorelei (Loreley). Tenor Solo, in German, orch. accomp. .....Karl Jörn 10
SYMPHONY DOUBLE-DISC RECORD.
Oscar Seagle Renders Two Sacred Selections.
A5766 Lead Kindly Light (John Dykes). Baritone Solo, orch. accomp.....Oscar Seagle 12
Nearer, My God, to Thee (Lowell Mason). Baritone Solo, orch. accomp.....
Oscar Seagle and Columbia Stellar Quartet 12

NEW EDISON DIAMOND DISC RECORDS.

50308 That's the Song of Songs for Me (Osborne). Tenor Solo .....Walter Van Brunt and Chorus
We'll Have a Jubilee in My Old Kentucky Home (Donaldson). Tenor Solo.....
Billy Murray and Chorus
50315 Piney Ridge (Mohr). Tenor and Bass Duet....
Harry Mayo and Harry Tally
When Old Bill Bailey Plays the Ukulele (McCarron and Vincent). Tenor Solo.....
Billy Murray and Chorus
50316 All Aboard for the County Fair—Rube Sketch..
Harlan E. Knight and Company
Daybreak at Calamity Farm—Barnyard Sketch...
Gilbert Girard and Company
50317 I'd Rather be a Lamp-Post on Old Broadway—Hip, Hip, Hooray (Burt). Tenor Solo.....
Billy Murray
My Fox Trot Wedding Day—Hip, Hip, Hooray (Burt). Tenor Solo .....Irving Kaufman
50318 Sometimes the Dream Comes True—He Comes Up Smiling (Ward). Tenor Solo.....
Walter Van Brunt
There's a Little Lane Without a Turning (On the Way to Home, Sweet Home) (Meyer). Tenor Solo ....George Wilton Ballard and Chorus
50319 Blue-White March (Schmidt).....
New York Military Band
Kaiser Friedrich March (Friedmann).....
New York Military Band
50320 Battle of the Nations—Descriptive (Paull).....
New York Military Band
On, Wisconsin! March (Purdy).....
New York Military Band
50321 Cohen Owes Me Ninety-Seven Dollars (Berlin) —Comic Song .....Maurice Burkhart
Henry Gibson's Narrow Escape—Negro Sketch.
Billy Golden and James Marlowe
50322 Young America (We're Strong for You) (McKenna). Tenor Solo..Irving Kaufman and Chorus
Molly, Dear, It's You I'm After (Pether). Tenor Solo .....Walter Van Brunt and Chorus
50323 Amina—Egyptian Serenade (Lincke)..Sodero's Band
Ciribiribin (Pestalozza) .....Sodero's Band
50324 Ballymooney and Biddy McGee (Lowry). Tenor Solo .....Billy Murray and Chorus
I'm Looking for Antone (Piantadosi). Rhoda Bernard
80255 When Irish Eyes are Smiling (Ball). Tenor Solo. .....Walter Van Brunt
Where the River Shannon Flows (Russell). Tenor Solo.....Walter Van Brunt and Chorus
80260 O patria mia (My Native Land)—Aida (Verdi). Soprano Solo in Italian.....Marie Rappold
Explanatory Talk for O patria mia.
80281 Chin-Chin—Hip, Hip, Hooray (Brown). Tenor and Soprano Duet.....
Burton Lenihan, Gladys Rice and Chorus
In the Land of Lorraine—Two is Company (Briquet and Philipp). Baritone Solo.....F. Wheeler
80282 Iolanthe Airs—No. 1 (Gilbert-Sullivan).....
New York Light Opera Co.
Iolanthe Airs—No. 2 (Gilbert-Sullivan).....
New York Light Opera Co.
80283 My Bugler Boy (Darewski). Contralto Solo...
Helen Clark
'Til the Boys Come Home (Novello). Baritone Solo.....Frederick Wheeler and Male Chorus
80284 Selections from The Dollar Princess (Fall).....
American Symphony Orchestra
Woodland Songsters—Waltz (Ziehrer).....
American Symphony Orchestra
80285 Love's Garden of Roses (Wood). Tenor Solo.
Reed Miller
Temptation Waltz, from "The Girl Who Smiles" (Briquet and Philipp). Soprano and Baritone Duet. .....
Elizabeth Spencer, Jos. A. Phillips and Chorus
80286 Holy City (Adams). Tenor Solo ..Hardy Williamson
Rock of Ages (Hastings). Mixed Voices.....
Metropolitan Quartet
82098 Pleurez! pleurez, mes yeux! (Weep, Weep, Mine Eyes)—Le Cid (Massenet) Soprano Solo, in French .....Julia Heinrich
Explanatory talk for Pleurez! pleurez, mes yeux!
82099 Bonnie Sweet Lassie (Gilbert). Soprano Solo...
Anna Case
Explanatory talk for Bonnie Sweet Lassie.

NEW OPERAPHONE RECORDS.

1037 Oh, Promise Me, from "Robin Hood." Tenor Solo.....Mr. Pinkney
American Patrol .....Operaphone Band
1038 If the World Should End To-Morrow, I'd Be To-Night With You. Bass Solo.....Mr. Walker
Down South (Negro Sketch). .....Operaphone Band
1039 Good-Bye (Tosti). Tenor Solo.....Mr. Pinkney
Jolly Fellows (Descriptive) (Volistedt).....
Operaphone Band
1040 Peer Gynt—Suite Part 1. "Morning" (Grieg)..
Concert Band
Peer Gynt—Suite Part 2, "The Death of Asa"..
Concert Band
1041 Keep the Home Fires Burning. Paritone Solo.
Mr. Hall
Mignon Overture .....Concert Band
1042 Amarella—Waltz Song. Tenor Solo.....Mr. Martin
Kiss Me Again, from "Mlle. Modiste" (Herbert)
Concert Orchestra
1043 Silver Threads Among the Gold. Tenor Solo.....
Mr. O'Connell
Procession of Bacchus.....Concert Orchestra
1044 Mother Machree. Tenor Solo...Charles W. Harrison
Madrigale (Simmonette) .....String Orchestra
1045 America, I Love You. Tenor Solo....Mr. O'Connell
'A Frangesa—One-step .....Concert Orchestra
1046 Celesta Aida. Tenor Solo.....Mr. Gardner
Last Slumber of the Virgin (Massenet).....
String Orchestra
1047 I'm Not Ashamed of You Molly. Tenor Solo...
Mr. Dupree
The Butterfly. Duet for Flute and Clarinet....
1048 Fox Trot (Pryor).....Operaphone Band
Dreams of Childhood—Waltz (Waldteufel).....
Concert Orchestra
1049 M-O-T-H-E-R. Tenor Solo. .....Mr. O'Connell
Sorella—One-step .....Dance Orchestra
1050 The Bandolero. Baritone Solo.....Alan Turner
Thais—Meditation (Massenet). Violin, with strings and harp accomp.....Landau
1051 Kilima Waltz. Hawaiian Guitar Duet.....
William J. Smith and Sam Kiano
Aloha Oe—Medley Waltz. Hawaiian Guitar Duet.
William J. Smith and Sam Kiano
1053 Parla Waltz (Arditi). Soprano Solo.....
Love's Dream After the Ball (Czibulka).....
String Quartet
1054 Summer Evening—Waltz.....Dance Orchestra
Chinese Blues—Fox Trot.....Dance Orchestra
1055 Heart Bowed Down. Baritone Solo....Alan Turner
Melody in F (Rubinstein) 'Cello Solo.....Alschulter
1056 Let Me Love Thee (Arditi) Baritone Solo..Mr. Gilbert
Serenade (Pierne).....String Quartet
1057 One Wonderful Night (You Told Me You Loved Me). Duet. .....O'Connell and Bliss
Maple Leaf Forever. Baritone Solo....Alan Turner
1058 Voice of Spring (Strauss). Soprano Solo.....
Canzonetta Godard .....String Orchestra
1059 Last Rose of Summer. Soprano Solo.....
Simple Aveu (Simple Confession) (Thome).....
Orchestra
1060 Hula Hula—Fox Trot, from "Stop, Look and Listen" ..... Dance Orchestra
Tesoro Mio—Waltz .....Dance Orchestra

SOME ORDER.

J. D. Flowers, a wealthy lumberman of Dothan, Ala., ordered eight Victrolas within a period of thirty days from the Dahlberg Talking Machine Co., of Montgomery, Ala. Each order called for $50 worth of records. There were two Victrola XVI's and six Victrola XIV's in the order, all of them to be used as Christmas presents to his children. Inlaid in gold or in silver on the top of each were the words, "Christmas, 1915. From Father and Mother."

DO YOUR PART IN SUPPORT OF PRICE MAINTENANCE. GET IN COMMUNICATION WITH YOUR CONGRESSMAN AND SHOW HIM WHY THE STEVENS BILL WILL BE A PROTECTION TO THE PUBLIC AS WELL AS TO LEGITIMATE INDUSTRIES.
DO IT NOW!

Leading Jobbers of Talking Machines in America

SERVICE FIRST
EXCLUSIVE VICTOR JOBBERS
WHOLESALE ONLY
Standard Talking Machine Co.
PITTSBURGH, PA.

Victor Exclusively
EASTERN TALKING MACHINE CO.
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VICTOR DISTRIBUTORS

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Victrolas and Victor Records, Steinway Pianos, Pianola Pianos, Holton Band Instruments

Chase & West DES MOINES, IOWA
GOOD SERVICE IS OUR AIM — CHASE & WEST — WE NEVER MISS
Victor Distributors
All orders shipped the same day received
Service to all points

OLIVER DITSON COMPANY
BOSTON
Largest VICTOR Talking Machine Distributors East of Chicago.
Creators of "The Fastest Victor Service." Let us tell you more about our service.

The Chicago Edison Jobber
The perfection of Musical Instruments—THE EDISON diamond disc PHONOGRAPH—with EDISON double disc records.
THE PERFECTION OF SERVICE—Our Service.
The Perfection of advertising for the dealer — Our plan.
The Phonograph Company
229 So. Wabash Ave. CHICAGO

W. J. DYER & BRO.
Saint Paul, Minn.
VICTOR & EDISON
Distributors
Quick Service for all points in the Northwest. Machines, Records, Supplies.

Southern Victor Dealers
Largest Stock VICTROLAS and RECORDS.
Prompt Shipment and Low Freight Rates.
WALTER D. MOSES & CO.
Oldest Music House in Virginia or North Carolina.
RICHMOND, VA.

1856 WURLITZER 1916
VICTOR
DISTRIBUTORS
VICTORS EXCLUSIVELY
We make a specialty of getting the order out on time—every time.
The Rudolph Wurlitzer Co.
CINCINNATI and CHICAGO
Two points of supply; order from the nearer.

The PHONOGRAPH CORPORATION of MANHATTAN — New York
Distributors of Edison Diamond Disc Phonographs
The greatest musical instrument ever produced. As a business builder it is likewise superior.
Ask us for particulars
JERSEY CITY
BROOKLYN

GATELY-HAIRE CO., Inc.
If it's Victor we have it
We have it if it's Victor
ALBANY, N. Y.

The Perry B. Whitsit Co.
DISTRIBUTORS OF
Victrolas and Victor Records
COLUMBUS, OHIO

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your card in this department of the Talking Machine World.

SCHOOL CONTEST IN FALL RIVER.

Diamond Disc Machine, Worth $250, Given to Winner in Voting Contest—W. D. Wilmot Gives Unexpected Second and Third Prizes.

(Special to The Talking Machine World.)

FALL RIVER, MASS., February 7.—The Sacred Heart School here won a first prize of a Diamond Disc phonograph, valued at $250, in a voting contest originated by the Evening Herald. The winners rolled up a total of nearly 55,000 votes, which were clipped from the daily issues of the paper. The votes were turned in to W. D. Wilmot, who has the Edison agency here, and after the prize winner was announced Mr. Wilmot made a present of a $100 Diamond Disc phonograph to the Susan H. Wixon School, which finished second, and $50 worth of records to the Samuel Watson School, which finished third, and which already has a phonograph. Mr. Wilmot stated that the second and third prizes, which were entirely unexpected by their recipients, were in the nature of a New Year's present from him to the schools, in recognition of the hard efforts that they had put forth during the contest.

OHIOANS PRAISE EDISON.

Thomas Alva Edison, guest of honor at the annual dinner of the Ohio Society held recently at the Waldorf-Astoria, where Buckeyes discussed preparedness, was lauded for his achievements by all the speakers, including Josephus Daniels, Secretary of the Navy. Charles P. Bruch, president of the society, when a toast was drunk to "the Wizard of Menlo Park," referred to him as the most famous man in the world, a sentiment which was warmly applauded by all present.

CREDIT RATINGS IN AUSTRALIA.

Answering an inquiry as to whether or not there were credit agencies in Australia publishing books containing commercial ratings, the commercial attache of the Department of Commerce at Melbourne reports to the Merchants' Association that no such books exist. The laws of that country are somewhat adverse to such publications and the mercantile agencies do not care to run the risk of possible suits for libel. There are agencies, however, in each leading city which supply individual reports upon firms. The names of some of these agencies and the rates at which they will issue complete reports on the standing of different houses are on file in the office of the association.

The Columbia Phonograph Co. has secured a permit for alterations to its store front at 25 Church street, New Haven, Conn. The changes will cost $200 and will be done by the M. J. Gibbud Co. Work on the alterations will be started immediately.

DO IT NOW! DON'T DELAY PUTTING OFF SEEING YOUR CONGRESSMAN SO THAT HE MAY KNOW THAT HE WILL HAVE YOUR SUPPORT IN THE ADVOCACY OF THE STEVENS BILL. GIVE HIM THE REASONS WHY.

"The LATEST in the World"

Sonora

CLEAR AS A BELL

Do you wish the "last" word in talking machines?

IN the Sonora is built everything that is NEW and practical for securing the best in music, making the SONORA the LAST WORD in talking machine construction anywhere in the world.

Particular attention has been given to the DESIGN of Sonora cabinets, as well as the finishing and general construction. Each cabinet is finished like a high-grade piano, with a brilliancy of appearance that stands out in striking superiority to the average run of phonograph cabinets.

Cabinets are all equipped with the Sonora Tone Modifier, enabling control of tone to fit the size of the room.

Write for the Special Dealers' Proposition for 1916, and secure option on the lucrative profits from your city.

SONORA PHONOGRAPH CORP'N, Manufacturers

GEO. E. BRIGHTSON, President

57 READE STREET NEW YORK

"INVINCIBLE," $300.00
(Construction and Design Patented)
Circassian Walnut, $50.00 extra.

Golden, Fumed or Early English Oak, Sheraton Mahogany or Mahogany.

12-in. turntable. Extra heavy triple-spring Motor, gold-plated, playing three-quarters of an hour, or fifteen 10-inch records in one winding. Motor meter. Spring control. Tone Modifier. Multi-playing needle. Sapphire needle. Diamond needle. Automatic starter and stopper. Equipment for playing all makes of disc records in the world. Trimmings gold-plated. Envelope filing system with capacity for 110 Records.

Dimensions: Width, 21¼ in. Height, 42½ in. Depth, 21¼ in.

DISTRIBUTORS

C. W. SNOW & CO., Syracuse, N. Y. W. B. GLYNN PHARMACIST CO., Saxtons River, Vt.

SONORA PHONOGRAPH CO., 344 Geary St., San Francisco, Cal. E. S. ADAMS, Norwalk, Conn.

SONORA PHONOGRAPH CO. of Illinois, 305 So. Wabash Ave., Chicago

I. MONTAGNES & CO., Ltd., Toronto, Can. PIERSOL CARPET CO., Lancaster, Pa.

"A Musical Instrument, Not a Mechanical Apparatus."—*Germania Herald,* Milwaukee.

Why the distinction?

Because Thomas A. Edison is the only man who knows the secrets of the Re-Creation of musical sound and these he built into the

New Edison Diamond Disc Phonograph

CHIPPENDALE
Official Laboratory Model

—a "musical instrument" in the highest sense of the term. An instrument that matches the human voice tone for tone —that compares its *Re-Creation* side by side with the *creation* of the voice itself.

Edison Tone Test Recitals are proving to the music lover that the human voice on the Edison *is* human and instrumental tones are Re-Created with equal faithfulness. This means for the Edison dealer an ever increasing demand, led by those who will have nothing short of perfection.

For dealer's terms address us or the jobber in the list below nearest you.

THOMAS A. EDISON, Inc., 279 Lakeside Ave., Orange, N. J.

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CALIFORNIA
Los Angeles—Southern California Music Co.
San Francisco—Pacific Phonograph Co.

COLORADO
Denver—Denver Dry Goods Co.

CONNECTICUT
New Haven—Pardee-Ellenherger Co.

GEORGIA
Atlanta—Phonographs, Inc.

ILLINOIS.
Chicago—The Phonograph Co.

INDIANA
Indianapolis—Kipp-Link Phonograph Co.

IOWA.
Des Moines—Harger & Blish.
Sioux City—Harger & Blish.

LOUISIANA
New Orleans—Diamond Music Co., Inc.

MAINE
Bangor—Chandler & Co.

NEW YORK
Albany—American Phonograph Co.
New York—The Phonograph Corp. of Manhattan.
Syracuse—Frank E. Bolway & Son.

OHIO
Cincinnati—The Phonograph Co.
Cleveland—The Phonograph Co.

OREGON
Portland—Pacific Phonograph Co.

PENNSYLVANIA
Philadelphia—Girard Phonograph Co.
Pittshurgh—Buehn Phonograph Co.
Williamsport—W. A. Myers.

TEXAS
Dallas—Texas-Oklahoma Phonograph Co.
El Paso—El Paso Phonograph Co., Inc.

UTAH
Ogden—Proudfit Sporting Goods Co.

MASSACHUSETTS
Boston—Pardee-Ellenherger Co.

MICHIGAN
Detroit—Phonograph Co. of Detroit.

MINNESOTA
Minneapolis—Laurence H. Lucker.

MISSOURI
Kansas City—The Phonograph Co. of Kansas City.
St. Louis—Silverstone Music Co.

MONTANA
Helena—Montana Phonograph Co.

NEBRASKA
Omaha—Shultz Bros.

VIRGINIA
Richmond—C. B. Haynes & Co.

WASHINGTON
Seattle—Pacific Phonograph Co., N. W.
Spokane—Pacific Phonograph Co.

WISCONSIN
Milwaukee—The Phonograph Co. of Milwaukee.

CANADA
Montreal—R. S. Williams & Sons Co., Ltd.
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Calgary—R. S. Williams & Sons Co., Ltd.

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PER YEAR, ONE DOLLAR

The TALKING MACHINE WORLD

AND NOVELTY NEWS

Published Each Month by Estate of Edward Lyman Bill at 373 Fourth Ave., New York, March 15, 1916

Victrola XVI, $200
Mahogany or oak

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

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 3, 1879.

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

1. Is it good?
2. Do the people want it?

When the answer to these two questions is *yes!* you've found the right phonograph to sell.

Investigate the Sonora.

We say it is "THE HIGHEST CLASS TALKING MACHINE IN THE WORLD."

Hear it and find out why.

Find out why the Jury of Awards at the Panama-Pacific Exposition "recommended that the Sonora Phonograph be given a marking for tone quality higher than that given to any other phonograph or talking machine."

Find out why our capacity is taxed to the utmost to fill orders.

Find out whether it is possible for you to be the Sonora agent in your territory.

Write us

SONORA PHONOGRAPH CORPORATION

GEORGE E. BRIGHTSON, *President*

General Offices and Salesrooms:

57 READE STREET NEW YORK CITY

(Turn to the next COVER page)

The Talking Machine World

Vol. 12. No. 3. New York, March 15, 1916. Price Twenty Cents

THE TEST OF THE TALKING MACHINE SALESMAN.

Time Is Here When He Is Called Upon to Make Comparisons Based Upon Accurate Mechanical Knowledge of Talking Machine Construction—The Business Sin of Uncertainty—Average Salesman Proves Capable of Meeting the New Situation Successfully.

The problems of talking machine salesmanship are not lessening with the increase of public interest and the investment of capital. On the other hand, the many new machines in the field, some selling at a low figure, are making it increasingly advisable for the salesman with an established house to study the basic principles, the mechanism, the selling points, not only of his machine, but of competing makes as well.

It frequently is necessary for a salesman to answer as directly as possible questions such as, "Why is your motor better than the Blank motor?"—"What real difference does the size of the diaphragm make?"—"Will your motor run as long without winding as the ——— motor?" Not very difficult inquiries, on the surface; but it may be ventured that many an otherwise efficient talking machine salesman would experience some difficulty in answering them fully on the basis of actual knowledge. In point of fact, the possibility has been proved by the experience of careful, want-to-know buyers who investigate several makes before selecting a machine. These buyers find that while most salesmen can demonstrate their own machines effectively, and know reasonably well how the effects are mechanically produced, when it comes to specific statements on one feature or another of construction which may differentiate a $150 machine from a $200 model of the same make, or may distinguish one make from another make, they show hesitancy or cover incomplete knowledge with generalization. And while such generalizations often are excusable on the ground of a desire to avoid comparisons with competing lines, they are perhaps more often due to partial ignorance. When a customer asks directly why one machine is better than another, the salesman may, with perfect business propriety, answer the inquiry as put to him. If he does not feel that his machine is superior to the other in any one particular, it is his privilege to extol another feature to overbalance the comparative weakness; but with a keen customer in hand he will gain no more by evading the question than by gratuitously knocking the rival make.

The Value of Certain Knowledge.

Possibly the worst sin of business ethics that a salesman can commit, and it is a prevalent sin, is destructive confession of a competing product concerning which his knowledge is uncertain. In the constant practice of the art of convincing a customer, salesmen are too apt to overlook the distinction between argument proper and argument plus imagination. If a customer who has listened attentively to a dissertation on faults in a rival machine concerning which he has asked questions, goes then to the competing company and asks for a thorough demonstration, obviously he hears a story quite opposite in some particulars. And with the rival machine before him, his eye assures his intelligence that the first salesman either wilfully misrepresented or displayed ignorance. Whichever it may have been, the customer is likely to look with more favor on the criticized machine, and even if his ultimate decision falls on the first, he will most likely purchase it at a store other than the one where the salesman misrepresented the competing machine.

Until talking machine concerns find it worth while to insist that their salesmen become conversant with at least the main mechanical and technical features of rival makes, that sort of back-and-forth misrepresentation is bound to continue. Instruction in the details of construction of the machine they are to handle is of course essential and is provided for by any concern that seriously enters the selling field, but as yet it appears that even the large organizations have not arranged to have salesmen understand as far as possible the whole field. It is of course practically impossible that a man sell and study simultaneously, but with sufficient inducement a live salesman will go a great deal more deeply into his subject, and will look around a great deal more broadmindedly than many talking machine salesmen apparently are doing to-day.

Making Clever Comparisons.

To be sure, there are brilliant exceptions; many of them. There are salesmen in New York talking machine stores who, without the least intention to knock and without the appearance of knocking, can so comprehensively explain before a customer the principal features of all important machines that when the talk is concluded the customer feels not only ready for and receptive to the arguments favoring the salesman's own machine, but actually prejudiced from a personal standpoint in the salesman's favor. Personality ought not to sell a talking machine that isn't as good as another at the same price, perhaps, but when much may be said on both sides the personal element and the element of broad knowledge will, naturally, help the salesman. A customer cannot help feeling that the salesman who knows the talking machine business thoroughly must also know his personal business well enough to have allied himself with a worth-while house. An accomplished, fact-justified salesman can talk intimately of a dozen competing machines in comparison with his own and give not the slightest impression of destructive criticism. It is the highest art of salesmanship, but it is an art attainable by businesslike determination and the practice of telling the customer what he wants to know.

It may be argued that a small store in a small town cannot be expected to employ salesmen trained in the general knowledge of one line, and particularly in a line so new and so broad as that of the talking machine. The argument is sound, for the most part; but the proprietor of a small store who takes on a line of talking machines can without difficulty secure literature from the manufacturer, and this literature he can offer to his customers together with what information he himself may have time to gather concerning other makes. It is certainly well within the province of his general business, even though he carries a great many different articles, to acquire the broadest possible knowledge in relation to each main line; and certainly there can be nothing but ultimate gain in the acquiring of familiarity with such a popular, moving and comprehensively priced a line as talking machines. The semi-rural customer who knows or thinks he knows pretty much what he wants, and takes exception to claims for the superiority of whatever line a local dealer handles, is ideal material both for the exercise of good salesmanship and for the testing of the advertising results and the general acquired reputation of different machines on the market. The dealer or the dealer's salesman or assistant who demonstrates successfully, either in pushing one line or in explaining the comparative virtues of several, gains the confidence which always brings business, whether on the spot, with his first effort, or the next day, or the next month.

Time for Salesmen to Wake Up.

In such cities as New York or Chicago it goes without saying that the talking machine salesman ought to acquire broad knowledge before attempting the actual diplomatic handling of customers.

E. N. SMITH OPENS NEW STORE.

Parkersburg Music Firm Opens Larger Quarters in Union Truust Building—Featuring the Edison and Aeolian-Vocalion.

(Special to The Talking Machine World.)

PARKERSBURG, W. VA., March 10.—The Smith Music Store recently moved from its lower Market street quarters to a new and larger store in the Union Trust Building, where it is giving special attention to the Edison Diamond Disc and Aeolian-Vocalion machines, for which it has the Parkersburg agency. The new store is beautifully furnished and decorated, the talking machine department being located on the right of the piano department. A large reception booth and two demonstration and sales booths are to be found in this department, a passageway which runs the entire length of the three booths being used to store the supply of records. In front of the booths is a miniature garden, with a porch swing. At one end is a large plate glass mirror, and various colored electric lights are used to help make the talking machine department attractive as well as useful.

A full line of pianos and players is carried by the store, separate demonstration rooms being provided for player demonstrations. A large overhead balcony, capable of seating a large audience, is used for talking machine recitals and tone tests. The proprietor and manager of the store, Edgar N. Smith, has been in the music trade in Parkersburg for the past ten years. He started in business in a store on Fourth street, shortly afterward moving to larger quarters on Market street. His trade eventually grew to such proportions that he was forced to seek a more commodious store, and his latest place was opened last month, an enormous crowd attending the opening. He is a firm believer in the value of publicity, and used a double page spread in the local newspapers to announce the opening of his new store and to call attention to the line of talkers and pianos he carries.

VICTOR ARTISTS IN CONCERT.

Irvin Riesenburger, a Victor dealer at 27 Main St., Flushing, N. Y., recently arranged for the appearance of a number of Victor artists at a concert and dance given for the benefit of St. Michael's Parochial School. This concert was a remarkable success and the hall secured for the purpose was too small to hold the enthusiastic music lovers who were desirous of hearing in person many of the artists whose records they had long admired.

Mr. Riesenburger was congratulated upon the success of the concert, as he had personally arranged every detail and had worked indefatigably to make the program worthy of the rare ability of the Victor artists in attendance.

Among the Victor artists who appeared at the concert were: Albert Campbell, Henry Burr, John Meyer, Arthur Collins, Vess Ossman, Bryan G. Harlan and others.

POPULAR IN CHURCH SERVICES.

(Special to The Talking Machine World.)

NEW LONDON, CONN., March 7.—The First Baptist Church of this city, Rev. Charles R. McNally, minister, is using a Columbia Grafonola in the services every Sunday, and the selections which are rendered are listed on the day's program and are also advertised in the daily newspapers. The names of the Columbia records used are mentioned, together with the artists who recorded them. This novelty in church music has elicited considerable attention from out-of-town visitors, and the members of the congregation seem to be delighted with the music rendered by the Grafonola.

SAN FRANCISCO DEALERS OPPOSE APPROVAL PLAN.

Local Association Passes Resolution Against Trade Evil—Many New Concerns Enter Pacific Coast Trade—Business Continues to Be Unusually Active—Oakland Store Places Large Columbia Order—Shortage of Stock in Some Lines Reported—News of Month.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., March 4.—The rapid growth of the talking machine business on the Pacific Coast continues unchecked, February showing a decided spurt in business nearly everywhere. All the established jobbers or distributing stations give the same report of sales exceeding all records for this time of year, and several concerns new in this territory are opening up with every prospect of success. Scarcity of goods is the general complaint, and it looks as if the increased competition brought about by newcomers in the business would in reality be a great stimulus.

Association Discusses Approval Problem.

The local Talking Machine Dealers' Association met February 9, and the principal matter taken up was a continuation of the previous discussion of goods sent out on approval, the committee appointed for the purpose bringing in a set of resolutions which, with a few minor changes, were put through, declaring the association opposed to the practice of sending records on approval. Many wished to abolish the practice entirely, but some considered that action too drastic. The March meeting will be a banquet, and arrangements are being made for a well attended affair, all the employes of the stores being invited, and a number of interesting speakers will discuss trade topics. It will probably be held on the second Wednesday of March, but the place has not been definitely settled as yet.

Many New Comers Enter Trade.

The establishment of new talking machine concerns is the matter attracting most attention just now. The latest to open here is the Pathephone Shop, under the management of Louis Seely Blachly, formerly of Chicago, at 332 Post street An attractive store has been fitted up and the location, opposite Union Square, should be a good one for the business. The place was opened February 26, and Mr. Blachly is starting an energetic introductory campaign. Arrangements are being made also to conduct a wholesale business, and a good-sized stock of records has been received and will soon be placed in a building on Stockton street. Local people have been getting acquainted with the Pathé for some time, and considerable interest is taken in the new venture.

Another new concern is the Stern Talking Machine Corp., which has just been incorporated, with a capital stock of $50,000, by Ferderick and J. Stern, D. Hadsell, M. Duffy and J. G. Sweet. The company has made all arrangements to handle the Rex talking machine line throughout the Pacific Coast territory. According to present plans, the first store will be on Market street and will be opened about April 1. Other stores will soon be added, and the company will establish a large number of agencies.

Gus Eilers, manager of the talking machine department of the Eilers Music House, has gone East for a visit to several of the manufacturers.

Columbia Co.'s Business Active.

Fred A. Dennison, district manager for the Columbia Graphophone Co., says business is in excellent shape all over his territory, and even better in the South than elsewhere. He spent the early part of the month in Los Angeles, and is now leaving for a visit to Portland, Seattle and Spokane. The northern California district, which was for several years covered by a Sacramento jobber, has been handled since the first of the year direct from the San Francisco office, and Mr. Dennison finds the results much more satisfactory. W. E. Henry, of this office, recently returned from Sacramento. Mr. Dennison finds good talking machine men very scarce on the Coast.

The Dictaphone department is going ahead in great shape. Joseph Johnson is a new man in this department in Oakland, and Miss Mitchell has been added to the local force. An experienced Western man is expected shortly to take general charge of this department.

Kahn Bros. Place Large Order.

Kahn Bros., the Oakland department store, recently placed one of the largest orders ever received by the local Columbia office, and are prepared to get behind this line in a large way. The department is being moved from the third to the ground floor, where a number of rooms are being fitted up in the most modern style. W. C. Henry, son of W. E. Henry, the local manager, is taking charge of this department, having come from Los Angeles for the purpose.

C. J. Schmelzer, of the Schmelzer Arms Co., Victor distributer in Kansas City, was a recent visitor to Sherman, Clay & Co. in this city.

Andrew G. McCarthy, of Sherman, Clay & Co., made a visit to Los Angeles early in February, and is well pleased with the outlook for the Victor line there. For the whole territory, he says he has never seen anything like the way the business is growing.

A. R. Pommer, head of the Pacific Phonograph Co., has been away for a few days on account of illness. At the local headquarters it is stated that they are as far behind in deliveries as they were in December, and can't tell when they will be able to meet the demand.

Kohler & Chase in Oakland.

Kohler & Chase have leased a new location in Oakland, to which they will move in about six weeks, at Fourteenth street near Clay, across the corner from Sherman, Clay & Co. An attractive talking machine department will be fitted up.

J. E. McCracken, the new head of the Edison Shop on Geary street, is too busy to talk these days. He is starting a very strong publicity campaign, and reports business fairly humming.

Shortage of Sonora Stock.

F. B. Travers, manager for the Sonora Phonograph Co., states that he is still badly hampered by lack of stock. He finds retail business very active, and is also doing a good distributive business, but is unable to make the new connections he would like to on account of deliveries. He hopes, however, to have plenty of stock within a couple of months.

Byron Mauzy is still expanding his talking machine department, and has engaged W. C. Hiatt to conduct this part of the business, Charles Mauzy still having general supervision of the talking machine and small goods departments.

A MULTIPLE DISC TALKING MACHINE.

Recent Invention Enables More Than One Disc to Be Played at Same Time.

Playing two or more talking machines at a time as a means for increasing sound volume has often been tried, but generally with poor success. Only a slight difference in the speeds or timing of the two discs results in throwing the melody into a jarring discord, for one record soon plays far ahead of the other, says Popular Mechanics.

To obviate these difficulties, and still secure the larger volume of sound resulting from the use of two or more records at the same time, a Paris inventor has devised a talking machine of a type different from the ordinary kind. All the records are attached to one vertical driving axis, and because of this mechanical connection must necessarily remain in unison throughout the playing of any given piece. Each disc is provided with its own needle and reproducer. All the sound goes into a common horn by means of suitable connecting arms properly pivoted at the large ends. In addition to greater volume, harmony effects may also be secured. This is done by using discs which individually play soprano, alto, bass parts, etc., the whole blending into one medley when run together on the machine.

EASTERN VICTOR SERVICE

IS WHAT SUCCESSFUL NEW ENGLAND VICTOR DEALERS USE

IT HELPS THEM TO BE SUCCESSFUL

It helps them to attract and hold customers by placing them in a position to give prompt service to their trade, to supply the machine or record wanted, when it is wanted, to make profits.

IT COSTS NO MORE THAN ORDINARY SERVICE

THE EASTERN TALKING MACHINE CO.

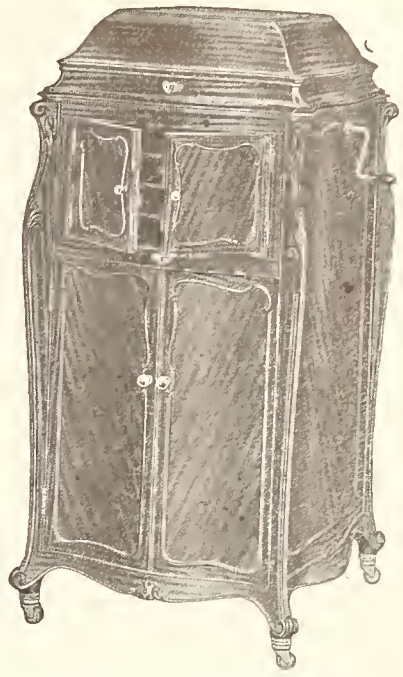
177 TREMONT STREET, BOSTON, MASS.

Largest Exclusive Victor Distributors in the East

Victrola XVI, $200
Victrola XVI, electric, $250
Mahogany or oak

Victrola IV, $15
Oak

Victrola VIII, $40
Oak



Victrola XVIII, $300
Victrola XVIII, electric, $350
Mahogany

Victor Supremacy

is firmly established on a basis of great things actually accomplished.

A supremacy that is growing greater every day—that insures ever-increasing prosperity to every Victor dealer.

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

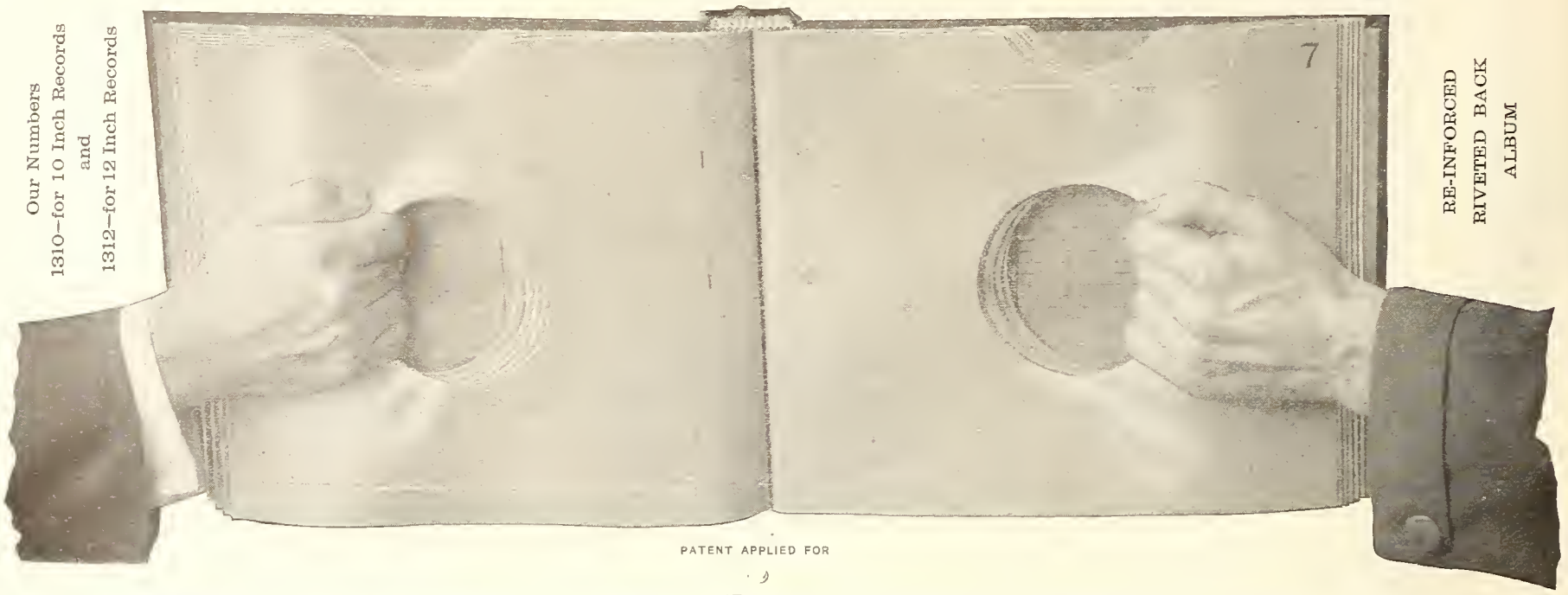
Important warning. Victor Records can be safely and satisfactorily played only with *Victor Needles or Tungs-tone Stylus* on Victors or Victrolas. Victor Records cannot be safely played on machines with jeweled or other reproducing points.

Victor Distributors

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

THE PULLING TEST—THE STRENGTH IS THERE

THE STRONGEST ALBUM MADE *AT ANYWHERE NEAR ITS LOW PRICE*



Strength at the Stress and Strain Point. Practically Unbreakable for Regular Usage.

THE WELL-KNOWN "NATIONAL" RECORD ALBUMS ARE ALWAYS THE LEADERS

THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

These Albums will pay for themselves in a short time by preserving Records. When full the Albums are flat and even like books. They will fit in a library cabinet or book case, or they will lie flat on one another.

We manufacture disc Record Albums containing 12 pockets to fit the Victrola cabinets Nos. X and XI. We also make Albums containing 17 pockets. With the indexes they are a complete system for filing all disc Records.

For durability, finish and artistic design, our Albums have no equal. They are made in the most substantial manner by skilled workmen. We sell our superb Albums at big discounts to meet competition. Shall we quote prices?

THESE ALBUMS ARE THE BEST FOR VICTOR, COLUMBIA AND ALL OTHER DISC RECORDS

NATIONAL PUBLISHING CO., 239 S. AMERICAN ST., PHILADELPHIA, PA.

ACTIVITY IN INDIANAPOLIS.

Stewart Talking Machine Co. Makes Increases to Sales Staff—Some Big Deals Closed Recently—Series of Matinee Concerts at the dison Shop Produce Excellent Results—Progress of Pathé Phonograph Shop.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., March 6.—General conditions in the talking machine trade in this city and vicinity are for the most part thoroughly satisfactory. There has naturally been some falling off of business since the holidays, but the fact that a machine shortage still exists has made any drop of business rather welcome temporarily than otherwise. Meanwhile, several of the local companies are making preparations for handling some greatly increased trade in the future.

In the offices of the Stewart Talking Machine Co. new desks and chairs have been added to accommodate the salesmen. The broad rooms in the big six-story building now present a most business-like and attractive appearance. Four years ago the business was conducted in one room and a small warehouse.

The Stewart sales manager is conducting operations for new accounts through a series of separately written letters to the trade. Although more time and money are needed to send such letters, it is believed the personal touch given each one is well worth the investment. Favorable results have thus far attended this extension work, and many sales are now being covered.

Ths Columbia Graphophone Co. has boosted its Indianapolis business by a big contract A. W. Roos, local manager, closed with D. Sommers & Co., one of the largest furniture companies in Indiana.

D. Sommers & Co. are spending a large sum of money installing a beautiful department for the Columbia Grafonola, and it is apparent that the company will go after Columbia business on a big scale.

Mr. Roos spent several days in Chicago recently on official business. He reports that February business was good. In the Dictaphone department advantage is being taken of the local automobile show week to advertise with a well-arranged window display the Indiana automobile concerns and allied business that are using the Dictaphone in their offices.

At the Edison Shop an innovation has been started which promises to be a big drawing card. A series of matinee concerts has been arranged for in which singers of local reputation appear in duets with the Edison records. Mrs. Georgia G. Oakes, a soprano, appeared in the concert February 23, and Glenn O. Frierwood, a baritone, was the singer at the concert March 1. Mrs. Hazel Simmons Bowles, a soprano; Charles McCarthy, a tenor; Mrs. Glenn O. Frierwood, a contralto, and Gaylor Yost, violinist, are the others who are scheduled to appear in the Edison Shop concert hall in the Wednesday afternoon concerts which will be held weekly during March. At the last concert more than three hundred persons attended. Invitation cards announcing the concerts are being mailed out to the public. Arch Olds, manager of the Edison Shop, explained that the appearance of local artists in connection with the Edison records serves to emphasize in a singular manner the human quality of the records and the machine.

At the Pathé Phonograph Store, which was opened recently at 10 East Washington street by Tobin Bros., business is beginning to move along nicely. Three Unit demonstrating booths have been installed and the store presents an attractive appearance. Several out-of-town dealers have been signed up by Tobin Bros. The Tobin Bros. expect to have their store completely fitted up and to be ready to sail in for business by the middle of March. They have already commenced an advertising campaign which promises to bring results.

NYACCO

METAL BACK ALBUMS

Give 300% More Service Than Any Other Album

THEY ARE PATENTED

No other Album like it has been or can be manufactured.

Send for Sample

NEW YORK ALBUM & CARD CO., 23 Lispenard St., New York

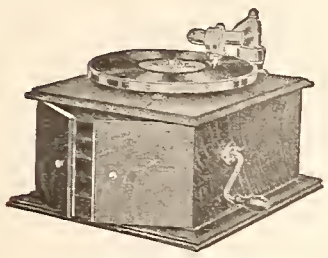
TO HANDLE EDISONS EXCLUSIVELY.

E. E. Taylor & Co., of Olympia, Wash., who have conducted a piano business in that city for the past twenty-five years, recently disposed of their entire stock of pianos at special sale and made arrangements to handle the Edison phonographs and records exclusively at the old stand.

OCCUPYING NEW QUARTERS.

The Globe Decalcomanie Co. has transferred its offices from uptown in Jersey City to a larger and more commodious spot in the Lincoln Trust Building, 76 Montgomery street, Jersey City, where the head of the concern, J. R. Commerford will be pleased to welcome trade members.

Leroy Wedd and Fred C. Windmayer have opened a talking machine store in Atlanta, Ga., handling the Victor and Edison machines. Sheet music will also be carried.



Victrola IV, $15
Oak

Victrola VI, $25
Oak

Victrola VIII, $40
Oak

Victrola IX, $50
Mahogany or oak

Victrola Supremacy

The enormous public demand for the Victrola, the unparalleled success of Victor dealers everywhere, unmistakably tell of Victrola Supremacy.

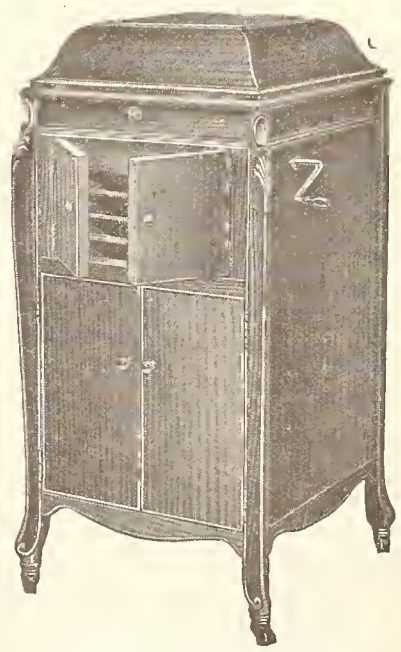
Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors

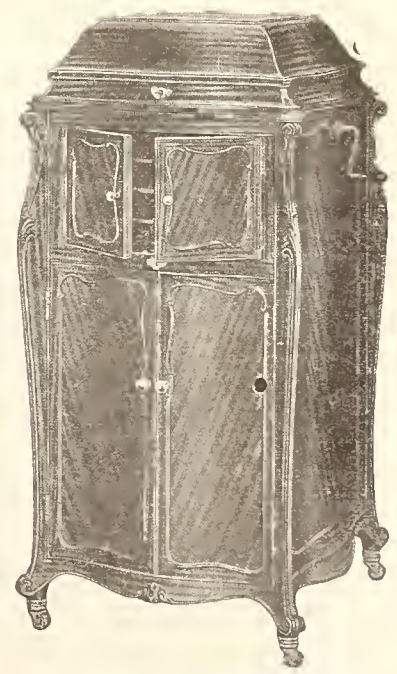
Important warning. Victor Records can be safely and satisfactorily played only with *Victor Needles or Tungs-tone Stylus* on Victors or Victrolas. Victor Records cannot be safely played on machines with jeweled or other reproducing points.

Victrola X, $75
Mahogany or oak

Victrola XI, $100
Mahogany or oak



Victrola XIV, $150
Mahogany or oak



Victrola XVIII, $300
Victrola XVIII, electric, $350
Mahogany

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

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NEW YORK, MARCH 15, 1916.

THE first month of spring shows a most optimistic spirit regarding business conditions prevailing in talking machine circles throughout the country. The activity in trade which started the closing months of last year has continued uninterruptedly, and, judging from reports reaching The World from various sections, it will quicken as the year grows older.

Not in many years has labor been so universally employed at splendidly remunerative wages as at the present time, and it should be understood that the wage earners of this country are tremendous purchasers of talking machines. At the high wages now prevailing they are able to satisfy their inclinations in various ways, and few instruments appeal to them so strongly for home entertaining purposes as the talking machine.

The demand among the working classes is not emphasized so much in the large establishments as in the smaller stores in the manufacturing sections where dealers have been compelled to keep open at late hours to cater to the demands of working people who desire to purchase talking machines and records.

This is a gratifying condition, and with the excellent prospects which now prevail in this industry it is probable that the output for the present year will exceed that of any year since the industry was launched.

The fundamental policy of price standardization and price stability which have been the dominating influences in the talking machine trade must be jealously guarded and strongly maintained to the end that business advance and business security be insured. Meanwhile there can be no resting on laurels won on the part of manufacturer, distributer or dealer; each has his work cut out for him. Success can only be won by straightforward, sincere application and effort. There must ever be a constant climb toward the top and no resting by the wayside.

THE development of the talking machine industry has been marvelous. There has been an enthusiasm and a go-aheadedness on the part of everyone interested that has been contagious, but it must be remembered that the foundation of its progress has been built upon the price standardization idea which must be supported and adhered to if the business is to continue developing along its present successful lines.

There is good money for the man who enters the talking machine business, but it requires effort, study and concentration to produce the right kind of results. It is necessary in all other trades—why should it not be in the talking machine business? Every business organization—no matter how large or how small—must be resolved to a comprehensive basis in order that success may be attained.

There are many things to learn about talking machines, and the man who "knows it all" will find on careful investigation much which he has left out when considering the business from a narrow viewpoint. This applies not only to a great many dealers, but to salesmanship—one of the most important branches of the industry. A broad knowledge of selling methods is as essential to the proprietor in his work of organization as to the individual salesman in his work of developing business. As competition becomes keener the sales end of the talking machine business becomes vitally important. It entails a more detailed knowledge of the technical end of the business—in other words, the ability to answer successfully every inquiry or argument presented by a prospective purchaser.

THE retail talking machine business has now reached a point where those who have been connected with it since its inception can join with business men in other lines in talking of the "good old days," for the business is changing. Conditions at present are radically different from those that existed even three or four years ago.

The development of the industry has brought forth a demand for a newer, and, one might say, a higher type, of salesmanship. The carrying of the record catalog in the mind and the ability to operate a machine does not permit the modern retailer to rank as a modern salesman. Competition in the talking machine field has reached a point where more or less active knowledge of construction and mechanical operation is required in dealing with the public.

The salesman handling the old-established and standard machines and records has back of him that powerful asset, prestige—a prestige that is held and developed further through the medium of millions of dollars spent annually in advertising. But he must be prepared, should occasion require it, to prove without a doubt that the prestige is deserved; that the value of the machines and records is not wrapped up entirely in advertising.

To the uninitiated one talking machine is much like another, and with the flood of machines now on the market it is necessary that the prospective purchaser have explained to him intelligently the difference between the various models and the reasons for the higher prices. At the present time there are to be found so-called salesmen who are actually unable to tell the customers what the real difference is between a $50 and $200 model of one of the leading makes which warrants the difference in price.

IT is a tribute to the great importance of and the great interest in the talking machine that there exists a desire for more expert knowledge on the part of the public. One prominent New York concern has for years utilized young women for the selling of machines and records, and for the most part their work was satisfactory, for the machines were sold largely by demonstration, and sales women were engaged for their ability to memorize the record lists. Under present-day conditions, however, the company has been compelled to utilize men for the selling of machines and train them adequately for that purpose, while the girls who have been retained have been instructed to confine themselves solely to record sales.

In years past a talking machine buyer for the most part contented himself with an inspection of the general outline of the machine and its playing qualities, and apparently had full confidence in the mechanical construction, and the guarantee of the manufacturer back of it. At present, however, there are many people who have purchased nondescript machines, equipped with weak or noisy motors of cheap construction, sound boxes and metal parts built with price as the first consideration, and as a result have become suspicious. They heard something of one spring, two-spring and three-spring motors, worm gear and cog-drive motors, mica and composition, sound boxes, universal tone-arms and a score of other details. With this imperfect knowledge the purchaser approaches the machine salesman in a "show me" mood, and the latter is called upon to display some real knowledge of the machine he is selling.

Tone is something that can be demonstrated to the satisfaction

of the purchaser, that may be explained and praised much as the salesman wishes, for to the average person—tone in a talking machine means that it sounds pleasantly and that there is an intangible something that makes it so. Metal and wood construction must be explained by facts and hence the demand for the salesman that "knows his business."

THAT talking machine men are realizing the dignity and importance of the business is evident from the fact that every week we are advised of some progressive firm having its warerooms rearranged, and also in every instance the fact is mentioned that separate rooms have been arranged and specially decorated for the purpose of better displaying the various lines of instruments handled. Even in the smaller towns dealers realize that the best results are obtained in a business way when a machine can be tested, and its good points brought out when it is displayed in a separate room away from general stock.

The sound-proof showroom is not exactly an innovation, but rather an evolution following the growing tendency to place the talking machine business on a higher plane rather than looking upon it as a purely commercial proposition. Yet if we consider the matter in a purely commercial light the benefit accruing from the adoption of most improved means for displaying talking machines and bringing their merits to the attention of the buying public through the medium of attractively arranged display rooms will result in larger sales and sufficiently increased profits to pay the cost in a short time of the installation of the most modern wareroom furnishings.

IN a statement issued recently, Louis F. Geissler, general manager of the Victor Talking Machine Co., Camden, N. J., gives some figures which tell of the enormous business transacted by that corporation during 1915. He said:

"We are thankful for an increase in our business over any preceding year of 38½ per cent., and that increase, on an already large business, is indeed remarkable. Our investments during 1915 in factory extensions, buildings and machinery, amounted to $2,650,000, and those contemplated for 1916 will total a very large sum. Our capacity is being steadily and healthfully increased. However, it is our purpose, by advertising and other energetic methods, to keep the demand as far ahead of the supply in the future as has been the case in the past. Upon thought, dealers must agree that however annoying this condition has been, it is a most desirable one and we shall be fortunate to perpetuate it."

After complimenting the dealers on the energetic presentation of their wares, he remarked: "The business outlook for 1916 is glowing with promise; our country was never before, and, on account of world conditions, may never again be in so prosperous a money-making condition for the merchant as it will be during this year." Optimism that is built on a sound foundation.

THE Stevens bill has won the support of progressive manufacturers throughout the country who contend that the maintenance of the retail price is a necessary and legitimate business principle, that it means a benefit to all and works injury to none. The manufacturer who produces a standard article and gives it a trade-mark, or trade name, who spends his money to make that name mean quality in the public mind, should have the right to be protected after he has made that individual name valuable, for it is his property and his alone.

It is a symbol to the public of a certain quality of goods, and the character of the concern that makes them. Any practice therefore that injures the article in the public mind and damages the reputation of the firm is as unfair as the theft of a trade-mark itself. The manufacturer of such an article must put real value into his product; he must make the public want it. He individualizes it and gives it a name to be known by. He must establish a general market, advertise the merits and prices of his goods; he must convince the public that it is worth the price asked, and persuade the people to go to a store and pay the price.

But after the value and quality of this article has been emphasized publicly, and a demand created from the public, the price cutter steps in and gets busy. He takes this widely known article and reduces its price, not for the purpose of selling more of them, but rather merely to attract customers on the strength of a bargain price so that he may sell other products at a greater profit than the standard price goods.

Then other dealers are forced to meet this cut price, hence price demoralization. As Congressman M. Clyde Kelly, of Pennsylvania, said some time since: "Such unfair competition is as bad as outright theft of trade-marks and brands and should be severely frowned upon by the law. It is a case of stealing a man's good name, which, as Shakespeare said, is worse than stealing his purse. The manufacturer's name must mean value or he cannot build a permanently paying business. That value is an asset as valuable as his plant and merchandise. I contend that he has a right to ask and to receive protection from those who would rob him of his value. That protection can only come through the right to maintain a uniform selling price to the buyers of his product."

Speaking further upon how uniform selling prices will benefit the retailer, he said: "Price maintenance does not mean less competition between retailers, it means less unfair competition. There is a competition in the quality of goods and in service just as much as in price. Retailers who sell the same goods from the same factories should not compete in prices. The competition should be between goods of the same class made in other factories.

"That puts the competition on a fair basis, on price, quality and service instead of solely on ability to stand losses until a competitor is driven out of business. It gives the retailer the reward of enterprise, efficiency and honesty, instead of forcing him to descend to the trickery of trade pirates or go out of business."

PEARSALL VICTOR SERVICE.

"BUY your Victor goods in New York" for this city is the centre of the universe. Everything that can work to our advantage is offered by New York. New York is the home of Pearsall Service, located conveniently for shipping and co-operation.

Use logic in your buying. It will help you to secure either machines or records—promptly and quickly. Pearsall Service spells two words—quickness and completeness.

Silas E. Pearsall Co.

18 West 46th St., near 5th Ave. New York, N. Y.

PLAIN GLASS VS. FROSTED GLASS.

Plain Glass in Talking Machine Demonstration Rooms Seems to Be More Satisfactory Than Frosted—How a Dealer Lost a Sale.

Are your soundproof rooms enclosed with plain transparent glass or with a frosted or translucent glass? A dealer said that only once did he find the plain glass a disadvantage. On that occasion a "prospect" had been made a customer for an outfit and had got up from the chair he was sitting on to reach into his pocket for some money. As he stood up he turned around and by doing so brought into his range of vision another customer who had just entered another room. The latter proved to be a friend that he was pleased and surprised to see. He went to him and began chatting. The anxious salesman could see that the conversation was of the line in question and felt and saw, though he could not hear, that the second comer was advising the first one to alter his decision. Such proved to be the case, for he came and announced that he had changed his mind about buying, nor could the salesman close with him. He had decided to buy a second-hand instrument. The man who related the i cident stated that it was the only occasion he had ever regretted the plain glass. Otherwise the plain glass was an advantage. A glance shows when the rooms are occupied. The plain glass also makes the pilfering of records more difficult. Cases have been known where a customer has come in with a grip for the purpose of carrying away stolen records. With one clerk waiting on several customers there is less a feeling of the customer being left alone.

BRING ON YOUR BASEBALL TEAMS.

In view of the spring training at the baseball headquarters in the South, it will interest the trade to know that the Sonora employes in New York are going to be on the diamond this summer with a team that will be "second" only to the Boston Red Sox. If there are any phonograph houses which aspire for baseball honors they can communicate with this team.

DANCE FLOOR HELPS TRADE.

How L. L. Haight Helps to Interest Customers in His Victrola and Grafonola Lines.

(Special to The Talking Machine World.)

McGREGOR, IA., March 1.—One of the most enterprising merchants of this eity is Lorin L. Haight, who has built up a splendid Victrola and

L. L. Haight's Dancing Floor.

Grafonola business in this section. The department is very attractively fitted up, and an excellent line of instruments is displayed. The latest evidence of his enterprise is the addition of a new dance floor, which has proved a tremendous attraction to purchasers as well as a splendid advertisement for his house. The photograph of this new dance floor is shown herewith.

REMOVE TO LARGER QUARTERS.

The Standard Gramaphone Appliance Co., manufacturer of "Standard" record cleaners and other successful talking machine accessories, has moved from 173 Lafayette street to 237 Lafayette street, New York. In its new home the company occupies far more space than it did in the past, and these additional facilities will enable it to take care of its fast-increasing business.

FORMAL OPENING IN DALLAS, TEX.

Western Automatic Music Co. Features Edison and Columbia Lines in New Store.

(Special to The Talking Machine World.)

DALLAS, TEX., March 8.—The Western Automatic Music Co., whose occupancy of its new three-story building at 1604 Elm street, this city, was reported in The World last month, held the formal opening of the new salesrooms on February 29, and attracted the attention of a large number of local music lovers with an elaborate program of classic and popular musie rendered by the Wurlitzer Unit Orchestra and the Edison and Columbia phonographs. The program was continuous from 4 to 10.30 p. m.

One of the features of the new building is the handsome quarters devoted to the display and sale of the Edison Diamond Disc phonographs and the Columbia graphophones. Complete lines of machines and records of both makes are handled, the entire first floor being given over to that branch of the business. Four demonstrating booths are provided, they being finished in pearl gray with artistic inlay. J. C. Brown is manager of the talking machine department.

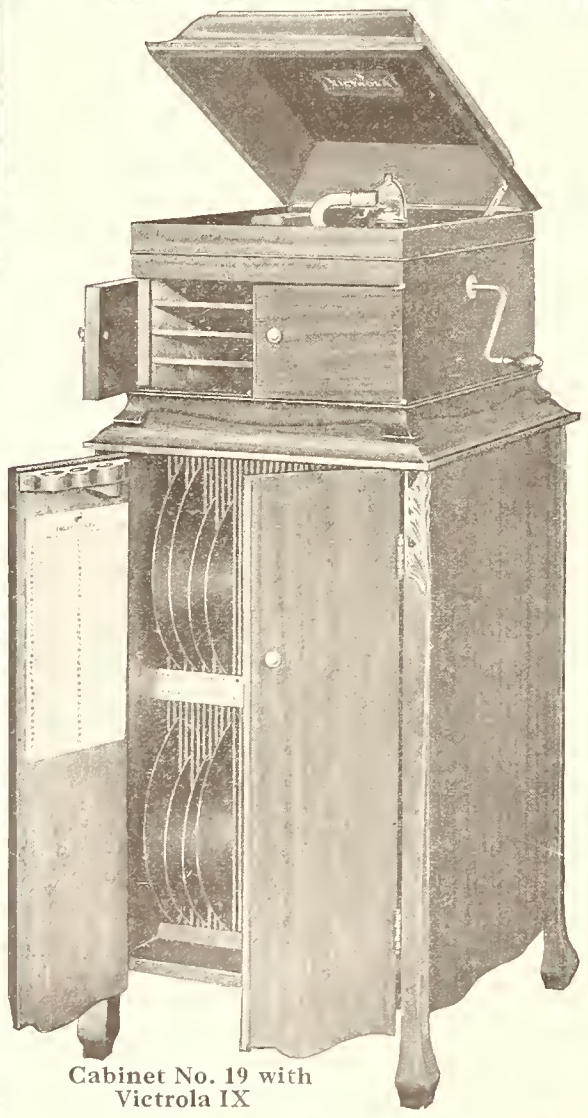
TO CONTINUE ACKERMAN STORE.

Estate of Late Scranton Dealer Announces Appointment of New Manager.

(Special to The Talking Machine World.)

SCRANTON, PA., March 6.—The G. L. Ackerman Estate has announced that the talking machine business of the late G. L. Ackerman, conducted at 537 Linder street under the name of Ackerman & Co., will be continued under the management of Alfred V. Williams, an experienced man and formerly manager of the talking machine department of Stoehr & Fister from the time of its establishment.

John C. Davis, formerly secretary of the Bureau of Health, succeeds Mr. Williams as head of the Stoehr & Fister department.



Cabinet No. 19 with Victrola IX

Originators of the Felt-Lined Cabinet
Avoid Inferior Imitations.

Two Big Sellers
of the
Big Selling Line

The two SALTER FELT-LINED Cabinets that lead today and have always been our biggest sellers are the two styles shown here.

The Victor Victrola IX

in combination with **Salter Cabinet No. 19** is always especially attractive to the buyer. In design and finish the cabinet is in perfect harmony with the machine. The felt-lined compartments afford ample protection for records. Built-up top holds machine firmly in place.

The Columbia "Favorite"

is handsomely supplemented by the **Salter Cabinet No. 112,** made especially for this machine, and is a perfect match in every way. Built-up top holds machine firmly in place.

Salter Cabinets
are
Quality Cabinets

Send for complete catalogs

Cabinet No. 112 with Columbia "Favorite"

SALTER MFG. COMPANY.

337-39 N. Oakley Blvd. John F. Mortensen, President CHICAGO

Two new selections by Pablo Casals in the Columbia April list; also new selections by Oscar Seagle, Maggie Teyte, Eleanor Painter, Margaret Keyes; also many other recordings of various kinds for every occasion to meet the demand for music and entertainment. *No chance at all of missing a sale!*

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

COLUMBIA EXPERT IN TORONTO.

Mechanical Specialist Placed at Service of Dealers—Offers Valuable Advice—New Departments Opened Recently—Canadians Attend Edison Convention in New York.

(Special to The Talking Machine World.)

TORONTO, ONT., March 6.—The factory expert whose services were placed at the disposal of Columbia dealers in Ontario by the Music Supply Co., of this city, is meeting with a cordial reception. Many dealers have written his firm telling of the service it has been to them to have an expert go over their stock and to show the dealers or their assistants how to regulate or make adjustments.

To feature the higher grade types of Columbia Grafonolas to Toronto people, Gourlay, Winter & Leeming, Ltd., held a "Columbia Week." The window, specially treated with floral adornment, was devoted to the Columbia line exclusively.

Whaley & Royce Co., Ltd., which has the exclusive Canadian agency for Truetone needles, reports some nice business in that direction.

The Cecilian Co. in its retail warerooms is featuring the Sonora with splendid results.

I. Montagnes & Co., of Toronto, musical goods importers and Canadian phonograph distributers, have again leased larger premises on the third floor of the same building, where they are now located, running from Yonge street through to Victoria street. They are arranging offices, showrooms and stockroom. Mr. Montagnes and Mr. Van Gilder are both pleased with results in Sonora phonograph business, which has been far in excess of their most liberal calculations.

R. P. Newbigging, head of the Hamilton, Ont., cabinet firm bearing his name, was a recent visitor to New York.

A complete Victrola department has been installed in the new music firm of A. Carey & Sons, 64 King street, West Hamilton, Ont., under the management of Bert Carey, who had been connected with the R. S. Williams & Sons Co., Ltd.

Arthur Mandy, manager of the Phonograph Shop, Ltd., Ottawa, recently had a successful window display featuring the Edison Blue Amberol record of "Little Gray Mother."

Operaphone records to retail at fifty cents are now being featured by the Canadian Phonograph Co. of Toronto, which has arranged for the wholesaling of these records in Canada.

The Nordheimer Piano and Music Co., Ltd., finds its Saturday afternoon Victrola recitals productive of splendid results. Each week sees the appearance of a local celebrity in addition to exploiting the many high-class artists of Victor fame.

Recent Canadian visitors to the annual convention of Edison jobbers, held in New York City at the Hotel Knickerbocker, included H. G. Stanton and G. Petch, of the R. S. Williams & Sons Co., Ltd., Toronto, Canadian Edison jobbers. At this conference Mr. Stanton was unanimously reelected secretary of the Edison Disc Jobbers' Association.

The Arinola Manufacturing Co. of Canada, Ltd., has been incorporated in Toronto with the intention, we understand, of manufacturing in Canada the Arinola machine in its complete form.

Heintzman & Co., Ltd., are featuring with exceptional success Saturday afternoon Victrola recitals, in which the public seems to be intensely interested.

The Toy Products Co., of Canada, Toronto, has placed on the market a child's talking machine, "made in Canada."

JAMES BRATHERTON AS MANAGER.

(Special to The Talking Machine World.)

DETROIT, MICH., March 6.—James Bratherton, formerly with the Max Strasburg Co., this city, has been appointed manager of the wholesale and retail talking business of the Starr Piano Co. here. Mr. Bratherton has had wide experience in all branches of the trade and was for several years connected with the talking machine department of the John Wanamaker Co. in New York.

MME. FITZUI SIGNS WITH PATHE.

Famous Operatic Soprano, Lately Heard in "Goyescas," to Sing Exclusively for the Pathephone—News Creates Great Interest.

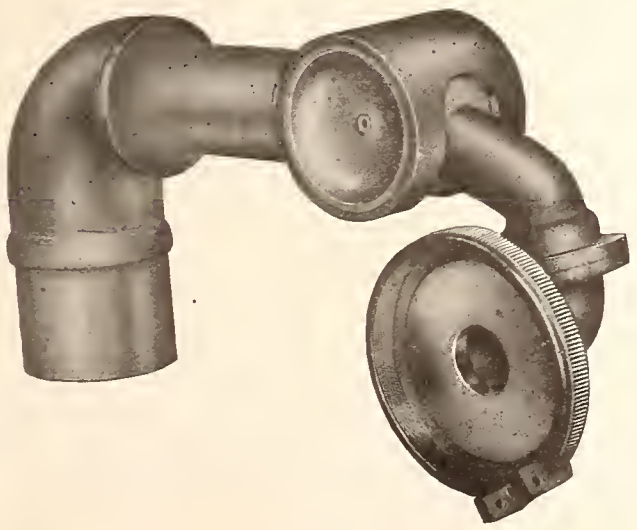
The Pathé Frères Phonograph Co., New York, closed another important artist contract recently when it completed arrangements whereby Mme.

Mme. Anna Fitzui.

Anna Fitzui, the popular operatic soprano, will record exclusively for the Pathé library.

In addition to her previous successes, Mme. Fitzui won the hearty praise of the critics recently when she created the role of "Rosario" in the premiere performance of the Spanish opera, "Goyescas," at the Metropolitan Opera House.

Anna Case, exclusive Edison artist, is sunning down on the beaches of St. Augustine and Palm Beach, Fla., after spending ten days in Bermuda recuperating from an operation for appendicitis.



Doehler Die Castings

are particularly adapted to the economical production of TONE ARMS and SOUND BOXES for Talking Machines.

Cast from permanent steel mould, no machining operation is necessary—all parts delivered ready for plating or enameling and assembling.

DOEHLER DIE CASTINGS are used with entire satisfaction by some of the most widely known makers of Talking Machines because "DOEHLER" product is economical, and "DOEHLER" service is dependable.

Send blue print or sample part for estimate.

DOEHLER DIE-CASTING CO.
BROOKLYN. N.Y.
TOLEDO. OHIO.

Producers of Die Castings in Aluminum, Zinc, Tin, and Lead Alloys
Also manufacturers of Die-Cast Babbitt Bearings and Babbitt-Lined Bronze Bearings

Any Artist Can Prove

ALICE VERLET
the Belgian coloratura soprano, testing Edison's Re-Creation of her brilliant tones.

Edison's Re-Creation of the voice of Anna Case or Arthur Middleton, of the Metropolitan, Thomas Chalmers, of the Boston Opera Company, Alice Verlet, the wonderful Belgian coloratura, or any other artist, is each as indistinguishable from the human original as one drop of water from another.

Noted critics of the leading musical centers of the country say so in their own words, in the columns of their own papers.

They recognize the distinct individuality, the oneness of the

New Edison Diamond Disc Phonograph

THOMAS CHALMERS
of the Boston Opera Company, matching his living voice with Edison's Re-Creation of his virile baritone.

We have the evidence in black and white. For instance, of a recent Tone Test Recital, the New Haven (Conn.) *Register* said: "Many in the audience leaned forward to catch some difference in the voices. But there was none to catch. Miss Miller's own beautiful voice, in all its glowing, pulsing variations, was being matched tone for tone by the instrument. Edison had scored another triumph, it was the idealization of this great man's genius."

Critics of Boston, Philadelphia, New York, Cleveland, Milwaukee, St. Louis, Omaha, Denver, Toronto, San Francisco, Los Angeles, and many other cities say the same, only in different words.

Edison's Re-Creation

Neither artist, instrument nor record are especially selected for tone test recitals. Instruments and records are taken from stock and the artists are the same as are being heard almost every day on the operatic or concert stage. The secret is not in special combinations.

The secret is Thomas A. Edison's and his alone, wrung from nature by countless experiments and unstinted expenditure. To duplicate Re-Creation would require another Edison.

It required an Edison to wipe out the stigma that attached to "mechanical music" and produce in its place his

ANNA CASE
of the Metropolitan, proving the perfection of Edison's Re-Creation of her glorious voice.

New Art— Music Re-Creation

The Instrument of Re-Creation, the New Edison Diamond Disc Phonograph offers you an opportunity you never had before the advent of the New Edison—to deal in a sound reproducing instrument that meets all the demands of the most cultured music lover.

ARTHUR MIDDLETON
of the Metropolitan, comparing his thrilling basso with Edison's Re-Creation of it.

We will consider a few more high class dealers. Address

THOMAS A. EDISON, INC., 279 Lakeside Ave., Orange, N. J.

THE TRADE IN BOSTON AND NEW ENGLAND

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

(Special to The Talking Machine World.)

BOSTON, MASS., March 8.—Rate cutting is one of the things that the leading talking machine houses will not stand for, and because of rumors that have reached the home offices there have been investigations set on foot, with the result that in some cases dealers have been further denied the privileges of representing this or that concern. An instance was called to the attention of The World correspondent a few days ago. Here was a man with an upstairs location on one of the leading thoroughfares who had been doing a good business and had been looking forward to even more prosperous days. But it got noised around that he had not been living up strictly to his contract. It is understood that the charges were found to be true and he was further disqualified from being a dealer for this particular company. In another case a dealer was suspended for a period of time, but he is again in good standing.

Too Many Inactive Dealers.

Quite apart from the rate cutting habit and its demoralizing effect on the talking machine business it is felt in some quarters that there are altogether too many inactive dealers. These are not necessarily confined to the small, isolated places, but are to be found in even as large a city as Boston. These dealers are satisfied to do what to them is a reasonable business, but they do not push for business nor do they exhibit that enthusiasm that is an essential factor in building up a large establishment. These dealers do not watch their stock, either of machines or records, though this defect is more conspicuous along the latter lines. The result is that it too frequently happens that when a certain record is called for the dealer has not got it. Now, such companies as the Columbia, Edison and Victor want only on their lists dealers who are going to show enough enterprise to keep full lists of records, so that always they will be able to supply the demand. It is not impossible, therefore, that as time goes on there will be a gradual elimination of dealers and before a contract is made a prospective representative must give satisfactory assurance that he is going into the talking machine business for all it is worth and will push for new prospects by every legiti mate means.

Manager Arthur Erisman, of the Columbia Graphophone Co., when asked about the foregoing and could he substantiate the arguments, said most emphatically that he could. He added that, so far as price cutting is concerned, there is not much trouble with the large dealers, for they are disposed to abide by the strict rules of legitimate business. The process of elimination, he said, was largely in order that good dealers might become better dealers. The attitude maintained by the Columbia, he says, is in line with a gigantic campaign which the company is now entering upon; and to properly advertise itself the company must have the heartiest co-operation of all its dealers.

Big Increase in Columbia Business.

Mr. Erisman was pleased, in discussing conditions, to state that the business of his headquarters ran 113 per cent. in advance of the February business of a year ago. His office, now on the second floor of the Tremont street headquarters, is admirably adapted to his needs, far more so than the rather cramped quarters on the ground floor. There is a flood of daylight. The Dictaphone department is now located on the top floor of the building and the business is increasing rapidly.

Increase in Edison Diamond Disc Trade.

Manager F. H. Silliman, of the Pardee-Ellenberger Co., is highly optimistic these days over the growth of the Edison Diamond Disc business in his territory. Mr. Silliman was over at the jobbers' convention at Orange, N. J., recently. W. O. Pardee, head of the Pardee-Ellenberger Co., was in town a few days ago and expressed himself as well pleased over the prospects for the current year.

W. J. Fitzgerald Visits the South.

W. J. Fitzgerald, the wholesale manager of the Eastern Talking Machine Co., has been taking a much needed rest, and when he returned a few days ago from a fortnight's trip he looked in the best shape possible. He divided his time between Washington, Atlanta, Ga.; Jacksonville and St. Augustine, Fla.

Increased Facilities at Steinert's.

Manager Royer, of the Arch street quarters of the M. Steinert & Sons Co., one of the large Victor distributing centers of the city, makes the most satisfactory report of business that he has offered in a long time. The business is growing at a surprising rate, and the facilities for meeting the demands of patrons are now as complete as it is possible to make them. By a rearrangement of the floor much more space is now available and a passenger elevator to the record room and the offices on the second floor fills a long-felt want and is generously patronized.

To Feature the Pathé Line.

The Brooks Piano Co., which operates a large retail piano room in the Continental building at the corner of Washington and Boylston streets, has become a Boston dealer for the Pathé line, and in a few days a special department devoted to demonstrating this machine will be ready for the public. William G. Brooks, son of the head of the firm, is an enthusiast over the Pathé Frères phonograph, and he will devote much of his time to exploiting its advantages.

Exhibiting the Columbia Electric.

By way of celebrating the advent of the new electrically-controlled Columbia graphophones Manager Arthur Erisman made an arrangement lately with the Edison Electric Illuminating Co. by which a large display of machines was made in the windows of the Edison Co. in Boylston street. Six different types of Columbia machines were shown, and the exhibit attracted considerable attention. But it was not Boston people alone who had the privilege of seeing such an exhibit, as Manager Erisman similarly had made arrangements for other exhibits in sixteen other stores throughout a large local area, so that by the time the period of exhibition had expired thousands of persons got a new idea of the value of operating a Columbia machine through the medium of electricity.

Miss Pearl Perrett has been added to the staff of the Columbia Graphophone Co. She is devoting her time to demonstrating Columbia outfits outside of the Tremont street establishment. Miss Perrett is a daughter of R. L. Perrett, a former manager of the Providence establishment of the Columbia Co.

Report Large Victor Trade.

The February business at the Victor headquarters at the Boylston street store of the Henry F. Miller Co. made a very creditable showing, and Manager Warren Batchelder is well pleased over the spring prospects. The line of records is a very complete one.

S. M. Revness, who as the representative of the Victor Co., has been in Boston for four or five weeks has shaken the dust of the Hub from off his feet and has hied himself to Worcester, where he will remain for a time

Everybody is happy in the Victor department of the Oliver Ditson Co., where Manager Henry A. Winkelman puts in six busy days each week. Mr. Winkelman was one of the seventy-five men who enjoyed the dinner the other night of the Get-Together Club, made up of the members of the Oliver Ditson Co.

MORE is heard today regarding "quality" of phonograph music than ever before, and the Edison Diamond Disc Phonograph started this general conversation by reason of its admitted superiority. The Edison phonograph is also taken as the basis of ALL phonograph comparison and its tone is admitted to be best.

Aside from its tonal perfection, the artisticness of the cabinet designs enables the Edison Diamond Disc phonograph to harmonize with the most expensive interior furnishings of any home. We are "Exclusively Edison."

THE PARDEE-ELLENBERGER CO., Inc.

BOSTON, MASS. NEW HAVEN, CONN.

"E. D. D. P."

Window Displays Get Results.

In large measure due to artistic window displays of Edison and Columbia outfits, the business of the talking machine department of C. D. Osgood & Co., housefurnishers, has shown a marked increase lately. This department is most ably managed by Chester J. Sylvester, who is one of the most indefatigable workers in the business.

G. L. Parker Rearranges Department.

The talking machine department of George Lincoln Parker, in the Colonial Building, has been entirely rearranged so that now the Edison and Victor outfits are exhibited and demonstrated to far better advantage than formerly. Business continues good with the house.

Howard Shartle, of the Victor forces, has been in town interesting Victor dealers in the record accounting system, which already has been adopted by several of the local dealers, and by which it is possible to know on the instant how a house stands on records. Mr. Shartle was in Boston a year or more ago on the same errand.

Edward Sherman Resigns.

Edward Sherman has resigned from Chickering & Sons' house, where for a time he was connected with the Victor and Edison departments of the business. Mr. Sherman has decided to go into business with his father in another city.

Afternoon Teas Secure Results.

The afternoon teas inaugurated at the C. C. Harvey Co.'s Boylston street establishment are proving quite an innovation, and there are one or two women, good customers, too, who may be seen there quite regularly. Manager Francis T. White has an attractive young woman to dispense refreshments, in which the handsomest china and the most unique silver play a conspicuous and effective part.

Secures the Edison Diamond Disc Line.

Arthur W. Chamberlain, manager of the talking machine department of the Iver Johnson Sporting Goods Co., at 155 Washington street, has added the Edison Diamond Disc machines to his large equipment. He is about to rearrange the fourth floor, which is entirely given over to talking machines, so that there may be several more demonstration booths.

Two visitors to the local trade lately have been F. K. Dolbeer, the credit manager for the Victor Co., and George D. Ornstein, sales manager for the same concern.

NEW EDISON "AMBEROL" DEALERS.

Thomas A. Edison, Inc., Orange, N. J., recently issued a list of some of the new "Amberol" dealers who have taken on the Edison line during the past few weeks. This list reads as follows: Amberol line only—Austin's Pharmacy, Tupper Lake, N. Y.; Grenfell Milling & Elevator Co., Summerberry, Sask., Canada; W. R. Rea, Watson, Sask., Canada; W. M. Thomas, Bowden, N. D.; E. T. Hardham, Oak River, Man., Canada; H. B. Wiebe, Altoona, Man., Canada; W. J. Van Doren, Goodwater, Sask., Canada. Amberola and disc—Kingsport Stores, Inc., Kingsport, Tenn.; E. B. Pohle, Dexter, Ia.; Stephen's Art Store, Quaker City, O.; Veith & Dorn, West New York, N. J.; Smith's Music Store, Parkersburg, W. Va; The Edison Shop, Pardee-Ellenberger, New Haven, Conn.; Elmer Johnston, Baraboo, Wis.

Quick Service for Victor Dealers

There's no lost motion in our organization—no red tape methods in our order department. Everybody here is ready and eager to help you to do business. When you want something in the Victor line right off, get in touch with us.

Telephone to Steinert's
Oxford 1330

Remember that we have the largest and most complete stock of Victor records in New England, and that it is yours to command.

M. Steinert & Sons Co.
35 ARCH STREET, BOSTON

TALKER NEEDLES SENT BY AERO.

A dispatch from the official press representative with the army attempting to relieve the British forces surrounded at Kut-el-Amara to the London papers says:

"Cheery messages come from General Townshend (commanding the forces in Kut-el-Amara). He is sowing vegetable seeds and has asked for talking machine needles. These and other light requirements have been dropped into his camp from an aeroplane. He reports that he has sufficient supplies for a long period."

If we have to steal the steel for Bagshaw Needles

Never in our history, since 1870, have steel conditions been in such shape. We have an immense stock, but Bagshaw needles are made from a steel that is made on our special order exclusively for needles and, notwithstanding our big orders, it is difficult to get. We make millions of needles a month, and are doing our utmost to maintain shipping schedules, but the future presents problems of a serious nature.

Better look over your stocks and book your orders this month.

W. H. BAGSHAW Lowell, Mass.

Oldest and Largest Manufacturer
Established 1870

CENTURY

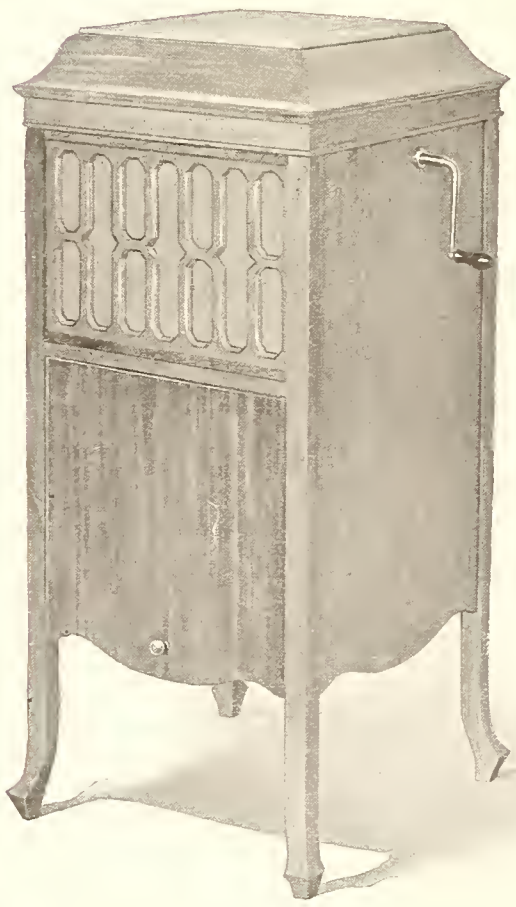
CENTURY

Why Century Cabinets Lead.

CENTURY CABINETS are "Built to Last," and are constructed of the best materials available. Quality is supreme, whether you purchase the No. 25 or the No. 200 design.

CENTURY CABINETS are built in a plant which is equipped to turn out only the highest grade work. The designs are prepared by artists—not mechanics, and the *prices are right.*

TWO OF OUR LEADERS



DESIGN No. 75
Made in Quartered Oak and Genuine Mahogany.
Dimen., 18¾ in. wide, 20¼ in. deep, 42¼ in. high.

Send for Our New Catalog and Price List

DESIGN No. 200
Made in Quartered Oak, Genuine Mahogany and Circassian Walnut.
Dimensions, 24 in. wide, 24 in. deep, 49½ in. high.

We build Century Cabinets complete, and deliver them ready for the installation of motor sets. Quantity orders in any design handled promptly. Shipments made in packing cases that can be used for reshipping instruments.

We are also prepared to furnish Century Cabinets equipped with suitable Motors, Tone Arms and Sound Boxes, thus furnishing to our customers a complete line of phonographs tested and ready for use, and with our customer's label if desired.

CENTURY CABINET COMPANY

25 WEST 45th STREET, NEW YORK

CENTURY

CENTURY

The biggest and most beautiful feature of the Columbia advertisements that grace the pages of most of to-day's leading magazines and newspapers is the fact that the goods stand up through everything that is said there.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

AN ARTISTIC DEPARTMENT

Is That Devoted to the Pathé Phonograph Line in the Lowry & Goebel Co. Store in Cincinnati—Homelike Atmosphere Prevails.

(Special to The Talking Machine World.)

CINCINNATI, O., March 6.—One of the most attractive talking machine departments in the local trade is the Pathé department in the Lowry & Goebel Co.'s store. This concern, which handles the Pathé line exclusively, is one of the leading furniture houses in this section of the State and has achieved the distinction of catering to a high-grade clientele which appreciates quality in merchandise as the paramount consideration.

Lowry & Goebel Co.'s Pathé Department.

There are four booths in the Pathé department, all of which are furnished artistically and comfortably. The color scheme of the booths is blue, lavender and antique ivory, and the beautiful design on the hand-blocked cretonnes is carried out in the other furnishings.

As a matter of fact, the Lowry & Goebel Pathé department is considered one of the finest "talker" warerooms in this State, and the success which the company has achieved in this department may be attributed in a measure to the home-like, cheerful atmosphere of its booths.

VICTROLA FOR GREAT OUTFIELDER.

(Special to The Talking Machine World.)

WACO, TEX., March 7.—The Victrola department at the Sanger Bros. store was honored recently by a visit from Tris Speaker, a member of the world's champion "Boston Red Sox," and considered the greatest outfielder on the "diamond." Mr. Speaker is a native of Texas, and visited the Sanger Victrola department to select a Victrola for his mother at Hubbard, Tex. He chose a beautiful mahogany, gold-trimmed instrument, hand-carved, Louis XV. design, for which he gave a check for $300. While making out this check Mr. Speaker stated that he could have secured another machine in the East, but he liked the Victrola so well and was so heartily in accord with the business methods of the Victor Talking Machine Co. and Sanger Bros., that he preferred to pay $300 for a Victrola.

REPORTS AN INCREASED DEMAND.

"There has been a great demand for Emerson phonographs from dealers throughout the country," said Henry R. Stern, of the Jos. W. Stern & Co. Sales Corp., New York, distributer of these products. "Owing to the vastly increased production at the Emerson factory, with a consequent saving in cost, we have been able to reduce the wholesale price of these phonographs so that the dealer now has a good margin of profit to work on."

TIMELY RECORD PUBLICITY.

Special Letter Regarding St. Patrick's Day Music Sent to Machine Owners—An Active New Manager in Person of W. H. Haile.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., March 6.—"As Long as the Shamrock Grows Green" is the first phrase of a unique circular letter sent out by the Schmelzer Arms Co. about three weeks before St. Patrick's Day. Believing that if other trades have special days when they may play up on some feature, Warren H. Haile, manager of the retail department of that store, had a large number of circulars printed telling of the Irish records in stock, and mailed out to over 1,000 machine owners on the mailing list. This was not in the form of a catalog, but was blocked as if it were an individual letter.

The body of the circular contains a short synopsis of the origin of Irish music, along with a list of the names of ten or twelve of the more popular Irish songs. An urgent invitation to call and hear these records or to have them sent out is embodied in the last paragraph of the letter. Mr. Haile is a new man with the Schmelzer people, having come to the Kansas City office from South Bend, Ind., where he was connected with George H. Wheelock & Co.

IF YOU BELIEVE IN MAINTAINING PRICES, WHICH ARE JUST TO THE PUBLIC AND JUST TO ALL, TELL YOUR CONGRESSMAN THAT YOU BELIEVE IN THE STEVENS BILL AND THAT YOU URGE ITS EARLY PASSAGE.

Building of the Ditson Company at Boston

DITSON

BOSTON NEW YORK

OLIVER DITSON CO. CHAS. H. DITSON & CO.

The name "Ditson" means music. Music means Ditson. Over 75 years of association with the retail trade of this country gives us a knowledge of conditions that is of help to you.

Ditson Victor Service stands foremost in the East. It is for the small dealer, particularly, that we desire most to help, but the small man of to-day soon grows, with intelligent help, to the big man of to-morrow. On our books are many dealers who formerly bought in lots of hundreds and now buy in thousands.

When you want real Service, get Ditson Service.

We furnish a complete line of musical instruments, from Accordeons to Zithers, and Books of Music and Sheet Music.

Building of the Ditson Company at New York

CASH PLENTIFUL IN MILWAUKEE.

Number of Sales Made on Cash Basis Steadily Increasing in that City—Shortage of Machines Still Felt Keenly—New Companies Enter Field—L. C. Parker as a Speaker—Larger Shipments Being Received.

(Special to The Talking Machine World.)

MILWAUKEE, WIS., March 8.—The talking machine business in Milwaukee and all over Wisconsin during the month of February showed continued activity, and a new high record for the present month is anticipated. General business has shown decided improvement, money is easier, and people are inclined to buy more freely. Milwaukee dealers say that the percentage of cash sales is increasing and that collections are decidedly better. James A. Fetterly, secretary of the retail division of the Merchants and Manufacturers' Association, says that collections in most lines of retail activity are above the normal point and that people are not only paying up their old accounts, but are buying much more freely. Judging from the orders which jobbers are receiving from dealers about the State, business with the average retailer is exceptionally active.

While Milwaukee jobbers in all the leading lines of machines are receiving larger shipments from their factories, the shortage of machines is still acute. Dealers are all being allotted a share of the machines which are arriving, but jobbers say that they could dispose of more than double the stock which they are receiving. Dealers are not only looking for machines to satisfy the present demands of their customers, but they are placing orders for stock intended for their summer and fall trade, for they realize that it is going to be a difficult proposition to secure enough machines at that time. Plenty of records are being received, and the new March records of the different companies are taking unusually well with the trade.

"Business is unusually good and we are unable to get enough Victrolas to meet the demands of our trade," said John H. Becker, manager of the Victrola and piano departments of Edward Schuster & Co. "The outlook is bright, considering the general improvement in all lines of business. February records sold very well, and the new March selections are creating much interest." Miss Adele Nero, assistant to Mr. Becker, has developed into one of the most successful young talking machine sales ladies in Milwaukee and has a fine sales record to her credit.

L. C. Parker, manager of the Victrola department of Gimbel Bros.' store, who has been developing quite a reputation as a speaker, especially along the lines of salesmanship, was one of the leading speakers on this subject at a recent meeting of the Alexander Hamilton Club, held at the Hotel Pfister, Mr. Parker gave an outline of methods by which a sales force produces results, and said:

"It is claimed that a man is worth $2 a day from his collar down and as much more from his head up as he can earn by applying the knowledge that he possesses. He will achieve success in the degree with which he makes use of his knowledge and ability."

The Elginola Talking Machine Corp. has been incorporated in Milwaukee, with a capital stock of $10,000, by Frank Rose, Albert Salomon and S. R. Simon. It is understood that the new concern will engage in the manufacture and sale of talking machines.

The Flanner-Hafsoos Music House, 417 Broadway, has remodeled and enlarged its Edison department, and now has one of the finest departments of its kind among the Milwaukee piano houses. The company has given up half of its first floor quarters to the department and has arranged five attractive new booths. The house is meeting with a fine business in the Edison line.

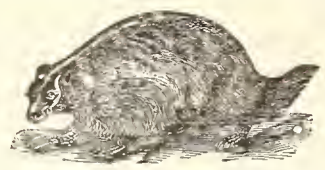
The George H. Eichholz Co., 542 Twelfth street, handling the Victor and Edison lines, has been conducting a consistent campaign of street car advertising during the past year, and its attractive car advertisements have been an important factor in building up the successful trade which the firm now enjoys.

The suit brought some time ago in the Milwaukee Civil Court against William P. Gensch, head of the Gensch-Smith Co., conducting an exclusive Victrola shop at 730 Grand avenue, by Max Lepak, who sought damages of $2,000 for remarks alleged to have been made by Mr. Gensch, was dismissed recently when Mr. Gensch proclaimed Lepak as an honest man.

The Columbia line has been installed in the main downtown store of Stumpf & Langhoff, Ltd., at Grand avenue and Second street. Mrs. C. L. McDonald is in charge of the department and is meeting with a fine business. The Columbia goods are being featured in attractive balcony quarters. The stock of machines and records for the new department was furnished by A. G. Kunde, 516 Grand avenue, Columbia jobber and retailer.

Despite the fact that more Columbia goods are now being shipped into Milwaukee, many more machines than are arriving could be disposed of, according to A. G. Kunde, jobber and retailer, 516 Grand avenue. Business has been so good since last fall that the brisk demand has kept the stock down to an unusually low point. Mrs. Kunde made two trips to Chicago recently and succeeded in securing several consignments of machines. Miss C. Gringes has joined the Kunde sales force.

The shipment of Edison machines and records to Milwaukee is increasing steadily, according to William A. Schmidt, manager of the Phonograph Co. of Milwaukee, jobber in this territory for the Edison goods. Mr. Schmidt says that he is able to ship a few machines to all his dealers and that the shortage is not nearly as acute as it has been. Several new Edison dealers have been located at various points about Wisconsin. Mr. Buehlow has joined the sales force at the Edison Shop, the retail store conducted by the Phonograph Co.



Victor Dealers

Those who relied upon us this season to supply their requirements of Victor merchandise are loudest in their praise of the excellent manner with which their orders were filled.

Were you one of these fortunate Victor dealers?

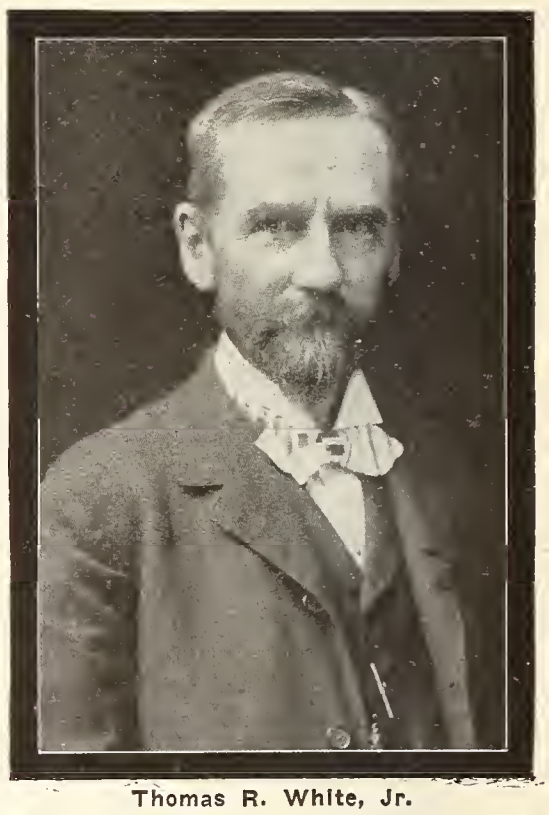
A timely New Year's suggestion. Try the service of the

BADGER TALKING MACHINE CO. 135 Second St. MILWAUKEE, WIS.

Victor Distributors (Exclusive)

DEATH OF THOS. R. WHITE, JR.

Thomas R. White, Jr., a vice-president and chairman of the board of directors of the American Graphophone Co., died Feb. 28 at Miami, Fla., where he had journeyed to regain his health after a siege of pneumonia. Mr. White had been connected with the American Graphophone Co. for many years and was one of the foremost figures in the remarkable growth and progress of this company in recent years. He had a broad grasp of every phase of the financial and industrial world and was keenly interested in the affairs of the American Graphophone Co. notwithstanding his many other activities. He was admired and esteemed by his associates, who are deeply affected by his sudden death.



Thomas R. White, Jr.

THE PERFECTROLA Has Tone and Quality

A Satisfactory Musical Instrument

Models from $10.00 to $100.00

No. 30

Cabinet finish and mechanical parts of the highest order insuring a minimum of trouble. Plays all lateral cut records—Our No. 100 is equipped with our new duplex reproducer, which plays all records without extra attachments—

Made by Milwaukee Talking Machine Mfg. Co.

Office and Factory, 416-418 4th St., Milwaukee

Chicago Salesroom
The Perfectrola Co.
160 N. 5th Ave.

Kansas City Salesroom
Wm. E. King
Traders Building

No. 55

Exclusive Territory

The AEOLIAN-VOCALION

THE representation of the Aeolian-Vocalion is one of the most valuable franchises that the music industry has ever offered. The distinguished character of this new phonograph, the ease with which it sells, the superior clientele it attracts, the strength of the appeal its distinctive features make to the musically cultured as well as to others, and the magnificent publicity it is receiving—are vital factors no intelligent merchant fails to appreciate.

When to these considerations is added the fact that every representative is given exclusive territory, and that in this way he receives *full benefit* from all the business that can be done in his territory, the extraordinary value of Vocalion representation becomes apparent.

Everyone familiar with the phonograph business knows that the situation in this field is undergoing a radical change. The phonograph is becoming more and more popular, but the public is investigating and learning to discriminate.

Progressive merchants, who take advantage of the opportunity to secure representation of the Aeolian-Vocalion, are not only bringing additional business and prestige to their establishments for the present, but because of the protection afforded by the Aeolian exclusive territory policy, are building a permanent and profitable business for the future.

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

THE AEOLIAN COMPANY

AEOLIAN HALL, NEW YORK CITY

CHICAGO OFFICE: FINE ARTS BUILDING
MICHIGAN AVENUE

A complete display of all models of the Aeolian-Vocalion may be seen at this office

MODEL K
$300

"—that afternoon I sang 'Annie Laurie'—not with my own voice, but with my own feeling!"

The AEOLIAN-VOCALION

"THE PHONOGRAPH OF RICHER TONE THAT YOU *CAN* PLAY"

"I HAD stopped for a moment in a music-wareroom and on my journey to the door I paused.

"Someone was singing 'Annie Laurie' behind me, with such a wealth of beauty and expression that I turned. I was listening, not to a human being as I thought, but to a *new* phonograph that I had never heard before—the Aeolian-Vocalion.

"That was a wonderful experience. I was listening to a song whose simple melody is so familiar that naught but the most exquisite voice could stir one with it. And I was stirred to the very depths of my being. So rich, so full of color were the notes that sounded forth that I have never dreamed a phonograph could voice them.

"And so I asked to hear more, but with a smile, the demonstrator inquired—Would I not like to sing 'Annie Laurie' myself, first?

"And then a miracle of music happened. He handed me what he called the 'Graduola' which was attached to this wonderful phonograph. He showed me how, by pressing it, I could melt the tones away to the faintest whisper, or swell them forth to strong, full-throated power.

"So I, who never sang before, sang 'Annie Laurie.' Not with my own voice, *but with my own feeling*, and thrilled with the experience as I knew the artist himself must thrill. No music that I had ever listened to had given me a tithe of such exquisite pleasure.

"Did I buy that wonderful instrument? It's in my home today and I question if money could get it away from me if I could not replace it. With its aid, I, a hitherto dumb musician, sing and play with the voices and the talents of the world's great artists."

▼

The Aeolian-Vocalion is on exhibition and sale at the present only in a limited number of the leading music-stores. Catalog and address of the nearest store will be sent upon request; also particulars as to arrangements for hearing the Aeolian-Vocalion in localities where it is not represented. Address Dept D3.

PRICES FROM $35 to $2000

Conventional Styles, $35 to $75 without the Graduola

Conventional Styles, $100 to $350 with the Graduola

Art Styles, $375 to $2000
Moderate Monthly Payments

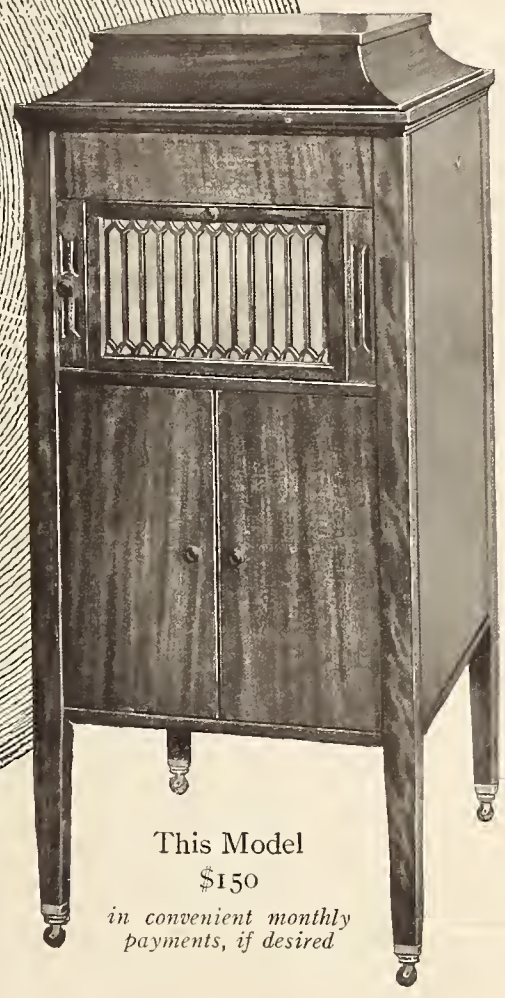
THE AEOLIAN COMPANY
AEOLIAN HALL NEW YORK

"Makers of the famous Pianola and largest manufacturers of musical instruments in the world"

Copyright 1914, 1916, The Aeolian Company

Specimen Magazine Advertisement from the Aeolian-Vocalion Publicity Campaign

Aeolian-Vocalion
Style H



This Model
$150
in convenient monthly payments, if desired

"The Sweet, Old Song That Made Me a Musician"

"I FIND that I'm a *musician*—must have been, in fact, all my life. Tho' as I have no voice and never learned to *play* any instrument, I've been a *dumb one.*

"Last Tuesday night, my wife and I were at the Jones's. Jones had a new purchase—a phonograph—and he obviously wanted to play it for us. We stood him off until after the last rubber, and then he was no longer to be denied. He simply went and got a record and started the machine.

"And then wife and I had the surprise of our lives. We never had cared very much for phonographs. Wife called them "screechy." Personally, I'm prejudiced against musical machines.

"But this phonograph was *different.* It wasn't screechy, and it *wasn't a mere machine.*

> *" 'Oh! Don't you remember sweet Alice, Ben Bolt?' "*

"With the first notes, I sat upright in my chair. A full-throated, rich *human* voice was singing the old, familiar words. It was *beautiful.* The very melody seemed glorified by the inspiring tones that voiced it.

" 'Come over here and sing this yourself!' said Jones.

"I went to him, not to sing, but to see what the slender tube terminating in a handle, which he had drawn from that wonderful phonograph, could be. It looked interesting.

" 'Hold this in your hands!' said Jones. 'Move the handle in to make the music louder; draw it out to make it softer.' Then he started the record again.

"At first I hardly dared to move the little device in my hands. Presently, however, I gained confidence. As the notes swelled forth and softly died away in answer to my will, I became bolder. I began to *feel* the music.

"It was wonderful! Do you remember how in Du Mauriers' famous story, the hypnotist—Svengali—used Trilby's glorious voice to express his feeling?

"*I was doing the same.* I was using a splendid voice—I know not whose—*to sing with.* And as I sang the old, old song, and fairly trembled with the depth of emotion I was voicing, the fact that I was—must be—a natural musician dawned upon me. And with it came a glimpse of the glorious possibilities open to me by this great new phonograph.

"Violinist, singer, flutist, pianist, orchestra conductor—the whole musical genius of all the world was *mine*, not to hear merely, but to use for the expression of *my own personality.*

"This is the story of my metamorphosis—yesterday, musically dumb and voiceless; today, the most talented and versatile musician imagination could create.

An Invitation

Never can you appreciate the qualities of the Vocalion until you personally have heard it—*played* it. So we invite you to come to Aeolian Hall—to come, not to *buy* a phonograph, necessarily, but to inform yourself about the latest and greatest instrument of the phonographic type.

PRICES FROM $35 to $2000

Conventional Styles, $35 to $75 without the Graduola

Conventional Styles, $100 to $350 with the Graduola

Art Styles, $375 to $2000

Moderate Monthly Payments

THE AEOLIAN COMPANY
AEOLIAN HALL NEW YORK

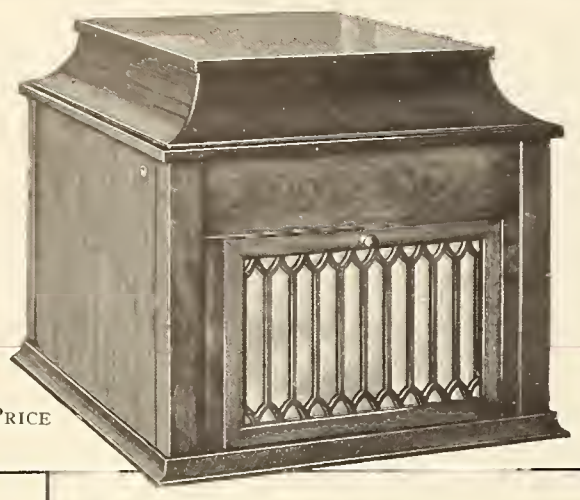
"Makers of the famous Pianola and largest manufacturers of musical instruments in the world"

The Aeolian-Vocalion

"The Phonograph of Richer Tone, That You Can Play"

Copyright 1916 The Aeolian Co

Specimen Newspaper Advertisement from the Aeolian-Vocalion Publicity Campaign



Style E
RETAIL PRICE
$50

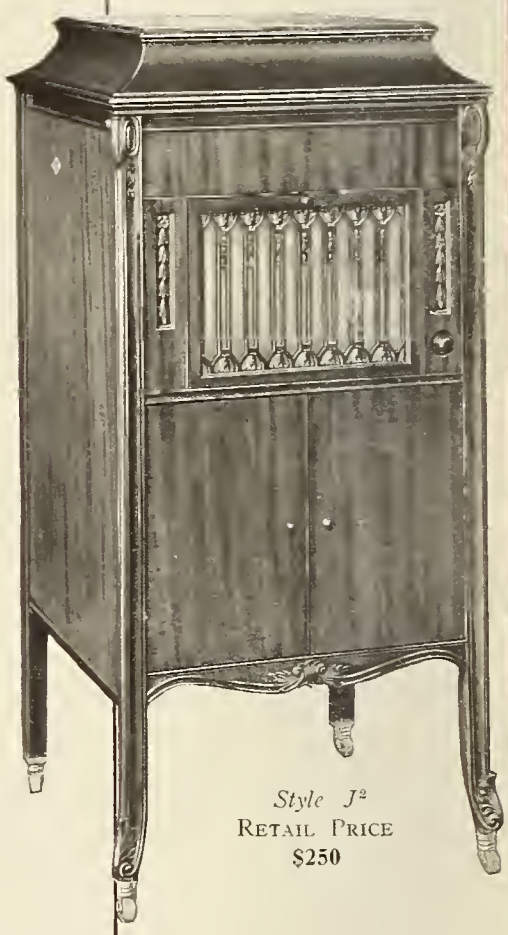
The VOCALION Line Surpasses Any Other in Beauty and Completeness

THE distinguishing features of the Aeolian-Vocalion line, which is larger and more complete than that of any other phonograph upon the market, are—the good taste displayed in stock models, and the group of special Art cases which far surpass anything hitherto known in connection with the phonograph.

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

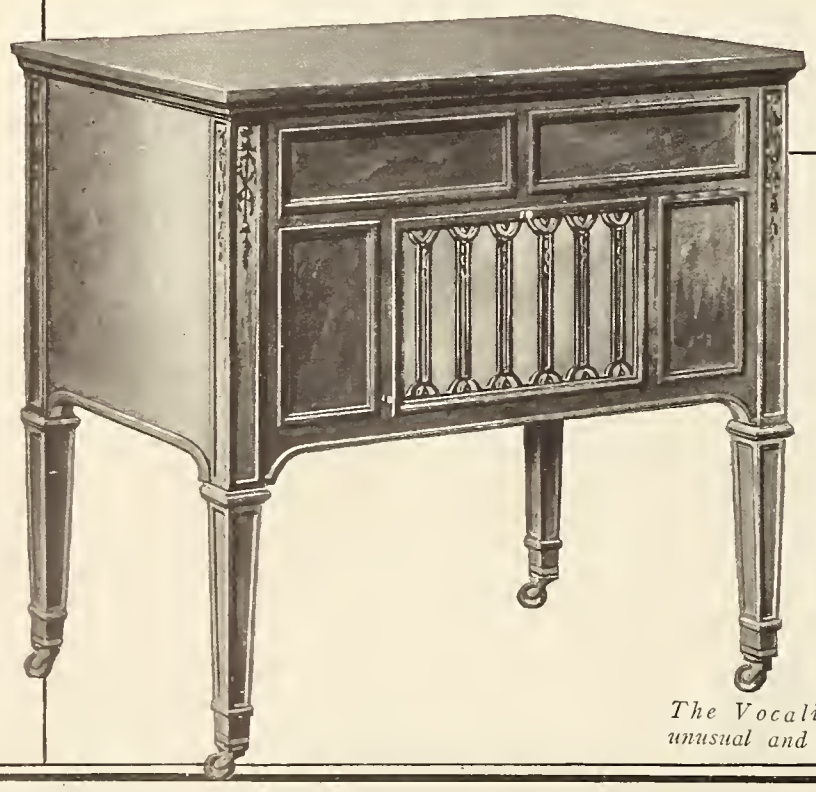
In the Art Styles the most unusual and artistic case effects are displayed. While some of these are original, others are based upon authoritative Period and other classic models.

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



Style J²
RETAIL PRICE
$250

Aeolian-Vocalions appeal to all classes. Their prices range from $35 to $2000 as follows: Conventional designs, $35 to $75 without the Graduola. $100 to $350 with Graduola. Art Styles from $375 to $2000 with Graduola and other important and exclusive features.



The Vocalion is made in many unusual and effective Art Styles

Copyright 1915, 1916—The Aeolian Co.

There is a lot of business to be had in the Foreign Records issued by the Columbia —business for to-day and business for beyond the day after to-morrow.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

CINCINNATI DEALERS FIGHTING APPROVAL SYSTEM.

Dealers in that City Organize to Combat Practice—Supplies of Goods Coming Along with Satisfying Regularity—New Phonograph Shop Opened—Volker & Co. Take on the Knabe-Crystola—Heavy Sales of Aeolian-Vocalion—General Business Conditions.

(Special to The Talking Machine World.)

CINCINNATI, O., March 6.—One of the interesting developments of the past month was the resumption of a fairly normal supply of goods in most all lines and the ability of the trade, particularly the small dealer, to dispose of his stock almost as soon as it was placed on the floor. Consequently this means a healthy state of affairs.

"Sent on approval" may soon be relegated to the Middle Ages, so far as the Victor dealers about Cincinnati are concerned. Under the leadership of W. A. Davin, of the Cable Co., some of the Victor dealers have formed sort of an organization which includes the Rudolph Wurlitzer Co. One result of this movement has been the elimination on the part of the distributer from his advertisements of statements intimating that Victor goods could be obtained only from one store. The association in time expects to take in all dealers about Cincinnati, and its main object will be to put a stop to sending goods out on approval.

A new retail outlet has been secured by the Edison folks through the Phonograph Shop, which will be opened during the coming week by George Wabnitz, Jr., at 148 East Fourth street. Mr. Wabnitz will deal in Edison Diamond Disc phonographs and records. One of this assistants will be George Meek, who has been identified with the various phonographic lines for quite a number of years.

Volker & Co., Kansas City, have been appointed one of the distributers for the Knabe-Crystola phonograph, according to an announcement to-day by Ernest Knabe, of the Knabe Bros. Co. The latter, in speaking of the Crystola, said: "We are receiving twenty orders for every one we can fill."

The Starr Piano Co.'s factory at Richmond, Ind., is now able to supply its branch houses with a much larger record line.

C. L. Byars, manager of the Vocalion department of the Aeolian Co., reports over 100 per cent. increase in February's business of this year over that of last February. There has recently sprung up a marked increase in out-of-town inquiries concerning the Vocalion. A number of good sales were made by mail and most of them bought the larger instruments.

He reports that, in spite of the fact that he is not pressing the wholesale end of the business at all, yet a number of good dealers have been signed up. The dealers who have had the line several months are reordering with alacrity, and from all indications are finding the Vocalion business a big success.

One Vocalion dealer in central Ohio disposed of his entire initial order within three weeks and placed a substantial order for new instruments—closing his letter with the following remark: "Kindly make us a substantial shipment of catalogs and advertising matter. There seems to be no end of possibilities with the Vocalion line."

Manager Whelen, of the local Columbia store, says: "Business is great, orders are piling in and there seems to be no let-up in the demand since the holidays. There is still a pronounced shortage on account of the fact that as fast as machines come in they are rushed out to the dealers needing them. The dealers throughout the territory realize the wonderful possibilities ahead of them for the coming year and are placing large orders even now for future delivery. There is no doubt in my mind but that great things are ahead of us and all Columbia dealers."

J. Greenfield, one of the best-known typewriter men in the country, has associated himself with the Dictaphone Co. with headquarters in Cincinnati at the local Columbia Graphophone Co. store.

AN INTERESTING ANALYSIS.

Statistics compiled by L. S. McCormick, sales manager of the Sonora Phonograph Corp., 57 Reade street, New York, since he undertook this office, which was announced in last month's World, show that one Sonora phonograph sells twenty more. This unit was arrived at after exhaustive study, both on the part of the Sonora representatives and the home offices. For one phonograph they could trace, they found that 200 machines were sold, but the average totals approximately twenty.

MUSIC FOR WOUNDED SOLDIERS.

Talking Machines and Records Being Sent to English and French Hospitals.

During the past few weeks twenty-one talking machines, 928 records, five mandolins and two guitars have been sent to the wounded soldiers of the allied armies by Miss May T. Moulton, who is working in conjunction with the Vacation War Relief, which was started by Miss Anne Morgan and her friends. Since the beginning of the present winter, Miss Moulton has been hard at work collecting talking machines and other musical instruments, and has supplied them to practically every battle front on which the English and French forces are fighting. Several base hospitals in Egypt, as well as scores of hospitals in France, have been supplied with musical instruments through this work. Appeals for contributions have been generously responded to, the charity forming a natural outlet for old records, of which the owners have tired. Landay Bros. are cleaning and packing the machines and records free of charge, and with each machine is packed a letter of cheer to the men and the officer in charge of them. Each talking machine sent over is accompanied by 700 needles and forty-eight records, and many letters of thanks have been received from the wounded soldiers, whose hours of pain have been made easier because of the music thus furnished to them. Miss Moulton asks that all who wish to help the cause along, either by donations of money, machines or records, send their contributions to her at 38 West Thirty-ninth street, New York City.

Save Freight Charges

The saving in freight charges (combined with better protection) is *one* reason over 75% of the cabinet machines are shipped in

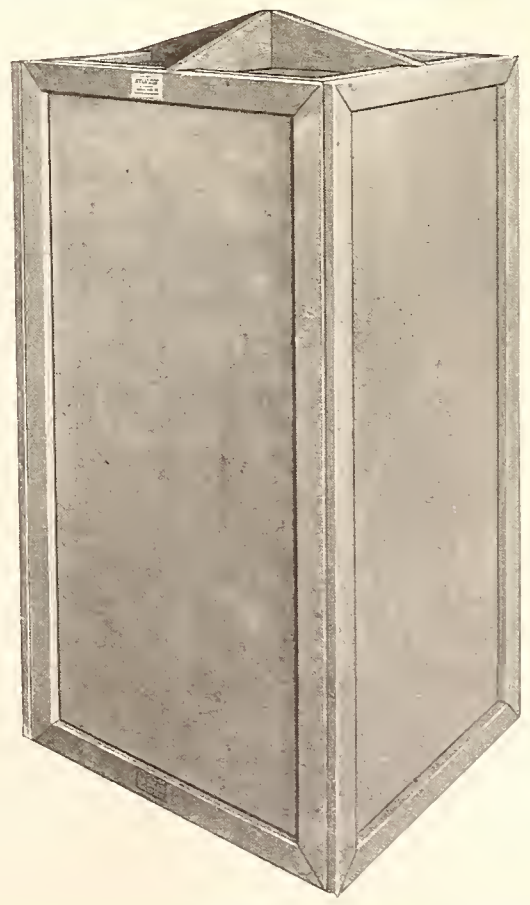
ATLAS PACKING CASES

(3-ply veneer—clear spruce cleats)

Expert advice on style of packing and shipping costs.

Write for convincing facts

NELSON & HALL CO.
MONTGOMERY CENTER VERMONT



THE TRADE IN PHILADELPHIA AND LOCALITY

(Special to The Talking Machine World.)

PHILADELPHIA, PA., March 5.—Philadelphia has experienced a wonderful talking machine trade in the month of February, the net returns being very much larger than last year, and again limited to the amount of stock that it is possible to secure. But the percentage of loss in this respect was not so great as in January and the dealers are in a better frame of mind. Everything indicates that March is going to keep pace with the first two months of the year, and in fact go them better as it looks as if the factories were straining every effort to supply the dealers with what may be called at least a normal amount of stock.

The talking machine dealers are in excellent shape in Philadelphia at present, and two of our already large merchants are planning within the next month or so to move to very much larger quarters than they now occupy.

G. W. Barnhill to Visit Pacific Coast Cities.

G. W Barnhill, of the Penn Phonograph Co., started for Florida the early part of this week to be gone a few weeks. He expects to make a tour of all the coast cities. John Miller, of the same firm, is at present in Atlantic City, where he has been for several weeks.

The Penn Co. report that their business is very good; much better than it was last year, and they believe that March is going to be very good, at least it has started off in that way. Their machines and records have been coming in in much larger quantities and they are at present filling a much larger per cent. of orders than they did earlier in the year.

Buehn Co. Reports Record Month.

The Louis Buehn Co. report that their business in February was greater than any previous month in the history of their business, with the exception of December 1915 and 1914, and that the outlook for the balance of this year is extremely bright. While machines are coming in to them with much better regularity, they are not yet in a position to supply machines as fast as they are ordered, and they note that the dealers who are getting the best service are those who have a constant order for them standing. They also note that there is still a shortage of some of the best selling records.

Death of Arthur Peterson.

Arthur Peterson, who covered Pennsylvania and New Jersey for the Buehn firm, died recently at his home in Vineland, and was buried at Collingswood, N. J. He had been with the firm for about two years. They feel that they lost a very valuable man, as he thoroughly understood the talking machine business and was well liked by the trade in general. The Buehn firm have taken on a new salesman, E. P. Bliss, Jr. who will cover a part of Mr. Peterson's territory, as well as other sections. He was formerly employed in a similar capacity by the firm of Lyon & Healy, Chicago. Among the visitors to the Buehn firm the past week were J. J. Knies, of Mahanoy City; Mr. Gewehar, of the Gewehar Piano Co., of Wilmington, Del., and Mr. Lewall, of Catasauqua, Pa.

Applications for Columbia Agencies.

The Pennsylvania Talking Machine Co. has been enjoying the general prosperity, a prosperity limited to what stock the Columbia Co. allows it. It is, at the present time, holding more applicants for agencies than ever before in the history of the business, orders and contracts that represent thousands of dollars' worth of business. Until more substantial shipments will come through, it has assumed as its policy to take the best of care of those it already has on its books, which it thinks is only the part of wisdom and fairness. February was a wonderful month with the Pennsylvania Co., showing a very substantial increase over last February, although the increase is insignificant in comparison to the unfilled orders Mr. Eckhardt says the demand continues and will continue, from all indications, above anything that any one has anticipated. A. Thalmayer, who has been identified with the international record department of the Columbia Co., has been placed in charge of the foreign or international record department to succeed N. S. Haim, who resigned. It will make a particular feature of this branch of the business.

Doing a Big Dictaphone Business.

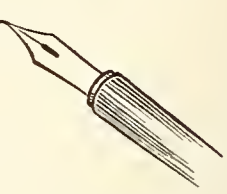
The Dictaphone Department of the Pennsylvania Co. reports that it has had another wonderful month, and the only reason for its not being a larger record breaker was that there were not enough goods to fill the orders. The company has had a great many orders for Dictaphones signed up merely awaiting the arrival of the goods. One of the pleasing features of the Dictaphone business is that it has had such a quantity of reorders. Among its largest installations during the month of February were the following: Whiting, Patterson Paper Co., paper manufacturer; Henry Hitner Sons Co., iron; H. K. Mulford, chemist; the Baldt Steel Co., steel; Campbell, Peacock & Kruger, cement; the Furness Withy Co., steamship agent, and A. T. Baker Co., plush manufacturer.

Plans for Great Business Show.

For years Philadelphia has attempted to have a business show, but with only partial success, but this year it will have a business efficiency show which promises to be of a very productive character, which will be conducted by Frank Tupper, and which will begin at the First Regiment Armory on March 13, to be continued until March 18. It will be one of the greatest exhibitions

(*Continued on page* 22.)

Pen Your Victor Orders to Penn



There are many reasons back of the broad statement above as to why Penn should fill your orders. One is, because Penn can do it, if anyone can. And that's one reason why you see no stock piled up around our storehouse, for every available machine and record goes OUT to our dealers. Put your trust in Penn. We'll work hard to please you.

VICTOR

Penn Phonograph Co., Philadelphia

1864—ESTABLISHED OVER HALF A CENTURY—1916

VICTOR DEALERS

Send your orders for Victor Records to

WEYMANN

for the best Victor Service in the East

We are now booking orders for Victrolas, all types, for early deliveries. May we serve you?

WEYMANN & SON, Inc.

VICTOR DISTRIBUTORS

1010 Chestnut Street Philadelphia, Pa.

We Are Filling Record Orders Practically 100 Per Cent.

A loafing Southern darkey was offered 25c to do some work. He refused, saying: "Why should I work? I have 25c now."

SATISFACTION may come with the possession of "two bits" but we are never satisfied with the work we are doing towards making life easier and more profitable for the dealer.

Week in and week out, while we are working to furnish everything we can in both Victor machines and records, we are also striving to improve upon the methods of handling stock; of anticipating machine and record orders; of caring for the "short" orders; solving transportation problems, as well as the countless details that either make or break a service.

Our policy of "exclusively wholesale" leaves not the slightest thought on the part of any dealer but that our efforts are for HIS BENEFIT, and for his benefit alone. Buehn Service stands as a library of merchandise and post-graduate knowledge that can be secured almost at will.

One of your fellow dealers said: "Buehn Service is as near perfection as an expert organization can make it." You can prove this by submitting a list of records desired, and we want you to include in this selection some of the records that you may have tried to obtain elsewhere. This is a good test, and we know your order will be filled beyond your expectations.

To change the old saying a little: "The proof of the Service is in the filling."

The Louis Buehn Co.

Philadelphia's

Exclusive WHOLESALE

Victor Distributor

Record orders are now being better filled than for several months.

Shipments from the Victor Co. have made it possible for us to fill some orders as well as 90 per cent. Orders for Supplies and Repair parts filled promptly and correctly.

Test us with any size of order—small or large—so you can see that Buehn Victor Service means a co-operation that is modern in every characteristic.

We will guarantee a larger percentage than any other jobber.

THE TRADE IN PHILADELPHIA.

(*Continued from page 20.*)

this city has ever seen. The Tupper Brothers have given shows in New York, Boston and Chicago, and thoroughly understand their business. The Dictaphone Co. has taken a large double space, known as booth numbers 43 and 44. The latest models of the Dictaphones will be shown. The exhibit will be in charge of J. D. Westervelt.

The Edison Dictating Machine has also taken a large double space. Mr. Bostwick, of the Edison Co., will be here during the entire exhibition, and N. C. Durand, vice-president of the company, will be here all day of March 15.

The manager of the Edison Dictating Machine reports that January and February were the two biggest months it has ever had. Among some of its prominent installments in February were with the G. G. Clows firm, the Dodson Coal Co., R. G. Dun, the General Electric, the Philadelphia Electric, and the Parkesburg Iron Co.

Clarence Hopkins has left the employ of the Cunningham talking machine department, and he has been replaced by Martin Socklaugh.

The firm of H. A. Weymann & Son have had a most satisfactory February, although they still find themselves short of certain machines and some of the most popular of the records. Harry Weymann, who has just returned from a ten days' trip through the South, states that the demand upon them is still greater than the supply. They are not finding as much difficulty with their record department which has been at least a hundred per cent. better than last year. Their three representatives are on the road and are sending in some very substantial orders for both records and machines.

The firm of Blake & Burkart, the biggest handlers here of the Edison, are having their new store entirely repapered and repainted at the present time, and as soon as it is completed they expect to give a series of interesting concerts. They have been having a very gratifying business on the Edison machine, as they note have all the other firms handling it in this city.

FROM REAL ESTATE TO OPERA.

Thomas Chalmers Had Planned Business Career Before Realizing Value of Voice.

Thomas Chalmers, one of the popular members of the Boston Grand Opera Co., and who has also won much favor through the medium of the rec-

Thos. Chalmers.

ords he has made for Thomas A. Edison, Inc., started out on the sea of business as a real estate operator, and was doing fairly well when he discovered that he had a baritone voice and was advised by his friends to have it trained.

Mr. Chalmers went to Italy nine years ago, where he studied for several years under Lombardi, and four years ago came back to sing here. His success was immediate, and instead of selling real estate he is now buying it.

The singer is enthusiastic regarding Mr. Edison's accomplishments and delighted with the Diamond Disc recreations of his baritone voice.

CLOSED A BIG FEBRUARY BUSINESS.

(Special to The Talking Machine World.)

DETROIT, MICH., March 7.—H. C. Shea, sales manager of the Pathephone Co. of Detroit, 114 Farner street, Pathé distributers, reports the closing of an excellent business in the month of February. A number of new accounts were opened during the course of the month, and the company, which was one of the first Pathé jobbers in the country, has made arrangements to carry a complete stock of Pathephones and Pathé disc records at all times.

Among the additions to the company's sales staff is Harry A. Russell, formerly connected with the American Phonograph Co., and well versed in all details of phonograph merchandising. Mr. Russell has already commenced work, and is extending real co-operation to the Pathé dealers in this territory.

EDISON PLANS FOR THE FUTURE.

Will Do Some Highly Shocking Things if He Lives Long Enough to Accomplish Them.

Thomas A. Edison, who recently celebrated his sixty-ninth birthday, prepared some years ago the schedule for his future life. Dyer and Martin, the authors of his authorized biography, "Edison: His Life and Inventions," quote him as saying: "From now until I am seventy-five years of age I expect to keep more or less busy with my regular work, not, however, working as many hours or as hard as I have in the past. At seventy-five I expect to wear loud waistcoats with fancy buttons; also gaiter tops; at eighty I expect to learn how to play bridge whist and talk foolishly to the ladies. At eighty-five I expect to wear a full-dress suit every evening at dinner, and at ninety—well, I never plan more than thirty years ahead."

M. J. Harrison, of Richmond, Ind., has been named a charter member of the International Phonograph Dealers' Association, which has its headquarters in New York City.

WAIT!

We Have a Few Surprises For You

They will make the "WONDER" phonograph even a more marvelous value than it is now.

Don't Commit Yourself

for the coming season until you have communicated with us and investigated. It will repay you.

Write for descriptive folder, advertising material and special dealers' proposition.

THE WONDER TALKING MACHINE CO.

113-119 Fourth Ave. *at 12th St.* **New York**

Telephones, Stuyvesant 1666, 1667, 1668

THE GREAT USED NEEDLE PROBLEM.

The Genius Who Devises Some Use for Worn-out Talking Machine Needles Will Be Crowned with Fame and Fortune—Perhaps.

Great excitement has been caused among the owners of talking machines in Greater New York over a controversy at present running in the New York Sun as to the best method of utilizing worn talking machine needles. The unknown who started the rumpus wrote to the paper a short time ago, and stated that thousands of persons who owned talking machines would be exceedingly interested in a method of turning worn needles into some useful purpose. As soon as his letter was published, the post-office had to add another carrier to the route in order to deliver the mass of answers sent in, each one containing a suggestion as to what to do with the needles.

One of the first suggestions received was to the effect that the needles should be given to glaziers, to be used instead of the triangular zinc brads generally used to keep panes of glass in window frames. This was answered by another genius, who wrote at length and on both sides of the paper, stating that the needles were absolutely useless as a substitute for glazier's brads, but that they should be driven into the heels of shoes, on the side where they wear down, thus preventing fallen arches, ingrowing nails and pigeon toes, at the same time affording the wearer a sort of caulk, similar to that used by humane drivers on snowy days, which would enable the needle-shod pedestrian to stride along the slipperiest of streets without skidding—a sort of non-skid shoe, so to speak.

A budding financier, scenting fortunes in the export trade, suggested a co-operative syndicate of talking machine owners, who would send their worn needles to a central point, whence they would be shipped to Africa and marketed there among the savages for tattooing purposes. A resident of Hensfoot Corners telegraphed in to state that he used his discarded needles to save his apple trees from caterpillars and bugs and things by first daubing a ring of sticky stuff around the tree-trunk, and then sticking the needles into the glutinous matter, butt end down, point end out and so close together that millions of insects, climbing after the fruit, committed suicide when trying to get over the stockade thus formed, the result being that the neighbors' children, who got all the apples one dark night, didn't find a single worm in any of them.

The controversy is still unsettled, and Manhattanites are sitting up nights pondering over the woful waste caused by the apparent uselessness of worn-out needles, and seeking to find some means of converting these worn "points of speech" into a profitable channel. But no matter what use may eventually be found for used needles, one thing is certain, after having once been used to play a record they should not be used over again for the same purpose.

Are You Satisfied that the *Sound Box* on your Machine has a *Satisfactory Diaphragm?*

"CRYSTAL EDGE"

(The Edge is Clear as Crystal)

MICA

DIAPHRAGMS

Will Meet the Most Exacting Requirements

Can be furnished in any quantities — Only highest grade **MICA** used

Prompt deliveries assured—Write for samples and prices

JAMES FRAZEE, Manufacturer

Hudson Terminal Bldg. — **30 Church Street, New York**

ISSUE NEW PRICE LIST.

Sales Division of the Columbia Co. Announces New Prices for Columbia Electric Grafonolas—Names of Machines Are Also Changed.

The sales division of the Columbia Graphophone Co., New York, has announced a new price list for Columbia electric Grafonolas. This list also changes the designations of these machines, as, in accord with the new policy of naming Grafonolas, the price of the machine constitutes its name.

The new price and name list, with the former designations, is as follows: Style 150E is changed to Style 125E, price $125; Style 160E is now 135E, price $135; Style 200E is now Style 175E, price $175; Style 250E is now changed to Style 225E, price $225.

The new list provides for an increase of only $25 from the prices of the regular Grafonolas to give the purchaser an electric Grafonola. The Columbia electrics have achieved country-wide success, and the new prices will doubtless act as a new impetus to their sale and add materially to their popularity.

GRAVEURE WITH COLUMBIA CO.

Noted Belgian Baritone to Make Records Exclusively for This Company.

The Columbia Graphophone Co., New York, announced recently the consummation of arrangements whereby Louis Graveure, a Belgian baritone of international prominence, will record exclusively for the Columbia record library. Mr. Graveure's first records will be issued shortly, and the prestige which he has attained in musical circles augurs well for the sale of his records.

LEAVE FOR EUROPE.

Louis Sterling, general manager of the European interests of the Columbia Graphophone Co., and Arthur Brooks, head of the English recording laboratory, sailed for England last week on the steamer "Nieuw Amsterdam" after an extended visit to this country.

GEN. PERSHING ATTENDS TONE TEST.

(Special to The Talking Machine World.)

El Paso, Tex., March 6.—Elizabeth Spencer, concert soprano, and Harold Lyman, flutist, from the Edison laboratories at Orange, N. J., recently appeared in an Edison tone test recital in this city. Among the delighted attendants were several United States Army officers on duty along the border. Gen. John J. Pershing was one of these.

AT YOUR SERVICE—WITH GOOD SERVICE

ARE YOU OBTAINING ALL THE VICTOR GOODS YOU NEED?

CAN WE HELP YOU?

MAKE SURE THAT WE ARE ON YOUR LIST OF DISTRIBUTORS

THE ALL YEAR ROUND DEALER IS THE ONE WHO ALWAYS GETS THE PREFERENCE WHEN GOODS ARE SHORT

BE ONE OF OUR "ALL YEAR ROUND" DEALERS

AMERICAN TALKING MACHINE CO.

368 LIVINGSTON STREET — **BROOKLYN, N. Y.**

VICTOR DISTRIBUTORS

REED ARTISTRY IN THE MAKING OF TALKING MACHINES.

Some Remarkably Artistic Creations Turned Out by Dr. Alva Jones, the Noted Technician of Philadelphia—The Principal Features of These Creations Interestingly Described.

The three photographs illustrated herein give a vivid idea of the beauty of reed artistry in the making of talking machines, these being the creation of Dr. Alva D. Jones, a noted technician, with offices at 601 Witherspoon Building and laboratories and experimental station at 1218 Filbert street, Philadelphia, Pa., and who, it will be remembered, is the inventor of the famous Jones Rubbertone reproducer. In addition to being an M.D., he also has the titles of E.E. and M.E., and is famous as a consulting engineer.

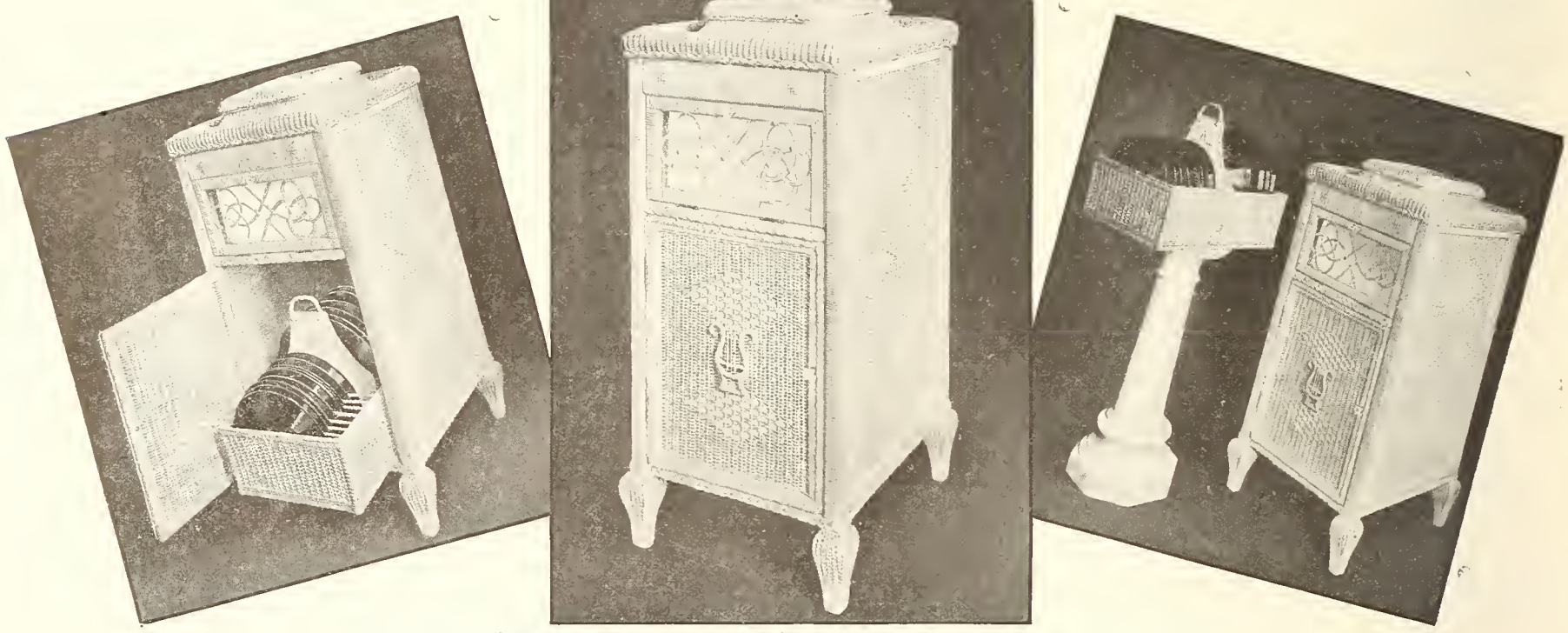
Dr. A. D. Jones.

From these photographs one can see the various effects of the use of this phonograph, one showing the instrument itself closed; another, with the record hamper open, and the third shows the record hamper removed and placed upon a marble pedestal. The utility of this new invention, which is being protected by design and other patents, is far-reaching, as can best be attested by the orders already received, even before the official announcement is made.

In describing this it is better to let Dr. Jones have the floor, for he is as clever in his descriptive conversation as he is in his creative achievements. "The principal feature of my patent," said Dr. Jones, "is that the inventor has discovered a wonderfully valuable function in the use of reed and other plaited materials when used as a talking machine cabinet, having after thousands of tests discovered that board cabinets of the usual type are subject to sympathizing with the vibrations coming from the record, and thereby setting up a tone the coloring of which is foreign to the original tones. Wood is found to be particularly valuable in the piano, which has a tone peculiar to itself and is an instrument within itself. Likewise the violin. Each of these has its own individual characteristics, which characteristics are made up in part of the wood itself, but this condition is entirely different in the talking machine, as the same must be capable of accommodating itself to the characteristics of every known musical instrument as well as the human voice.

"Each and every one of these instruments as well as vocal sounds is distinctly individual, so it is easy to understand that the talking machine cabinet as well as its reproducing instrument or sound box must be entirely void of a predominating tonal characteristic, but must be capable of preserving to their utmost the most delicate musical vibrations without the slightest change of coloring by reason of sympathetic vibratory influences. We must understand that the talking machine is strictly a secondary consideration, and when we listen to it reproduce an original instrument we never for a moment think of anything but the original and its characteristics, which cannot be obtained if the reproducing device has an individual tone, and in my experience, which has been vast in this line, the talking machine and sound reproducing instrument per se, that is, the sound mox, should be made of such material and constructed in such a manner as to be absolutely free from an individual tone in itself, yet that part that must preserve and amplify the original sound must be sufficiently dense to take care of the most delicate shades of music.

"Referring again to my reed cabinet, I wish to say that by reason of it being constructed in sections, although it is made by hand, it will be within the reach of the most modest purchaser, as a great number of craftsmen can work on it at a time, which is an entirely new procedure in the reed industry, and is also the subject matter of a patent. One beauty of the reed machine is that it may be decorated so as to accommodate itself to any furniture or room in the home. The decorations may be changed at will. If the reed is to be left in its natural state, a brush, soap and water makes it look as good as new at any time. It is not subject to being scratched, as the highly polished wood or board cabinets. On account of it being made of rattan, it is practically indestructible. A machine the size of the one shown in the photograph would only weigh twenty or twenty-five pounds complete. The special sound reproducer belonging to this machine is most wonderful, although any standard type of sound reproducing machinery may be fitted into it."

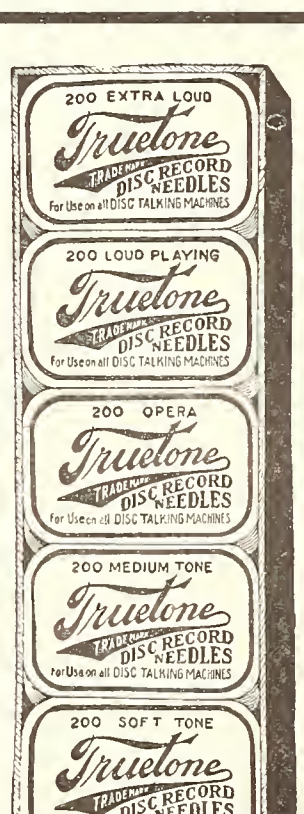


Artistic Creations in Reed Cabinets, Designed and Patented by Dr. Alva D. Jones.

PEERLESS PHONOGRAPH CO. SOLD.

Ricca & Son Purchase Concern Which Was Started by Ben H. Janssen.

The Peerless Phonograph Co., of this city, was recently purchased by Ricca & Son. The purchase included the stock and good will of the company, which was formed originally by Ben H. Janssen to do a jobbing business in the Pathé Pathephone and Pathé records. The new owners of the company will continue the original policy of the company, and the entire executive organization of the Peerless concern has been retained by them. The phonograph business will be kept entirely separate from the manufacturing activities of the Ricca & Son firm.



Truetone Combination Sets

MADE IN U. S. A.

Five different tones, each tone packed separately. 200 in a metal box, 5 boxes in a convenient container holding 1000 needles, retailing at 75c.

Five of these containers packed in a carton and sent prepaid to dealers anywhere in U. S. for $1.50

NEW YORK DISC NEEDLE CO.

110 WORTH STREET, NEW YORK CITY

Truetone TRADE-MARK

Highest Grade Ever Made.

SEND FOR SAMPLES AND PRICES ON OUR COMPLETE LINE

COLUMBIA CO. ANNOUNCES NEW APPOINTMENTS.

James P. Bradt Becomes General Sales Manager and W. C. Fuhri, United States Manager of That Company—Both Men Admirably Fitted by Experience for Their New Responsibilities.

John A. Cromelin, general manager of the Columbia Graphophone Co., New York, announced last week the appointment of James P. Bradt as general sales manager and W. C. Fuhri as United States manager of the company.

Mr. Bradt was formerly sales manager, and in his new and broader duties he will be in a position to give even closer co-operation to all branches of

James P. Bradt.

the Columbia service and indirectly aid the Columbia dealers throughout the country in achieving greater success than they have had in the past several years.

Every talking machine man who has had the pleasure of meeting Mr. Bradt will rejoice in his broader field of activity, as Mr. Bradt is one of the most popular members of the trade and a man whose pleasing personality and genial smile have

W. C. Fuhri.

won him hosts of friends both here and abroad.

W. C. Fuhri, who was formerly Central West district manager, is one of the oldest employes of the company, and has gained the friendship and esteem of Columbia dealers throughout the West. The creation of the position of United States manager, Mr. Fuhri's new post, became necessary on account of the greatly increased business the Columbia Co. is doing, with a proportionate increase of problems and general work. The appointment of Mr. Fuhri is a logical one, as his many years of exceedingly successful work in the Columbia service has peculiarly fitted him for his new post.

As United States manager Mr. Fuhri's duties will be all that the title implies. He will be in direct authority on all matters pertaining to the company's United States business, and will be the executive office representative of the store managers, through the district managers, in matters of management.

TO VICTOR DEALERS

"His Master's Voice"

A fine Gold Filled or Solid Silver Charm at $2.00 each. Solid Gold, $6.00. Sent to any part of U. S. postpaid, C. O. D. Special prices at wholesale.

J. FRAME ART JEWELRY

340 Superior St., TOLEDO, O.

IN MEMORY OF THE LATE COL. BILL.

Resolutions of Sympathy are Drafted by the National Association of Talking Machine Jobbers and Will Be Suitably Engrossed.

At the recent meeting of the executive committee of the National Association of Talking Machine Jobbers, in New York, a committee was appointed to draft suitable resolutions to the memory of Edward Lyman Bill. The resolutions, which will be appropriately engrossed and framed by the committee are as follows:

EDWARD LYMAN BILL.

was a man who held a position of honor, dignity and influence unsurpassed in trade paper annals in this or any other country. In this his life was unique. His profession will miss his great leadership. The musical industries in all their branches will with difficulty know where to turn to fill the void left by his untimely passing away. He combined with keen technical knowledge the finest qualities of character and manhood. Colonel Bill's life would have been rounded out in his chosen profession had he limited himself to it, but he gave of his power and ability not only to his splendid papers but to the whole music trade and to numerous civic duties as well. No effort for honesty and uplift in trade advancement ever found him unwilling to assume his full share in it and responsibility for it. Through the warp and woof of the fabric of his calling the thread of his life will be found for the past thirty-six years, and has bettered and gladdened it. His sudden death in the full of a fine activity leaves the profession of trade paper journalism and the musical world in general poorer indeed, and the entire community with more than the customary sense of a deep public loss. The National Association of Talking Machine Jobbers, of which he was a founder and an honorary member, orders that this minute of esteem for his memory be spread upon its records and a copy, suitably prepared, be sent to his sorrowing family and his business associates.

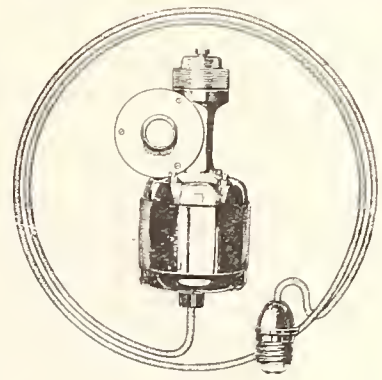
"And the stately ships go down
To their haven under the hill,
But oh, for the touch of a vanished hand
And the sound of a voice that is still."

JAMES F. BOWERS,
HENRY WINKLEMAN,
LOUIS BUEHN,
Committee on Resolutions.

MUSIC AS AN AID TO ACTING.

The many applications of the Edison Diamond Disc are interestingly shown in a recent installation in the Edison motion picture studio at Bedford Park, New York City, as an aid to acting. The direct and immediate effect of music on the emotions, especially "emotional" music, has long been known to psychologists. The directors, as the stage directors are known in motion pictures, are just waking up to the power of music. The director's task is to see that the actor's feelings and thoughts are so expressed that, without words, the audience will "get" them vividly. The exactions of the picture screen call for the highest form of realistic acting. This search for the real feeling has brought forth this reliance upon the Edison Diamond Disc as an emotional excitant.

The B. M. Joy Edison Shop, of Fort Dodge, Ia., recently held a tone test with Miss Helen Rudesill as the soloist.



Are You a Motrola Dealer?

When we announced the MOTROLA we knew there would be a big demand—but we did not know the demand was so urgent.

The flood of inquiries and orders that have come in from almost every section of the country has proved this:

It demonstrated that wide-awake talking machine dealers know it will be easy to sell Motrolas to their customers.

Connected with electric current the Motrola winds automatically, insuring true tone and even time by keeping the machine from running down. Cost of operation practically nothing. It can't get out of order.

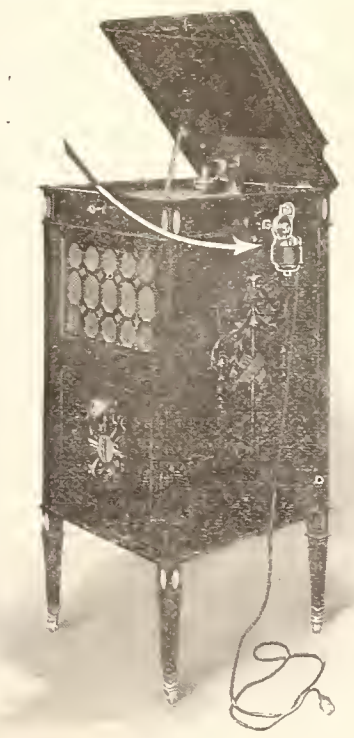
Simple to attach—just unscrew the winding key and put the Motrola in its place.

Be one of the first to have a Motrola for demonstration purposes. Get our literature to mail out with your monthly list of records.

Prices, terms and all further information sent on request

JONES-MOTROLA, Inc.

171 MADISON AVE. NEW YORK, N. Y.



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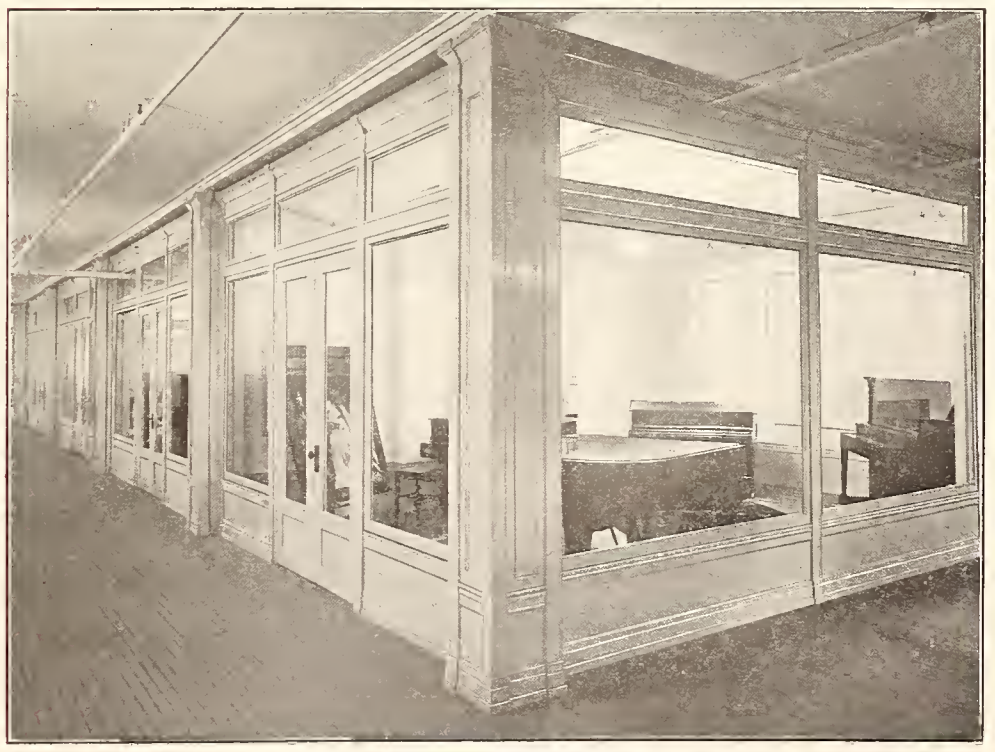
Design No. 2

Design No. 4



Design No. 10

The
Unico
System
Guarantees
Growth

Retails for $1.00

IF you are not carrying the Sonora Multi-Playing Jewel Needle in stock, you should do so.

It sells readily for $1.00, and we authorize you to guarantee it to give perfect satisfaction under daily use for three months.

We supply them to you at a price which permits a satisfactory profit, and will be glad to have you correspond with us on the subject.

The Jewel Needle will save your customers records, and bring out their beauty and harmony in a way not possible to the old-fashioned, scratchy, constantly-changed *steel* needle, now being rapidly discarded by careful people.

Manufacturers of steel needles state that they must be used but once because they wear the record. This is true, and it is also true that they begin to wear the record the minute they start and keep on wearing it more and more.

Write us for sample needle and full information in regard to net prices and the "service work" which we do for those who carry our products in stock.

Sonora Phonograph Corporation

Makers of the Sonora Phonograph and Sonora Multi-Playing Jewel Needle.

GEO. E. BRIGHTSON, *President*,

57 Reade Street - NEW YORK

INSURANCE ON VICTOR GOODS.

Victor Talking Machine Co., in Letter to Insurance Company Official, Outlined as Follows Its Policy Regarding the Handling of Machines and Records Damaged by Fire.

In response to a request made by an insurance company official, the Victor Talking Machine Co. recently sent the following written statement regarding its position with respect to settlements of fire losses in which goods of its manufacture were involved. The letter was designed to clear up certain misunderstandings in the West and was forwarded to the proper authorities. The definition of the company's stand was as follows:

"It has not been, is not, and will not be the policy of this company to question the right of insurance companies to take damaged goods of its manufacture in cases where the amount of damage thereto cannot be agreed upon and settlement made for partial loss.

"We do object to damaged goods of our manufacture being disposed of to the public in any way, as we know this can only result in damage to our reputation as manufacturers of high-grade goods. In order to avoid this we are willing to make sacrifices in the nature of allowances to distributers or dealers who suffer fire losses and who cannot otherwise agree with the insurance companies upon the value of the salvage. We think the insurance companies will be glad to extend to us the courtesy of an opportunity to confer with the assured and with the adjuster in cases of dispute, as this would no doubt result in speedy settlement and save the companies loss and expense.

"When machines of our manufacture in the hands of the trade are damaged in such a way that, in the opinion of the assured and of the adjuster, they can be refinished and made marketable, this company stands ready to do this at our factory, supplying new parts at cost and charging only for new material and workmen's time. Certainly, repairs cannot be made in any other way at so low a cost and with as satisfactory results.

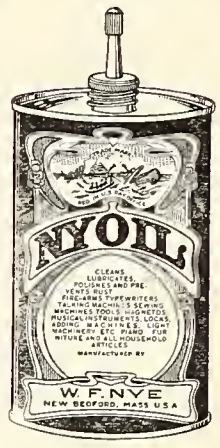
"With respect to records in the hands of the trade that have been damaged, but appear to have salvage value, our plan is to offer to make an allowance on such records in exchange for new ones. This enables the assured to make a corresponding allowance to the insurance companies at our expense, and we feel that the distributer or dealer should also be willing, in cases where a large stock is involved, to stand a loss if necessary, so that the questionable goods may not be offered to the public in his vicinity to the damage of our mutual interests. If, however, even this allowance by us does not permit the assured and the adjuster to come to an agreement, we are willing to give any case careful consideration to see if there is any need or justification for a special proposition applying only to that particular case.

"In the case of machines that are damaged beyond repair and records that are burned, broken or otherwise perceptibly damaged, we presume that there can be no question but that they represent a total loss figured at the actual cost to the assured.

"In a few recent cases we have been called upon by adjusters to assist them in the manner indicated above, and we are quite sure that the results have been most satisfactory to all concerned, and especially so to the insurance companies, whose claims were very much reduced through our co-operation."

FALL IN JOIN THE ARMY OF NYOIL DEALERS AND

YOU WILL SHARE



PROFITS WITH US

Let Us Submit Our Latest Proposition

WM. F. NYE, New Bedford, Mass.

PHONO-VOCAL METHOD A SUCCESS.

Student Writes Enthusiastic Letter Regarding the Success of the Herman-Klein Phono-Vocal Method of Voice Teaching.

The successful use of any particular system of instruction affords the greatest proof of the practicability of the system in question. The many testimonials from students of singing, and even teachers, regarding the effectiveness of the Klein Phono-Vocal Method of voice culture, based on the use of talking machine records and a comprehensive textbook, and which has back of it all the excellence of the famous school of Manuel Garcia, goes to prove its value.

The manner in which those who have used the system regard its success is indicated by the following letter, recently received by the Music Phone Method, 2 West Forty-fifth street, New York:

Kellogg, Idaho, Dec. 22, 1915.

THE MUSIC PHONE METHOD, New York City:

I expressed my approval of The Music Phone Method on receipt of the same. At that time I valued it at $1,000, but after having studied with it six weeks its value has just doubled. All of my records are jealously guarded and kept under lock and key when not in use. I have expended in the neighborhood of $2,000 with some of the best teachers of vocal music to be found in the West, but still I was not satisfied. I have the well-known fault that most all average singers have got, and that is lack of proper breath and throat control. The trouble of all teachers is that they try to teach how to overcome such faults, but not how to prevent such faults. Now it is clear to anyone with the average brain that it is much easier for a person to keep from getting a sore throat than to doctor and overcome the same when once it has got hold of him. Their excuse for this is that they are afraid of mystifying a pupil, but that is just what they do. I came to this town to get together enough funds to go ahead with my voice, but am pleased to say that the Herman Klein Phono-Vocal Method has solved the financial end of it for me. I have in the Music Phone Method the greatest of all teachers. You are given permission to use this in any way that will help music lovers to take advantage of this great opportunity. I would be pleased to answer any letters from ones who would like a heart-to-heart talk with one of your students. Wishing you all kinds of success, I remain Sincerely yours,

N. S. CLARK.

Those issuing the method have received similar letters from many students and also letters from members of the trade regarding the success of the system as a selling proposition.

"MAGNET" DECALCOMANIE NAMEPLATES FOR TALKING MACHINE CABINETS ETC.

From the DORAN CO. 45 MICHIGAN AVE. Phone-Main 4156 DETROIT

SOLD BY HURTEAU, WILLIAMS & CO. Ltd. MONTREAL — OTTAWA

Kunkel Piano Co. BALTIMORE

We can furnish the same or similar style as shown herewith, according to the price scale given below.

	250	500	1000
Gold letters, black edged . .	$12	$15	$20
Black letters, solid gold background, with fancy border	$16	$20	$25

Samples upon application,

GEO. A. SMITH & CO., Inc.

136 Liberty Street, New York, N.Y.

FROM THE PHONOGRAPH CO. 1240 HURON ROAD (ENTIRE THIRD FLOOR) PHONES - PROSPECT 2140 - CENT 1406 CLEVELAND

SOLD BY WALTER D. MOSES & CO. Oldest Music House in VA and N.C. 103 E. BROAD STREET RICHMOND, VA.

SOLD BY J. E. STRATFORD AUGUSTA, GA.

NEW CONCERN TO MAKE "TALKERS" IN PHILADELPHIA.

Horace Sheble Is President of the Domestic Talking Machine Corp., Chartered with $200,000 Capital Stock, to Enter Manufacturing Field on Large Scale.

The Domestic Talking Machine Corp. was recently incorporated at Philadelphia, under Pennsylvania State laws, for the purpose of manufacturing talking machines, records and accessories. Its capital stock is $200,000, all of which is said to have been subscribed. The president of the corporation is Horace Sheble, who is a talking machine authority of international distinction.

The company expects ultimately to build its own plant, but for the present large quarters have been

Horace Sheble, President.

secured at Thirty-third and Arch streets, the building in which it is located being one of the finest modern factory plants in the country, being of strictly fireproof construction throughout.

It is the intention of the company to manufacture everything entering into the construction of its product, with the exception of woodwork, so as to enable it to effect every possible saving in manufacturing cost and place on the market a line of low-priced machines that can assume leading proportions in the trade. As the company has ample backing, it is planned to discount all bills and at every angle effect all possible legitimate savings and put them into building up and standardizing the quality of its product.

President Sheble has gathered around him an efficient and loyal staff of specialists, each man to head his respective department and to be in absolute charge. Putting responsibility on capable men Mr. Sheble has found is the only way to secure the best results.

Philip C. Adams has been appointed general sales manager. While the phonograph field is new to him, he is a merchandising man of marked ability, and the sales end of the company has every opportunity of being well handled.

Thomas Kraemer, Supt.

The superintendent of the plant is Thomas Kraemer, who for many years was connected with the Singer Sewing Machine Co. He was also superintendent of the Regina Music Box Co., and later on superintendent of the Hawthorne & Sheble Manufacturing Co. Mr. Kraemer has contributed many patents to the development of the talking machine art and is an authority on mechanical matters and modern shop practices.

The purchasing head of the company is A. C. Wright, who was formerly purchasing agent for the American Graphophone Co., and is considered an expert in his chosen field of work.

The accompanying photographs show the officers of the Domestic Talking Machine Corp.

"Looking over the phonograph field, the success of the various companies has generally been limited to the powers of the men who are actively responsible. Some of the new companies have been started by men unfamiliar with the industry, and it is doubtful to-day," said Mr. Sheble, "if more than a few of the companies engaged in the manufacture of talking machines are making money. It reminds me of a number of years back when the bicycle business was in its prime. Every other bicycle dealer started to buy parts and assemble in order to be classed as a manufacturer, imagining by such a process he could compete with those actually manufacturing. It did not take long for such conditions to seek their own level.

Philip C. Adams, Sales Mgr.

"It is our intention to manufacture machines under our own patents, and through the facilities and ample capital available I believe our company will shortly be prepared to offer most attractive conditions in low-priced talking machines.

"Our plant is at present being equipped throughout with the most modern machinery, so as to enable us to conduct the work we have in mind in a most efficient manner. I do not care to show illustrations of our various types at this time, but they will be ready shortly, when the proper trade announcements will be featured."

The Domestic Talking Machine Corp. starts with a complement of men who have been brought up in the manufacturing business, men who have seen this important business grow from small things to big ones, and who have actively participated in its growth, so the company is exceptionally well fortified from both a managerial and financial standpoint.

A. C. Wright, Purchasing Agt.

INVENTORIES AND STOCK RECORDS.

Should Be Safeguarded, Says F. K. Dolbeer, In Recent Letter.

F. K. Dolbeer, manager of the credit department of the Victor Talking Machine Co., recently sent out a letter to Victor jobbers and dealers impressing upon them the necessity of keeping their inventories and records regarding stock in a safe place in order to protect their insurance. In part Mr. Dolbeer said:

"One of our distributers recently sustained a heavy loss by fire, and the fact that he was in a position to produce a copy of an inventory taken December 31, 1915—together with other papers bearing on the subject—was of material aid in enabling him to promptly prepare a proof of loss which was acceptable to the insurance adjusters, so that a settlement was obtained within ten days from date of fire."

VISITING TRADE IN THE EAST.

A. Anderson, of the credit department of the New York Talking Machine Co., New York, Victor distributer, is making extended trips through the Eastern section of the country in order to investigate general conditions in the respective local territories and call upon Victor dealers. Mr. Anderson has already visited Pennsylvania, Massachusetts and sections of New York State, and will continue these trips indefinitely. These visits will undoubtedly aid the New York Talking Machine Co. to render its dealers an even more efficient degree of co-operation than it has in the past.

The Bailey Furniture Co. has added pianos and talking machines to its line of furniture, the Victor, Edison and Columbia machines being handled under Manager John L. Young.

LANDAY SERVICE Victor THE SEAL OF QUALITY COPYRIGHT

Landay BROS

Offer Victor Dealers an Unusual Opportunity

It is unusual because Landay service gets right at the heart of your business problems.

Landay Brothers can solve your problems because they know the retail business thoroughly.

Hence, Landay Brothers are prepared to render you assistance or advice on

Stock
Financial problems
Selling problems
Advertising problems.

Put your difficulties up to us today. Remember our confidence is based on PRACTICAL EXPERIENCE.

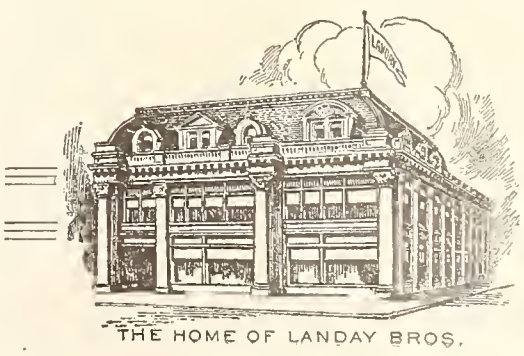
Write us today—no obligation on your part whatsoever.

P. S. Do you know that Landay offers to dealers a special window card service of unusual character? Ask us about it.

Landay BROS

Victor Jobbers Exclusively

569 Fifth Avenue
New York, N. Y.



THE HOME OF LANDAY BROS.

THE TRADE IN NEW YORK CITY AND VICINITY

The month of February was a very satisfactory one for the local talking machine trade, and is best summed up in the remarks of several dealers and jobbers that the sales totals of the month were as large as might be expected for a month that had thirty-one days and no holidays, instead of twenty-nine days and two holidays.

The general situation in the trade shows no material change from last month; February business being far ahead of last year and exceeding that of any February in the history of the local talking machine trade.

There is still a tremendous shortage of machines of all types and classes, and this scarcity of product is becoming more acute day by day. Factories are working to capacity, but the demand has been so far beyond all expectations that human calculations could not foresee it. The record situation is far better than it was a few months ago, and there is very little complaint regarding the shortage of records of any particular class. Standard selections are selling well, and there is a steady call for dance records and the better class of popular selections.

Dealers Interested in Important Problems.

The most interesting features in the local talking machine trade is the fact that the dealers are evincing a keen interest in general matters which are applicable to the talking machine trade from a broad viewpoint. The Stevens bill is attracting the attention of a great many of the local dealers who, in accordance with the request of the National Association of Talking Machine Jobbers, have written to their Congressmen and pointed out that the Stevens bill when enacted will prove beneficial to manufacturer, dealer and consumer, particularly the latter.

Other topics which have been discussed by the local dealers are salesmanship, better terms and a more definite understanding of the "record on approval" question. The dealers are making plans to develop their salesmen along more efficient and result-productive lines than in the past, as they realize that the present prosperity of the talking machine trade can only be maintained by intelligent salesmanship of the very highest type.

A number of the local dealers have expressed their displeasure with the newspaper advertising which makes a feature of "nothing down" and ridiculously low terms. It is more than likely that some action on this matter will be taken by the local association within the near future. The record approval question has always been a thorn in the side of the progressive and wideawake dealer, and this important subject is being discussed from every angle, with the idea of protecting the dealer from losses through the improper use of the "record on approval" privilege.

Stevens Bill Activity.

J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, Victor distributer, in company with Messrs. Mickel, Rauth and Nestor, of the legislative committee of the National Association of Talking Machine Jobbers, made a special trip to Washington recently in the interests of the Stevens bill. This committee held a number of important conferences with prominent Congressmen with the object in view of obtaining an early hearing for the bill. The members of the committee do not feel at liberty at the moment to disclose their actual plans, except to say that they were successful in enlisting the support of high distinguished officials, and the general outlook for the Stevens bill is extremely favorable. The American Fair Trade League is greatly pleased with the work done by the National Association of Talking Machine Jobbers' committee, and they refer to it as most effective when compared to the efforts of any other organization. Mr. Blackman states that it cannot be urged too strongly, however, that each dealer write to the members of the Interstate and Foreign Commerce Commission, showing their great interest in the holding of an early hearing on the Stevens bill.

The Blackman Talking Machine Co. reports the closing of an excellent February with a good increase over the corresponding month of last year. Mr. Blackman points out that if the company is able to get enough goods to continue this ratio of increase during March and April it will wind up with a very fine business year on April 30.

Attractive Window Display.

Referring to the general outlook and last month's business, Raymond Duncan, of the Edison Shop, 473 Fifth avenue, which is owned by the Phonograph Corporation of Manhattan, said: "February sales were very gratifying, and both phonographs and records shared in the general trade. Our concerts in our auditorium have been well attended, and we have plans now under way whereby a number of prominent artists recording for the Edison diamond disc records will appear at special recitals singing in conjunction with their own records." The Edison Shop is featuring this week a window display which is attracting the favorable attention of all passers-by. This display includes the popular models in the Edison Diamond Disc and Amberola line, while in the center of the window is shown a sectional view of the Diamond Disc reproducer. This is displayed under a magnifying glass, and thousands of people have stopped to examine the display when passing the Edison Shop. Mr. Duncan states that he is planning to install similar educational displays every fortnight as the success of this first display has been phenomenal.

Record-Breaking February Business.

"February business was as big as though the month had thirty-one days and no Sundays or holidays," said R. F. Bolton, district manager of the Columbia Graphophone Co., New York. "Not-

(*Continued on page* 32.)

Reliability

Your greatest consideration in the selection of a distributor.

A studied knowledge of your needs, and a personal interest by our sales organization as well as the house force, make it possible for you to rely upon us and feel confident that your interests are having our best thought always, and the best possible attention.

We have successfully served the dealer for over 82 years.

C. Bruno & Son, Inc.

ESTABLISHED 1834

Victor Distributors to the Dealer Only

351-353 FOURTH AVE., NEW YORK

WE DO NOT RETAIL

The

New York Talking Machine Company

Devotes a Wealth of Time, Energy—
and Money—in Active Profit-Producing Co-operation With Victor Dealers.

"We Deliver More Than Merchandise"

Below is one of five display cards with which we are covering the "big" records of the Victor April List.—

This Service Is Open to all Dealers.—

It Pulls Customers into the Store

WRITE US

Hear THIS Record 17928

That's all—

Just Hear It !!

TRADE IN NEW YORK AND VICINITY.

(*Continued from page 30.*)

withstanding the enormous volume of business and the increase over last year, we were still unable to take care of our dealers' requirements, although our manufacturing facilities were increased considerably. Other additions to our factory are now being made, and within the next thirty or sixty days we hope to be able to take care of our dealers' needs promptly. The larger types of machines are still in big demand, and the models selling at seventy-five dollars and upward are easily in the lead. Record business has shown a phenomenal increase, giving ample evidence that our advertising campaign is not only doing us lots of good, but is also proving of vast benefit to our dealers. Judging from the business closed during the first two months of the year, it is very evident that 1916 will be a much larger talking machine year than 1915. Collections are very good, which would testify to the fact that our dealers are enjoying a large measure of prosperity and selling their machines on good terms. Orders for fall are being received in large quantities, and the dealers are making plans far ahead of time to forestall any possible shortage during the latter part of the year."

Better Factory Shipments.

V. W. Moody, sales manager of the New York Talking Machine Co., Victor distributer, in a brief summary of February business said: "Our company still feels the continuous scarcity of all types of machines. Factory shipments were somewhat more substantial during February than the preceding months which enabled us to maintain a proportionate increase over last year. The record situation is good, and the demand for the better class of popular music is evident. This is a pleasing indication, because the customer who buys good substantial music never tires of his instrument, while the owner of a machine who does not appreciate good music often tires of his machine very quickly."

Open New Columbia Department.

Spear & Co., the well-known furniture house which has opened a new building on Thirty-fourth street near Fifth avenue, is maintaining a very attractive talking machine department devoted to the Columbia line exclusively. J. A. Friedman, well-known in the local talking machine trade, is manager of this department, and he has arranged to carry a complete stock of machines and records and give the Columbia line aggressive exploitation.

De Luxe Model in Popular Demand.

"Our sales last month very nearly equaled those of December," said George Thornton, Jr., of the Pathé Shop, 487 Fifth avenue, which handles the products of the Pathé Frères Phonograph Co. exclusively. "The best selling Pathephone during the month was our new $225 DeLuxe model, which is being sold as fast as we can receive the stock from the factory. The artistic lines of this instrument have won praise from all our customers, and we expect this model to be the leading Pathephone in this territory. Record sales were very satisfactory, and the records which are now being produced at our factory are being praised by experts as representative of the highest type of record production. During the past week or two we sold a number of complete sets of operatic music to well-known people in the musical world. Our customers are awaiting with interest the first records made by Muratore, the celebrated tenor, and there will certainly be a big demand for these records." One of the recent additions to the sales staff of the Pathé Shop is George Oliver, formerly connected with Thomas A. Edison, Inc.

Heavy Featuring of Records.

In chatting with a World representative anent business conditions, Charles F. Bruno, C. Bruno & Son, Inc., 353 Fourth avenue, Victor distributers, reports that conditions are fine and that from the sales sheets there is every indication of dealers featuring records in a very heavy way. "Special attention in the record field, I find, is prolific of not only financial results, but when a customer gets into the habit of coming to a dealer's store, and he gets the right kind of service, he is bound to continue business. It behooves dealers, therefore, to maintain a good stock of records so that they won't have to subject their customers to the inconvenience of waiting for several days."

Best February in History.

Thomas H. Fletcher, retail manager of the Aeolian Co., in a chat with The World said: "February was the best month in the history of the retail division of the Aeolian Co. Our Aeolian-Vocalion department achieved phenomenal sales totals, and our figures for the month show a very large increase over February of last year." The Aeolian Co. is conducting a remarkable campaign in the local newspapers on behalf of the Aeolian-Vocalion. This campaign is particularly noteworthy for its dignity and effectiveness, the sales arguments being presented most interestingly.

Active Record Trade.

The G. T. Williams Co., 217 Duffield St., Brooklyn, N. Y., Victor distributer, closed a very satisfactory February, notwithstanding the general shortage of all types of Victrolas. The company reports a very active record market with the dealers enthusiastic regarding the outlook.

Excellent Newspaper Publicity.

The Sonora Phonograph Corporation carried a splendid full page advertisement in the rotogravure section of one of the leading Sunday newspapers. This advertisement presented the Sonora salon at Fifth avenue and Fifty-third street, and also featured the "Invincible" model of the Sonora line. The advertisement was unusually effective, the delicate rotogravure tints being in harmony with the dignified character of the text.

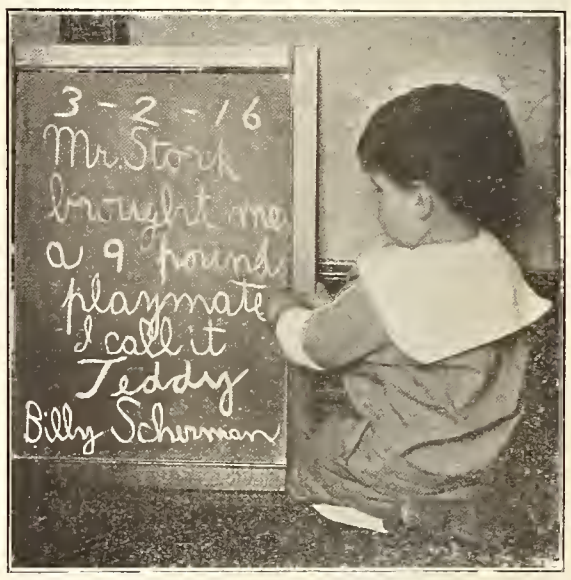
Duplicate Fall Trade.

"Our dealers report an even greater demand for Victrolas and Victor records than they experienced during the fall months," said R. H. Morris, of the American Talking Machine Co., 368 Livingston street, Brooklyn, N. Y., Victor distributer. "We all appreciate, of course, the fact that there is a tremendous scarcity of machines, but it is certainly gratifying to note that our dealers are closing a bigger business than ever before. This also applies to our own institution."

"BILLY" DOES THE ANNOUNCING.

Younger Scherman Tells of the Arrival of a Nine-Pound Advertising Man in the Family —A Decidedly Novel Announcement.

The Columbia Graphophone Co.'s advertising department has achieved distinction throughout the trade because of the originality and individuality of the various publicity ideas which it has sponsored. This idea of originality is characteristic of each and every member of the department,



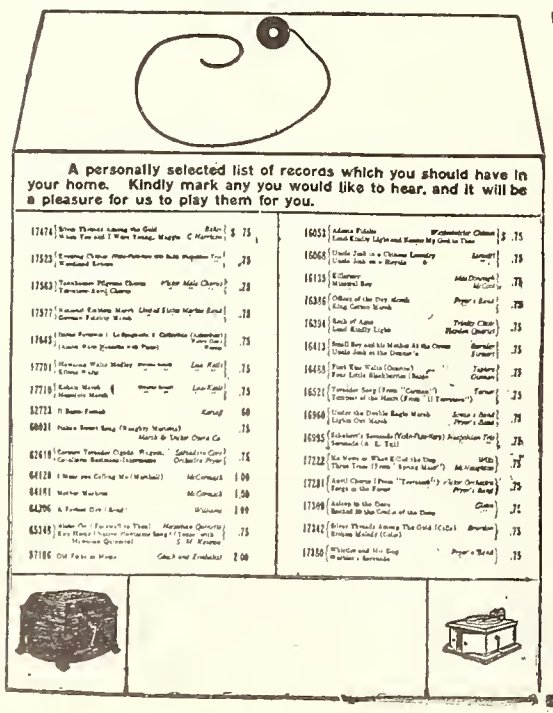
Billy Scherman and His "News."

which includes William S. Scherman, one of the most popular members in the Columbia executive offices.

Mr. Scherman is so imbued with this doctrine of originality that it was only to be expected that his friends would receive a decidedly original announcement of the arrival at his home on March 2 of a nine-pound baby boy. He did not disappoint his friends, as each one of them received a post card similar to the picture shown herewith. As the text so well sets forth, there are now two boys in the Scherman family, and "Billy" Scherman, who announces the arrival of his new playmate, is already giving indications of following in the footsteps of his father by displaying a keen interest in the Columbia product and a fondness to try out unique, though intensely practical, ideas.

EDISON SPRING WEARS WELL.

There was recently received at the factory of Thomas A. Edison, Inc., Orange, N. J., a set of old style concert phonograph spring barrels for the purpose of having the springs renewed. The spring barrels belong to a machine owned and used by A. M. Neill, of Hatboro, Pa., for the past sixteen years, and the only fault found was that the springs had relaxed. Mr. Neill ordered new springs supplied as soon as possible so that he may again have the use of his phonograph.



TRADE MARK

BEECROFT

Record Delivery Envelopes Are Cheaper Than Wrapping Paper and String

Record Delivery Envelopes
Record Stock Envelopes
Catalogue Supplement Envelopes

Perfection Record Holders
Long Cabinets
Needles
Peerless Locking Plates

CLEMENT BEECROFT, 309 W. Susquehanna Ave., PHILADELPHIA

The Shelton Motor Increases Machine and Record Sales

Retail Price, $17.50

The Shelton Electric Motor will enable you to sell an "electrified" machine to every prospect who enters your store. It can be used equally as well on a $25 machine as on a $200 machine. It also increases record sales by stimulating the customer's interest in music and creates a new enthusiasm in his machine.

The Shelton Electric Motor is simply placed against the turntable, and does not require even the turning of a screw. It does not interfere with the spring motor in any way, but, on the contrary, ***saves*** the spring. Either motor may be used as desired. Made for any lighting circuit. Instantly attached and is not affected by fluctuation of current.

Patents protected by our own and allied interests. Injunction and accounting will be asked for against any manufacturer or dealer making or selling an infringing motor.

Write to-day to nearest office for dealer discounts and special proposition.

SHELTON ELECTRIC CO.

NEW YORK—30 East 42nd Street
CHICAGO—30 East Randolph Street
BOSTON—101 Tremont Street
SAN FRANCISCO—62 Post Street

Can you imagine anyone saying there would be no demand for Ysaye records? Or Seagle records? Or Casals records? And can you imagine anyone trying to offer you substitutes for records by artists such as these?

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

UP-STATE VICTOR DEALERS ACTIVE.

V. W. Moody, Sales Manager of the New York Talking Machine Co., Finds on Trip Retailers in New York State and Pennsylvania Making Preparations for Unusual Business.

V. W. Moody, sales manager of the New York Talking Machine Co., 119 West Fortieth street, New York, Victor distributer, returned last week from an extended trip through New York State and Pennsylvania. Mr. Moody's observations and

V. W. Moody.

comments regarding his trip are most gratifying in that they indicate that without an exception Victor dealers throughout this territory are making improvements and preparations for an increased Victor business which is little short of astounding.

As outlined below by Mr. Moody, the activities of many of the Victor dealers visited on this trip will give a good idea of the optimism and prosperity of the entire Victor retail fraternity.

In Rochester, N. Y., Burley & Biesinger, whose home office is in Buffalo, have recently taken over the store of C. Kurtzmann & Co. and are remodeling the entire interior. The store is being redecorated, and the installation of additional booths and record racks has been contracted for, together with an elaborate outdoor electric sign. Sibley, Lindsey & Curr, prominent department store, has moved its Victor department from a basement location to a prominent third floor space, installing new booths and new record racks. Edwards & Co., another large department store, are making very material improvements in their Victor department.

In Syracuse, N. Y., W. T. Crane has taken a new store on Salina street, and is converting the main floor into a Victor department, with sufficient display room for a limited number of art pianos. Leiter Bros., Salina street, are also preparing to make extensive alterations and improvements.

In Binghamton, N. Y., Fowler, Dick & Walker are installing four more booths in addition to their already substantial equipment.

In Wilkes-Barre, Pa., Landau's music and jewelry store has just completed an installation of ten modern booths.

In Scranton, Pa., Stoehr & Fister are making interior alterations and installing two handsome machine exhibition parlors.

In Allentown, Pa., G. C. Aschbach is making one of the most radical alterations of any of the dealers visited by Mr. Moody. This concern has moved its Victor department from the second to the main floor, and a battery of record and demonstration rooms and a magnificent reception salon have been constructed. Hartman & Laushe, who have just entered the Victor business, are installing substantial and modern equipment, and when alterations are completed will have a most attractive store.

In Easton, Pa., the Victor department of W. H. Keller & Son shows a remarkable development that is most gratifying. A few years ago this concern had a very small exhibition of Victor machines and records, with practically no department and situated far back in the extreme end of the store. A short while ago the Victor line was put into the center of the store and a few demonstration rooms installed. Now the company has a Victor department which is one of the finest that can be found in the East. It is located in the most prominent part of the store, and the officers of the store are trying to figure ways and means whereby they can install additional rooms.

The American Vitaphone Co., capitalized at $400,000, was incorporated in Delaware this week for the purpose of engaging in the manufacture of talking machines. The incorporators are: Charles H. Howe and Ira L. Cochrane, of Plainfield, N. J., and Claude Wheeler, Columbia, Mo.

A BIG TALKING MACHINE CENTER

Is the Republic Building, Chicago, Where Eleven Different Machines Are Displayed.

(Special to The Talking Machine World.)

CHICAGO, ILL., March 9.—What is perhaps the most comprehensive display of talking machines in any one building in the Middle West, and perhaps in the country, is to be found in the Republic Building at 209 South State street. Here, under one roof, the talking machine buyer has his choice of eleven machines, which range in size from the small metal variety to the largest cabinet machines. On the ground floor is found the Pathé Shop. On the fourth floor in the establishment of A. H. Rintelman can be found the Vitanola and the Vanaphone. On the fifth floor in the Tone Shop are displayed the Columbia, Edmundson and the Wondertone. On the seventh floor the Columbia is again found in the warerooms of F. S. Spofford. The Sonora phonograph can be had on the tenth floor; the Lyraphone is shown in the Lyraphone office, also on the tenth floor; the Knabe-Crystola on the eleventh floor in the office of Al. Bruckner; the Playerphone on the sixteenth floor, and the Ariol on the seventeenth floor.

INCORPORATED.

The Synchrophone Co., of Chicago, has been incorporated with a capital stock of $15,000. The incorporators are N. D. Cross, W. F. Mayer and J. P Grier. The proposition relates to talking machines in combination with moving picture films.

Pathé

MR. WIDE-AWAKE DEALER
WE WANT YOU—AND YOU WANT US

If you are not handling PATHEPHONES you are behind the times. The PATHEPHONE is the greatest Musical Instrument ever Created.

We are prepared to supply your wants Quickly, Accurately, and Promptly. Write or Wire us. Your territory may still be open.

A. VICTOR & CO.
PATHEPHONE DISTRIBUTORS
Main and Genesee Sts. - - - - Buffalo, N. Y.

RECORD SALES A BIG FACTOR IN BALTIMORE TRADE

Recent Visits of John McCormack, Billy Sunday and Others to That City Serve to Stimulate Business—Columbia Graphophone Co. Withdraws from Local Retail Field—Wholesale Trade Excellent—Stock Shortage in Various Lines Being Relieved—News.

(Special to The Talking Machine World.)

BALTIMORE, MD., March 9.—A good talking machine business for February was reported by most of the houses, despite the fact that there was still a shortage of goods by most of the houses and there was not as good a supply of records the first part of the month as the demand required, but toward the latter part of the month the supply came along in good shape.

There were several things that helped to stimulate the sale of records during the week. One was the appearance of John McCormack in a recital at the Lyric. A great deal of space was devoted in the newspapers to him, and many of the firms of the city used advertising space to call attention to his numerous records. All of the shops reported a big sale of the McCormack numbers.

"Billy" Sunday in Baltimore is also aiding record sales, especially those records that have the Homer Rodeheaver hymns. Rodeheaver, who is Sunday's musician, gave quite an interview on people dancing to his music in Philadelphia.

One of the big changes in the local field was the announcement of the passing of the Columbia Graphophone Co. entirely out of the retail business in this city. In future the Columbia headquarters here will handle only wholesale business and take care of distributing to its customers in this city and the field it handles. A. J. Heath, who has brought the business of the Columbia line along by leaps and bounds in the less than a year and a half that he has been here, will remain in charge of the local headquarters of the Columbia.

The Columbia headquarters on North Howard street where both retail and wholesale business was handled by the Columbia and which is a very attractive establishment, will be continued as a retail emporium under the name of the Columbia Grafonola Shop. A. & J. Oldewurtel, the pioneer Columbia dealers in this city, and who conduct Columbia stores at 307 South Broadway and 566 North Gay street, will conduct the Grafonola Shop. The entire Columbia establishment remains at the Howard street shop and an entire new and modern equipment for distributing the Columbia line will be established in a new five-story modern warehouse on West German street.

"Business is good with us," said Mr. Heath. "Despite the cry of shortage of machines, business of February went ahead of February of last year by a good margin. The new Columbia headquarters, which will be strictly wholesale, will permit us to carry ten times the amount of stock on hand and we will also carry the full American and foreign series of records. In a little while there will be no shortage of machines."

The entire Columbia staff will go with Mr. Heath to the new headquarters with the exception of W. E. Collins, who has become assistant manager to Mr. Crowley in the talking machine repartment of the Hub. W. L. Eckhardt, of Philadelphia Columbia headquarters, visited here this week.

For E. F. Droop & Sons Co., Inc., Victor distributers, Mr. Roberts said: "February to us was a disappointment. We failed to get near enough machines and we ran back a little on February of last year. There was also a shortage in records, but toward the end of the month records came along in pretty good shape and that helped to stimulate the business, which was especially noticeable in the increased demand for McCormack records after his appearance here."

Jesse Rosenstein, for the National Piano Co., Pathé distributers, reports a good business in his line, with an increased supply of machines coming in and the customers of the firm are becoming better pleased. Two new firms—the Royal Furniture Co., 510 South Broadway, and William J. Wieland, 3509 and 3511 Eastern avenue—are now handling the Pathé line.

The Sanders & Stayman Co., Inc., the Vocalion representatives, report a big business here. Last week twenty machines of the $100 and $150 style were received, and all were sent out with the exception of two before the close of the same day. The firm is well pleased with the way the line is going. The company will move to its new headquarters the latter part of May.

Cohen & Hughes, Inc., Victor distributers, report a good business, but raise the cry of old—shortage of machines—but the business showed an increase just the same.

H. R. Eisenbrandt Sons, Inc., are unable to meet the great demand for Victor machines, so great is the local demand.

Milton Boucher, manager of the Victrola department of William Knabe & Co., reports that he is short of Nos. 10 and 11 machines. There has been a great increase in the record business.

Five large, sound-proof booths have been installed by the Hammann-Levin Co., dealers in Victor goods. The facilities for handling records also have been doubled. These improvements have been made on the first floor.

G. Fred. Kranz, president of the Kranz-Fink Talking Machine Co., is critically ill with pneumonia at his home. Alarm is felt for his recovery. He is one of the most popular men in the city in both the musical and business world and has a host of friends.

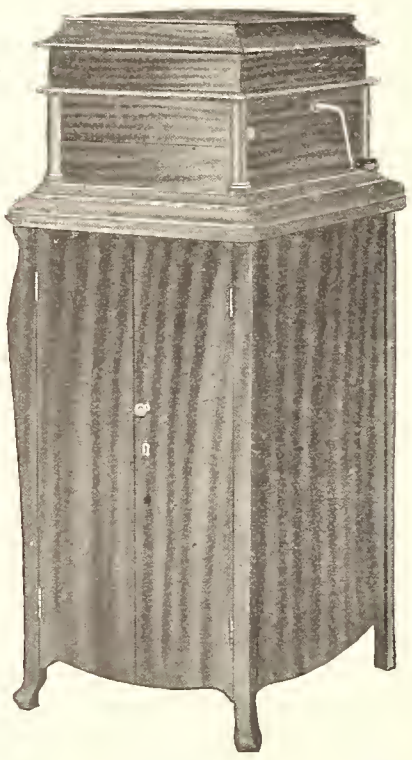
A unique feature of the Junior Assembly ball at the Belvidere last week was the sending out of invitations on a talking machine record. Those who received the records had to have a machine to understand what it was all about, and quite a few machines were sold through the unique scheme.

A new soundproof demonstration booth has been installed in the talking machine department of the Kipp music store at Manhattan, Kan.

LONG CABINETS

WELL MADE THROUGHOUT

These With Others Comprise the



D 77

Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19⅛ x 22⅝ in. Holds 192 12-in. Records. For Victrolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Shelf. Average weight, crated, 80 lbs.

D 79

Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19⅛ x 22⅝ in. Holds 192 12-in. Records. For Victrolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Shelf. Average weight, crated, 85 lbs.

ELEGANTLY FINISHED

Most Complete Line of Record Cabinets

PROMPT DELIVERIES ON ALL ORDERS

Write for Illustrated Catalogue

THE GEO. A. LONG CABINET CO.,

HANOVER, PA.

PLANS FOR JOBBERS' CONVENTION.

Special Attention to Be Given to Educational Work at the Annual Gathering of the National Association of Talking Machine Jobbers to Be Held at Atlantic City in July.

The tenth annual convention of the National Association of Talking Machine Jobbers will be held at Atlantic City, N. J., the old favorite stamping ground of the jobbers, on July 10, 11 and 12, and for the first time since the conventions have been held at Atlantic City the headquarters will be made at the Hotel Traymore instead of the Chalfonte.

The entertainment committee of the association, of which A. A. Trostler, of the Schmelzer Arms Co., Kansas City, is the chairman, is fast completing arrangements for the convention and is outlining an attractive and ambitious program. Beyond the handling of the routine association business, the tenth convention will be devoted chiefly to educational work and constructive talks on the part of the members of the association and factory officials.

As the program is now mapped out tentatively, the business meetings will be held on Monday and Tuesday afternoons, leaving the mornings open for bathing, sailing or other pleasures in which the conventioners may desire to participate. Wednesday will be "Educational Day," when various talks on the different phases of the business will be listened to.

On Thursday, July 13, the members of the jobbers' association and their families will be the guests of the Victor Talking Machine Co. and will enjoy a special program provided by the company. Judging from past conventions there will be nothing lacking in the line of entertainment.

In view of the plans now under way, it is expected that the annual convention of the National Association of Talking Machine Jobbers for 1916 will be one of the most resultful in the history of the association. No effort will be spared by any of those in charge of the matter to make the convention instructive and profitable as well as entertaining to the many jobbers who are confidently expected to attend.

CLOSES IMPORTANT PATHE DEALS.

J. F. Collins, Sales Manager of Pathé Frères Phonograph Co., Meets with Much Success on Recent Trip Through the South and West—Reports General Wave of Optimism.

J. F. Collins, sales manager of the Pathé Frères Phonograph Co., New York, returned to his desk last week after an extended trip to the leading trade centers in the South and West, when, among other things, he closed several important deals

J. F. Collins.

whereby prominent concerns in this territory will be enrolled in the ranks of the Pathé jobbers. The names of these new distributers will be announced in the near future.

Referring to general conditions, Mr. Collins said: "From the reports I had previously received from our jobbers and travelers I had expected to find a fair measure of prosperity in the sections I visited, but I must admit that I was unprepared to find such a general wave of optimism and splendid industrial activity in every city, regardless of size.

"General conditions are excellent, and Pathé jobbers report the closing of a February far beyond their highest expectations. Pathé dealers are well pleased regarding the outlook for Pathé development, and in Chicago, where the employes of the Pathé Shop gathered for short talks on the Pathé product, optimism was substantiated by the individual enthusiasm of every man. All models of Pathephones are meeting with popular favor, and the American recordings of Pathé discs are being praised on all sides. My trip as a whole was gratifying in every respect."

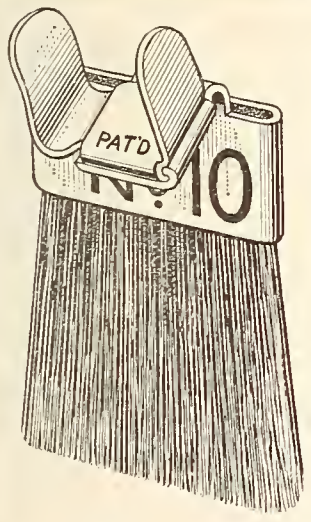
Mr. Collins' comments regarding conditions are worth more than passing attention, as he is one of the veterans of the talking machine industry although a young man in point of years. He has been associated with every phase of talking machine development and has achieved signal success in his present important post.

THE PERFECTED THORPE MOTOR.

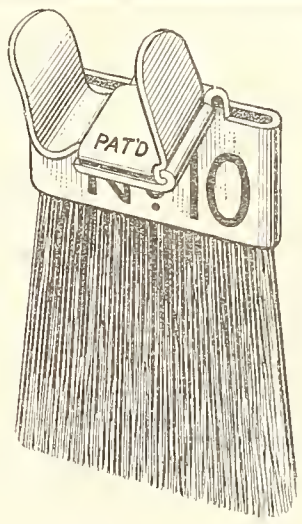
Interesting Development in That Talking Machine Accessory—Plans for New Factory.

Since making the first announcement of his improved electric motor for talking machines, some time ago, Walter Thorpe, 29 West Thirty-fourth street, has made a number of perfections in the motor in the matter of the standardization of parts, and plans are now under way for the equipment of a new factory in Mount Vernon, N. Y., for the manufacture of the motors in a large way. The low voltage on which the motor operates makes it possible to attach it to the ordinary electric light fixture without detracting from the usual value of the light or adding materially to the current consumption. For demonstration purposes the motor is also shown by a double switch with both direct and alternating current, and may be changed from one to the other without any appreciable halt in the operation of the motor or the playing of the record.

There are several new developments in the manufacture and sale of Thorpe electric motors that will be ready for announcement shortly.



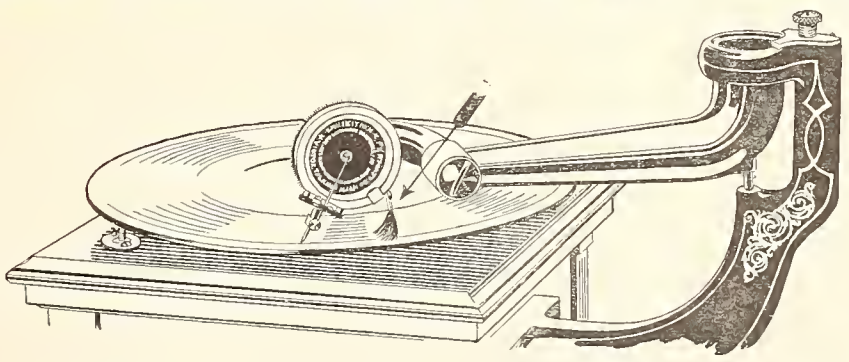
Cleanrite
TRADE MARK
RECORD BRUSH
Patented Sept. 25, Oct. 2, 1906; Sept. 7, 1907.



Price 25c.

Grit is a Fine Thing in a man, but one of the Worst Things in a record groove

Easily Attached
Works Automatically



By removing all dust and dirt from the Record Grooves a clear reproduction is insured.

Every Jobber and Dealer Should Handle These Brushes. Sample and Discounts Mailed on Request

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

Blackman
TALKING MACHINE CO.
97 CHAMBERS ST NEAR CHURCH ST. NEW YORK
VICTOR DISTRIBUTORS

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

No wonder!—we have the right instruments and the right range of prices; we have the artists and the right records. The dealer has the right discounts and every day the public demand for Columbia product grows.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

TRADE IN SOUTHERN CALIFORNIA.

Coming of Good Weather Brings Thoughts of Spring Business—Shortage Still Exists on Certain Types of Machines—Victor Co. Officials Call on Chas. Ruggles—The Pathephone Shops Opens—Caruso's Gift Stolen.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., March 6.—Now that the rains are over and the weather finally settled down to normal, southern California is looking forward to a good spring business. Reports from most of the local dealers suggests that more business would be done if more stock could be obtained. There are still several finishes of machines in all makes that it is impossible to get on the Coast. A great deal of unjust criticism is being directed toward the dealers from customers who are using other finishes temporarily, while waiting for another machine.

The Birkel Music Co. was closed two days last month on account of the death of Mrs. George J. Birkel.

Eldridge R. Johnson, president of the Victor Talking Machine Co., and L. F. Douglas, vice-president of the same concern, accompanied by Andrew G. McCarthy and Philip T. Clay, of Sherman, Clay & Co., San Francisco, made a short call on Charles Ruggles, the local representative from Sherman, Clay & Co., a few days ago.

A. Graham Cook, the talking machine manager for the Birkel Music Co., exclusive Victor dealers, says business was never better and is on the increase.

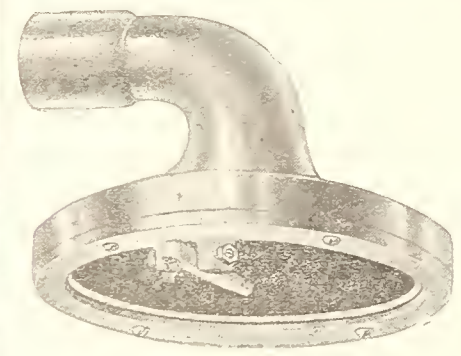
Clifford R. Ely, special representative of the trade promotion and wholesale departments for the Columbia Graphophone Co., is making a visit to the Coast. Mr. Ely is very well satisfied with business conditions in the West and looks for better times soon.

Mr. Hopper, of the Eilers Music House, Seattle, Wash., is making a short visit in Los Angeles. Mr. Hopper says they are opening a new store in Tacoma, Wash.

F. A. Dennison, the new Pacific Coast manager for the Columbia Graphophone Co., who succeeded W. S. Gray, has been in the city the last few days getting acquainted with the trade and looking over this territory in general. Mr. Dennison was formerly manager of the Columbia Co. in Detroit for several years.

A new talking machine store has been opened at 621-23 South Hill street under the name of "The Pathephone Shop." E. M. Bonnell, the well-known talking machine man and entertainer, will be in full charge. Mr. Bonnell is well and very favorably known in the world of music, having vast experience in that line for many years in Los Angeles. The Pathephone Shop will handle Pathephones and records exclusively. It will be one of the most modern and best ventilated parlors in Los Angeles. Daily concerts will be given by the company.

An old-fashioned phonograph presented six years ago to the Rev. James Tonello, 2360 Ivanhoe avenue, by the song bird, Caruso, was stolen from the minister's home late Saturday by an intruder. The machine was the only article taken by the burglar.



The VICSONIA

Puts Edison Record Music at the command of every one owning another leading make of phonograph. Doubles the value of their machine.

The **VICSONIA** reproduces Edison disc records perfectly on Victrola, Grafonola, Sonora and Crescent phonographs. Special type for Aeolian Vocalion.

The **VICSONIA,** with its **WONDERFUL DIAPHRAGM** and jewel point, is a revelation in reproducers.

Tested and endorsed by trade experts.
Easily attached without altering any part of machine.

The **VICSONIA** retails in the United States for $7.50, nickel plated; $8.50, gold plated. Liberal discounts to dealers.

Write for our exclusive territory proposition.

One Vicsonia, Nickel, will be forwarded any dealer in the United States for $4, or in Canada for $5. Cash with order.

WALTER M. SEYMOUR (Sole Agent Vicsonia Mfg. Co.) **311 E. 134th St., New York**

POPULAR FOR SCHOOL USE.

How the Columbia "Favorite" Is Utilized in the Huntsville, Ala., School.

(Special to The Talking Machine World.)

HUNTSVILLE, ALA., March 6.—The Roy F. Ott Talking Machine Co. recently installed a Columbia "Favorite" Grafonola in a local school which is giving perfect satisfaction and is proving an important factor in the school's daily work. Referring to this machine, Mr. Ott recently said: "The first thing upon the opening of the school each morning is heard the 'Favorite' as the entire school marches to the tune of a very lively march until each room is closed. The machine is then carried to the chapel, where several operatic selections are played, subsequent to which it is used for calisthenic drills on the playground. At noontime the older girls use it for an enjoyable dance.

Exercising to Music of Grafonola.

"I make a visit to the school every thirty days with several selections from a popular opera or some good violin records, with a general run of educational records. The children are very enthusiastic regarding the machine, and the teachers state that they could not get along without it."

TO ENLARGE ST. CROIX PLANT.

Albert Paillard, Head of the Sonora Factory in Switzerland, Visits New York Headquarters.

Albert Paillard, head of the Sonora factory at St Croix, Switzerland, was a visitor to New York during the first part of the month, where he was in daily consultation with President George E. Brightson and Secretary Joseph Wolff, of the Sonora Phonograph Corp., 57 Reade St.

Plans were consummated with Mr. Paillard that will greatly increase the output of the Swiss plant in order to take care of the rapidly increasing business which is being booked by the Sonora Co.

Mr. Paillard reports no better conditions industrially throughout Switzerland, as far as manufacturing goods is concerned, than those in this country, there being a decided shortage in the necessary metals for the production of motors.

BRITISH FIRM WANTS MOTORS.

A firm in the United Kingdom writes The Talking Machine World that it is desirous of getting in touch with some American manufacturers of talking machine motors and accessories. Full information will be sent to those interested on application. Address The Talking Machine World, 373 Fourth avenue, New York City.

EDISON FEATURES FOR EASTER.

Two Old Easter Carols by the Carol Singers—Notable Artists Represented in Some Classic Numbers Suitable for the Season.

The revival of the old Easter carols has been aided materially by the recording on Edison Diamond Disc records, by the Carol Singers, of two old favorites, "The Happy Bells of Easter Day" and "Let the Merry Church Bells Ring," both carols that have been sung at Easter since time immemorial. The makers of these records consist of a group of vocalists gathered together for the explicit purpose of reproducing these old songs and preserving them for posterity.

In connection with the two carols, the Edison special Easter record list contains a number of other selections that are particularly appropriate to the season. "Agnus Dei," one of the sacred compositions of Bizet, the composer of "Carmen," sung by Marie Rappold, and "He Shall Feed His Flock," a recitative and air from the "Messiah" of Handel, sung by Christine Miller, are two of the most notable of these Easter numbers. Another splendid feature of the list is "I Know that My Redeemer Liveth," from Handel's "Messiah," sung by Julia Heinrich, of the Metropolitan Opera Co. Other selections that are particularly appropriate for the Easter season are Granier's "Hosanna," sung by Arthur Middleton, bass of the Metropolitan Opera Co.; "Coronation March" and "Praise Ye," Sodero's Band; "Ave Maria," Bach-Gounod, Charlotte Kirwan, soprano, and Isidore Moskowitz, violinist; "With Virtue Clad," Marie Sundelius, soprano; "Soft Southern Breeze," Reed Miller, tenor; "Gloria," Twelfth Mass, Mozart, Gregorian Choir; "Hallelujah Chorus," Handel, Oratorio Chorus. Altogether, the Edison Laboratories have almost surpassed themselves with an offering of records that have a most particular appeal at the Easter season.

COLUMBIA USED IN HOTEL.

New Model Concert Grand Attracts Much Attention and Is Used for Hotel Dances.

(Special to The Talking Machine World.)

COUNCIL BLUFFS, IA., March 10.—A Columbia Concert Grand Grafonola, one of the new models of talking machine fashioned after a baby grand piano, attracted much interest Sunday at the Grand Hotel, and again Monday evening, when it furnished the music for the Monday Night Club's dance.

Factory representatives have been demonstrating the Grafonola here for some time. The new model is operated with an electric motor which is the same as that used in the Dictaphone, and has an automatic switch which stops the motor at the end of the record.

INVENTS SHOCK ABSORBER.

A. C. Rutzen Devises Talking Machine Accessory Which Eliminates Rasping Sounds.

(Special to The Talking Machine World.)

CLEVELAND, O., March 10.—A shock absorber for talking machines has been invented by A. C. Rutzen, the inventor of the spring motor, which will eliminate 90 per cent. of the rasping, popping sounds, it is claimed. The device is half as big as a man's thumb, and connects the needle with the sound box. It holds the needle at an angle of 90 degrees, instead of 45, and thereby is supposed to save wear and tear on records.

PROFESSIONAL DEPARTMENT BUSY.

The professional department of the Columbia Graphophone Co., which is established at the recording laboratory, 102 West Thirty-eighth street, New York, has been unusually busy the last few weeks, and Henry D. King, manager of the department, reports the closing of numerous deals with well-known artists in the professional field. The records recently made under Mr. King's direction by Weber & Fields, Bert Williams, Frank Tinney and Miss Marguerite Farrell are all achieving success, and Columbia dealers are ordering them in large quantities.

INCREASING ITS FACTORY OUTPUT.

The Artophone Co. Closed Big Month in February—Many New Jobbing Agencies Established—Good Work of Robert H. Cone.

(Special to The Talking Machine World.)

ST. LOUIS, MO., March 6.—The Artophone Co., 454 North Boyle avenue, closed an unusually good month in February, and at the present time has plans under way to materially increase its factory output, although the capacity of the plant was doubled only a short while ago. Although it has been establishing many new jobbing agencies and on an average of ten new dealer accounts every day, the company has been able to get out all its orders within a week's time.

The Artophone Co. is also organizing a record department, which will be in full swing about May 15, and which will enable the company to supply its dealers with a complete line of records.

The success that the Artophone Co. has achieved may be attributed in a considerable measure to the excellent quality of its product and the splendid executive and sales organization which is directing the company's affairs. During the past few weeks several letters have been received from well-known music lovers in this city praising the Artophone machine and commenting particularly upon the value and quality represented in the No. 55 Artophone which retails at $55.

Robert H. Cone, Jr., president and treasurer of the Artophone Co., is a man of unusual aggressiveness and force. He is thoroughly conversant with all phases of the talking machine industry and is extending to Artophone dealers service and co-operation which is producing profitable results for the individual dealer.

Many a man who in his small village is considered an example for the highest ambition would fail to attract attention in a large city. Many another man whose ambition for power and wealth has never been rewarded in the great city needs only to change his location a few miles, and, presto! he is great and rich on the instant.

John Lewis is now in charge of the talking machine department of the Harless & Frasold store at Gulfport, Miss.

"Masked Marvels"

THERE are no masked marvels in the distributing business. Everything is out in the open, with the exception of the brains back of any house. In spite of our fire, and we are rapidly getting into shape, we are doing more business from ALBANY in a week than has been done before in two months.

This is 866⅔ increase, and in our new quarters, backed by an able staff, we will increase this percentage. Dealers are with with us everywhere, because we actually render SERVICE. There are no plays at substitution; no drawn-out time between letters or orders; no "stalls" in answering questions, nor any other attempt to make your work hard when you are needing the machines and records to make the profits you should get.

Nowhere in this country has a distributor shown such amazing growth as the Gately-Haire Co. Why not find out for yourself why this is so?

GATELY-HAIRE CO.

JOHN L. GATELY, President JAMES N. HAIRE, Treasurer

New Address: 121 North Pearl St.

ALBANY, N. Y.

"Albany—for Capital Service"

THE TRADE IN THE SOUTH.

VIRGINIA TRADE UNUSUALLY ACTIVE.

Higher Priced Machines and Records in Big Demand—Heindl Working to Assist Dealers —"Machines That Play with a Plate."

(Special to The Talking Machine World.)

RICHMOND, VA., March 6.—It is astonishing to note the unusual business conditions existing in the talking machine trade of Virginia. Reports from various parts show an unusual scarcity of stock, while the demand is greatly in excess of any previous year.

An interesting feature in connection with the record trade is the fact that the higher priced records are enjoying the center of most activity from a sales standpoint, while the machines selling from $100 to $200 also have a big market. Dealers report very little trouble from a collection standpoint, this being no doubt due to the fact that there is plenty of money in circulation and that the population of the State is getting its share of the present industrial prosperity.

Louis A. Heindl, of Walter D. Moses & Co., Richmond, Va., Victor distributer, when interviewed by a representative of The Talking Machine World, stated that at the present time every energy is being utilized for assisting the dealer.

"Owing to the shortage of cases," he remarked, "every time we get a shipment we are up against a problem, for we have more orders on hand than the total number of cases received. Many times we are short in our retail department simply to help out a dealer who has a sale that it is necessary to close, but we are believers in service to the dealer."

It seems to be the impression that cylinder records and machines are in great demand among the colored people of the South, but E. Bowman, of C. B. Haynes & Co., of this city, stated that while his house transacts a large business in Edison cylinder records and machines, the colored trade buys very little of this particular class of merchandise. It seems that this trade wants "the machines that play with a plate," and he says that it is seldom that you find anyone of African hue referring to records as being disc records. They are all "plates." Consequently, the sale of Edison Diamond Disc phonographs, for which the Haynes Co. is a wholesale distributer, is big with all classes of trade.

Mr. Bowman went on to say that the stock of cylinder records constantly on hand embraces about 40,000, and that the outlying districts, particularly in the farming section, are an excellent market for this class of merchandise.

J. G. CORLEY DOUBLING WAREROOMS.

Site Has Been Secured for the Erection of an Addition to Present Warerooms—Will Be Devoted Exclusively to Wholesale Trade.

(Special to The Talking Machine World.)

RICHMOND, VA, March 6.—In the minds of the trade there is an association of Richmond and Corley that makes these words synonymous. The trade will be very glad to know that preparations

J. G. Corley.

are now in force whereby the extensive warerooms of the Corley Co. in this city will practically be doubled. Some time ago J. G. Corley, head of this organiation, acquired the land running from the back of his present location on Broad street right through to Grace street, the latter rapidly becoming the high-class business street of the city. Ground will be broken in May, and by September 1 it is the expectation of the company to be well settled so that the fall business can be properly handled. With the new addition the entire wareroom will be 300 feet long. The space in the basement is 150 feet long by 60 feet, and the addition gives a space 150 feet long by 30 feet, a total of approximately 14,000 square feet, which will be devoted exclusively to the promotion of the wholesale end of the Corley Victor business, the latter being under the charge of F. W. Corley and Fred R. Kessnich.

In addition to the use of this big building the company also maintains a large warehouse wherein an adequate stock of both pianos and talking machines are stored.

"Richmond is excellently situated," said F. W. Corley, "so that it can take care of Victor dealers from the South in an efficient manner. We enjoy fine transportation facilities, and by the plan of co-operation that we utilize in not only securing dealers but in holding their confidence in business, we are enabled to show a rapid growth in sales from month to month."

Mr. Corley went on to say that the business situation throughout the South is greatly improved, and his idea is that this will be a banner year.

AS AN AID TO THE SHY.

"As I think back," said Aunt Martha, "I wonder how we can ever get along without the phonograph.

"We would talk for a time to the shy young man caller about the weather, and then we would discuss the coming church picnic and hope we would have good weather for that, but that about used up our topics of conversation.

"It helped a little for me to play two or three pieces on our good, old square piano, but when I swung around on the piano stool—there were not so many piano benches then—we would come to another silent spell; and then pretty soon the shy young man would say:

"'Well, I guess I'll have to be going now.'

"But now," went on Aunt Martha, "why, now when the conversation lags you have the phonograph.

"'Oh, have you heard this?' you say to the shy young gentleman, and then you put on the disc and crank the machine.

"From that time on there is no trouble. In the course of time, when the young man rises to go, you hear not, 'Well. I'll have to be going now,' but this, 'My! I didn't know it was so late,' spoken with animation. He has had a pleasant evening.

"Really, it seems to me that to shy young people the phonograph is nothing less than a blessing. I don't know how we ever got along without it."

The business man who comes in daily contact with the commercial traveler can have but one opinion of him—respect.

DO IT NOW! YOU HAVE CAPITAL INVESTED IN YOUR STOCK. IT WILL BE SECURE IF THE STEVENS BILL PASSES THE NEXT CONGRESS.

"The Best South of the Mason and Dixon Line"

VICTOR RECORDS SUPPLIES REPAIRS SERVICE

QUICK DELIVERIES—LOW FREIGHT RATES—DEALER HELPS

3 GOOD REASONS WHY YOU SHOULD MAKE US YOUR VICTOR JOBBER

Foreign Records

—there's a growing demand in every cosmopolitan community for folk songs of foreign climes. We can supply them in every language, including Chinese and Japanese.

The magnitude of our stock enables us to make immediate shipment. The magnitude of our stock enables us to fill your orders without delay—from stock. That counts in turning prospects into sales! Test our SERVICE next time.

The Corley Company

The South's Leading Distributors

213 EAST BROAD STREET, - - RICHMOND, VA.

Victor Repairs

—there's tangible profit in this for the dealer. Factory-trained experts and up-to-date equipment puts us in a position to handle your repairs with profit to you.

COMMENTS ON THE "RECORDS ON APPROVAL" POLICY

Views of an Independent Observer on a Question Now Being Discussed by Talking Machine Dealers Throughout the Country of Interest—Takes Both Sides of the Question in Detail and Makes Some Valuable Sug estions Along Constructive Lines.

[At the present time there appears to be a well-defined movement among talking machine dealers in all sections of the country to cut out the plan of sending out records on approval. In many cases the privilege of testing and selecting records at home has been grossly abused by the customers with the result that the dealers have been forced to curtail or eliminate entirely the approval scheme from their business for their own protection. There is another side to the story, however, and a talking machine owner, who is a reader of The World, offers the following as the view of the customer on the approval privilege. The opinion is worthy of the close attention of the dealer.—EDITOR'S NOTE.]

There is a good deal printed in the columns of The World nowadays about what the dealers have to say regarding the subject of sending records on approval, but nothing is heard of what the consumer thinks of the matter.

As a consumer who has taken out many records on approval, and who owes his present interest in talking machines to this method of selling records, I desire to express a few opinions on the subject, both pro and con, and also to make a few suggestions which may possibly prove valuable to dealers and consumers alike.

To begin with, suppose we marshal the facts in the case, first taking those for records on approval, then following up with those against, and winding up with one or two practical suggestions.

FOR.

1. Many people do not have the time to visit the store and listen to several records.

2. Very few booths are anything like soundproof, therefore it is difficult to hear the reproduction perfectly.

3. Most booths are small and the customer is forced to sit within a foot or so of the machine. This makes it hard to judge a record properly.

4. Attendants often rely on the use of the loud needle to offset distracting noises in the store, and as a result the customer forms an erroneous opinion of the volume of tone.

5. Records played in the home, on the owner's own machine, give the effect that he is paying for, and not a false effect.

6. The store enlarges its customers by selling records on approval, for by this means it serves just so many more people.

7. If the customer invites friends to his house to listen to the records which he has taken out, one or more of these friends may become a possible customer. I know of a case in point. A neighbor of mine who had never heard a talking machine came to my house and listened to some approval records, with the result that in a few weeks she purchased a $100 "talker."

8. There is a psychological basis for the fact that a great deal of the pleasure connected with talking machines lies in playing the records yourself. This pleasure you are debarred from when you hear them in the dealer's store.

9. If other people are waiting a turn to try out records it is trying to a nervous person to endeavor to concentrate his or her attention on the reproduction of a record played in the store. This element of hurry is absent when the records are taken home.

AGAINST.

1. Customers are careless in handling records; they are spread out in piles on a table instead of being kept in envelopes when not being played.

2. Customers use loud needles, or use one needle for several different records.

3. Customers drop the sound box on the record with too much force, driving the point of the needle in the margin or in the grooves themselves.

4. Customers allow the needle to remain on the record after the reproduction is finished, causing the label to become marred.

5. In using the automatic stop customers swing the point of the needle too near the record and frequently scratch the surface.

6. Customers do not always clean their hands from grease or food before using the records, leaving spots which gather gritty dust.

7. Customers crack records and do not report the fact.

8. Customers often return *all* the records taken out without making a purchase.

9. Unless sufficient actual business results from letting out records on approval the cost of handling and the attendant losses will show a debit on the account.

10. Sales of records are sometimes lost through the records themselves being out on approval.

Doubtless, my friends, the dealers could supply many more points against the "on approval" system. They probably know of abuses of which I have not been aware, such as the substitution of records on the part of the customer. Right here let me say that I believe that this whole situation is susceptible of improvement through the medium of education. By this I mean education of the dealer and his clerks as well as of the public.

As charity begins at home so should education likewise. From my own observations I am positive that 50 per cent. of the damage that is done to records is the work of careless or ignorant clerks. It is incredible the way the records are handled in some stores which I have visited. Records are piled on chairs, tables, even on the floor; exposed to dust, heat and injury from striking. They are often wedged so tightly in the racks that they become cracked in the process of moving in or out. Loud needles are used exclusively because of the volume of tone produced. The same needle is used for two or more records just because it is too much trouble to open up a new package.

Let the dealer watch for the conditions which I have outlined, and, having found them, let him call his force together and give them a talk on the proper way to handle stock. It is not necessary to be censorious or sarcastic in this matter; such a course will defeat itself. Remember the human element must be treated with tact. If an offender will not or cannot improve, then eliminate that one from the store force.

Through the clerks the public can and must be educated how to handle records. I am convinced that most of the damage done to records on approval is through ignorance. Too many clerks regard the sale of a machine the same as the sale of a pair of stockings; in other words, something which the customer knows how to use and which he cannot misuse. Now, a talking machine is really a musical instrument, and the average buyer knows little or nothing about the possibilities of abusing it. Clerks should not wait to be asked for information about how to handle machines and records; they should volunteer it, though, of course, the information should be imparted in a tactful manner.

There is another way of educating the public in the proper use of records taken out on approval, and that is through a system of application blanks. Let every customer who takes out records sign one of these blanks each time, and let him live up to the terms therein, and I'll wager he will absorb more or less information in a few months.

Here is a sample form which may be adapted to local needs:

JONES' MUSIC HOUSE, Jonesville, Conn.:
The undersigned makes application for the use of .... records, as per list, to be kept .... days, and agrees to the following conditions:
1. Only fibre or Tungs-tone needles will be used in playing the records.
2. The needle must be lowered *carefully* onto the margin of the record and pushed into the first groove.
3. Records must not be removed from the envelopes and spread on a table while playing. Keep all records covered except the one which is being played.
4. The hands must be free from grease or dust when handling records.
5. All cracked or broken records must be paid for.
6. In case of damage to the label by the needle point, either that record or some other from stock must be kept.
7. .... of the records must be kept, either selected from the lot or from the stock on hand.
8. Records must not be *loaned* to others than the applicant.
9. Do not allow children or incompetent persons to run the machine while trying these records.
10. When not playing the records keep them in their envelopes, flat, in the box in which they are shipped, all the 12-inch ones on the bottom and all the 10-inch ones on top.
Signed .....
Address .....

I respectfully submit the above ideas to my friends, the dealers, as the result of experience gained on the other end of the proposition.

Mr. Dealer:— This Cabinet Sells on Sight— Because

—your customer files or finds any record instantly—adding 50% to enjoyment of his Record Library.

The Simplest, Quickest System ever invented with largest capacity for records—at lowest filing cost. Creates a new interest and starts the overloaded customer to buying records again.

BIG PROFIT FOR YOU

—order a sample to-day naming your Jobber.

Unit Holds 360 Records

Combination Model 1-A-300 adjustable for 10″ and 12″ records. All finishes to match machines.

A One-Section Crown and Base Unit, capacity 360—10″ or 12″ records (Index numbers included), $15.50.

Extra sections for Records, Music Folios, Player Rolls, etc., can be added as required.

Mrs. S——, in Erie, says:
—"My Music Room was full of cabinets and albums—now my 900 records are all in reach and I can locate any one record in a moment. You should sell thousands as I've never seen a system to compare in any way with this—I will need one more section soon."

Special Models for Dealers' Stock

Models No. 1 and 2 for 10′ and 12″ Records. Models No. 3 and 6 for 10″ only. Model No. 8 for Pathe and all size Records. Estimate furnished on complete system for any size stock.

Capacity of each Section, 300 Records. Prices of Sections, $4.50 each to $20.00 for Solid Mahogany and Circassian Walnut.

Write For Special Booklet

Ogden Sectional Cabinet Co.
Lynchburg, Va.

No talking machine dealer can legitimately expect to get all the profitable possibilities out of his locality if he is not showing the exclusive Columbia Grafonola models to his customers.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

LACK OF TRAINED SALESMEN IS FELT IN ST. LOUIS.

Demand for Salesmen Who Know the Technical Details of Machines Far Exceeds the Supply—Silverstone Holds Educational Meetings for Dealers—Electric Machines Much in Demand—The Advantages of a Good Trade in Records.—Other News.

(Special to The Talking Machine World.)

ST. LOUIS, Mo., March 9.—Whenever a St. Louis talking machine dealer wishes to dream of happiness he outlines his plan for work when he gets an ample stock of machines in his warerooms and is assured that he will have his future orders filled promptly and with the styles of machines that he orders. There are some dealers in St. Louis who have not yet straightened out all of the kinks that got into their trade during Christmas. There is no dealer in St. Louis, so far as a casual inquiry shows, who feels that he can organize an up-to-date, energetic campaign and be assured that he will not have to slow up by the time he is in fairly good working shape.

But there also is another fly in the ointment for the dealer who wants to go ahead. This is the lack of trained, competent, talking machine salesmen. Manager Hallahan at Aeolian Hall voiced this need. He said:

"We recently have put on three men, one who was with us some time ago, and two new ones. The new ones were hired on their personality and we are having school for them and some of the old ones every day. It is impossible to hire desirable men these days who know what a talking machine is in detail. The trade is using up competent men faster than they are being made. A trade campaign must be organized with green men. The business is so new and it recently has changed so that the men who come in for jobs are not really fitted for the work.

"Until recently talking machines were sold as a novelty and the field was so great that actual competition was not the big thing. The really important thing was to convince the prospect that they could afford to buy a talking machine. Now most prospects know that they want a machine, which they regard as a musical instrument. The one big question is what machine to buy. They must be shown where they get the most for their money. The man must know his own machines intimately, inside and out; also he must know the other machines. He must know something about tone and about music.

"All of these things are advancing the salesmanship requirements of the business to a point where it is not possible to pick up a man who has been successful in selling any old thing and expect him to get results."

Mark Silverstone, of the Silverstone Music Co., jobbers of Edison Disc machines, holds the same ideas as to training salesmen, and in organizing his sales force has devoted much time to technical details. Recently he has been much interested in training the retail dealers and their repair men. These dealers are frequently invited to come to the Silverstone Co. warerooms, bring their repair men along, and have any mysteries of the inner workings of the machine explained. The dealers show much interest in these meetings. The first of this month there was an enthusiastic meeting of this sort at the Edison warerooms, at which D. Lossen, a mechanic from the Edison laboratories, was present to explain the changes in the motor and to instruct the newcomers in the rapidly growing army of repair men.

At the Columbia warerooms Manager Irby W. Reid is drawing maps of the excellent prospects for this spring, and says that he has completed all means of preparations except the supply of munitions, but at the rate that machines are coming now he will be able to give less time to the distribution problem and more to advancing business. According to the financial data for this trade district gathered by Mr. Reid, the present year will be the very best ever. His scouts have reported on practically all sections of his division. Wholesale Manager Salmon agrees fully with this view, and says that the city trade alone would have absorbed the entire supply of machines a good part of this winter.

J. J. Bennett, the wholesale ambassador, has finished up some deals in Illinois and is going south to see if Arkansas and Mississippi are living up to their promise of a few weeks ago.

Retail Manager Coughlin is predicting what a sensation he is going to make when he reports his sales of electric machines under the new price-list. The motor, he says, is a decided help in selling higher priced models. His chief worry is the limited supply of small machines for the spring trade, when the low priced machines are in best demand. Owing to floods in this district late last fall and during the winter, there is going to be a good deal of refurnishing of club and boat houses, and the talking machine folk are expecting an unusual run for these goods this spring because the talking machine has become known as a necessity to a club house, especially since the dancing craze has so strong a grip.

But, after all, it is the record business that is making the studious men of the trade and of kindred trades think long and hard. They see in this business a steady, week in and week out, trade that is well worth going after. It is an admitted fact that some of the local piano houses that have ignored the talking machines all along are looking enviously on the line since they have seen what a nice record business means to a house, what it means to have a long string of customers coming in weekly and investing from 60 cents to $5 a

Guaranteed For 1 Year

We guarantee you against legal complications.

The new TRITON No. 2

The enormous popularity of the Triton No. 1 came not alone from its surprising Tone and Compactness—but also because of its simplicity and Ready Portability—as a Companion in the Camp—on the Boat—on Auto Trips—and in Dancing Visits to friends who were without music. But we have had so many requests for a more Pretentious Phonograph for permanent location in the home—that—we bave produced the Triton No. 2.

RETAILS FOR $15

It is equipped with the Celebrated Triton Motor—and the Famous Triton Sound Producer—together with our new departure in arranging the Sound Chamber. Housed in a substantial Cabinet—finished in either oak or mahogany—not treated as so many cabinets are—to just a coating of coach varnish—but each cabinet is Hand Polished and Hand Rubbed—making a finish fit to associate with the best furnishings.

We have so arranged our Sound Chamber that the most Accurate Reproductions of the Artists' rendering are given to the record being played. The Pleasing Simplicity of the Cabinet is Accentuated by the Soft-Smooth effect of the finish. Together with this is accompanied the Strong Guarantee of all Triton Productions.

The Retail Price—$15.00—has been made to conform with the Popular Demand.

Sample machine sent for $7.50.

TRITON PHONOGRAPH CO. 41 Union Square NEW YORK

week. It is predicted that at least two piano houses that have heretofore ignored the talkers will be advertising at least one make of machines by next Christmas. During the last few weeks one piano house that has handled talking machines in an indifferent manner for two years and has ignored the record business has set about stocking the Edison line of records in amounts that will enable it to meet all ordinary demands, and is advertising for record business more strongly than it ever has advertised for talking machine business.

Indeed, the announcements of new lists of records are becoming quite an advertising event. All of the department stores and five or six piano houses advertise the new records of the makes they handle in liberally spaced ads until everyone who reads newspapers must realize that talking machine records mean a great deal. Some extent of the business in St. Louis may be judged by a statement of one wholesale manager of a local house, who said that his "hang-over" orders at the factory recently have averaged 22,000 records.

The Silverstone Music Co. recently asked the buyers of the Edison disc records to vote on the approval privilege extended. The letter explained that the company was installing five new demonstration rooms, and that every convenience would be extended to those wishing to hear the records there. A letter was prepared early in the month stating that the result of the vote was that 3,628 persons had voted for the privilege of having records for twenty-four hours on approval provided they retained 50 per cent. of those taken out and that 2,350 users had voted for "no exchange." As a result, the letter stated that the 50 per cent., twenty-four-hour custom would be continued.

The usual regulation in St. Louis, that approved by the Talking Machine Dealers' Association, is that the records can be retained for forty-eight hours, and that 25 per cent. must be retained. Recently the Stix, Baer & Fuller Drygoods Co., handling Victors and Edison disc machines, started to refuse any trial privilege, but although no loss of patronage was experienced the trial privilege was again resumed.

The Silverstone Co. has its five new demonstration rooms completed, and they greatly improve the appearance of the warerooms, although they are built as a second story of the demonstration rooms on the floor level of the main floor wareroom. They are reached by an easily ascended stairway and instead of dwarfing the other demonstration rooms, as feared, they rather create the impression of a larger room.

Mr. Silverstone did not attend the annual gathering of the Edison jobbers at the factory recently, and in his telegram of explanation he said, "If it is a boy, we will name it Edison." The reply received said, "Your excuse accepted, provided you do not let it occur again next year." In sending word to the jobbers that the boy had been named Mark Edison Silverstone, Mr. Silverstone wrote the chairman, "Mrs. Silverstone fully agrees and accepts the condition you placed upon my excuse."

C. W. Burgess, supervisor of the Central and Western zones for the Edison laboratories, recently was at the Silverstone warerooms getting some pointers.

One of the new Columbia dealers is the Walther, Wymore Furniture Co. at Columbia, Mo., who will install an exceptionally large and well fitted department. Another dealer who starts in well is the Crossin Pharmacy Co. at Eldon, Mo.

Manager R. H. Gordon, of the Pathephone Co., is in high spirits over the progress made by that company since the incorporation a month ago. His greatest trouble, he says, is keeping a stock of records to meet the demands of the trade in this district, which is outstripping all expectations in this regard.

Talking Machine Manager Staffelback, of the Hellrung & Grimm Furniture Co., the chief local retail outlet for the Pathé line, has been conducting his business in an open parlor, thinking that until the line was better established here he could better handle the trade in this way. Recently, however, he has been forced to conclude that demonstration parlors were a necessity. When he sent out the announcement of the last Pathé list of records he was besieged by a crowd that overran his entire talking machine headquarters and kept his demonstration machine going overtime, leaving little opportunity to demonstrate any other records that customers might inquire for. Also, this interfered seriously with his machine sales and demonstrations. So he arranged to build a series of talking machine booths at once.

Some new ventures into the talking machine sales recently have been made by the Thiebes Piano Co., which is selling the Starr machine. F. Beyer & Sons, one of the old piano houses, has ventured into the talking machine field with the Corona. The Field-Lippman Piano Co. is making a showing with the Artophone, which is advertised as the "St. Louis-made machine." This machine, which is made by the Artophone Co., organized here by the Cone family, well known in the local piano trade, has been attracting much attention.

J. W. Milligan, an Edison disc dealer of Carbondale, Ill., was a caller at the Silverstone Music Co. here early this month, accompanied by his bride, this being the first stop on their honeymoon trip.

The Koerber-Brenner Music Co., Victor jobber, is a firm believer in the reports that this section of the country is set for a banner business season, which will include talking machines. Accordingly it has made all plans for a big season and is meeting demands made upon it in excellent manner. It is having a minimum of complaints of service, and finds its dealers loyal and ready to support its efforts to better the trade.

A PECULIAR ACCIDENT.

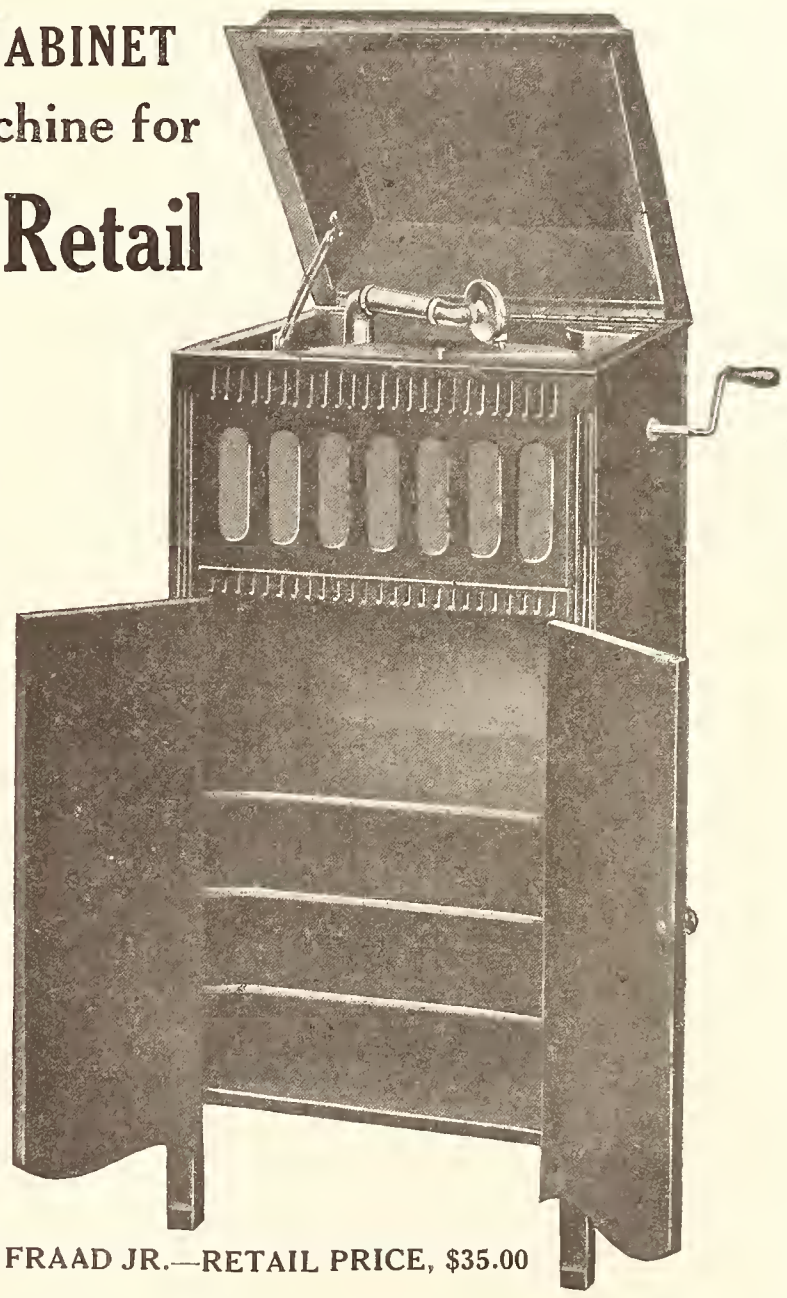
(Special to The Talking Machine World.)

BELOIT, WIS., March 6.—While waiting on a customer recently A. V. Lyle, the well-known piano and talking machine dealer of this city, suffered a peculiar accident. Mr. Lyle was selecting records for a demonstration when a twelve-inch record, placed in the cabinet without an envelope, rolled out and dropped on Mr. Lyle's toe, injuring that member so badly that an X-ray photograph was necessary. The fact that it was a Julia Claussen record has not diminished Mr. Lyle's admiration for that famous songstress.

A Trade Sensation

A Moneymaker for Dealers and Agents

GENUINE CABINET Talking Machine for $35.00 Retail



Handsomely finished in Mahogany or Antique Ivory

Fully Equipped With Record Shelves

PLAYS ALL MAKES OF RECORDS

And all sizes up to twelve inch

Perfect Tone

Perfect Mechanical Construction

Perfect Cabinet Work

FRAAD JR.—RETAIL PRICE, $35.00

OTHER STYLES and SIZES of MACHINES

FROM $10 TO $100

Send for Catalog and our Agents' Proposition—It Means Money to You

FRAAD TALKING MACHINE CO.

225 LEXINGTON AVE. NEW YORK Showrooms: 1160 BROADWAY

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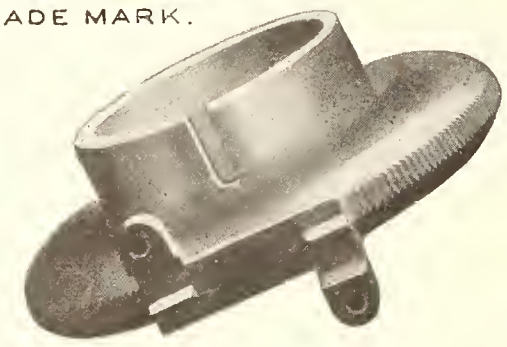
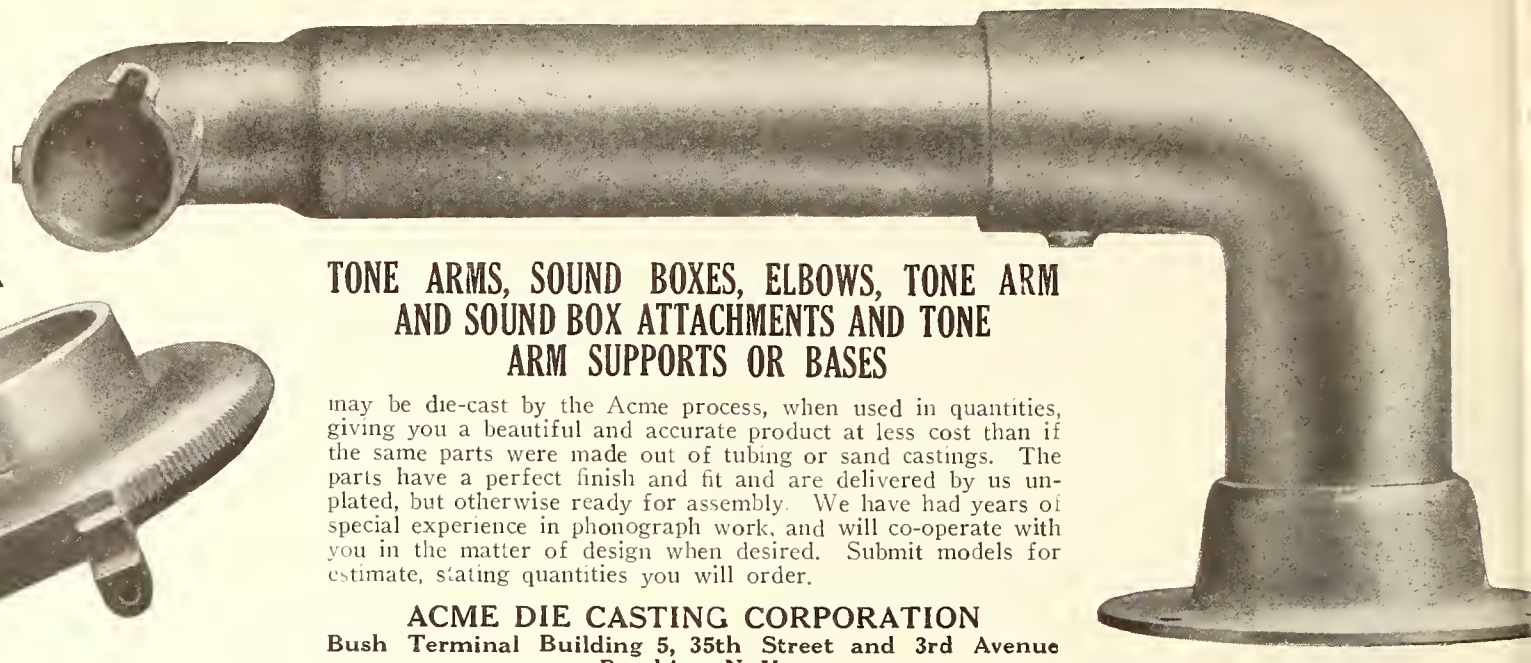
TRADE MARK.





TONE ARMS, SOUND BOXES, ELBOWS, TONE ARM AND SOUND BOX ATTACHMENTS AND TONE ARM SUPPORTS OR BASES

may be die-cast by the Acme process, when used in quantities, giving you a beautiful and accurate product at less cost than if the same parts were made out of tubing or sand castings. The parts have a perfect finish and fit and are delivered by us unplated, but otherwise ready for assembly. We have had years of special experience in phonograph work, and will co-operate with you in the matter of design when desired. Submit models for estimate, stating quantities you will order.

ACME DIE CASTING CORPORATION
Bush Terminal Building 5, 35th Street and 3rd Avenue
Brooklyn, N. Y.

NOVEL VICTOR RECITAL ROOM.

Owens & Beers Give Demonstration in Cozy Room Underneath Their Main Floor.

The accompanying photograph, showing the recital hall in the establishment of Owens & Beers, New York, Victor dealers, is a fair example of what may be accomplished by up-to-date methods, even though floor space is at a premium.

The Owens & Beers Recital Parlor.

The Owens & Beers recital hall, which comfortably seats about fifty people, although considerably more than this number are accommodated when the occasion requires, is located beneath the main floor of the store, and the furnishings and decorations are most refined.

Owens & Beers make a specialty of having popular Victor artists appear weekly at their concert hall and render a program of the songs which they have recorded for the Victor library. This program is interspersed with selections on the Victrola, the whole combining to make a very enjoyable afternoon's entertainment.

In front of each seat may be found a pad and pencil, and the auditors are given every convenience to jot down the record numbers of the selections on the program which they may desire to purchase or hear again when the concert is over. The concerts are absolutely free, and such well-known artists as Charles Harrison and Harvey W. Hindermyer have appeared during the past month. The results from this high-grade method of publicity have been responsible in a measure for the rapid growth of the business of Owens & Beers in New York and vicinity.

One to Five Thousand Dollars
Extra Profits Will be Made by Dealers Who Sell Playerphones

The Playerphone sells from $60 to $160, comparing with other talking machines selling from $75 to $250. The Playerphone is a quality, popular price talking machine that will sell promptly when demonstrated to the best of trade. Our cabinets are superior, our motors and equipment first class. The Playerphone plays every record made without change of equipment. The Playerphone Talking Machine Company offers to Dealers terms which enable them to sell the instruments on easy payments and collect their money by the time they pay the Company, and make 100% profit. Dealers who order a sample Playerphone today and get in line for the agency of their locality will reap a harvest. Immediate action required.

Playerphone Talking Machine Co.
Suites 802-4 Republic Bldg. CHICAGO, ILL.

Special proposition offered to Dealers who are in position to handle PLAYERPHONE from a jobbing standpoint. Excellent opportunity. Write immediately for particulars.

PLAYERPHONE

COUPON

PLAYERPHONE TALKING MACHINE COMPANY,
Suites 802-4 Republic Bldg.,
Chicago, Illinois.

Gentlemen—We are interested in your **Playerphones** and would like full particulars and prices to be submitted to us at once.

NAME.....
ADDRESS.....
CITY.....
STATE.....

REALISTIC MUSIC ON PHONOGRAPH.

"The Pussy Cat Rag" Stirs Up Canine Anger —Collie Nearly Demolishes Machine In Frantic Attempt to Chastise the Felines.

W. H. Turner, a member of the firm of Pettibone Bros. Manufacturing Co., 626 Main street, Cincinnati, O., is the owner of an Edison Diamond Disc phonograph of which he is very proud.

Mr. Turner also has a very fine Scotch collie, wonderfully kind and intelligent. King (the collie) has a superabundance of canine aversion for cats and rats. One has only to say "Cat" or "Rat" in King's presence to make every hair on his back bristle.

Among the many Edison records in Mr. Turner's library is one entitled "The Pussy Cat Rag," which is full of catchy music. At one point in this record the words "Rats" and "Kittie" are pronounced very clearly and distinctly.

One evening not long ago Mr. Turner gave an informal Diamond Disc recital at his home to a number of friends and relatives, among them being a Mrs. B——. Towards the close of the evening Mr. Turner, with the intention of giving his guests something a trifle more lively than the records he had been playing, started "The Pussy Cat Rag."

After it had been playing for a minute or so the basso said, very distinctly and clearly, "Rats," and the soprano replied equally distinctly and clearly, "Kittie, Kittie."

Just a moment later from another part of the house came a sound of scampering and barking and King, the collie, dashed down the steps to the reception hall, where the guests were seated. Barking loudly, King rushed across the room and made a leap for the phonograph from which came the basso's "Rats." Mrs. B——, who was seated nearest the instrument, made a grab for King and caught him by the tail, but not before the collie had pushed his paw through the grill and with one swipe tore aside the silken screen. King continued his frantic efforts to get at the rats and cats he supposed were inside the phonograph. All this time Mrs. B—— bravely held to King's tail with an iron grip. Such a tug-of-war did it become between Mrs. B—— and King's tail that many of the guests feared King's tail wouldn't hold out. Finally, Mr. Turner managed to drag the collie away from the phonograph.

Mr. Turner says that he will chain King the next time "The Pussy Cat Rag" is played.

Jacques Urlus, who sings for the Edison Diamond Disc exclusively, has found another great role in "Parsifal." He sang it for the first time at the Metropolitan on Washington's Birthday.

DO YOUR PART IN SUPPORT OF PRICE MAINTENANCE. GET IN COMMUNICATION WITH YOUR CONGRESSMAN AND SHOW HIM WHY THE STEVENS BILL WILL BE A PROTECTION TO THE PUBLIC AS WELL AS TO LEGITIMATE INDUSTRIES.
DO IT NOW!

INCORPORATIONS OF THE MONTH.

The Mel-o-Tone Manufacturing Co. has been incorporated with a capital stock of $5,000 by James A. Harvey, V. B. Mays and E. Griffith Williams. The company's address is said to be 17 North Crawford avenue, Chicago.

The Masterpiece Talking Machine Co. has been incorporated with capital stock of $10,000 to engage in the manufacture and sale of talking machines. J. Godfrey, S. Mandell and A. H. Figner are the incorporators.

The Supertone Talking Machine Co. was incorporated at Albany recently by Emanuel W. Gluckman, Nathan Weissman and Anna Benrens, of New York City. The new concern will manufacture talking machines, its capitalization being $5,000.

The Central Pathé Phonograph Co., with a capital of $20,000, has been incorporated at Chicago by Arthur J., Arthur D. and Harry K. O'Neill.

The Weber Talking Machine Co., which will deal in machines, records and accessories, has been incorporated by A. Oblo and J. H. and G. Weber, of 242 Keap street, Brooklyn, with an initial capital of $5,000.

The Universal Phonograph Co., Hoboken, N. J., was incorporated the past month by the Secretary of State, Trenton, N. J., to engage in the manufacture of phonographs and phonographic supplies. The capital is $125,000, and the incorporators are Fred Kraft, Minnie Kraft and Frederick Heffner.

The Lynn Sales Co. has been incorporated to deal in phonographs and supplies by E. C. Frankell, W. L. Wray and R. A. Brooks, of 177 Belmont avenue, Jersey City, N. J. The capitalization is $20,000.

The Phonograph Co., of New England, capitalized at $25,000, has been incorporated at Boston.

The Riley Talking Machine Co., of Utica, was incorporated by Caroline, Sarah H. and George F. Riley, to deal in talking machines and accessories. The capitalization is $5,000.

The De Loache Phonograph Corp., of Dallas, Tex., recently incorporated with a capital stock of $10,000. The incorporators are: Ira De Loache, B. W. Carrington and D. W. Marshall.

The Stern Talking Machine Co., of San Francisco, Cal., was recently incorporated by F. Stern, J Stern, J. G. Sweet, D. Hadsell and M. Duffy. The capitalization is $50,000.

The Photoplay News Publishing Co., of Rochester, has been incorporated, with a capitalization of $8,000. The company will manufacture talking machines and records. The directors are Leo Bernstein, Bernard Habner and S. Sellinger.

The Tiffany Phonograph Co., of Englewood Cliffs, N. J., was incorporated at Camden, N. J., last week, with a capitalization of $5,000.

American Talking Picture Machine Corp., capital $6,000,000, to manufacture talking machines, picture machines and records for same, was incorporated in Delaware this week. Local Wilmington, Del., incorporators are: Herbert E. Latter, Norman P. Coffin and Clement Megner.

The Ford Talking Machine Co., of Baltimore, Md., has been incorporated with a capitalization of $5,000. The new concern will deal in toys and talking machines.

Four modern demonstration rooms and a large recital hall form part of the equipment of the Malley talking machine parlors in New Haven, Conn. Both the Edison and Columbia machines and records are carried.

The Cornish Co., of Washington, N. J., is about to engage in the manufacture of talking machine cabinets in partial substitution for the organs formerly manufactured.

TALKER THRILLS FIRE FIGHTERS.

Machine in Burning Store Starts Going and Gets Rescuers All Excited, It Appears.

The following thriller comes to The World under a San Francisco date line. The story is almost new:

At a recent fire in a business house at Hanford, Cal., the fire fighters and spectators were startled to hear a man singing in the midst of the flames. It was evidently impossible for rescuers to reach the spot, so several streams of water were concentrated around the source of the sound. The singing then stopped, but the firemen made their way into the building as quickly as possible, expecting to find a charred body. They were not a little chagrined to discover that the song had proceeded from a talking machine, which the heat had apparently set in motion, but had been stopped when the water struck it.

Success comes only by working for it—never by shirking for it.

Jewel Needles

DIAMOND, SAPPHIRE, AGATE

For All Types of Records

Our methods of grinding needles are the most scientific known, producing a most uniform and highly polished product.

We manufacture ALL parts of Talking Machines

DIXON MFG. CO., Inc., 295 5th Ave., New York

SECURES NEW YORK FACTORY.

The Supertone Talking Machine Co., which was recently incorporated, has secured a factory at 18, 20, 22 West Twentieth street, New York. The head of the company is C. J. Kronberg. The company will make a line of machines from $10 to $100.

Announcement of the

PATHEPHONE SALES CO. OF NEW YORK

(Owners: BRISTOL & BARBER)

111 E. 14th Street, N.Y., (next to Steinway Hall)

Pathé Distributors

DEALERS will be glad to know of the establishment of our concern, for it means a new era in Pathé Service for those in this territory.

Our endeavor at all times will be to work *with* the dealer; to see that he not only has co-operation from his selling end, but that service on machines and records will be practically complete.

There will be a tremendous increase in the sale of Pathephones in this territory, and we would urge dealers to discuss the unlimited possibilities of this line with us.

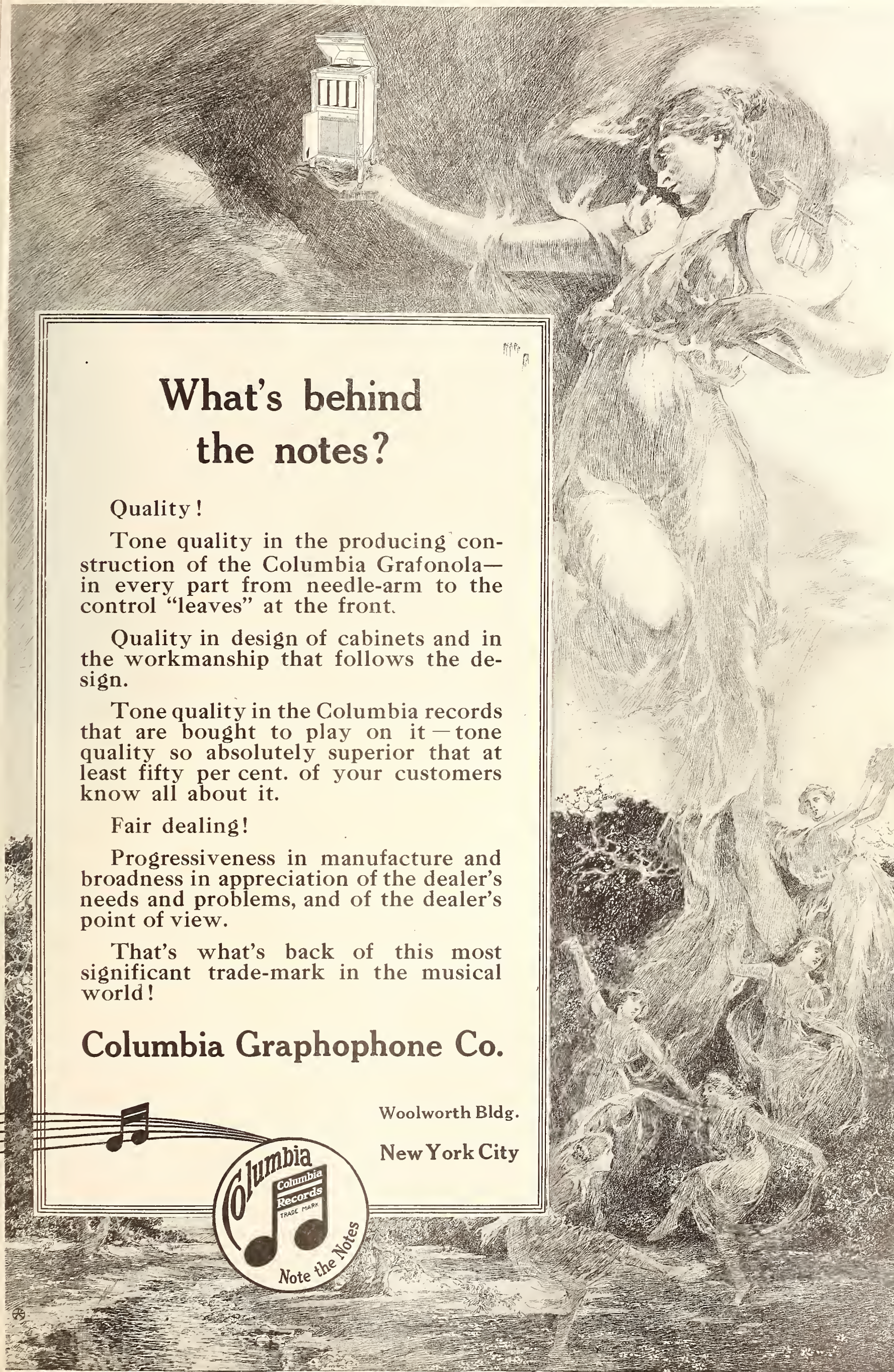
Pathephone Sales Co. of New York

(Owners: BRISTOL & BARBER)

111 East 14th Street, New York

(Next to Steinway Hall)

Columbia
Columbia
Records
TRADE MARK
Note the Notes



What's behind the notes?

Quality!

Tone quality in the producing construction of the Columbia Grafonola—in every part from needle-arm to the control "leaves" at the front.

Quality in design of cabinets and in the workmanship that follows the design.

Tone quality in the Columbia records that are bought to play on it—tone quality so absolutely superior that at least fifty per cent. of your customers know all about it.

Fair dealing!

Progressiveness in manufacture and broadness in appreciation of the dealer's needs and problems, and of the dealer's point of view.

That's what's back of this most significant trade-mark in the musical world!

Columbia Graphophone Co.

Woolworth Bldg.

New York City

Columbia Records TRADE MARK

Note the Notes

EVERYONE
Can Afford a
RETAIL $3.00 PRICE
EMERSON
PHONOGRAPH

A practical talking machine, with sound reproduction equal to many higher priced machines. Plays any disc record without an attachment, and a 12-inch record with one winding.

Solid wood case, oak finish; size 9½ x 9½ x 12″; weight packed, 8½ lbs.; unpacked, 6½ lbs. Completely equipped, no extras. Guaranteed. Easily carried. Great for outings.

BE AN EMERSON DEALER

You can sell the Emerson to thousands who have had to deprive themselves of a talking machine because of the high prices.

You will sell twenty "Emersons" while other dealers are selling one expensive phonograph. A demonstration — the price — the sale is made.

Every machine sold means a steady customer for "Emerson" 10c and 25c records. The Emerson repertoire includes records by famous Artists for 10c. That's only one feature of this wonderful line.

You will say that we have the "Ford" of the phonograph business when you see and hear the "Emerson."

Write for proposition to trade on "Emerson" Phonographs, records, needles, record albums, record repeaters, sapphire needles, carrying cases, etc.

SPECIAL—If you are now selling other talking machines, we have no objections to your also selling the Emerson. If you can't do it in the same department, put the Emerson in some other department, in the basement, anywhere you please.

JOS. W. STERN & CO.
SALES CORPORATION
DISTRIBUTORS OF
EMERSON PRODUCTS
107 West 38th St., New York City

JOBBERS VISIT VICTOR FACTORY.

Comm.ttee Representing National Association Calls to Discuss Business Problems.

At the meeting of the executive committee of the National Association of Talking Machine Jobbers held in New York last month a sub-committee was appointed to visit the factory of the Victor Talking Machine Co. in Camden, N. J., and confer with the officials of that company regarding general matters of trade interest. As is always the case, the committee was cordially received by the factory officials and much good was accomplished by the visit. The jobbers' committee included E. C. Rauth, J. N. Blackman, W. H. Reynalds, H. A. Winkelman, G. E. Mickel, J. C. Roush and Charles F. Bruno.

Committee of National Association of Talking Machine Jobbers Photographed at Victor Factory on February 17—Standing, Left to Right—E. C. Rauth, J. N. Blackman, W. H. Reynalds and H. A. Winkelman—Seated, G. E. Mickel, Jos. C. Roush and Chas. F. Bruno.

CLOSED SOME BIG ORDERS ON TRIP.

Thos. F. Walsh, secretary of the Union Specialty & Plating Co., Cleveland, O., was a recent visitor to New York, and in a chat with The World reported a remarkable demand for the specialties turned out by his house. On his present trip he booked the largest business he ever transacted. The growth in demand for the talking machine specialties made by this house has been so continuous that larger manufacturing quarters are necessary.

"We have won the confidence of the trade," said Mr. Walsh, "because we have aimed to give the best of values in our products, and this has been appreciated by manufacturers who have steadily increased their orders."

AGE NO HANDICAP.

When you feel disposed to think that age unfits a man for work, watch how the old tar stands hardships that kill the young seaman, and behold how the gray heads do the great business of the world.

The Burtclay Phonograph Shop has opened very attractive quarters at Bergen Square, Jersey City Heights, N. J.

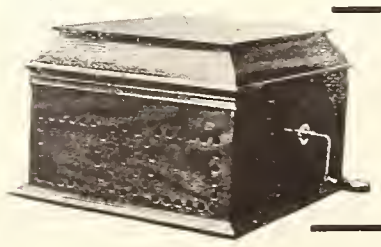
MEETING A GROWING DEMAND.

Various Models of Fraad Talking Machines Selling Well—The Fraad Junior Style Is in Particular Demand with the Trade.

The Fraad Talking Machine Co., 1160 Broadway, New York, reports a most satisfying demand for the various machines in its well-balanced line, with particular interest being shown by the trade in the Fraad, Junior, full cabineted machine, selling at retail for $35. The Fraad, Junior, is equipped to play all sizes of records up to and including twelve-inch, and the cabinet is supplied with shelves for the filing of a large number of records.

At the present time the Fraad Co. is in a position to meet promptly all demands for machines, having a large and varied stock on hand and within a week or so the factory of the company will have caught up with the demand for the Junior model and be able to supply that model promptly and in quantities as desired.

During the past month or so the Fraad Co. has added a large number of new agencies to its list, and has made a number of important exclusive territory arrangements, one of them taking in a large part of Western Canada, where there is already a good demand for the Fraad line.



HARPVOLA
Price $11.50
DISTRIBUTERS WANTED
HARPVOLA TALKING MACHINE CO.
Harrisburg, Penna.

ADVERTISING A BIG FACTOR

In Maintaining Trade and Prestige in Public Mind—Victor Policy Highly Commended.

In an interesting article entitled "Advertising When the Factory Is Oversold," which appeared in a recent issue of Printers' Ink, S. C. Lambert cites the Victor Talking Machine Co. as an ideal example of the modern business institution which has the foresight and courage to continue an advertising campaign when its output is far oversold. After calling attention to the fact that a consumer very often gets the impression that a business is not what it used to be because of a cessation of advertising, Mr. Lambert said in part: "The consequence is that, instead of maintaining admitted leadership, the concern may have to drop back on a level with its competitors, or perhaps even be content with second place.

"Rather than let that happen, concerns like the Victor Talking Machine Co. are wise enough to invest a share of their profits in maintaining their standing in the trade and their prestige in the public mind. They do not need orders at the moment, but they *do* need the confidence of the people. An increase in orders may be a temporary embarrassment, but an increase of public confidence can never be anything but an asset.

"I believe the Victor Co. is one of the many concerns which include in their balance sheet the following item: 'Patents, trade-marks, good will, etc., $1.' That, of course, is only a convenient and conventional method of indicating that the assets included in the list are valuable, although the company doesn't choose to estimate their value in definite terms. I have seen the Victor Co.'s trade-mark 'valued' in conversation at anywhere from $1,000,000 to $10,000,000.

"Of course it is obvious that the trade-mark has no value whatever apart from the business which it represents, and even in connection with the business it has a value only to the extent that it is known and recognized. It is the 'commercial signature' of the company, and, like any individual signature, it is worthless unless it is recognized as genuine. A concern which deals with the public—directly or indirectly—can as little afford to permit its trade-mark to be forgotten as it can afford to let doubt be cast upon its credit."

HOW TO HEAR MUSIC INTELLIGENTLY.

School of Fine Arts, U. of A., Offers Free Course in Music to Any School or Club.

(Special to The Talking Machine World.)

FAYETTEVILLE, ARK., March 10.—The School of Fine Arts of the University of Arkansas is sending to any club or school in the State four sets of fifteen talking machine records each, which are sent out to aid "intelligent listening to music," which is encouraged by the School of Fine Arts. Each set of records is accompanied by a typewritten "talk" explaining the music and giving facts regarding its origin, the instrument and singers.

The records can be used on any Victrola talking machine and can be secured free of charge by any school or club.

FEATURING STEWART PHONOGRAPH.

The Stewart Phonograph Co., Chicago, Ill., carried a full-page advertisement in last week's Saturday Evening Post to announce to the general public the Stewart phonograph which retails at $5. This advertisement presented a number of effective selling talks, which pointed out the numerous constructional features of the Stewart phonograph, emphasizing the fact that it is equipped to play all makes of records and is finished in solid, dull-black metal with highly polished nickel-plated trimmings.

One section of the advertisement called attention to the prominence of the Stewart name, stating: "The Stewart name is established all over the world. Millions of dollars are back of it. Stewart products are found on practically every automobile. Everyone knows the Stewart speedometer, the Stewart tire pump, the Stewart vacuum system. It is estimated that 95 per cent. of all automobiles carry one or more Stewart products."

THE MOST MOMENTOUS FACTOR.

"Let us pause in our admiration for the automobile, in our delight in the moving pictures and in our awe of engines of war to consider the fourth most momentous factor that has been introduced into modern life—the recording and reproducing music machines," says the Detroit Journal in a recent editorial.

"What an enormous factor they have become in life. More than one per minute is sold to American homes. The auto, the talking machine and the 'movies' have become necessities. And of the three the talking machine is perhaps giving a higher and better form of intense enjoyment to millions.

"Some musical exclusives affect to despise what they think is the talking machine, having heard one once ragging the scale at a country fair. But gradually each of the most keenly sensitive critics of music succumbs to the magic spell of the high-class record, and they realize that they are in the presence, not of a slap-bang, wang-dang infernal nuisance, but of an instrument as revolutionary in cultural life as anything since the invention of printing."

VICTOR-CHENEY HEARING SET.

(Special to The Talking Machine World.)

CHICAGO, ILL., March 13.—Federal Judge Carpenter has set April 24 as the date for hearing the case of the Victor Talking Machine Co. versus the Cheney Talking Machine Co. The court has received and is examining depositions made by experts at Philadelphia and at Chicago, and after hearing orally from additional witnesses, will give his decision. The matter will not necessitate more than two or three hearings, it is said.

U. S. MAKING INDIAN RECORDS.

(Special to The Talking Machine World.)

WASHINGTON, D. C., March 10.—The United States Government is endeavoring to retain for future generations the voice and songs of the American Indian, and talking machine records of the songs and conversation of prominent Indians are being made. The work of making the records is being done by officials of the Smithsonian Institute, and several Indians have been brought from Western reservations to Washington for the purpose of making the original records.

Arithmetic

It costs you so much for rent, bookkeeping, clerical help, light, delivery, selling, advertising, collecting and incidentals.

What you have left over is YOURS.

It may be enough for a Ford or a Fiat.

Most of the expense is FIXED—you cannot lower it. The only thing you can do is to INCREASE the INCOME.

How?

Phonographs? You're doing almost as much as you can for the size of the city.

Records? Doing a good business but clerks not always busy.

Cabinets? Maybe you didn't think of SELLING cabinets before. 20% increase in cabinet sales will show an amazing profit. Sell Herzog Cabinets; well-made; piano finish; well designed; strong; sold at a reasonable price; made for all machines.

Write to-day and get the complete Herzog story, together with a copy of the greatest cabinet catalog ever issued.

DESIGNING SERVICE.—We are designers and builders of talking machine and music cabinets of all kinds. Our corps of expert designers is at the command of any manufacturer or dealer, and this staff will gladly submit original models. Simply give us an idea of the price that you wish to meet and the number wanted, together with any other data that will help us to give you our best efforts.

Ask for Copy Catalog "H"

Herzog Art Furniture Co.

Saginaw, Mich.

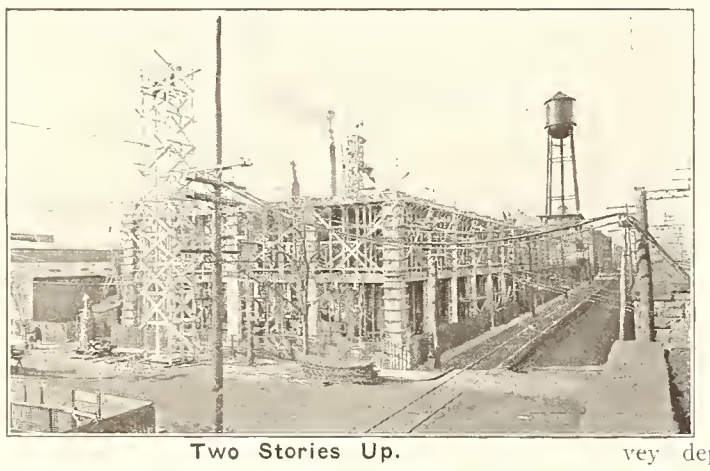
NEW COLUMBIA FACTORY COMPLETED THIS MONTH.

Most Modern Construction and Equipment Represented in the New Plant of the Columbia Graphophone Co. in Bridgeport, Conn.—120,000 Square Feet of Floor Space Available.

The Columbia Graphophone Co.'s new factory building at Bridgeport, Conn., the structure of which was completed this month, will be one of the best-equipped and most up-to-date manufacturing plants in Bridgeport—a city which is recognized as having some of the finest factories in the country.

Laying the Foundation.

The contractors who built this new factory established an enviable record for speedy construction work. The foundation for the new building was laid on October 11, 1915, and in a period of only four months the building was erected from cellar to skylight. The accompanying picture will show by dates the rapid strides made in the construction of this building, and neither expense nor effort was spared to make this factory thoroughly representative of the Columbia Graphophone Co.'s prestige in the talking machine field.



Two Stories Up.

The new Columbia factory building is an immense plant in every particular. It contains approximately 120,000 square feet of floor space, and in order that the employes may be able to work under ideally pleasant and congenial conditions 47,000 square feet of window glass were installed. There is plenty of light on all floors and on all sides of the new building, and indeed every known modern convenience for the employes has been installed in this Columbia factory.

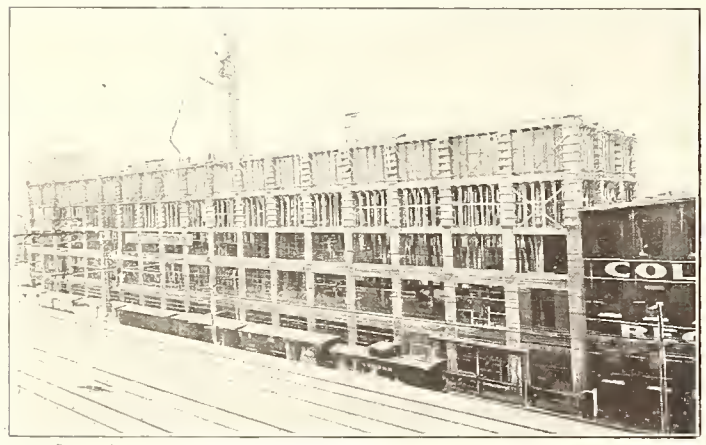
On the first floor of the factory will be installed a metal-pressing department; on the second the automatic screw machines and drilling department; on the third, hand-screw and milling machines; on the fourth, electric motors, electric graphophone assembling department, mechanical drafting rooms and laboratories. The executive offices will occupy the fifth floor, and the polishing and buffing department the sixth.

One of the most interesting features of the equipment of this new factory will be the installation of several systems which will tend to greatly enhance the efficiency of routine factory system. The work will be laid out in such a manner that waste time and motion will be practically eliminated, and several new ideas in various departments will be introduced.

All the products of the plant will be handled by a most up-to-date conveying system, which will be particularly adaptable for use in this new factory. In addition to the passenger elevator there will be two large freight elevators, and another time saver will be a pneumatic tube system for sending small tools from the tool room to various parts of the plant. Pneumatic tubes will also be used to convey departmental and inter-departmental correspondence, orders, etc.

The company has adopted a new plan in installing its polishing and buffing department on one of the upper floors of the building. This will keep the dust from this department away from the other divisions, and the huge suction blowers for ventilation, which change the air in this room once every two minutes, will force the dust out into the upper air instead of near the ground, where it would rise and be wafted into other rooms.

So efficiently has the factory been planned that many manufacturers have visited the new plant seeking for ideas which might be incorporated into other factories in Bridgeport which are being remodeled and enlarged. In addition to the increased output which the factory will afford, the practical and efficient methods of manufacture which are followed will result in reducing to a minimum the overhead charges and costs of manufacturing.



After a Snow Storm.

Among the recent Edison tone tests given in the East was that held at the Sterling Theatre, Derby, Conn., where over 800 people braved a storm to hear Miss Helen Clark match her voice with the Edison Diamond Disc phonograph and records. Arthur L. Walsh, a violinist from the Edison laboratories, also appeared in the recital. Albert H. Yudkin is the Edison dealer in Derby.

Do you expect to see prosperity come in like a freight car loaded with gold nuggets, mined by someone else for your special benefit? You will surely be disappointed.

Remarkable Opportunity

for one with moderate capital to engage in manufacture of talking machines. Big and increasing shortage in present market. Machines can be profitably made in factory fully equipped all ready to start. Location and every facility for most economical production, with lowest transportation cost and quick delivery. For sale at a bargain. Large profits, ready market, prompt returns.

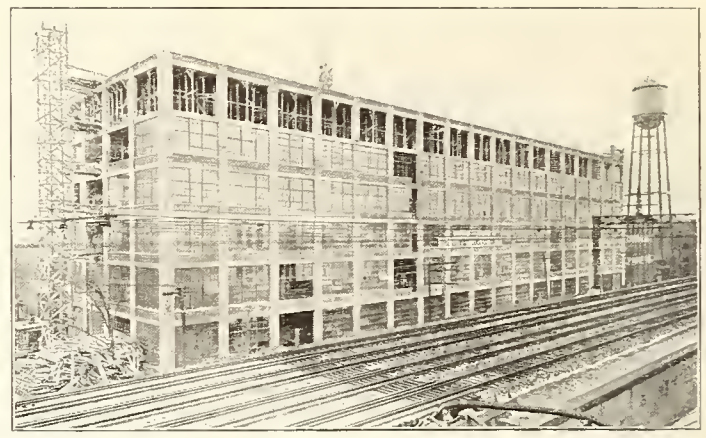
ADDRESS:
"Trustee": Box 37, Wilkes-Barre, Pa.

SPOT CASH paid from 20 per cent. to 60 per cent. for any quantity or make of used phonographs and records. State price and make. Address "Box 304," care The Talking Machine World, 373 Fourth Ave., New York.

GOOD DEMAND FOR LANSING COVERS.

Dealers Appreciate Value of Having Machine Delivered in Perfect Condition.

E. H. Lansing, manufacturer of the famous Lansing khaki moving covers, was in New York the past week in the interests of his products.



Five Floors Enclosed.

Mr. Lansing reports excellent demand for his goods, and stated that dealers everywhere are realizing the value of shipping finely polished cabinets in such a manner that the goods will arrive in the same excellent condition that they leave the polishing-off department.

Henry Lobschutz and Herman Segal, formerly associated with the Symphony Talking Machine Co., have formed a co-partnership under the firm name of the Mutual Talking Machine Co., and will manufacture machines retailing from $10 to $100.

The Elginola Talking Machine Co., of Milwaukee, was incorporated this week with a capitalization of $10,000. The incorporators were: Frank Rose, Albert Salomon and S. R. Simon.

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Business opportunities 25c. per line.

MANUFACTURING POSITION WANTED—Thoroughly experienced man capable of putting in complete plant for manufacturing vertical cut disc records. Can make the finest master wax. Experienced in latest recording methods. A specialist in electrotyping and backing matrices. Extensive general manufacturing knowledge. Can systematize plant and make eight-inch disc to wholesale for eleven cents, process complete; no experimental work necessary. Can adhere to advance estimates. Address "Box 308," care The Talking Machine World, 373 Fourth Ave., New York City.

SPACE FOR RENT! Will rent space in my jewelry store twenty-five by seventy-five to live man, splendid location for Victrola shop and record exchange on North Woodward Ave., 1¼ mile circle, Detroit, Michigan. Address "Box 313," care The Talking Machine World, 373 Fourth Ave., New York City.

SUPERINTENDENT, FOREMAN OR EXPERIMENTAL MAN—Practical machinist and instrument maker, age 39, possessing executive and inventive ability and a thorough knowledge of spring motors, sound boxes, etc., and all the manufacturing details connected with the low cost production of same, seeks position. Could bring in exclusive patented side line if desired. Address "Box 309," care The Talking Machine World, 373 Fourth Ave., New York City.

A FIRST-CLASS VICTROLA REPAIRMAN, with 15 years' experience in the talking machine business, competent to take charge of any talking machine factory or Victrola department, desires position with a reliable firm. Will go anywhere. Best of references. Address "Box 314," care The Talking Machine World, 373 Fourth Ave., New York City.

ARE YOU LOOKING FOR ME? Wideawake talking machine manager and salesman with 10 years' experience in all makes, prefer Edison line. Experienced window trimmer of proven results; best of references. Answer quick if it is a real manager you want. Address "Box 315," care The Talking Machine World, 373 Fourth Ave., New York City.

LINE WANTED.—Man of long experience and acquaintance with trade wants good line of talking machines to handle in Chicago and West. Have office and all facilities. Address "F. E., 10," care The Talking Machine World, 220 So. State St., Chicago, Ill.

YOUNG LADY, age 25, with 10 years' experience, as manager in talking machine department, wishes connection with reliable concern; salary no object to start. Best of references. Address "Box 316," care The Talking Machine World, 373 Fourth Ave., New York City.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Government Embargo on Cabinet Woods Offers the Final Blow to Talking Machine Manufacturers, Already Heavily Handicapped by the Shortage of General Supplies and of Capable Workmen—"Talkers" Considered as Necessity Rather Than Luxuries—Lieut. E. B. Samuel Killed in Action—Musical Goods in Prize Court—Price-Cutters Restrained—Record Makers Working Hard—Associated Copyrights, Ltd., Organized—Lord Mayor of London Makes Record for Columbia—News of the Month in Detail.

(Special to The Talking Machine World.)

LONDON, E. C., February 29.—Throughout the whole music trade field there is a growing strong adverse atmosphere which overshadows all previously experienced difficulties within memory. Beset with this and that restriction, the future good welfare of the industry bids fair to suffer undue hardships. To successfully overcome first, the almost total extinction of supplies of machines and parts; second, the increasingly great dearth of labor; is in itself an achievement worthy of emphasis as an example of British tenacity and enterprise. But a new element has come upon the scene in the issuance of an official rescript prohibiting, except under license, the importation of furniture wood, hardwood and veneers. This is regarded by gramophone men very seriously—it knocks the bottom out of the trade boat altogether. While there may be felt no very great shortage at the moment, prices have already gone up over 100 per cent., and it is certain the new policy will rush the figure up alarmingly quick. Through this action the Government expects to suppress to a great extent the making of furniture, pianos, gramophones and other musical instruments. Doubtless their aim will be achieved, for with the lack of wood and the upward tendency of prices, it will not pay to produce musical instruments. So serious is the position regarded that prominent members of the trade immediately convened a meeting whereat it was decided to approach the president of the Board of Trade and lay before him the hardships that would be inflicted upon our industry. It was rightly asserted that the gramophone trade might reasonably be regarded to-day not as a luxury so much as a necessity for, during the whole course of this war, mechanical music has provided broadly speaking, the only possible entertainment to the toiling millions who have little or no time for outdoor pleasure; to our wounded lads in hospital; to soldiers at the base and at the rest camps; to isolated garrisons; to our sailor boys ashore and afloat; and in a hundred-and-one other directions. Unmoved by the trade's exportations, the Government has decided that the gramophone business can be dispensed with, and the matter ends. Meanwhile ways and means will doubtless be found to continue as far as may be possible the output of instruments. Very few are constructed in England to-day; most are assembled here from imported parts, aside from the substantial number of complete machines received from America.

Fair Showing Made with Records.

On the record side, trade is making a very fair showing. It would be greater were sufficient labor obtainable. As it is, dealers cannot keep much of a stock, for as quickly as replenished, it is sold out. New recordings are not so noticeable these days. The big companies are keeping up a goodly standard of new issues, but I observe that the smaller firms are content to issue only about half their normal monthly programs of new selections. This is all that is possible with depleted staffs, having regard also to the necessity of completing orders for standard repertory songs and instrumental numbers, for which there is always a satisfactory demand.

Apart from the trade press advertising, a fair amount of gramophone publicity is carried by the popular newspapers and magazines. The firms chiefly in evidence are "His Master's Voice," Columbia, and Pathé Frères, who continue to make a strong advertising appeal to the great talking machine public.

Lieut. Edgar B. Samuel Killed in Action.

It is with deep regret that I have to announce the death, in action, of Second Lieutenant Edgar Barnett Samuel, Sixteenth Battalion Middlesex Regiment. A sympathetic letter from the commanding officer speaks in high words of praise of Mr. Samuel's bravery—almost to recklessness—and of his ever courageous example under the varying fortunes of war. The deceased officer is mourned by a host of trade friends, many letters of sympathy having been received by Barnett Samuel & Sons, Ltd.

The late Mr. Samuel was the elder son of Mr. and Mrs. Nelson Samuel, to whom, in their great loss, The World tenders its respectful condolence. For many years the deceased took a keen interest in the welfare of the working lads of the East End of London, and was actively associated with the work of the Jewish Lads Brigade. On the outbreak of war he joined up as a private and was promoted in turn corporal and sergeant, re-

(Continued on page 50.)

"His Master's Voice" *Copyright*

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists — the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Cia. Francesca del Gramophone, 56, Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon - Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaires of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

We do not rely on giant advertisements for Sales—We depend on intrinsic Merit alone.

No amount of advertising can increase the value of

WINNER RECORDS:

("The World's Super-Disc")

They outwear all others.

Only up-to-date songs and selections recorded.

Winners leave the dealer a generous margin of profit.

THEY SELL ON THEIR MERITS

Independent LIVE REPRESENTATIVES WANTED—in U. S. and British Colonies

Write the manufacturers for Trade Terms

THE WINNER RECORD CO., Ltd.

Willowbrook Grove, Camberwell, London, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 49).

ceiving his commission last March. He lost his life while out on night patrol duty in France, in performance of his duty to the last.

Musical Goods in Prize Court.

At Liverpool recently the cargoes of several prize ships were sold by auction. Among the various lots catalogued were to be noted gramophones and fittings, organs, mouth organs, accordeons and similar musical instruments. Will the absence of these musical charms tend to prolong the combatant spirit of our enemies?

Fire Causes Little Damage.

My January issue report of the fire at W. M. Still & Son's Charles street premises has evoked a letter from that company which will remove any misapprehension as to their ability to carry on as before. It is, in part, as follows: "We are very pleased to say that our machinery has suffered very little damage, and the loss of stock is comparatively small when taking into consideration the very heavy stocks that we carry. Fortunately, we were able to secure temporary premises directly opposite our old factory, where we have installed our machinery and are carrying on, but unfortunately we have been able to give very little attention to the manufacture of gramophone horns just lately owing to us having placed our resources to the execution of far more important work."

A Trade Commissioner from Australia.

The Board of Trade announces that G. T. Milne, British trade commissioner for Australia, will arrive in London next month (March), and may be consulted by traders with reference to business conditions in the commonwealth. Firms desirous of an interview should make application to Commercial Intelligence Branch of the Board of Trade, Basinghall street, London, E. C. Mr. Milne's visit is particularly opportune at the present time, when British manufacturers are attempting to capture trade hitherto done by other countries in Australia. He is prepared to give advice and information as to the appointment of agents, methods of marketing and distribution, terms of payment, names of probable buyers of British goods, statistics of imports, rates of customs duties, etc.

So runs the innocent official announcement to the press. It all reads very nicely, but one is tempted to inquire how a particular trade can develop export business if its very existence is threatened by government restriction as to the import and export of metal or wood vital to the manufacture of its products?

Columbia Co.'s Victory Over Price Cutting.

Once again the Columbia Graphophone Co. has established in the courts its patent rights against infringement by price-cutting. In this case a Gateshead dealer, G. B. Vanner, was found to be selling the plaintiff company's records at a less figure than the price stipulated thereon. He disregarded clear and sufficient warnings, and the Columbia Co. was therefore forced to sue in the protection of its patent rights. The matter was thoroughly thrashed out in court, and in an exhaustive judgment his lordship held that there had been an infringement. An injunction to restrain defendant from underselling the records was agreed to by the judge, with costs. The plaintiff did not ask for damages.

"Who's Who" on Winners.

Bearing the above inscription, a fine art-paper poster has been issued by the Winner Record Co. It presents characteristic portraits of a few of the famous artists who have contributed to the Winner repertory, and should prove alike valuable as an advertising window bill for dealers as of interest to private collectors of photos of record artists. A good idea well carried out!

Musical Instruments for the Army.

The War Office has recently accepted tenders for the supply of army musical instruments from a number of well known British makers, who are under contract to deliver the instruments within a given time.

New Company Incorporated.

Tape Record, Ltd., capital £1,000. One of the objects of this company is to manufacture and sell records and instruments for producing sound and for recording sound waves, etc. The signatories are H. S. Johansson and E. J. Gladman, of Avenue Chambers, Southampton Row, London, piano manufacturer.

"Rollophone" Proves Popular.

The new instrument, styled the "Rollophone," recently marketed by W. H. Raynolds (1915), Ltd., of this city, has already won great popularity among the trade by reason of its excellent value and unique features of construction. A review of this new table-grand instrument was given in my last report, and dealers on the lookout for a live selling line should refer thereto for full particulars.

Sales-News from "His Master's Voice" Co.

The mere maintenance of its instrument and record output does not occupy the sole attention of the Gramophone Co., Ltd., as with some firms, to the exclusion of what is of equal importance—the sales question. Goods produced does not necessarily mean goods sold. Hence o e may regard the sales ideas bureau of "His Master's Voice" as indispensable as the factory output. Owing to the adverse circumstances of production and consequent scarcity, instruments and records to-day do not require much selling; they sell themselves. But there is the spirit of progression ever present, and although this company finds itself almost unable to meet the heavy demands upon its resources, the constant stream of new selling ideas which it develops each month fully explains the reason thereof. Much care and attention was last month devoted to the inauguration of a Kirkby Lawn sales week, and its success has evi-

GUARDSMAN RECORDS. NEEDLE CUT.

Do You Know that we are manufacturing a Record which is superior to any expensively advertised brand that you handle at about half the cost?

We have 700 titles for you to select from, including all the latest up-to-date English and American successes.

Send for Catalogues, Trade Terms and Agencies to:

THE INVICTA RECORD CO., Ltd., 1 New Inn Yard, London, E. C., England

FROM OUR LONDON HEADQUARTERS—(Continued from page 50.)

dently inspired another excellent scheme. This time it is a special concert week, during which dealers will feature a chosen program of "H. M. V." records and invite their patrons to come and hear them. Supplies of a tastefully designed program, together with striking window slips, etc., have been dispatched to agents, with a promise of liberal advertising in support. A very attractive full page advertisement appears on the front of the Daily Mail, inviting the public to this concert at any "H. M. V." dealers saloon. The company has spared neither time nor money to make the concert week idea a success. In addition to these special sales schemes, new supplementary records appear each month, and selected items from the popular Revues, of which the latest is "Joyland," and the new musical comedy "Tina."

The Latest Winner Record List.

The latest Winner record list may be described as making an appeal to all moods, to all hearts, and to all pockets, so varied is it in choice of titles—what you will at the humble price of ninepence each, i. e., two on one for eighteenpence. 'Twere perhaps invidious in the short space at my disposal to itemize any particular numbers, for much care has been expended upon their selection, and one may reasonably conclude that all have passed the severely critical test of the company's recording expert. It may be said without undue exaggeration that few, if any, poor records find their way to the light of publicity—hence in a measure the Winner reputation!

I cannot refrain however from drawing my readers' attention to the issue of records by Frederick Dawson, who is truly described as one of England's greatest pianists. He is an expert of rare accomplishment, and some of his best performances at the keyboard are happily now available on Winner records. Those who have heard these discs speak in terms of high praise, specially emphasizing the excellent and true piano fidelity of the recording thereof.

Associated Copyrights, Ltd.

This company was registered on February 9 with a capital of £6,000 in shares, objects to take over the businesses carried on by Copyrights, Ltd., and Universal Copyrights, Ltd., to carry on the business of agents for the production, publication and licensing of any literary, musical, dramatic, artistic or other work and for authors, composers, dramatists, artists and publishers, and to adopt agreements with the said old companies and the liquidators thereof. Signatories, E. P. Dennis, Cambridge Park, Wanstead, N. E.; Winifred O. Maddock, 16 Ampthill square, N. W. Private company. The number of directors is not to be more than five, the first are A. Clark, A. J. Mason, L. Sterling, J. E. Hough, and E. J. Marshall. Remuneration as fixed by the company. The Board of Trade authorizes the acquisition by this company of the undertakings of Copyrights, Ltd., and Universal Copyrights, Ltd., the books and documents of which are liable to inspection under Section 2 of the Trading with the Enemy Act, 1914.

TOWER 205 FEET HIGH WILL GRACE NEW VICTOR PLANT.

An Addition to the Present Cabinet Factory and a New Record Pressing Plant, Both Six Stories in Height, Are Being Planned—Novel Fire Escapes a Feature.

The Victor Talking Machine Co. has commissioned Ballinger & Perrot, architects and engineers, to prepare plans for a six-story and basement addition to its cabinet factory on Market street, Camden, N. J., from Delaware avenue eastward; also a six-story record-pressing building on Cooper street west of Delaware avenue.

The extension to the cabinet factory will completely build up the block from Delaware avenue to Front street, and add to the present cabinet factory 140,000 square feet of floor space. When completed this cabinet factory will be one of the largest and most up-to-date woodworking plants in the United States, the total amount of floor space in this group being twelve and eight-tenths acres.

A striking feature of the facade on Market street is a tower 205 feet high located in the middle of the building. This tower will supplant the existing sprinkler-tank tower and will be used for sprinkler and factory water supplies. The trademark of the Victor Talking Machine Co. will be located at the top of the tower on four sides, executed in glass. It is proposed to illuminate this tower at night with the flood system of lighting which will make the tower stand out at night as a beacon light in the darkness. The plans also contemplate the finishing of the present cabinet factory, so that the facade on this street will harmonize with the architecture of the remainder of the building.

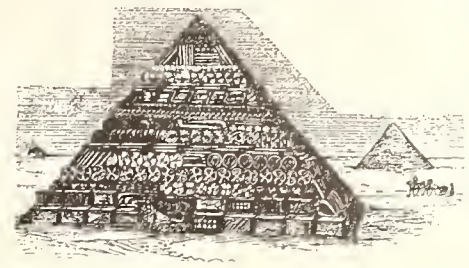
The construction of the building will be of reinforced concrete throughout with rolled steel sash frames and windows, glazed with wire glass, and heated and ventilated with blown air, similar to the wing which was completed last year, thus getting the maximum labor efficiency from the employes by providing working quarters which are conducive to these qualities.

The entire group of buildings for the cabinet factory is adequately provided with fireproof escapes in addition to the one main entrance, which will occur under the tower, and communicates with an incline, instead of stairways, which runs through the six stories of the building. This incline is designed to provide means of reaching the various floors and sections of the building and obviates the use of passenger elevators, and is found in practice to be eminently suited for the purpose.

The record-pressing building is to be a six-story, fireproof building, 91 by 283 feet, connected to the grinding building by bridges. This building is, as is usual with all the buildings of the Victor Talking Machine Co., of reinforced concrete construction throughout, of design to harmonize with the type of architecture of the remainder of the plant. On the top of the building will be arranged booths for the testing of records. When completed this building will be large enough to increase the Victor Talking Machine Co.'s output in records far beyond the present maximum production.

Reno

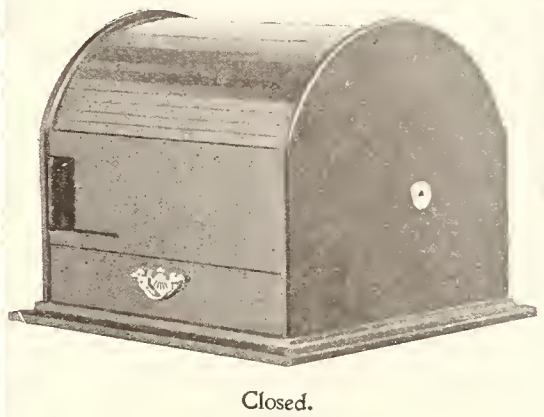
The Man of Many Parts



Accessories for any Machine Ever Made from the Year Dot to 1915

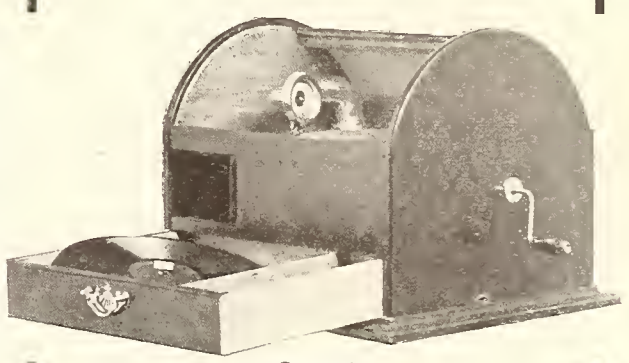
ROLLOPHONE

(Patent Applied For)



Closed.

The Latest and the Most Unique Hornless Machine on the Market



Opened.

Open or Shut, This Instrument Will Play Any Make of Needle-Disc Record

Order Sample Goods To-day

and

Write for New Illustrated Catalog

W. H. Reynolds (1915), Ltd.

Manufacturers of

Talking Machines, Records, Accessories and Motors

45 City Road, London, E.C., ENGLAND

THE EDISON-BELL

VELVET-FACE (VF) RECORD

DOUBLE-SIDED—NEEDLE-CUT—10 inch and 12 inch

IS THE SUPREME EFFORT OF GRAMOPHONIC ART

10 inch
2/6

12 inch
4/—

There are no faulty VFs as Every Record has to pass a crucial test before it is released for sale. The production is of the highest quality. The Titles and Subjects recorded are by the most prominent artistes in the Gramophone world.

If your jobber doesn't stock them try our Direct Service. It will pay you both for quality and price. Duty paid. For full particulars, Wholesale and Retail, apply to

E. HOUGH, Ltd., Edison Bell Works, Glengall Rd., Peckham, London, England

JAMES N. HAIRE DIES SUDDENLY.

Treasurer of Gately-Haire Co., Albany, N. Y., Passes Away on Tuesday.

(Special to The Talking Machine World.)

ALBANY, N. Y., March 14.—James N. Haire, treasurer of the Gately-Haire Co., Victor distributers of this city, passed away suddenly on March 14th, much to the regret of the entire industry.

J. N. Haire.

Mr. Haire has been associated with the Gately-Haire Co. since its formation when it took over the business interests of Finch & Hahn. As treasurer, many of the new plans of the concern were created and put into force by him, these helping tremendously in the rapid growth of this house. His associate, John L. Gately, and the members of the staff, are receiving the sympathy of the trade in their tremendous loss.

NEW VICTOR STORE IN BALTIMORE.

Cohen & Hughes, Victor Distributers, Arrange to Open Third Retail Store in That City—Plan Elaborate and Exclusive Quarters.

(Special to The Talking Machine World.)

BALTIMORE, MD., March 14.—Baltimore is going to have one of the most exclusive Victrola stores in this section of the country, according to the announcement of I. Son Cohen, of Cohen & Hughes, Inc., Victor distributers, who already have two stores in this city. This will make the third establishment, and, unlike the other two that handle the Victor line and pianos, the new place will be distinctly a talking machine house, handling exclusively the complete Victor line, and will be located at 14 North Charles street, the most prominent point in the downtown section. The new place will be ready for operation about the latter part of the month. Mr. Cohen stated that no expense would be spared in making the new establishment an institution that would commend itself to all lovers of music.

PENNSYLVANIA DEALERS MEET.

Association Holds Monthly Session in Pittsburgh on Monday—Discusses Trade Topics.

(Special to The Talking Machine World.)

PITTSBURGH, PA., March 14.—The Western Pennsylvania Talking Machine Dealers' Association held its regular monthly meeting last night in the store of the W. F. Frederick Piano Co. There was a large attendance, including a good number of piano dealers who handle talking machines. President French Nestor presided. Trade topics were discussed informally, and the meeting proved a most enthusiastic one. Optimism in regard to the business outlook in the Pittsburgh district was the keynote of the evening.

TALKING MACHINE RECORDS BURN.

$1,000 Worth of Records Destroyed In Fire Which Endangers Fifty Families in Harlem.

An early morning fire recently destroyed $1,000 worth of talking machine records and routed fifty families living at 324 West 125th street, New York, into the street in their nightclothes. The main floor of the building is occupied by the Melophone Co., which operates a talking machine parlor where the latest records may be heard by dropping a coin into the slot. The records which were destroyed were stored in the basement, and made so much smoke that a second alarm was sent in. The cause of the fire is unknown. After an hour of hard work the fire was extinguished, but most of the records had been ruined.

GRAPHITE IN GREAT DEMAND.

Few people begin to realize the range of uses to which graphite is put, says the Scientific American, for it is an essential though minor ingredient in a great number of unsuspected connections as common as that of lead pencils. With many of these the graphite man is himself unfamiliar, beyond the simple fact that this or that manufacturer purchases from him; for in such uses it is apt to represent part of a secret process.

Lead pencils, lubricants for talking machines, electrical conductors, and black polishes and paints are prominent conventional uses, but it is liable to be present pretty much anywhere that anti-friction, unfading blackness, heat resistance, electrical conductivity or non-corrosiveness are desirable properties, and the fact that without graphite the derby hat as we know it could not be, is an example of its importance as an incidental ingredient.

RECIPROCITY.

Brown, who lived in the picturesque suburbs, returned home late one evening, with a package which he deposited on the dining room table. His wife, naturally curious, lost no time in starting to investigate. "What have you been buying, Jimmy?" she asked, taking up the package and untying the string. "A cornet," answered Jimmy; "I have been thinking for some time—" "A cornet?" was the wondering interjection of the wife. "I thought you knew better than to buy a cornet! You know very well that the man next door worries you almost to death with his." "Yes, I know," was the smiling response. "That is the one I bought."

The foolish man "darns" his luck—the wise man "mends" it.

Pick the Profitable Pathé

And repeat the big success its dealers are everywhere enjoying.

The Pathephone will sell easily where other talking machines fail even to create desire.

Persuasion is unnecessary when you demonstrate it—dealers seldom lose a listener, who eventually buys a phonograph.

Awake to the exceptional profit possibilities of the Pathé records—the demand everywhere is tremendous and consistently increasing—ALL owners of other disc machines will want a selection of these "real" records, truly.

Pathé Has Divorced "Perhaps" From Profits.

Write today before the "other fellow."

THE FISCHER CO.
Ohio Distributors
Euclid Ave. at Huron Road, - - - CLEVELAND, OHIO.

HIT APPROVAL PLAN IN BUFFALO.

W. D. Andrews & Co. Takes a Definite Stand in the Matter—Dealers' Association Delays Action—Expect Good Business During Lent —Victor & Co. Take Pathephone Agency— Talking Machine as Toastmaster.

(Special to The Talking Machine World.)

BUFFALO, N. Y., March 7.—Talking machine records on approval will likely be a thing of the past if the action of the local dealers is similar to that taken by the W. D. Andrews & Co., one of the largest jobbers and dealers in talking machines in the city. Agitation has been going the rounds for some time in this city to eliminate this abuse of the trade, and the dealers appeared to be unanimous that there was a distinct disadvantage in having their records out on approval, with the chances for sales being daily reduced.

Starting on Monday, March 6, the Andrews store shut off this line of activity by announcing that there would be no more records sent out on approval. This means that only outright purchases will get a record from the Andrews store. Mr. Andrews made the announcement on conspicuous cards throughout the store. The reason for the change in methods was that people taking the records on approval abuse the privilege that was accorded them by the store. Frequently they held the records too long and many times they were turned back in poor condition after the people had used them long enough, declaring that they were not satisfied with them. The fact that the records were held too long frequently blocked sales that might have been made in records that were out only on approval.

It is believed that the other dealers will follow in the wake of the Andrews store. There is a sentiment among them that the approval record method is a rap at the business and will be discontinued. It has been said by one of the dealers here that cases have been known where people with Victrolas have been having concerts in their homes on borrowed records which were procured with the understanding that they were to be purchased, only to have them turned back as not satisfactory after the day's use. Others have been kept at least two weeks.

The matter was considered at the meeting of the Talking Machine Dealers' Association and a referendum vote was decided upon. The vote was never completed, as there was so much discussion both ways on the proposition that the association kept its hands off.

It is expected that the talking machine business will be improved during the Lenten season. At least the dealers expect this, as there are so many people who taboo the public amusements that they will have their own entertainment in their own homes by means of talking machines.

A. Victor & Co. have taken the agency here for the Pathephone, and a fine demonstration room has been fitted up for the talking machines. The company is making a big effort to bring the Pathephone to great popularity in this city and hourly concerts have been arranged as an attraction to draw the people to the store to see and hear the instrument. The advertisements of the company lay stress on the fact that it is not necessary to have the needles changed.

C. P. Chew, representing the Pathé Frères Phonograph Co., was at the Iroquois each day this week to meet the dealers of this city and western New York for the purpose of negotiating agencies for the Pathephone.

Victrola parties are quite popular at many of the clubs throughout the city. The latest to try the experiment for dancing was St. Patrick's Club on the East Side. The club used a Victrola for the dance that was held during the latter part of February, and it proved to be a great innovation: in fact so successful that the club will repeat with another series after the Lenten season.

The approach of the concerts by John McCormack and Mme. Schumann-Heink has given the Neal, Clark & Neal store the cue for advertising the records made by these artists.

Gould Brothers in Main street have reported a splendid business on Victrolas and records.

The Talking Machine Dealers' Association met last Wednesday at the Hotel Statler, the meeting developing into the annual banquet aftermath. Nothing weighty was discussed, but the good attendance in friendly groups talked over daily trade experiences. Secretary Bruehl stated that not one member but who was pleased with the present run of business.

Inability to obtain sufficient machines is the main complaint of members, business being so good in both retail and wholesale ends that dealers are unable to keep up their stocks. In fact business is so good here in the record machine lines that it is injuring the piano trade to considerable extent.

The Buffalo Ad Club, one of the largest organizations of advertising experts in the country, on Saturday at a banquet utilized the phonograph to a unique degree. The ad men, in introducing John Barrett, former United States Minister to Siam, Panama, Argentina and Colombia, as a speaker, did not make him known through the ordinary agency of the toastmaster. Instead, a hidden phonograph in a corner of the room clearly enunciated that both Mr. Barrett and Thomas Thrift, of Cleveland, were scheduled as the speakers. It was a novel idea and was well received.

FIREPROOF RECORD RACKS.

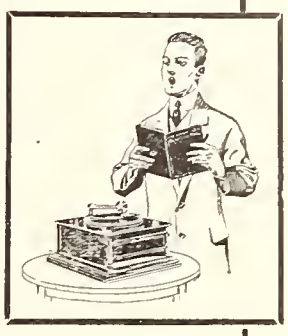
C. J. Ianell, manager of the talking machine department at Bloomingdale Bros., Fifty-ninth street and Third avenue, which handles the Victor and Columbia lines, recently arranged to have installed a set of new record racks which are equipped with rolling doors and which are as fireproof as human ingenuity can make them. The doors lock at night, and the racks provide maximum efficiency and convenience for the members of the sales staff. Mr. Ianell reports the closing of a very satisfactory February, with a phenomenal increase in record business.

A $10 BILL FOR YOU

Clear profit in the sale of a single course in

The Herman Klein Phono-Vocal Method

Based upon the famous school of Manuel Garcia



The sale is made to the customer who is already on your books, from a demonstration outfit and practically without effort. No stock to carry, no capital tied up, for orders are filled directly by us.

Ten double-sided records, wonderfully made—twenty lessons —lead the student from the simple scale to the aria, and a comprehensive text book, compiled by Herman Klein, based on the method of Manuel Garcia, explains each step intelligently and interestingly. It is not a correspondence course but a complete method in itself.

This method increases appreciation of music and means more sales of high-class records and machines. Something more than a side line.

RETAIL PRICE $25, FOR COMPLETE METHOD IN ANY VOICE

Ask about our demonstration outfit, sales aids for the dealer and other details —you owe it to your business—Write TODAY!!!

THE MUSIC PHONE METHOD, 909 Putnam Bldg., 2 W. 45th St., New York

THE FEDERAL EQUIPMENT CO.

320-340 WEST STREET — CARLISLE, PA.

MANUFACTURERS OF

TALKING MACHINE AND RECORD CABINETS, PIANO, PLAYER AND TALKING MACHINE DEMONSTRATING ROOMS

WE HAVE THOROUGHLY MODERN AND WELL EQUIPPED

WOOD WORKING AND FINISHING PLANTS AND DRY KILNS

AND ARE PREPARED TO TAKE ON ADDITIONAL BUSINESS

WE MANUFACTURE TO ORDER SPECIAL DESIGNS OF TALKING MACHINE AND RECORD CABINETS

SEND US DRAWINGS AND SPECIFICATIONS OR SAMPLES ON WHICH TO QUOTE

Pathé

NO NEEDLES TO CHANGE

1916 IS THE Y

Notice the picture above, showing the ordinary needle and the PATHÉ SAPPHIRE BALL magnified. This is a striking illustration of one of the most important differences between the PATHEPHONE Method of Reproduction and that of other phonographs or talking machines. The needle is bound to dig into the record surface and wear it out. The PATHÉ SAPPHIRE travels over the down wave-like waves from fort ing out the be

Model 50 Sells for $50.

Pathé

Model 100 Sells for $100

Path

Ask the people to compare the PATHEPHONE with every other phonograph or talking machine. That's the line of least resistance for you. After they've heard the ordinary machines, they'll buy a PATHEPHONE just as surely as they prefer reality to imitation, art to crudeness, perfection to makeshift. PATHEPHONES stand comparison because they are above competition.

So true, so vibrant, so c performance of the PA PHONE that every real musical interpretation is satisfying manner never ered possible. This wo due to the PATHÉ GE PHIRE REPRODUCI PATHÉ ALL-WOOD CHAMBER, and the FECT TONE-CONTRO

PATHÉ FRÈRES F

28 W. 38TH STREET

PLAYS
ALL DISC
RECORDS

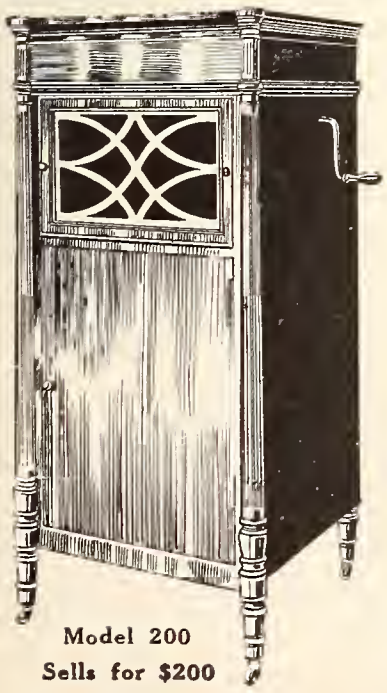
athephone

R!

s in an up-and-
ning the music
tact and bring-
s. The PATHÉ

SAPPHIRE *never wears out and never has to be changed.*

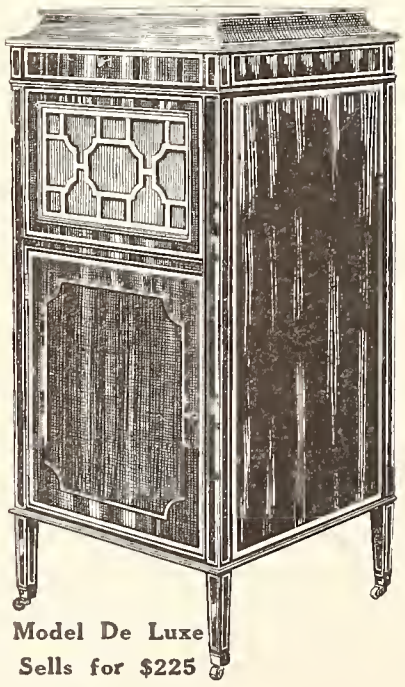
The music lovers are buying PATHEPHONES all over the country! The PATHÉ Dealers in hundreds of localities are all reporting an enormous volume of business—they are having a phenomenal demand for PATHEPHONES for Christmas.



Model 200
Sells for $200

Pathé

A PATHÉ Agency is an exceedingly valuable franchise. How about your territory? Is it taken care of? Better get in touch with us to-day and reap the advantage of our National advertising campaign and the benefit to be derived by you through the use of the well-known name, "PATHÉ FRÈRES," familiar to millions of people every day who attend the moving-picture shows.



Model De Luxe
Sells for $225

ONOGRAPH Co.

New York, U.S.A.

The Al Jolson records are among the fastest money-makers in the exclusive Columbia list—just as we predicted, only more so. Two new selections in the April list.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

EDISON DIAMOND DISC JOBBERS' ASSOCIATION MEETS.

Much Important Business Transacted at Three-Day Session—Officers Elected for Present Year—Banquet Held at the Hotel Knickerbocker—Many Interesting Talks—Those Present.

The annual meetings of the Edison Diamond Disc Jobbers' Association were held at the Knickerbocker Hotel and at the Thimble Theatre, 10 Fifth avenue, New York, on Monday, Tuesday and Wednesday, February 14, 15 and 16. These were well attended by Edison jobbers from all parts of this country and Canada, and many business problems were taken up and discussed in an able manner. Little information was given out to the public, but chats with the various members indicate that these meetings were most important in every way, and that plans are under way to make 1916 an epoch in the distribution of Edison Diamond Disc machines and records.

Monday was devoted to the regular routine meeting, wherein the officers and advisory board were elected, as follows: W. O. Pardee, president; W. B. Smith, vice-president; H. G. Stanton, secretary, and Lawrence Lucker, treasurer. The advisory board consists of H. H. Blish, C. E. Goodwin and N. D. Griffith.

Tuesday was taken up with a conference with the officers from Thomas A. Edison, Inc., Orange, N. J., the officers of the corporation being tendered a luncheon by the association, this being held in the banquet room of the Knickerbocker. In the evening the jobbers were the guests of the factory, a banquet being held in their honor at Sherry's, followed by a theatre party which was given at the Hippodrome.

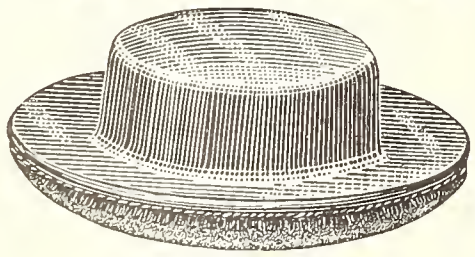
Wednesday, at the Thimble Theatre, an unusual program was carried out. William Maxwell, vice-president, started the ceremonies with a short chat on "Rough Stuff," and then the other speakers ably reinforced his efforts. John Constable, assistant chief engineer, spoke on "Cruelty to Motors"; W. H. Miller, manager of the recording department, on "Artists"; Delos Holden, general counsel, on "Infringements"; Mr. Boykin, on "Diamond Points"; J. R. Rogers, general traffic manager, on "Traffic"; L. C. McChesney, advertising manager, on "Advertising"; A. C. Ireton, general sales manager, on "Factory Fallacies"; T. J. Leonard, assistant general sales manager, on "Probationary Zones for Dealers," and also talks on "Record Returns," "Mechanical Service," "Applications," "Diamond Amberolas," "Tone Test" and other pertinent subjects, by Messrs. Baldwin, Brown, Davidson, Maxwell, Fuller and others. Mr McChesney also talked on "Booking the Advertising Pictures."

An interesting sales dialogue, entitled "Bought and Partly Paid For" (billed as the first and last time on any stage), was given by Mark Mac Dermott and Miss Miriam Nesbitt, being produced by Frank Smithson, which was followed by motion pictures, "The Voice of the Violin."

On Thursday, February 17, the jobbers took a trip to the Edison factory, where they spent an all-around enjoyable and instructive day.

Among those present were: E. Bowman, C. B. Haynes & Co., Richmond, Va.; H. G. Stanton, R. S. Williams & Son Co., Toronto, Ont., Canada; Walter Kipp, Kipp-Link Phonograph Co., Indianapolis, Ind.; W. B. Smith, L. N. Bloom and A. O. Peterson, of the Phonograph Co., Cleveland, O.; D. W. Schultz, Schultz Bros., Omaha, Neb.; W. A. Meyers, Williamsport, Pa.; H. H. Blish, Harger & Blish, Des Moines, Ia.; Laurence H. Lucker, Minneapolis, Minn.; A. Buehn, Buehn Phonograph Co., Pittsburgh, Pa.; W. O. Pardee, H. L. Ellenberger, of the Pardee-Ellenberger Co., New Haven, Conn.; F. H. Silliman, Pardee-Ellenberger Co., Boston, Mass.; George L. Babson, Phonograph Corp. of Manhattan, New York; F. E. Bolway, Syracuse, N. Y.; Fred Babson and C. E. Goodwin, the Phonograph Co., Chicago, Ill.; N. D. Griffith and P. R. Hanley, American Phonograph Co., Albany, N. Y.; James Chandler and T. E. Dean, Chandler & Co., Bangor, Me.; J. G. Harrison, St. John, N. B.; William A. Schmidt, the Phonograph Co., Milwaukee, Wis.; M. N. Blackman, the Phonograph Co., Kansas City, Mo.; O. A. Lovejoy, Southern California Music Co., Los Angeles, Cal.; Robert L. Proudfit, Proudfit Sporting Goods Co., Ogden, Utah; R. B. Allen, F. S. Heminway and H. H. Curry.

"Standard" Record Cleaner



ARTISTIC AND ATTRACTIVE

Grips the record surface and clings as if on rails.

Extended brush area cleans record with one sweeping circuit.

Price, 50 Cents, List
Patented June 2, 1914.

Send 10 cents in stamps for a sample cleaner. Write on your business letter head only. Place regular orders through your jobber.

STANDARD GRAMAPHONE APPLIANCE CO.
237 LAFAYETTE STREET NEW YORK

We also manufacture the Simplex Record Cleaner, Price 15 cents, list.

LARGE BUYERS OF SUPPLIES.

The Unit Construction Co. Recently Purchased $30,000 Worth of Glass in One Month—Other Big Purchases for Construction of Unico Booths Being Made at All Times.

Thirty thousand dollars' worth of window glass was recently purchased during one month by the Unit Construction Co., Thirty-first and Chestnut streets, Philadelphia. This house also buys thousands of dollars' worth of felts, woods, varnish, paints, etc., all of which enter into the construction of Unico booths for talking machine and player-piano rooms.

These figures are given to show the magnitude of the operations of this company, and to show that in the field of booth building it has involved thousands of dollars in merchandise of all kinds, to say nothing of the cost of its factory and maintenance.

A feature of the Unico booths is the fast service rendered to the dealer. For example, if a dealer orders a Unico booth, 9 by 9 feet, for his store, all he has to do is to write to the company and the booth will be shipped to him by return express. Through this service it is possible to fit up a store in a few days.

Rayburn Clark Smith, president of the Unit Construction Co., reports that business is excellent and states that the number of big installations have greatly increased during the past few months. Mr. Smith also states that the number of dealers who realize that properly equipped warerooms are necessary for efficient exploitation of talking machines and player-pianos is increasing numerically every week.

NEW COLUMBIA ARTISTS.

Thomas Quinlan, who was recently appointed manager of the Columbia Graphophone Co.'s operatic and concert department, stated this week that several contracts had been closed the past fortnight whereby artists prominent in musical circles both here and abroad will record exclusively for the Columbia Co. in the future. Among these artists is a prominent tenor who has achieved remarkable success at all his appearances. The names of these new artists and their records will be announced in due course. The Columbia Co. is steadily increasing its already large roster of notable artists.

ADD SEVERAL NEW MODELS TO LINE.

The Nanes Art Furniture Co., New York, manufacturer of the Savoy gramophones, has recently added to its line several new models which have been well received by the company's dealers. These new models include a large cabinet machine which will retail at $65 and a complete line of smaller machines.

FOSTER & WALDO HAVE FINE VICTROLA DEPARTMENT.

Quarters in Minneapolis Ideally Arranged for Display and Demonstration of Machines and Records—Various Wholesale and Retail Houses Report Excellent Business.

(Special to The Talking Machine World.)

St. Paul and Minneapolis, Minn., March 6.—Foster & Waldo's new Victrola department is an ideal arrangement. It may not occupy the greatest amount of floor space and there may be some more ornate, but one will travel far to find a more harmonious and effective disposition of space. Nearly a score of demonstration rooms, all with outside lighting and placed around a central court for reception and display purposes, provide an excellent retail plant. The firm has converted one entire floor of its building into the Victrola department, and is going after the business with the energy characteristic of the house.

Exceptionally fine business is reported by Manager Robert Souders, of the Columbia Co. "The February and March sales have held up to the volume of trade we enjoyed preceding the holidays," said Mr. Souders, "and we see no signs of a let-down. We have two men on the road in this territory and will send out more as soon as we can get desirable men. Sales of Columbia instruments in the stores in Minneapolis and St. Paul are most satisfactory to all."

The Minnesota Phonograph Co., specializing in the Edison line, can't find anything but joy in the business.

"Our February sales were nearly double those of the corresponding month of 1915," declared President Laurence H. Lucker. "C. A. Briggs, a well-known salesman, has been added to our staff. Mr. Zellner, of New York, from the Edison head office, will represent the company in this territory and will make his headquarters with the Minnesota Phonograph Co. We are preparing a series of 'tone tests' similar to those of last season and expect to open with Alice Verlet, who made a striking success here before. The tone tests are of great value in stimulating the sale of phonographs."

The Beckwith-O'Neill Co. reports one great drawback in its business, that being the old one—inability to obtain goods. "The shortage is more acute than it was before the holidays," complained Mr. O'Neill. "We can't assemble a full line for show purposes and we are compelled to devise all kinds of schemes to fill orders. But even so this condition probably is better than being overstocked."

St. Paul's big department store, The Emporium, which went into the talking machine business some two months ago on a big scale, is reported as wholly satisfied with its venture.

"We can't get Victrolas fast enough, but otherwise we are quite satisfied with the trade outlook," remarked Manager Shaw, of the Cable Piano Co.'s St. Paul store.

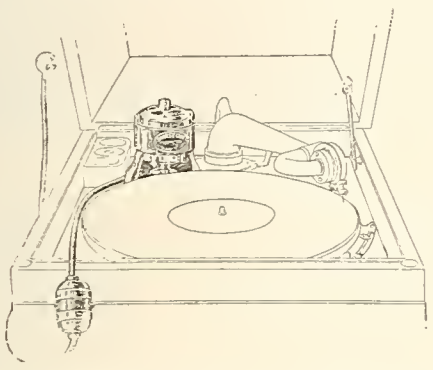
The agency for the Victor Victrola has been secured by the Cable-Shelby-Burton Piano Co., of Birmingham, Ala.

DESCRIBES SHELTON MOTOR.

Interesting Description in the Scientific American of This Electric Motor for Talking Machines Invented by W. G. Shelton.

Under date of February 12 the Scientific American carried the following interesting article, headed "Electric Motor for Phonographs," relative to the Shelton electric motor:

"No longer is it necessary for owners of the conventional phonographs to crank the mechanism in order to play the records, for there has recently been introduced a small electric motor that can be instantly applied to any disc type of phonograph. The motor weighs about three pounds and is made



Shelton Motor on Machine.

to operate on either direct or alternating current. It is provided with a rubber disc which makes a friction contact with the periphery of the phonograph turntable. With the exception of removing the crank handle, no other change is necessary in converting a phonograph into an electric one, using the small motor." The accompanying diagram shows the Shelton electric motor in use on a machine.

W. Gentry Shelton, president of the Shelton Electric Co., New York, and inventor of the Shelton electric motor, is widely known in technical and electrical fields through his numerous inventions, all of which have achieved wide success. Among Mr. Shelton's most popular inventions, all of which bear his name, are a dental engine, high frequency generator, portable vibrator, portable hair dryer, high speed centrifuge, portable hand massage vibrator, electric drink mixer and pedestal machines, vibrators, etc. Mr. Shelton is thoroughly familiar with all phases of electrical construction, and experimented with the Shelton electric phonograph motor for more than a year before placing it on the market. Its remarkable success has well justified his efforts.

OPEN COLUMBIA DEPARTMENT.

Spear & Co., the well-known furniture house, who will open their new home on West Thirty-fourth street next week, will maintain a very attractive talking machine department, handling Columbia products exclusively. J. A. Friedman, a talking machine man of extensive experience, will be in charge of the Columbia division.

"Music for Everybody"

OPERAPHONE RECORDS

Retail at 35 cents.

Are equal to any.

Are 8 inches in diameter.

Are double sided.

Play as long as the average 12 inch records of other makes.

Are vertical cut.

Play with an ordinary steel needle.

Play on any lateral cut record machine with a small attachment which is simple to use and inexpensive.

Our catalog is up-to-date and there are no duplicate titles; the songs are by the popular artists.

The records are the product of our own laboratory and factory.

Send for catalog and latest list.

Operaphone Manufacturing Corporation

Office: Fifth Avenue Building, Madison Square, New York

SUCCESSFUL COLUMBIA CAMPAIGN.

Advertising of High Human Interest Being Used to Help Dealers—Electric Grafonolas Featured with Excellent Results—Exceptional Sales Being Reported.

The Columbia Graphophone Co., New York, is conducting an advertising campaign in the newspapers at the present time that is indicative of the broad policies of co-operation which characterize the service the company is extending its dealers.

Two of the advertisements in this campaign are reproduced herewith, and the human interest appeal in this copy has been a very important factor in the results it is achieving for Columbia dealers.

Up to date the Columbia Co. has used this advertising in a number of the leading trade centers, and, as will be noticed on the proofs of the advertisements, there is room at the bottom of each piece of copy for a list of the city's dealers handling the Columbia product. There is absolutely no cost to the dealers for this advertising, the Columbia Co. including it as a part of its efforts to insure the prosperity of its dealers.

The success of this campaign has been instantaneous, and many Columbia dealers have written the Columbia Co. enthusiastic letters of praise regarding the character and scope of the advertising. The advertisement featuring the Columbia Grafonolas electric has been particularly effective, Columbia representatives closing numerous sales as a direct result of the advertising.

TIFFANY MOTOR CO.

MANUFACTURERS OF ELECTRIC MOTORS FOR TALKING MACHINES

75 FULTON ST. NEW YORK CITY

TALKING MACHINE MEN TO DINE.

Local Association to Hold Annual Banquet at Hotel McAlpin on April 12.

At a meeting of the executive committee of the Talking Machine Men, Inc., held on March 8 at Keene's Chop House, New York, and attended by President John E. Hunt, Secretary Sol Lazarus, J. Y. Young, H. Jaffee, A. Galuchie, Henry Mielke, J. B. Coughlin, Meyer Goransky and R. B. Foster, it was voted to hold the annual banquet of the association at the Hotel McAlpin on April 12 at 7.30 p. m. The members of the talking machine trade in general are invited to attend and the tickets will be $3 each.

At the meeting it was reported that the association was showing a pleasing growth in membership and that the prospects for its future activities were very bright.

TO MAKE THE VICSONIA.

Walter M. Seymour Takes Over Manufacture of New Reproducer.

Walter M. Seymour, who for some time past has been sole sales agent in the United States and Canada for the Vicsonia, a reproducer for playing vertical cut records on various talking machines of leading makes, has taken over the actual manufacture of that reproducer and will, in future, handle it direct from the factory office, 311 East 134th street, New York.

NO OUTSIDE REPRESENTATIVES.

Only Myron J. Schloss and Edwin G. Schloss Authorized to Represent Schloss Bros.

In order to prevent the possibility of a misunderstanding in the trade due to the reported activities of some unnamed person, Schloss Bros., the successful manufacturers of talking machine cabinets at 637-645 West Fifty-fifth street, New York, announce emphatically that the only trade representatives of their house are Myron J. Schloss, president of the corporation, and Edwin G. Schloss, general manager, both of whom are well known locally. No one else has the authority to represent the corporation of Schloss Bros., either in the taking or placing of orders.

REVIEWING VICTOR-MACY CASE.

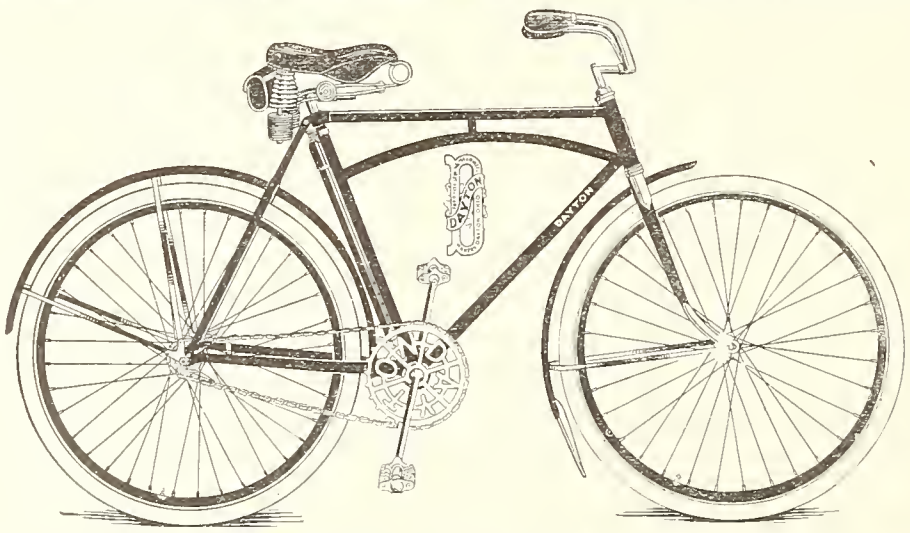
(Special to The Talking Machine World.)

WASHINGTON, D. C., March 8.—The United States Supreme Court decided to-day to review the case of the Victor Talking Machine Co. vs. R. H. Macy & Co., New York, in connection with the right of the store to sell Victor products at cut prices. The Victor Co. won its case before the United States Circuit Court of Appeals on an appeal from a decision in favor of the defendant in the lower court.

VICTOR RECORDS FOR EASTER.

With the opening of the Lenten season the Victor Talking Machine Co. has sent to its dealers elaborate Easter record hangers, bearing substantial lists of records particularly suitable at that season. There was also sent to the trade at the same time special supplements of Victor Easter records for distribution among the retail customers.

The Wall Damm Music Co., of Brazil, Ind., is doing an excellent business in the Edison Diamond Disc line.



WHY DON'T YOU SELL DAYTON BICYCLES, TOO?

Manufacturers, jobbers and dealers are co-operating in a big popularizing movement for "A Million Bicycles in 1916." Why don't you sell your share? There is a nice profit in Dayton Bicycles, as many dealers in musical instruments and supplies have found out to their advantage.

Write for 1916 catalog of Dayton Bicycles—for 23 years America's finest wheel. Be sure to address Bicycle Advertising and Sales Division—

THE DAVIS SEWING MACHINE COMPANY

Manufacturers of Dayton Motorcycles—Bicycles—Motor Bicycles

DAYTON, OHIO

THORPE ELECTRIC MOTORS

FOR TALKING MACHINES (Operate on all currents)

29 West 34th Street New York City

TO VISIT VOCALION DEALERS.

W. H. Alfring to Make Extended Trip Through the West and South—Will Arrange for a Number of New Agencies for That Line—Exclusive Territory Policy Works Out Well.

W. H. Alfring, wholesale manager of the Aeolian-Vocalion division of the Aeolian Co., New York, left Thursday for an extended Western and Southern trip. Mr. Alfring will visit the Aeolian-Vocalion dealers in this territory, and will also consummate a number of deals with prominent concerns which have applied for the Aeolian-Vocalion representation since the first of the year. Before leaving for the West Mr. Alfring briefly discussed the fundamental principles of the Aeolian-Vocalion wholesale campaign and commented upon the policies which dominate this very successful department of the Aeolian Co.'s business. Mr. Alfring said:

W. H. Alfring.

"One of the very first things which the Aeolian Co. decided upon when its wholesale division was organized was the policy of placing the Aeolian-Vocalion line as an exclusive proposition with the leading dealer of a city. We felt that dealers of the high class and standing which is characteristic of all Aeolian representatives would require definite assurance as to the quality of competition. By giving a dealer an exclusive agency we were certain that the quality and prestige of our products would be best maintained at all times.

"The value to the dealer of this exclusive territorial arrangement is naturally very great. He can feature his line with the full assurance that his expenditures and efforts will produce tangible and direct results, and he need never be concerned with the possibility of a competitive music house opening an establishment around the corner; provided, of course, that he exploits and handles the Aeolian-Vocalion as the leading instrument of the phonograph type and gives it a representation commensurate with its quality and musical merit.

"It is not the policy of this company to make frequent changes in the personnel of its dealer organization. We have, therefore, moved with comparative deliberation in the selection of our Aeolian-Vocalion representatives, and every dealer who has arranged to handle the Aeolian-Vocalion has done so with the definite understanding that his appointment will be a permanent one so long as he fulfils his part of the arrangements, and that he will receive the co-operation of the Aeolian Co.'s organization in every single department.

"It is hardly necessary to point out that the Aeolian-Vocalion has been and is being featured in a national advertising campaign of vast magnitude. An impressive list of the leading magazines contains one and two page advertisements devoted to the Aeolian-Vocalion, and this publicity is being turned into profitable sales by our dealers, who, with their exclusive arrangements, are in a position to handle each and every inquiry in their city.

"Since the first of the year we have received numerous applications from successful houses for the Aeolian-Vocalion representation, and on my present trip I expect to close several of these deals. We have been well pleased with the success of our wholesale business to date, and from present indications our 1916 business will be a forerunner for an active wholesale trade with the Aeolian-Vocalion in all parts of the country."

RECORDS POPULARIZE SYMPHONIES.

Talking Machine Has Proven a Great Factor in Arousing and Increasinig Public Interest in the Work of Symphony Orchestras Throughout the Country, Declares Prof. Carl Busch.

(Special to The Talking Machine World.)

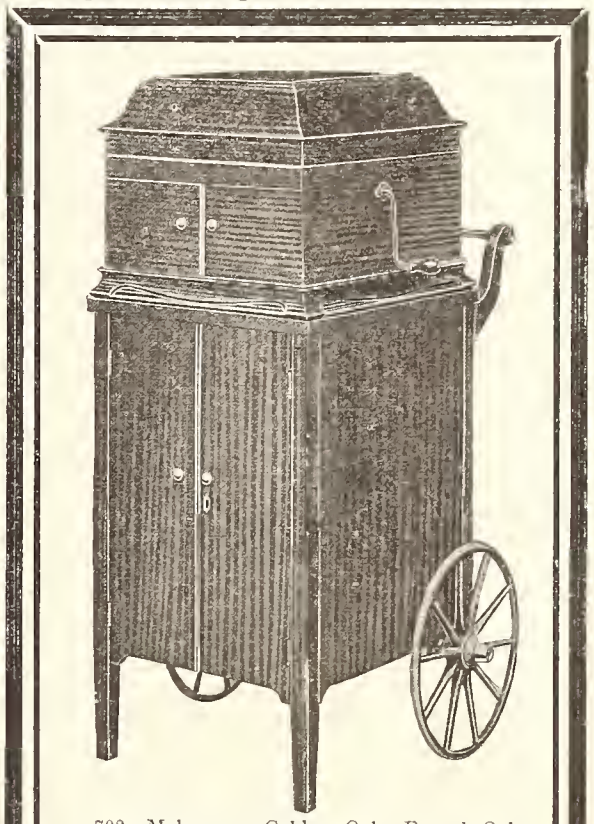
KANSAS CITY, Mo., March 8.—Any words coming from Prof. Carl Busch, of this city, in regard to any musical features are always listened to with respect, for Prof. Busch is recognized as the leader of Kansas City music. As a composer he has attained national fame and his name is well known to music lovers throughout the world. He is at present leader of the Kansas City Symphony Orchestra, and it is largely through his efforts that this organization has reached its present efficiency.

In a recent interview he spoke as follows concerning phonographic records:

"There is one influence which is quite unexpectedly helping symphony orchestras to gain popularity. I refer to the records of overtures and symphonies now made by the phonograph companies. In looking over the various catalogs I find that such overtures as Weber's Der Freischutz, Beethoven's Leonore No. 3, the Prelude to Lohengrin, Nicola's Merry Wives of Windsor, Wagner's Tannhauser and Schubert's Rosamond and many others are already made. The recording of symphonies has just begun, but already I find the Andante of Beethoven's Fifth Symphony, the Schubert and Unfinished Symphony complete, one movement of Beethoven's Pastoral Symphony, Schubert's B Minor complete, two movements of Mendelssohn's Italian Symphony, the Jupiter and G Minor Symphonies of Mozart besides movements of Wagner's operas and of the Symphonies of Dvorak, Tschaikowsky and Haydin.

"Nothing could be devised to better prepare the concert-goer for the full enjoyment of symphony performances than the repeated hearings of these records. The prejudice of many against symphony performances is caused by lack of familiarity with the themes which after a few hearings the ear learns to separate from the mass of orchestral harmony. Just as soon as that familiarity is attained just so soon the listener enjoys symphonies in preference to all other forms of music.

"I cannot too highly recommend the repeated hearing of these records as a proper preparation for the full enjoyment of orchestral performances, and it is to be hoped that the record makers will reproduce all the great symphonies, which will be of great advantage to auditors and orchestras."



702—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Nickel-plated trimmings. Lock and key. Rubber-tired wheels. Height, 30 ins. Top, 17 x 20½ ins.

NOW
IS THE TIME

to prepare for your Summer business.

Do not wait, but be sure to have the right kind of merchandise in stock.

Above is shown one of our cabinets that will help boost your Spring and Summer trade.

"THE VERY BEST"

Get Our Catalog Today

DO NOT WAIT!

It may be the means of making many sales for you.

SCHLOSS BROTHERS

637-645 West 55th St., New York

Telephone: Columbus 7947

Do You Sell Your Customers Improved Half Tone Needles?

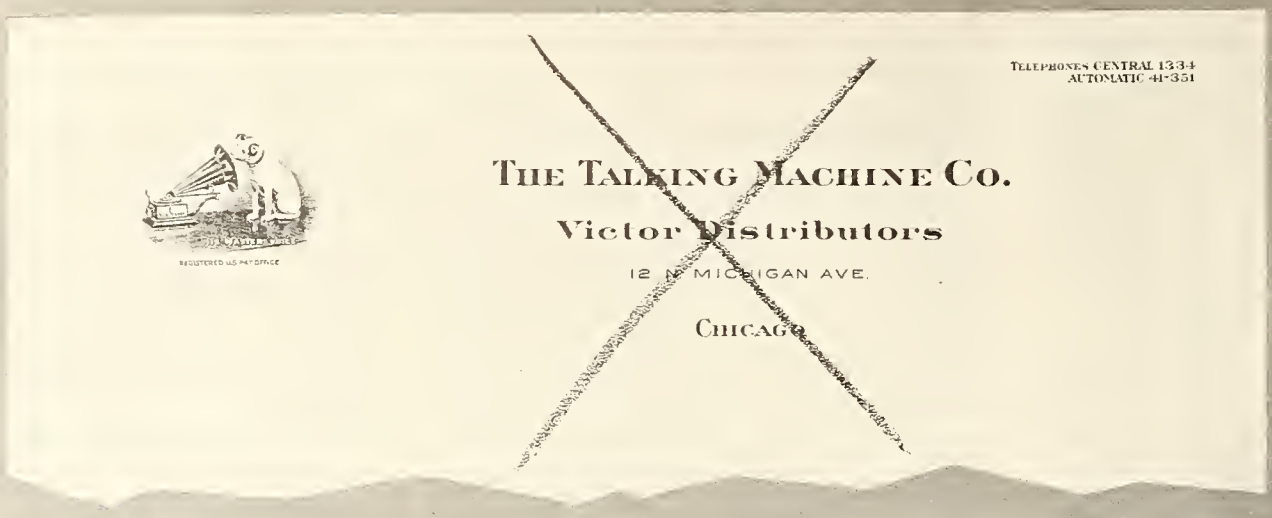
If not, why not? A trial will convince. Fits all talking machines.

Smooth, Clear, Sweet Tone. Saves Records, Eliminates Harshness.

Sample and Prices on Request

BURLEY & BIESINGER

278 West Ferry St. *Talking Machine Specialists* Buffalo, N. Y.



Announcement

Our change of name is an Accomplished Fact -- Although it is a Small Simple Change, We feel that it serves to Indentify us more strongly with the Great city in which we have had our operations and had the privelege of serving the enormous following of Victor Dealers that we can rightfully call our own

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager
HENRY S. KINGWILL, Associate

World Office
Consumers' Bldg. 220 South State St., Chicago
Telephone: Wabash 5774

(Special to The Talking Machine World.)

CHICAGO, ILL., March 10.—The month of February has gone into history and part of March is past, with no special development of note unless it be the remarkable increase which has been shown over the same period of last year. Both the retail and wholesale divisions have enjoyed a really prosperous month, wholesalers uniting in saying there is an increase of about one-third over last last year.

One thing that has been noticeable has been the long-encouraged step upon the part of dealers to lay in a large stock far in advance, and more than one dealer who was disappointed in his shipment last fall is already making preparations for Christmas of 1916.

There have been no particular preferences upon the part of the buying public, and dealers report that all sizes of machines have enjoyed their proportionate share of the demand. The same thing holds true in records, and popular numbers, old standard numbers, operatic and dance selections seem to receive about an equal call. A number of dealers have spoken with some surprise of the continued call for those records of the dance variety, and those who predicted that the fad would die ere this have been genuinely surprised.

The call for accessories has also been good, which is said to be due in great part to the large number of new machines which have been placed on the market recently.

Fuhri's New Post.

W. C. Fuhri, who, as elsewhere reported in this issue, has been appointed United States manager of the Columbia Graphophone Co., leaves a host of friends here who will regret his absence from Chicago while rejoicing in his promotion. Mr. Fuhri came to Chicago from St. Louis, where he had been manager of the local branch, ten years ago on his appointment as district manager, and had made his headquarters here ever since. He is now taking a brief rest in Michigan, but will be in New York to assume his new and improved position about the 15th of the month.

Mr. Fuhri's successor as manager of the Central West district has not yet been appointed, but this will probably be done by April 1.

Good February for Columbia.

C. F. Baer, manager of the Chicago office of the Columbia Graphophone Co., stated that the February business made a remarkable showing in that it was only slightly behind December, while it secured a moderate increase over January. The increase over February, 1915, amounted to 170 per cent. "A notable feature of our local business," said Mr. Baer, "is the results obtained from the very liberal advertising campaign that the company has been pursuing in the Chicago dailies. The effect of this publicity is being felt in an increasing degree each month. The idea of printing the names of all Columbia dealers in Chicago and suburbs has proved very effective, and a number of our dealers tell us that they trace a large number of direct sales to people that come into the store bringing copies of the advertisements with them. A generally satisfactory condition of trade in Chicago is shown by the fact that Edward Blimke, who has for years visited the dealers outside the loop, showed an increase in his sales of over 200 per cent. in January and February.

"The record situation is now in better condition than it has been for months, and we are now able to fill orders from our dealers from 95 to 98 per. cent complete. While there is still a shortage on machines, the situation here, too, is improving. On the higher priced machines we are able to care for our trade fairly well. We have been almost out of the market on the lower priced machines, but the big increase in the capacity of the factory is now beginning to tell and they will soon be able to supply motors for the cheaper machines, and this condition will then be rectified."

New Advertising Manager.

G. I. Stanton is now in charge of the advertising department of the local branch of the Columbia Graphophone Co. He is specializing on the well-organized system of the house in co-operation with the dealers in this territory in advertising and selling matters. He succeeds Mr. Kennedy, who is now traveling for the Chicago office in western Illinois and eastern Iowa.

The Orotund Soundbox.

The Combination Attachment Co., of 624 South Michigan avenue, has increased its manufacturing facilities so that it is able to make prompt shipments of the Orotund sound boxes either separately or in combination with attachments equipping them to play any disc record on any machine. The company is receiving many tributes regarding the excellent tonal qualities of this sound box, and manufacturers entering the market and wishing to work along quality lines would do well to familiarize themselves with the company's product.

Furnish Electric Signs.

The Chicago Talking Machine Co. is mailing to its trade a circular concerning the "Radium Flash" electric sign, which is especially adapted for window use for talking machine dealers. It is a very effective sign, beautifully framed in Circassian walnut, and the legend can be changed daily, or as often as one wishes, by means of the font of "type" which is a part of the outfit. It is 51 inches long, 8¼ inches in height and 6 inches deep and flashes the message to the passer-by. The circular gives a large number of legends calling attention to Victor machines and records, for the benefit of purchasers of these signs.

The Chicago Talking Machine Co., in its monthly budget to dealers, furnishes a copy of a very effective form letter which can be used in diplomatically "punching up" machine owners who have not visited the store to purchase records for several months.

Lyon & Healy Affairs.

The annual dinner and theatre party of the young women employed in the talking machine department at Lyon & Healy's was held on the evening of Tuesday, February 29. An excellent dinner was served at 6 o'clock at the Auditorium Hotel, and after that the party moved on to the Illinois Theatre to enjoy "Chin-Chin." There were forty-eight young women in the party and they were chaperoned by Mr. and Mrs. Marquette A. Healy, Mr. and Mrs. L. C. Wiswell and Mr. and Mrs. J. B. Ryde.

A notable improvement in the service which Lyon & Healy are affording to their dealers was inaugurated this month, and arrangements were completed whereby in the future the handling of all wholesale shipments of machines will be carried on from the principal stockroom at the Lake street warehouse. In this way a great deal of time is saved, as the congestion of Chicago's loop district is avoided, as well as the time required to handle twice. The force at the extra warehouse will also have the opportunity of specializing on machines. The assembling of record orders will continue to be done at the main store, and this force will do nothing else, thus effecting a saving of time in this direction also. Record orders are then combined with machine orders, and the shipment is made at one time.

The month of February with Lyon & Healy showed a 40 per cent. increase over February of last year and, according to Manager L. C. Wiswell, was the best February in the history of the house.

Harry J. Fitzpatrick, formerly of the Victor Talking Machine Co., is now connected with Lyon & Healy as the successor of E. P. Bliss, who resigned recently to go to the East. Mr. Fitzpatrick is now on his first trip through Indiana and Michigan, which territory he will cover.

A new addition to the retail talking machine department is H. G. Bartruff.

R. T. Schenck, who is to open the new talking machine department of W. H. Wheelock & Co. at Peoria, Ill., in a few weeks, is temporarily with Lyon & Healy for the purpose of getting a few pointers on store management.

Sonora Man in Chicago.

Frank J. Coupe, who has charge of the publicity for the Sonora Phonograph Corp., has been in Chicago for the past two weeks working upon the rearrangement of Sonora interests here. The Sonora Phonograph Co. of Illinois will become a branch of the parent organization, and as such

(*Continued on page 63.*)

Prepare For Moving Season!

Order A Talking Machine Moving Cover

The Modern Method
Insures Safe Handling

Khaki, heavily padded with **substantial felt,** quilted, fleece-lined and strongly sewed.

This cover makes it almost impossible to mar or damage the Victrola.

We make them up promptly in our shop to fit **any make** of Talking Machine.

Price $5.00

When ordering covers, be sure to mention make and style of machine to insure a perfect fit.

Talking Machine Jobbers, write for our special inducements

Lyon & Healy

Chicago

Be Determined to obtain Good Service

Victrola Service

Our Service to Victrola Dealers is extraordinary because we have every up-to-the-minute equipment for prompt and accurate order-filling. Every new labor-saving device that is successful becomes part of our system.

To our untiring efforts to improve our **Service** we trace our large and growing business.

You will be benefited by our Service

Convince yourself by sending us your orders.

Lyon & Healy

Victor Distributors
Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 61).

will benefit from the closer relationship which such a move will bring. Mr. Coupe says that all details in this connection have been arranged and enough shipments will be received within the next ten days to fill the $100,000 worth of Western orders that are on file in Chicago and leave a nice surplus stock besides.

William F. Martin, who is in charge of the Sonora destinies in the four States surrounding Chicago, has been kept very busy with the demands which dealers who have been anxious to take on the Sonora line have made upon him. During the past six months the Sonora has made very rapid progress with the general public in the Middle West, and dealers have not been slow to realize it.

Takes Responsible Position.

C. B. Mason has been appointed floor salesman of the Chicago Talking Machine Co., succeeding H. J. Flentye, Jr., resigned. Mr. Mason was formerly assistant credit man in the large department store of M. S. Donaldson, of Minneapolis, and was also associated with Don Preston, manager of the talking machine department of that house.

Three New Firms in the Republic Building.

The American Cyrophone Works, manufacturers of the Cyrophone talking machine, have opened offices on the tenth floor of the Republic Building. Two models are shown, one of the smaller cabinet variety, which is made in part of metal, and the other in a library table form.

In room 1727 G. Weigand & Co. are showing the "Ariel" line. Five models are shown, which include a number of interesting features. The machines are nicely finished and these find a ready market.

The Playerphone Talking Machine Co. has just opened offices on the sixteenth floor, having moved from the Hartford Building. The company manufactures the Playerphone line of machines, which have been preciously described in The World.

Good Record Window.

A. T. Boland, manager of the Grafonola Shop, 14 North Michigan avenue, has had a display in the north window for the past two weeks which has been productive of excellent results in the sales of popular records. As will be seen by the accompanying illustration, photographs of entertainers making Columbia records are connected by streamers with the records themselves in the front of the window.

There are photographs of Irene Franklin, Frank Tinney, Bert Williams, Ray Atwell, Al Jolson,

Attractive Columbia Window.

Chauncey Olcott, Raymond Hitchcock, Weber and Field and Margaret Farrell. In the center of the group is a picture of "Cohen" cut from a theatrical poster, and this is connected with a Cohen record by Joe Heiman & Co. The beauty of the trim is that, while it is exceedingly effective, it is very inexpensive. In fact, Mr. Boland himself constructed most of the properties, including the lattice work and the pedestals supporting the electric globes. It simply shows what a little ingenuity and a little interest in the window display proposition can accomplish, and Mr. Boland's trim is especially worthy of attention because it can be reproduced by dealers in small towns with the facilities they have at hand. Outside of the lattice, the lumber for the posts and the cheese cloth used in covering them, the only outlay was for the service of a sign painter in producing the legend above the display.

Installs Columbia Department.

The Humboldt Furniture Co., of 2412 North avenue, one of the largest concerns outside of the loop, has just added a Columbia department and has fitted up handsome quarters on the first floor of the building, with three demonstration booths. The size of its contract indicates that it is going after the talking machine business aggressively.

"No Records on Approval."

A. B. Miller, Columbia and Victor talking machine dealer at 1124 Sixty-third street, has adopted a rigid "no-records-on-approval" policy, which he says is working out in terms of increased record business. In each of his demonstration rooms appears a placard bearing these statements:

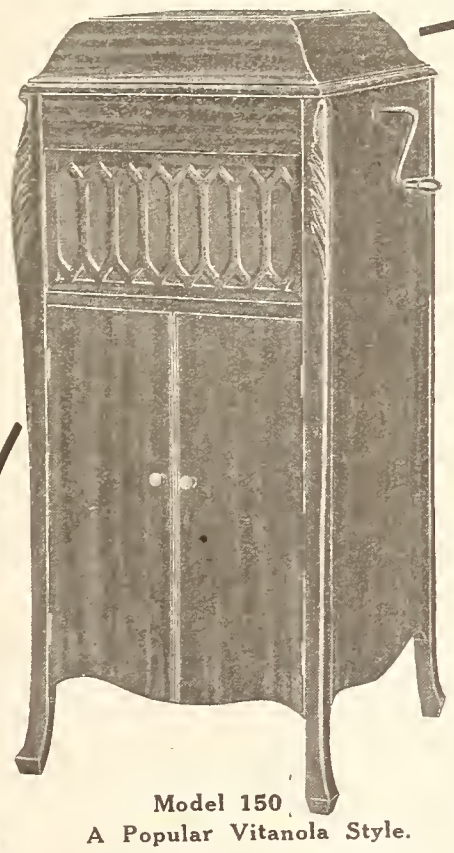
"No records on approval.

"No records exchanged.

"Therefore we can and do guarantee all records."

"After considerable hesitation I adopted this plan last August," said Mr. Miller. "Some of my friends in the trade and many of my customers said that I could not get by with it, but it has proven a success. As a matter of fact, all of my best customers saw the point at once after I had shown them that it was in the protection of their own interests. I have actually got a number of new customers, who have come to my store simply because of the assurance that they will get perfect records. The day before Christmas I sold $180 worth of records, and not one of them came back. The fact that my record business has been much larger since the adoption of this policy than it has ever been before proves its practicability. Machines from $50 to $100 are sold strictly on a ten-

(Continued on page 64.)



Model 150
A Popular Vitanola Style.

VITANOLA—

The Highest Grade Talking Machine on the Market for the Money

You can travel from Coast to Coast and you will not find—at anywhere near the price—any machine equal to it in tone, design, construction or finish.

And as for the price! Just write us and get a pleasant surprise.

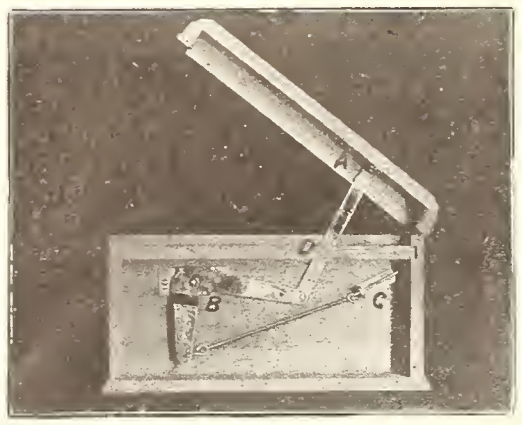
We build special cabinet machines in quantities under your own name and according to your own specifications.

WE ARE SUPPLYING SOME OF THE BIGGEST PEOPLE IN THE COUNTRY. WHY NOT YOU?

Capacity—500 Machines Per Day.

VITANOLA
TALKING MACHINE COMPANY
17 N. Wabash Avenue
CHICAGO

Accidents and Energy Eliminated



Sectional View Showing How It Operates

No more lifting the cover with care to avoid falling as we have solved the problem of eliminating the weight and balancing it at the same time.

Our phenomenal growth proves our claims conclusively.

Read what one of our many satisfied customers says about our Support, then let us satisfy you.

CHICAGO HINGED COVER SUPPORT & BALANCE CO.,
144 South Wabash Ave., Chicago, Ill.

December 6, 1915.

Gentlemen: I consider that the Empire Talking Machine Co. was especially fortunate in being able to present their new Model B machine to the trade with your Cover Support and Balance as regular equipment, and, in my opinion, this is one of our best features, and one that the dealers can use to advantage, because the buyer will be quick to appreciate its many advantages as compared with the old style cover support. With your support the cover can be raised or lowered with one hand, something that is necessary when holding records, and the weight of the cover is entirely eliminated. With all these advantages your device is so simple that there is no chance for it to get out of order, no matter how long or how often it may be used.

We are enclosing herewith our additional order for 12,000 sets of your cover supports and trust same will have your usual prompt attention.

Wishing you the continued success which you deserve, and assuring you that we appreciate the manner in which you have handled our orders, I am

Yours very truly,
JOHN H. STEINMETZ, President, Empire Talking Machine Co.

Models will be sent to interested manufacturers. Write today

CHICAGO HINGED COVER SUPPORT & BALANCE CO. 144 S. Wabash Avenue, CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 63).

month basis. There is a little wider leverage on the higher priced machines, but I will not sell a $150 machine on less than $12.50 a month, and I insist on at least $15 a month on a $200 machine. I will not sell even the cheapest machines at less than $5 a month. It may seem a little difficult for a dealer to always insist on these terms, but it pays in the long run and eliminates much worry and uncertainty."

Tungs-Tone Needle Soon Here.

One large Victor distributing house made the statement that the long-expected Tungs-tone needle would be delivered in fairly large quantities by the middle of the month.

Following the advertising by the Victor Co. of this new needle, there have been dozens of calls received daily by the downtown retailers, and every one is anxious to secure a supply. It is said that the machines at the Victor factory which have been turning out this product have until recently been limited in number, but are now so greatly augmented as to increase the output sufficiently to make generous initial shipments.

Kimball Department to Move.

On March 15 the talking machine department of the W. W. Kimball Co. will move to the first floor of the new building, and there will occupy temporary quarters consisting of eight private demonstration booths and two large display rooms. When the south half of the new building is completed the department will be moved into it and will probably occupy a portion of the ground floor on the Wabash avenue side. Manager T. J. Cullen reports that business is keeping up very nicely, with all classes of machines selling in a proportionate degree.

Prepares for Holiday Trade.

P. J. Boller, of the Boller Piano Co., 2168 Milwaukee avenue, is a believer in preparedness. Like numerous other dealers during the last holiday season, he was much disappointed by failures in the delivery of goods, and lost a number of sales. This year he is preparing for anything, and so has erected a special storeroom at the rear of his premises, in which he is collecting a stock of machines. Mr. Boller said to The World: "I am taking no chances and am building this little warehouse, which I am making 42 feet long and 22 feet wide. I hope to have $10,000 worth of goods stored by the first day of May, and then I know I will be in fair shape for spring; but my July orders of last year have not yet been filled, so on second thought I do not know as I am a bit too early."

Marie Kaiser at Edison Shop.

Miss Marie Kaiser is to make her appearance at the Edison Shop in a tone re-creation test during the week of March 13-20.

Miss Kaiser is a soprano of exceptionally charming voice and has made a rapid rise to the very first class of sopranos in this country. Miss Kaiser has already made two records for the Edison. They are "Italian Street Song" and "Poor Wandering One." She will sing on the evening of March 16 at the warerooms of the Haddorff Piano Co. at Rockford, Ill., and on Tuesday, March 14, she will sing at the establishment of R. K. Kiep, Joliet, Ill.

C. E. Goodwin, manager of the Phonograph Co., returned last week from an overnight visit at Detroit, Mich., where Miss Christine Miller was heard in a tone re-creation test in the ballroom of the Hotel Pontchartrain. Miss Miller sang under the auspices of the Edison Shop.

Wurlitzer Stocks in Good Condition.

Assistant Manager Noble, of the wholesale talking machine department of the Rudolph Wurlitzer Co., says that there has been a remarkable improvement in receipts of machines from the Victor factories at Camden and that large shipments of all styles have been received recently. This applies, according to Mr. Noble, even to the special finishes and styles.

"There seems to be no let-up in business," said Mr. Noble. "The month of February was much better than February of last year, and the demand has increased proportionately. Very fortunately our supplies are improving right along, and there is every indication that our stocks ere long will be nearer completeness than they have been for a long time."

Six Best Sellers.

The six best Columbia records of the month are reported as follows: "We'll Build a Little Home in the U. S. A." and "The Good Old Days Back Home;" "The Old Folks at Home" and "My Old Kentucky Home;" "Memories" and "My Mother's Rosary;" "Waters of Venice" and "Bridal Blushes;" "Casey's Description of His Fight" and "Casey Takes the Census;" and "A Little Bit of Heaven" and "Where the River Shannon Flows."

"M-o-t-h-e-r" remains the big seller in the Victor popular list, with "Wedding of the Sunshine and the Rose" on the reverse side. Other leaders are gems from "Chin-Chin" and selections from "Maid in America;" "Go to Sleep, My Dusky Baby" and "Rocking Time;" "Stop, Look and Listen" (medley fox-trot) and "When Old Bill Bailey Plays the Ukulele." The big sellers in the Red Seal list are "Somewhere a Voice Is Calling," sung by John McCormack, and "Treue Liebe," sung by Alma Gluck and Paul Reimers.

The six best sellers in the Edison list the past

Most Complete

Pathé

Stock in the United States

Promptest Deliveries Best Service Heartiest Co-operation

Address the

PATHÉ PATHEPHONE COMPANY

17 N. Wabash Avenue, CHICAGO

PARTS

If you can't get the *talking machine repair parts* you want, try—

CHARLES BRYAN

25 W. LAKE STREET CHICAGO

Expert repairing for the trade a specialty

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 64).

month have been "Back Home in Tennessee" and "M-o-t-h-e-r;" "Bridal Blushes Waltz" and Lake of the Woods Waltz;" "Andante Pastorale," from "Souvenir des Alpes," and "Berceuse-Jocelyn;" "O du mein holder Abenstern" and "Bonnie Sweet Bessie"; "When Irish Eyes Are Smiling" and "Where the River Shannon Flows."

The six best Pathé sellers the past month have been "Celeste Aida" from "Aida" and hymn, "Song of Triumph;" "Thais Meditation" and "Serenade Pechotsch;" "The Chevy Chase" (fox-trot) and "American Greeting March;" "Brown October Ale" and "Oh See the Little Lambkins Play," from "Robin Hood;" "Mazurka 'Chopin'" and "Petite Valse 'Hollmann';" "A Little Bit of Heaven" and "Mighty Lak a Rose."

Now Chicago Talking Machine Co.

The Talking Machine Co. of Chicago, the well-known Victor distributer, has filed notice with the Secretary of State of Illinois for the change of name to the Chicago Talking Machine Co. This has been done simply in order to identify the company more completely with the city in which it is located. The Talking Machine Co. boasts the distinction of being the oldest talking machine concern in Chicago and one of the oldest in the United States. The change, of course, is only one of name, as the organization is exactly the same as in the past. Furthermore, many dealers have always referred to the house as the Chicago Talking Machine Co., so the change in name simply conforms to what has become a quite established usage in the trade.

R. J. Keith, of the Chicago Talking Machine Co., in speaking of the February business said that it was very satisfactory and that it showed a very large increase over the same month of last year. Of course, the machine shortage still exists, notwithstanding the fact that shipments from the factory are greatly in advance of the corresponding period of last year and are coming forward in increasing quantities now. The principal difficulty at present is to get machines in golden oak, while the word from the factory is to the effect that this condition will be rectified in the near future. February was an exceptionally big record month and the company is continually receiving letters from dealers expressing their appreciation of the constructive work of the Chicago Talking Machine Co. and co-operating with them in the systemization of the record business.

Distinguished Visitors.

Louis F. Geissler, general manager of the Victor Talking Machine Co., was a recent visitor to Chicago. He was accompanied by his bride and was on a trip to some of the larger Middle Western centers.

Walter Stahls, comptroller of the Victor Co., and Mrs. Stahls were visitors.

Represent "Perfectrola" in Chicago.

S. M. Bisbee and Walter Kirchwehn have secured the Chicago agency of the Perfectrola talking machine, of Milwaukee, and have established offices at 160 North Fifth avenue, where they have on display a complete line of that make of machines. Mr. Bisbee was formerly connected with the O'Neill-James Co., and Mr. Kirchwehn is a man of long experience in the trade.

Bright Sayings of Adults.

Riding home I lamps an ad of a phonograph company, which inspires me to say to a pussonal friend of mine: "All these big singers are making a killing warbling for record manufacturers."

"Yep," says p. f., j. l. t., "it's their grand opera-tune-ity."

Stewart Phonograph Co. Busy.

The Stewart Phonograph Co. has received a tremendous volume of orders following the announcement of its $5 phonograph, published a couple of weeks ago. Orders have been received from every corner of the United States and many from foreign shores, with the result that the company's big plant at Wells street and the river is throbbing with activity. The pressure of the business has put a great strain upon the factory output, but by the use of an increased force and overtime work shipments are being made quite promptly. The popularity of the instrument has already exceeded the fondest hopes of its promoter, and the prediction is freely made that the company has now in sight enough work for at least two years to come.

Wade & Wade Activity.

Wade & Wade, of this city, are receiving many expressions of satisfaction from their trade regarding their new No. 1 fiber needle cutter, which has several new features increasing its efficiency, among which is the fact that the blades work parallel to each other. Both the No. 1 cutter, which retails as heretofore at $1.50, and No. 2, retailing at $2, are experiencing a demand that keeps the Wade factory rushed to the utmost.

Lorophone Offices Established.

A. C. Appleton, sales manager of the Lorimer-Hicks Manufacturing Co., of Troy, O., was in Chicago recently, and while here made arrangements whereby the Lorophone Talking Machine Co. will introduce the company's product in four States of the Middle West. In all probability they will be Illinois, Wisconsin, Michigan and Minnesota. The office of the company will be in the State building at the corner of Randolph street and Fifth avenue. The Lorophone is at present being produced in four different models, which have many distinctive features.

Novel Demonstration Device.

The Chicago Hinged Cover Support & Balance Co. is distributing, in response to many hundreds of inquiries for information, a novel device of the shadowgraph variety in the form of a mailing card. It shows just how the Chicago hinged cover support and balance operates and illustrates the changed positions of the lever and the tension of the spring when a talking machine top is raised or lowered. A number of additional manufacturers have included the Chicago hinged cover support in the specifications of their instruments during the past thirty days, and piano bench manufacturers are also planning to use the device.

New Quarters for Pathé Pathephone Co.

Following its recent large increase in capitaliza-

(Continued on page 66.)

The "OROTUND" SOUND-BOX

Equipment furnished to play any disc record, on the popular machines.

The "Orotund" has more exclusive features than any other sound-box and superior results are obtained.

Our claims are: Positively reducing the scratch, metallic, hard, thin, nasal tones and producing rich, mellow, smooth music.

Samples to Dealers—No. 1. "Orotund" only for lateral cut records.....$2.50

No. 2 or No. 3. "Orotund" with jewel and elbow for hill and dale records.....$3.50

Important—Please mention the make of records and the machine on which you wish to use the outfit.

Attractive discounts in quantities.

Combination Attachment Co., 624-626 So. Michigan Ave., **Chicago**

WADE FIBRE NEEDLE CUTTERS

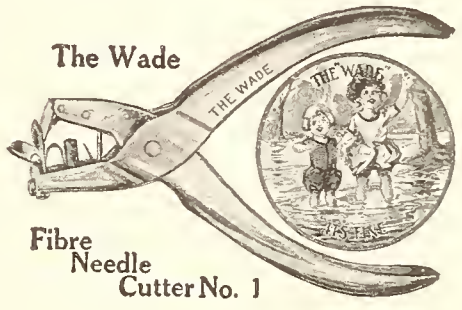
Be sure you get

THE WADE

Our absolute guarantee with every Cutter made

RETAIL PRICES:

No. 1, $1.50; No. 2, $2.00



The blades in the Wade Cutters are made from the best tool steel, scientifically hardened and properly ground. With ordinary use they should last indefinitely without sharpening.

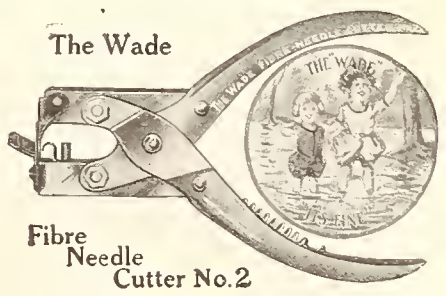
The Wade embodies the right principle worked out through long experience. It is simple, durable and accurate. It trims the needle at the proper angle to get the best results.

The Wade is the most economical Cutter. It has a self-acting stop, which prevents waste and enables one to get from 12 to 15 perfect playing points from one Fibre Needle. No. 2 has a double action making it especially easy to operate and affording the most powerful cut of any tool made.

Our service is unsurpassed, a trial will convince you that we can please and satisfy you.

Write for samples and discounts at once.

A Trial is all we ask



WADE & WADE

3807 LAKE PARK AVE.
CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 65).

tion and general expansion, the Pathé Pathephone Co. is now removing to larger quarters and has taken over 3,000 square feet on the fifth floor of the same building in which it has been located at 17 North Wabash avenue. The new space is being ideally arranged, both as a distributer's office and retail salesrooms. In addition to the general offices, record stockrooms, etc., there is a large reception room, where the entire Pathé line is placed on display, the concert hall and four individual demonstration booths. All of these are being tastefully decorated and very comfortably furnished, so that the Pathephone Co. is now equipped to serve with equal comfort either its retail patrons or its dealers.

Office Manager Frank Tooley has instituted an entirely new office system, which makes for improved facilities for handling wholesale orders and for shipments that involve the minimum of delay. In conjunction with General Manager R. E. Rundell, Mr. Tooley is also arranging for a largely increased stock of records. The company has also perfected a new selling scheme which is said to be entirely new and remarkably effective. The company is affording its dealers supplementary service, which unfortunately cannot be explained here.

"The month of February was the best wholesale month in our history," said Mr. Rundell to The World. "This is due in part to our ability to furnish dealers with the records which they order, and this department has been vastly improved. A number of good local agencies have been arranged by our city salesman, Edward Bristol. Perhaps one of the latest of our out-of-town dealers is the firm of Clemenn & Salzman, of Rock Island, Ill."

Personals and Visitors.

Edward Rice, of the Schiller Piano Co., of Davenport, Ia., was in the city last week, accompanied by his wife. They have just returned from a month's trip to the South, a feature of which was a delightful journey along the Florida coast in a fine yacht owned by Chicago friends.

Miss Douglas, formerly of the talking machine department of Marshall Field & Co., is now with the P. A. Starck Piano Co.

Miss Kiley, for some years with the Siegel & Cooper talking machine department, has accepted a position with the new Sonora store on Jackson Boulevard.

H. B. Levy, Vocalion representative of the Aeolian Co., who makes his headquarters in Chicago, has been on a number of short trips through neighboring States, and in all of them was met with a very encouraging reception.

F. L. Bernard, of Springfield, Ill.; H. G. Kramer, Crown Point, Ind., and E. A. Vaughan, Princeton, Ill., were recent visitors to Chicago. The last-named gentleman recently conducted a campaign in the public schools of Princeton and sold three good-sized machines in the lower grades. He is planning next to equip the high schools.

Mr. Schoonmacher, the new manager of the talking machine department of the Herzfeld-Phillipson Co., of Milwaukee, was in Chicago a few days ago.

Henry Linnig, of Linnig Bros., Peru, Ill., and Orison Young, Grand Forks, N. D., were two visiting dealers this month.

H. W. Main, manager of the talking machine department of Locke & Kuhl, Peoria, Ill., was in Chicago for a few days recently.

Arthur D. Geissler, of the New York Talking Machine Co. and the Chicago Talking Machine Co., spent a week in Chicago and returned to New York with Mrs. Geissler, who had been spending some time with relatives here.

Robert B. Gregory, president of Lyon & Healy, is at Bellaire Heights, Fla.

George Joosten, of Jansen & Joosten, Peoria, Ill., and A. H. Renier, of La Crosse, Wis., were recent visiting dealers.

J. G. Corley, Richmond, Va.; E. W. Hanson, Oelwein, Ia.; J. W. Sturgis, Hugo, Okla.; W. H. Sweetland, Otsego, Mich.; W. H. Aton, Baraboo, Wis.; F. R. Willey, Shelby, Ill.; A. V. Lyle, Beloit, Wis., and E. G. Olson, Wichita, Kan., were recent visiting dealers to the local trade.

Julius Friedrich, Jr., of the Friedrich Music House, of Grand Rapids, Mich., was in the city recently and visited the leading talking machine stores and departments with a view of getting ideas for extensive improvements to be made in their talking machine department. It is to be moved from the third floor to the ground floor and eight handsome demonstration booths built.

Leonard Bros., furniture dealers of Rantoole, Ill., have qualified as Victor dealers.

W. T. Duker, proprietor of a large department store at Quincy, Ill., was in the city recently visiting his daughter, who is attending the Anne Morgan School of Expression here. Mr. Duker installed a Victor department in October and a few weeks ago bought the entire Victor stock of the Ware-Weyland Co., of the same city.

Word has been received in Chicago to the effect that Don Preston, manager of the M. S. Donaldson department store at Minneapolis, is the father of a fine girl who is already giving evidence of marked musical proclivities. Prior to assuming his present position Mr. Preston traveled for the Chicago Talking Machine Co.

West & Neuhaus, dealers in electrical goods at 125 West Madison street, have added a Columbia department, which is in charge of E. W. Richards, formerly of the sales force of the Grafonola Shop on Michigan avenue.

The Magniphone Now on Market.

A. L. Eaton, of the American Can Co., announces that his concern is now placing upon the market the company's all-metal machine, which is known as the "Magniphone."

Knabe-Crystola on Display.

Al Bruckner has opened a salesroom and office on the eleventh floor of the Republic Building, where he is now promoting the Knabe-Crystola machine. Mr. Bruckner has had wide experience in advertising and sales promotion.

Buys Music Store.

George P. Cheatle, the well-known representative for the Chicago Talking Machine Co., has, with his father and brother, purchased the Bernard Music House at Springfield, Ill., and it will be known in the future as the "Music Shop." Mr. Cheatle will have a third interest in the business and will give the others, who will be actively in charge, the benefit of his experience in the talking machine business, but will devote his time to the interests of the Chicago Talking Machine Co., as in the past. Pianos and sheet music will be handled in addition to Victor talking machines and records.

Complete Stock of Repairs.

Charles Bryan, of 25 West Lake street, has built up an unusually large business on talking machine repair parts of all kinds, and is scoring handsome increases from month to month on account of the excellent service he is able to give his trade. Not only is he able to furnish parts for all the established present machines, but has frequent inquiries for parts of the old Talkophone, Hawthorne-Sheble, Zonophone and other machines.

ENTER THE "MUSICTROLA."

Name Adopted for New Talking Machine Manufactured by Passow & Sons and Which is Meeting with Marked Success.

(Special to The Talking Machine World.)

CHICAGO, ILL., March 8.—Passow & Sons, of 832-842 West Madison street, Chicago, have adopted the name "Musictrola" for the new talking machine which they placed on the market last month. They now have ample stocks of the various models and have large quantities coming through their extensive factory. They are, therefore, able to fill all orders promptly. They have already established a number of desirable dealers and are receiving particular recognition of the merit of the "Musictrola" in the number of repeat orders which they are constantly receiving. Passow & Sons' methods are worthy of admiration, as they are only placing their line with responsible dealers and under conditions calculated to secure them adequate and high-grade representation. Moreover, they are endeavoring to conduct their business in line with the best traditions of the talking machine trade. The line at present consists of three attractive styles of cabinet machines, retailing at $75, $100 and $150, and are distinctive because of the excellence of the cases, the result of forty-five years of experience in producing cabinet work of the highest quality. The machines are all equipped for playing any disc record, have an excellent motor, efficient tone regulator and other desirable features.

A DEALER WRITES A LETTER—

"MR. JOHN H. STEINMETZ,
Pres. EMPIRE TALKING MACHINE CO., Chicago, Ill.

Dear Mr. Steinmetz:

The Empire has arrived!—What impression did it make on me, and what is my opinion?
In all my writings to you, I have been 'outspoken,' no 'flowery' talk. So I will tell you frankly, also, in this case
After giving the machine several tests and the minutest examination, I have found the following:
That the Empire Talking Machine is ahead of ANY OTHER machine on the market;
That its manipulation is more convenient and easier than any;
That it plays all records equally well;
That the spring-balanced cover is a great advantage;
That the Tone-modifier is simply great and much appreciated by all that saw it demonstrated;
That the appearance of the Empire $100 model is, at least, equal to that of most $150 models;
That there should be the greatest of success in store, in the very near future, for the Empire;
That I will knuckle down and push and pull and lift and work and use every legitimate effort for the success of the Empire, its head and sub-promoters and distributors (may I include myself?).
The 500 circulars, with address, have arrived and have started work for the Empire at once. What the result will be and how soon will only be seen in the future. Will also start the advertising in local papers now, and otherwise do all I can to further the distribution.

Yours very truly."
(NAME UPON APPLICATION)

For complete information concerning the Empire line, catalog and outline of our co-operative service for dealers, write us direct.

Empire Talking Machine Co.

429 S. WABASH AVENUE, CHICAGO

JOHN H. STEINMETZ, Pres.

Model B—$100.

Jobbers of the Pathephone

Secure the agency for the best selling musical instrument manufactured.
Write us concerning contract. Largest Stock. Best service.

E. E. TROWER MUSIC CO., St. Joseph, Mo.

PATHEPHONE ON STATE STREET.

New Store Opens on Main Thoroughfare in Chicago—Furnishings Cost Thousands.

(Special to The Talking Machine World.)

CHICAGO, ILL., March 6.—The State Street Pathephone Co., on the first of March opened what is in many ways one of the most remarkable retail stores in the world. It is remarkable mainly for its location, which is at the northeast corner of State and Monroe streets, on the first floor of the Mentor Building. The space occupied measures 27 feet on State street and 50 feet on Monroe street, and is conceded to be one of the choicest corners on what is acknowledged to be the best retail merchandising street in the world.

The lease calls for an annual rental of $25,000 per year for a term of five years, or $125,000 in all. There are thirteen private demonstration booths in all, built around a central corridor and around a mezzanine balcony. There is also a large reception room immediately inside of the State street entrance.

Facing the entrance and parallel to it is a corridor, which leads to the main floor demonstration booths, and the mezzanine booths are located immediately above. The cost of the work runs into several thousand dollars, and the furniture will also cost a similar sum. The venture is being handled by Arthur J. O'Neill and his two sons, Harry K. O'Neill and Arthur D. O'Neill, which family has been identified with the Pathephone since its introduction in this country. The company has been incorporated with a capital stock of $10,000.

The number of persons passing this point is estimated at almost 250,000 per day, and the O'Neills believe that it is just as practicable to sell talking machines under these conditions as it is to sell cigars or clothing.

APPRECIATIVE OF SERVICE.

Policy of Empire Talking Machine Co. Wins Response from Dealers.

(Special to The Talking Machine World.)

CHICAGO, ILL., March 7.—One of the phases of the talking machine business to which the Empire Talking Machine Co. has paid a good share of

Reel Exploiting the Empire.

attention is that of its service to dealers. As a part of this co-operation dealers are furnished with cuts, advertising matter, lantern slides, etc.

The accompanying illustration shows one of the typical lantern slides which are used by Empire dealers through the medium of the motion picture show to familiarize their communities with the Empire machine.

That the results are being produced is testified to by a number of dealers who have written to Mr. Steinmetz, president of the concern, voluntarily expressing their appreciation of the aid which they have received.

Lots of folks pray for good times, but forget to ask for strength to stand prosperity.

DOYLE CO. FEATURING TALKERS.

Enterprising Furniture House Carries Both Victrolas and Grafonolas.

(Special to The Talking Machine World.)

GALESBURG, ILL., March 6.—The Doyle Furniture Co., at Main and Seminary streets, is featuring the Victor and Columbia machines, and recently used a full page ad in the local paper to call attention to the resourcefulness of the talking machine as a means of entertainment. A full line of Victor Victrolas and Columbia Grafonolas is carried by this firm, and a complete supply of the records made by both companies is also in stock. A special feature of the record department of the Doyle Co. is its mail order department, whereby any record ordered is delivered to the customer, through parcel post, within forty-eight hours after the order is received. Every customer of the store is sent the monthly supplements of the new records as they are issued, and by giving careful attention to these details of service it has built up an enviable trade in talking machines in Galesburg and vicinity.

THE WORLD SELLS ITSELF.

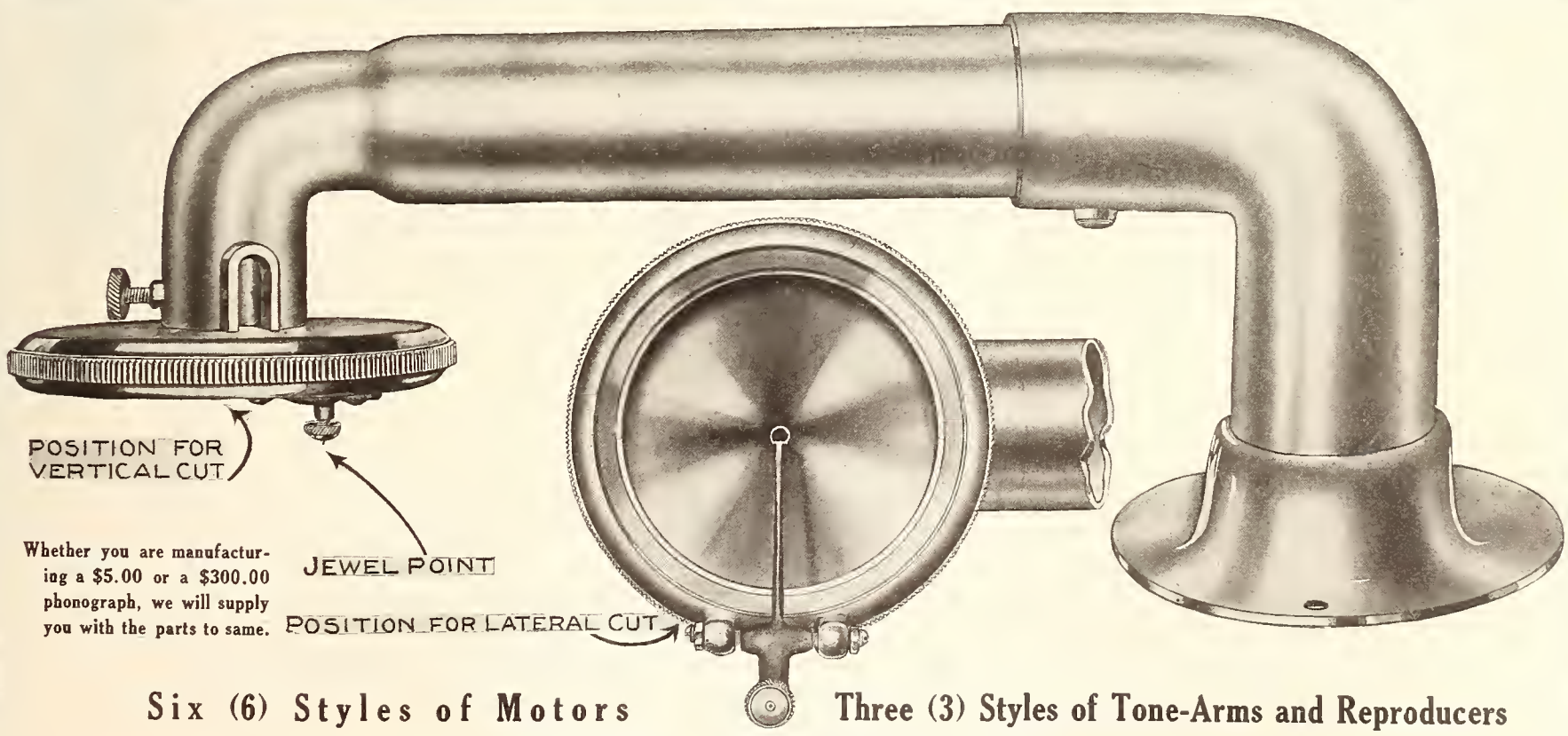
GREENVILLE, KY., February 26, 1916.

Editor Talking Machine World, New York.

Dear Sir—We received yesterday the sample copy of your journal, and our opinion is best expressed in the remittance enclosed for a year's subscription. We have gone over this number pretty thoroughly and with great satisfaction, and are anticipating great pleasure and benefit from the continued visits of this excellent journal. With every good wish for your greatest success, we are, sir,

Very truly yours,

THE J. L. ROARK ESTATE,
Orien L. Roark, Manager.



Whether you are manufacturing a $5.00 or a $300.00 phonograph, we will supply you with the parts to same.

Six (6) Styles of Motors **Three (3) Styles of Tone-Arms and Reproducers**

READY FOR DELIVERY

Our famous No. 1, complete outfit, consisting of motor playing nearly two 10″ records, top regulation, with 10″ turntable; reversible tone-arm, with sun-rayed diaphragm sound-box, at $2.50, for quantity users.

Independent German-American Talking Machine Co., Inc., 56 BLEECKER ST. NEW YORK

DEALERS WANTED

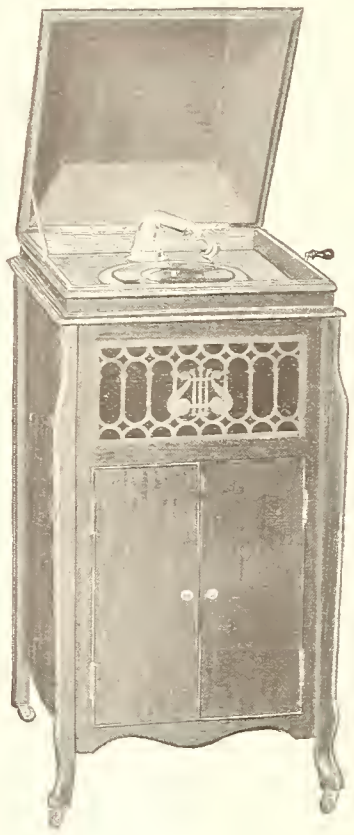
IN EVERY CITY, TOWN OR VILLAGE TO SELL OUR

HIGH CLASS "MUSICTROLA"

The Phonograph That Plays All Makes of Records Perfectly

Has no rival for Quality of Tone, Durability of Motors, Practicability of Construction and Beauty of Design and Finish.

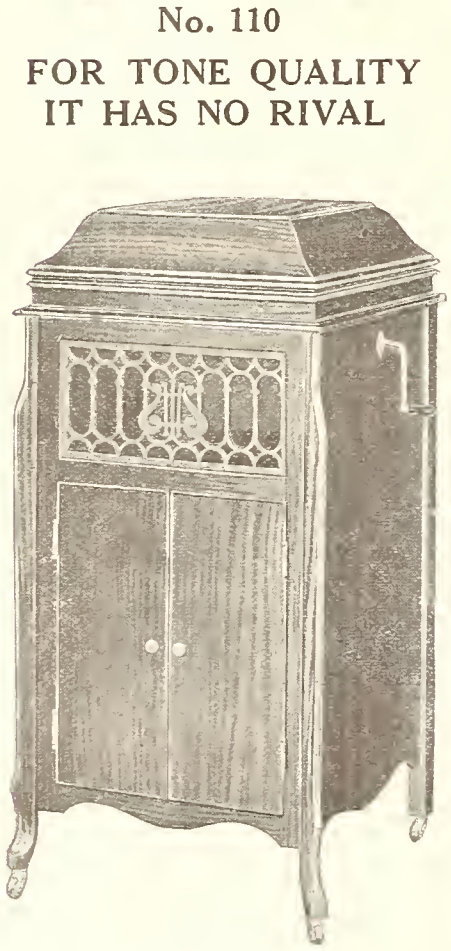
The Tone Regulator will play Loud or Soft Tones without closing any doors or shutters.



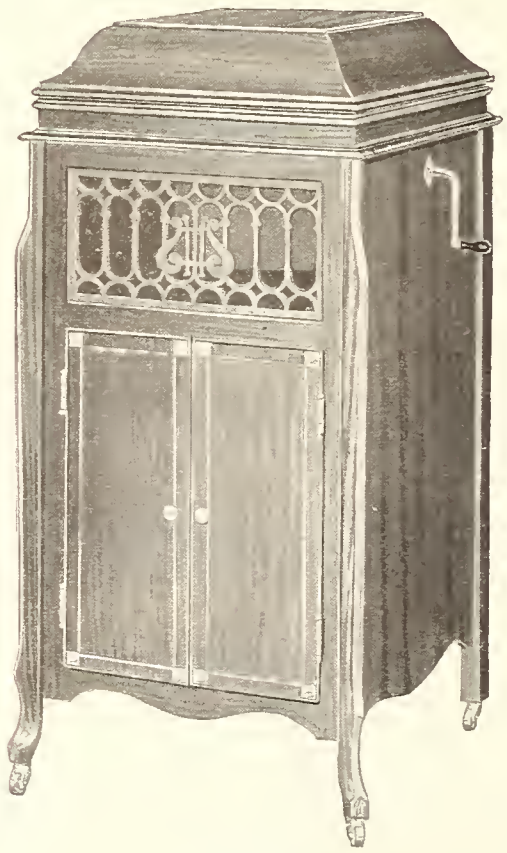
No. 110

FOR TONE QUALITY IT HAS NO RIVAL

BIG PROFITS AND DISCOUNTS TO DEALERS



No. 110
List Price, $75.00
SIZES—42 in. high, 19 in. wide, 23 in. deep, 12 in. Turntable.



No. 111
List Price, $100.00
SIZES—44 in. high, 21 in. wide, 24 in. deep, 12 in. Turntable.

No. 114
List Price, $150.00
SIZES—48 in. high, 23 in. wide, 25 in. deep, 12 in. Turntable.

MADE IN GENUINE SELECTED MAHOGANY or QUARTER-SAWED OAK

WE GUARANTEE YOU that we will refund every cent of your money where goods are received exactly as ordered and represented but for some reason they are not fully satisfactory to you, providing however, that all goods are returned to us at Chicago within ten days in good condition, free of all transportation and cartage charges.

PASSOW & SONS

832 to 842 Madison St.
CHICAGO

Established 1871

Looking back a couple of years will give you the Columbia idea. Looking ahead a couple of months will give it to you better.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

WITH THE TRADE IN PITTSBURGH.

Talking Machine Department of Rosenbaum Co. Being Removed to New Location—H. H. Buck a Benedict—C. F. Newman in Charge at Boggs & Buhl—Other Changes—Trade Generally Active During Past Month.

(Special to The Talking Machine World.)

PITTSBURGH, PA., March 8.—The talking machine department of the Rosenbaum Co. is being removed from its original location on the ninth floor to the third floor, where entirely new equipment has been installed. The department is among the best in the city, its home being in the newest and finest of Pittsburgh's department stores. It was established a little less than a year ago, when the store was completed, and has proven a marked success. The Columbia line has been carried exclusively up to the present time. With the establishment of the department in its new location, the Edison line has been acquired and will be featured along with the Columbia. Several new additional booths have been installed and the new quarters are being fitted up in a very attractive manner and along the most up-to-date lines.

H. H. Buck, manager of the Rosenbaum talking machine department, was married on February 12 to Miss Edith Abrams, of this city. Mr. Buck is well known in the trade, having occupied an important position with the Columbia Graphophone Co. for a number of years before taking charge of the Rosenbaum department. Miss Abrams had been associated with Mr. Buck in the department since last September.

The Boggs & Buhl talking machine section is now under the direct supervision of C. Frederic Newman, who was recently appointed manager of the piano department. Mr. Newman reports an excellent volume of business in both Victor machines and records.

The Buehn Phonograph Co., Inc., jobbers of the Edison talking machine in this district, are now well established in their handsome new home at 513 Wood street, which was opened last month. The store is now completely furnished in an artistic and luxurious manner throughout. Mr. Buehn reports business very satisfactory and a good number of new Edison dealers in this territory.

The talking machine department of the Schroeder Piano Co. is doing a phenomenal business, Henry F. Schroeder reports. In making a conservative estimate of the improvement over last year, Mr. Schroeder states that the sales of records have increased 30 per cent. and of machines 15 per cent. The Columbia line is handled exclusively.

H. N. Rudderow, manager of the Talking Machine Shop, Jenkins Arcade Building, reports business continuing at a fine level of activity. The Talking Machine Shop gives daily Victrola concerts that have been attracting considerable attention.

George Hards, manager of the W. F. Frederick Piano Co.'s talking machine department, states that trade in the Victor line has reached splendid proportions this month, and that all the machines obtainable are being sold.

Mrs. C. H. Walrath, formerly in charge of the offices of the Kaufmann Bros. piano department, has joined the talking machine section of the "Big Store" as associate to M. Max. Mr. Max, who is also Eastern manager for the Symphony Player Co., New York, N. Y., has spent the greater part of the past month here looking after the large volume of business being handled by the department.

A State charter of incorporation was granted at Harrisburg on March 3 to F. C. Wampler & Son Inc., dealers in Victrolas and pianos at 510 Walnut street, McKeesport, Pa. The capital stock is stated at $25,000. The incorporators were: W. P. Wampler, Harriet C. Wampler and Natalie Schaffer, all of McKeesport.

The Columbia Graphophone Co. has appointed W. D. Montgomery as manager of the sales force in the city and surrounding towns. Mr. Montgomery is a talking machine man of considerable experience, having been previously associated with the Columbia Co. in Pittsburgh for about three years.

CENTURY CO.'S NEW CATALOG.

The Century Cabinet Co., 25 West Forty-fifth street, New York, has just issued a new catalog illustrating the popular models in its extensive line of phonograph cabinets. This catalog is well illustrated and attractively arranged, representing the artistic character of the cabinet designs manufactured by this company.

During the past few months the Century Cabinet Co. has arranged to manufacture cabinets for some of the leading talking machine manufacturers in the country. The company is well equipped to take care of all of the work, as it maintains a very large factory which is up to date in every particular. In addition to carrying a standard set of designs, the Century Cabinet Co. will produce any special cabinet designs which a manufacturer may desire.

The G. A. White Piano Co., of Fairbury, Neb., recently completed four handsome new music rooms in its store, which will be used principally for Victrola demonstrations.

Are You Prepared?

¶ To handle your 1916 Victor trade profitably you will need the co-operation of a Victor jobber who specializes on solving the problems which daily confront the Victor dealer. Such problems as stock, advertising, turn-over, etc., are all included in the

G. T. Williams Service!

¶ This organization is equipped to give Victor dealers practical assistance in developing their business along sound, logical lines.

¶ A trial order will convince you that the word SERVICE means more to this company than any dictionary definition.

Why not learn **our** definition?

G. T. WILLIAMS CO., Victor Wholesale Exclusively, 217 Duffield St., Brooklyn, N. Y.

SAVOY—Style 65
Retails at **$65**

Mahogany, Highest Grade Finish. Size, on Casters, 48 Inches High, 22 Inches Wide, and 23 Inches Deep. Double Spring Wormgear Motor, 12-Inch Turntable.

Biggest Values on the Market

SAVOY

SAVOY—Style 25
Retails at **$25**

Mahogany, Highest Grade Finish—Size 18½ Inches Wide, 14 Inches High and 22 Inches Deep.
Double Spring Wormgear Motor, 12-Inch Turntable.

Savoy Gramophones are equipped to play ALL makes of Records without a change of sound box or use of any attachment.—Write for special proposition.

Nanes Art Furniture Co. Grand Street and East River :: :: NEW YORK :: :::

EXECUTIVE BOARD OF TALKING MACHINE JOBBERS MEETS.

Executive and Legislative Committees of the National Association of Talking Machine Jobbers Convene—Convention to Be Held in Atlantic City Early in July.

A very busy and resultful meeting of the executive and legislative committees of the National Association of Talking Machine Jobbers was held on Tuesday, February 15, at the Hotel Knickerbocker, New York, with a very satisfactory attendance of committeemen and jobbers in general.

A meeting of the executive committee was held in the morning, at which a number of association and general business affairs were discussed and at which a committee of three, consisting of J. F. Bowers (chairman), P. B. Whitsit and C. F. Bruno, was appointed to attend the meeting of the allied trades on Wednesday for the discussion of the plan for the formation of a Music Trade Chamber of Commerce.

Another committee, consisting of J. N. Blackman, W. H. Reynalds and J. C. Roush, was appointed to visit the Victor Co. factory in Camden and discuss various trade matters with the officials of that company.

A vote of thanks was tendered J. N. Blackman for his prompt action in sending the condolences of the association to the family of the late Col. Edward Lyman Bill at the time of his death, and a committee, consisting of J. F. Bowers, Louis Buehn and H. A. Winkelman, was appointed to draw up formal resolutions of condolence and regret.

The dates for the coming annual convention of the association were fixed as July 10, 11 and 12, at the Hotel Traymore, Atlantic City, a favorite rendezvous of the jobbers. The plans call for a three-day convention, the first two days being devoted to business sessions and the third day to educational work and other pertinent subjects.

At the afternoon session the legislative committee had the floor, the committee consisting of Messrs. Mickel, Roush, Bowers, Nestor, Whitsit, Blackman and Rauth. The work of the committee in support of the Stevens Bill for the maintenance of prices on trade-marked goods was highly commended, and arrangements were made for the collection of the last half of the assessment levied upon association members to carry on the work.

In further support of the Stevens measure, the legislative committee went to Washington in a body the latter part of the week and spent Friday and Saturday in the National Capital working with the Congressmen in support of the bill.

Those present at the meetings included: H. F. Miller, Penn Phonograph Co., Philadelphia, vice-president, who presided in the absence of President A. G. McCarthy; W. H. Reynalds, Mobile, Ala., treasurer; E. C. Rauth, Koerber-Brenner Co., St. Louis, secretary; George E. Mickel, Nebraska Cycle Co., Omaha, Neb.; J. F. Bowers and L. C. Wiswell, Lyon & Healy, Chicago; A. A. Trostler, Schmelzer Arms Co., Kansas City, Mo.; H. A. Winkelman, Oliver Ditson Co., Boston; Louis Buehn, Philadelphia; French Nestor, W. F. Frederick Piano Co., Altoona, Pa.; C. F. Bruno and H. Stadlmair, C. Bruno & Son, New York; F. P. Oliver and J. N. Blackman, Blackman Talking Machine Co., New York; Perry B. Whitsit, Perry B. Whitsit Co., Columbus, O.; J. C. Roush, Standard Talking Machine Co., Pittsburgh, and H. G. Koerber, Koerber-Brenner Co., St. Louis.

Do you need capital to increase your business?

We will pay you cash for acceptable installment contracts on Talking Machines and Pianos.

WRITE FOR DETAILS

HAMILTON INVESTMENT CO., 76 W. Monroe St. CHICAGO, ILL.

KOERBER-BRENNER CO. ACTIVE.

(Special to The Talking Machine World.)

ST. LOUIS, Mo., March 8.—General business with the Koerber-Brenner Co., the prominent Victor distributer, has been thoroughly satisfying during the past month, the volume of orders taxing the company's ability to meet them with deliveries made from the Victor factory. There is still a shortage on certain types of machines, but through careful distribution the burden of stock shortage does not fall too heavily upon the shoulders of any one group of dealers.

H. G. Koerber, president and treasurer, and E. C. Rauth, vice-president and secretary of the company, spent several days in the East last month, attending the meeting of the executive committee of the National Association of Talking Machine Jobbers, of which Mr. Rauth is secretary, in New York, and going later to the Victor factory. Both gentlemen came back to St. Louis full of enthusiasm regarding the future line and particularly the outlook for 1916.

GENERAL IMPETUS TO CLEVELAND TALKER TRADE.

Business Shows Considerable Activity for Various Reasons—Demand for Goods Still Exceeds the Supply—Talking Machine Men Attend Annual Banquet of Music Trade Association and Make Speeches—What the Various Houses Have to Report.

(Special to The Talking Machine World.)

CLEVELAND, O., March 8.—During the past month the talking machine industry in this city has experienced an exceptional impetus, due to various causes. The Cleveland Music Trade Association held its annual banquet on February 24 at the Colonial Hotel, this city, and as the talking machine men were recently taken into the association there was a large coterie on hand, and two prominent talking machine men, namely, C. K. Bennett, manager of the Eclipse Musical Co., and George R. Madson, manager of the Columbia Graphophone Co., were among the leading speakers. Mr. Bennett spoke eloquently on the importance of the passage of the Stevens Bill and Mr. Madson spoke on the subject "Has the Talking Machine Increased Interest in Music?"

The Victrola department of William Taylor, Son & Co., under T. A. Davies' management, reports a phenomenal month's business, and the business for February, 1916, showed an increase of 90 per cent. over the same month a year ago. Not a single sale of a machine has been lost because of shortage of stock.

C. H. Denslow, formerly of the Eclipse Musical Co., and William Bregenzer, formerly of the W. F. Frederick Piano Co., helped materially to achieve the wonderful results attained.

The Phonograph Co., exclusive Edison jobber, again showed a substantial increase over last year's business, and Secretary L. N. Bloom was elated over the month's results. Many tone tests have been made throughout the entire territory, and the publicity campaign has been most successful. The demand seems to be for the higher priced instruments.

March finds the Euclid Music Co. prosperous and doing well. Grant Smith, secretary and treasurer of the company, stated it was the best month in the history of the store. James Card is president of the company and a Rotarian, and he had the rare treat of having Harry Lauder address him before 500 Rotarians gathered for a noonday lunch at the Hotel Statler, this city. "Jimmie, my lad, my new Rotarian song will be out soon on a record, and be sure and sell every Rotarian one; and mind ye now, Jimmie, be sure ye get your money." Mr. Card has, in addition to his present store, procured the rights to open a store in Lakewood, O. and will be known as the Lakewood Music Co., opening April 1, handling the Victrola line exclusively.

The B. Dreher's Sons Piano Co., sole Cleveland representative for the Aeolian-Vocalion, reports that business for the past two months with the Vocalion and Columbia Grafonola was equal to that of the first six months of 1915 business. W. G. Bowie, manager of the department, just returned from his visit to the Aeolian factory in Long Island. After his trip he was more enthusiastic than ever over the Vocalion and reported seven sales shortly after his return.

The J. T. Wamelink & Sons Piano Co., prosperous Columbia Grafonola dealer, reports a good increase in business. S. Tonnsley, who has been affiliated with the different branches of the talking machine industry during the past six years, is in charge of the department.

Harry J. Wamelink, manager of the J. T. Wamelink & Sons Piano Co., was recently elected president of the Cleveland Music Trade Association.

The Diamond Disc Phonograph Co. states that February business evened up with that of January, and especially the sale of the new records. The company features the new Edison lists with the new artists, and Manager E. A. Friedlander says that the new and excellent Diamond Disc recordings have proved exceptionally popular during the past month.

The Columbia Graphophone Co. has again eclipsed the results from business of a year ago, and Manager George R. Madson reports that he had to have more space on the same floor of the Kinney & Levan Building.

The Eclipse Musical Co., extensive jobber of Victrolas, reports that the demand for goods at present is greater than it was during the holiday season, and the Style XI Victrola is very scarce. E. B. Lyons, assistant manager of the company, made a trip through the territory, and reported that everywhere business was booming.

R. A. Alpers, formerly with the Slocum Piano Co., is now on the road for the Fischer Piano Co., jobber of the Pathé Pathephone.

Recent visitors in this city were: Mr. Laurie, auditor of the Columbia Graphophone Co., New York; Charles Logan, of the W. D. Andrews Co., Buffalo, N. Y., and William Maxwell, vice-president of Thomas A. Edison, Inc., Orange, N. J.

A GOOD WAY TO RUIN RECORDS.

Experiment Suggested by Monthly May Demonstrate the Value of the Human Skull as a Sound Box but Will Not Improve Records.

According to a writer in the Electrical Experimenter, the human skull makes a fine talking machine sound box or reproducer, and offers the following formula for discovering if one's particular skull is of the particular material that carries sound:

"Stop up both of your ears with cotton as tightly as possible, so that no sound will be heard from the outside. Now place an ordinary darning needle between your teeth by biting on it hard, taking care that the lips or tongue do not touch the needle. The latter is important, because if either lip or tongue touches the needle the sound will be decreased considerably.

"For the best results the needle itself should project not more than one or one and one-half inch from the mouth. For that reason the darning needle should be broken off about one and one-half inch from its sharp point. It goes without saying that the sharp point should project out of the mouth, while the broken off end should be inside the mouth.

"Now start an ordinary disc phonograph and carefully press down upon the record with the needle's point held at the same angle as the reproducer's needle is held ordinarily. With a little practice one will become proficient in moving the head at the same ratio of speed as the ordinary reproducer arm is moved from the outside of the record toward the inside. As soon as the needle touches the record with sufficient pressure the inside of the head will be filled immediately with music exceedingly loud and clear.

"A curious result of the experiment is that a person standing near by can hear the music, the head acting as a reproducer in this case."

THRIVING PORTLAND DEPARTMENT.

(Special to The Talking Machine World.)

PORTLAND, ORE., March 1.—Henry Jennings & Sons, the prominnt furniture dealers of Portland, Ore., who installed a complete Columbia Grafonola department in December, are building up a splendid business with this line, which they are handling exclusively. The Jennings store is one of the largest devoted to furniture in the Northwest and occupies a quarter of a block, five stories high, in one of the best locations of the city. They are making very attractive window displays of Grafonolas these days.

The Homlyke Phonograph Parlors, at 113 South Main street, Ann Arbor, Mich., were recently opened, a large crowd of visitors attending the opening demonstrations and concerts. The new store is owned by A. S. Lyndon and is under the management of C. E. Stevens.

EFFICIENT RECORD SERVICE

ECLIPSE

ORDERS FILLED PROMPTLY

Jobbing Victor Product Exclusively

ECLIPSE MUSICAL CO.

Victor Distributors

CLEVELAND

Stewart PHONOGRAPH

The Stewart Phonograph will soon be in the homes of millions.

Why not let your store supply every family in your neighborhood?

This phonograph places within the reach of all the latest and most up-to-date phonograph.

It plays disc records of all sizes—the largest and the smallest.

Many higher priced phonographs do not give a finer or truer reproduction. It is natural, clear, and beautiful.

$5

Already there is an enormous demand for the Stewart Phonograph.

Hundreds of thousands of dollars will be made selling the Stewart Phonographs in your territory.

Every music and phonograph store—you—can get a good big share of these profits by securing representation at once as one of our dealers.

To those who write immediately, we can make a very attractive proposition.

Use the coupon on opposite page or write a letter. Do it now.

A Big Money Maker for Music and Phonograph Stores

A Beautiful, Practical Phonograph at $5

Here is the opportunity of your lifetime.

The Stewart is the phonograph the whole world has been waiting for.

It gives to millions of people the first opportunity to satisfy that great longing to hear and enjoy all of the world's best music at a price they can afford.

It gives you a great big opportunity to make money.

Every person who comes into your store is a logical prospect for a Stewart Phonograph.

The only reason they do not already own one is because never before have they been able to buy a beautiful and practical phonograph at a price within reach of the average purse.

We will still further increase the extensive and established market by conducting a big, aggressive, national advertising campaign.

The first of the advertising series is appearing in the national magazines right now.

Our large sales and advertising co-operative work will create a huge volume of business right in your town.

Why not be a Stewart dealer and get your share of the profits?

Write at once. First come—first served. Use the coupon.

The Achievement of the Century

The Stewart, a practical phonograph at $5, is the achievement of the century.

It plays all records—the highest priced and the lowest priced—the largest and the smallest

Play one in the same room with any other phonograph, and we defy anyone to tell the difference in the quality of music reproduced.

The Stewart Phonograph is new in design. It is all metal. Cylindrically shaped beautifully proportioned, finished in dull black lacquer, the tone arm and trimmings in highly polished nickel, the Stewart is an ornament to the finest home.

It combines the latest and most improved features of phonograph construction.

Stewart—A Famous Name

The name Stewart is already famous throughout the entire civilized world. Nearly every automobile is equipped with one or more Stewart products—the Stewart Speedometer, Stewart Vacuum System, Stewart Warning Signal, etc.

Stewart products are built by the largest manufacturers of automobile accessories in the world. Ninety-five per cent. of all automobiles are equipped with Stewart products and we sincerely believe that in a very short time ninety-five per cent. of all the American homes will be enjoying a Stewart Phonograph.

Use this coupon or write a letter:

Coupon for

Dealer Representation

The Stewart Phonograph Corporation
341 Wells Street, Chicago, Illinois

Gentlemen:—

I am interested in the business possibilities of the Stewart Phonograph.

Please send me information giving the details of the proposition you are willing to make to dealers.

My business is that of.....

Name.....

Street Address.....

City .....*State*.....

The Stewart Phonograph Corporation, 341 Wells Street
Chicago, Ill., U. S. A.

Judging from the thousands of sales of Oscar Seagle records that have already been made, the announcement of two new recordings by this artist in the April Columbia list will be particularly gratifying to *Columbia* dealers.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

VISITING ARTISTS STIMULATE SALES IN DETROIT.

Strong Demand for Records Follows Appearance of Leading Singers and Instrumentalists —Local Talking Machine Association Prospering—Columbia Co.'s Branch to Move on April 1—Edison Tone Test Recitals Secure Attention—Big Order for Cabinets.

(Special to The Talking Machine World.)

DETROIT, MICH., March 7.—Everything seems to be moving along very satisfactorily in the talking machine business so far as Detroit is concerned. Retailers are selling loads of machines and records and deliveries are coming along better than they have for many months. The jobbers are very well pleased over conditions because both ends of their business are good—deliveries and orders. The fact cannot be denied that the talking machine business has been stimulated during the past few months by the number of prominent musical artists who have given recitals in Detroit—such as Frieda Hempel, John McCormack, Paderewski and others. Especially is this true of the record departments. The special window displays of both Grinnell Bros. and the J. L. Hudson piano store in honor of John McCormack's appearance in Detroit were very attractive and unusual—and they sold a lot of McCormack records. This demonstrates the value of proper window displays—in keeping with what is going on in the musical world.

The Detroit Talking Machine Association is prospering, and the membership increasing. For a new organization there is more than the ordinary amount of co-operation—everybody is boosting and everybody is glad of the organization. It cannot fail to be a great success. The March meeting was held at the Hotel Cadillac.

The Columbia Graphophone Co.'s local branch will move about the first of April to a new location at 400 Woodward avenue, where it will occupy the entire second floor of the new Walker building. Here the company will do a wholesale business only—doing away entirely with its retail department. The new location has three times as much floor space as the Broadway store, and will be arranged to suit the particular needs of the business. The building itself is new and everything in the Columbia store will be new.

There is a lesson to be learned in the slogan adopted by a new Detroit bank—"The Bank That Always Says 'Thank You.'" This should be taught to every sales person in the talking machine business. Courtesy is one of the greatest assets in selling the public. Every talking machine store should adopt the "courtesy" slogan.

Under the auspices of the new Edison Shop of Detroit a recital by Miss Christine Miller was given at the Hotel Pontchartrain on Wednesday evening, March 1, in conjunction with the new Edison Diamond Disc phonograph. Twelve hundred invitations were sent out, and from the tremendous crowd it would seem that everyone receiving an invitation came and brought their friends. Fully one thousand people were turned away owing to the limited capacity of the hall. Verdi D. Fuller, general superintendent of the Edison phonograph laboratory of Orange, N. J., gave the audience a brief history of the phonograph as it developed to the present time. He introduced Miss Miller, who sang "Abide With Me," the phonograph playing the same song; the audience could not tell the record from the voice of Miss Miller. Arthur Walsh, violinist of the Edison studios, rendered a violin solo simultaneously with its reproduction on the phonograph.

The Gardner-White Co., furniture dealers, Mack and Mt. Elliott avenues, this city, is putting in a full line of Columbia machines and records.

The Brunswick-Balke-Collender Co., of Muskegon, Mich., has received an order for 50,000 cases for phonographs turned out by the Edison Co. The order was placed following a personal visit to the Muskegon factory by H. W. Williams, chief inspector of the Orange works; L. Schall, an expert of the finishing department, and C. W. Leist, another Edison expert.

"What's a Fonola" is the headline which of late has been featured very strongly by the Ling Piano House, 78 Library avenue, both in street cars and newspaper advertisements. The caption was originated by Mr. Ling for the purpose of creating interest. When asked what it means, he replied, "When a better talking machine is made than the Grafonola, my name for it will be the Fonola." There are nine sound-proof demonstration rooms in the Ling Piano House, this department being under the management of Robert Barclay.

C. A. Grinnell, of Grinnell Bros., has purchased property on Lake St. Clair for $82,000, which he may use as a country home.

The Ecco Talking Machine Co., Detroit, has increased its capital stock from $6,000 to $15,000.

Wallace Brown, who conducts an exclusive store for Edison talking machines on East Grand River avenue, recently gave a recital, using Miss Maria Kaiser, lyric soprano, of New York City. Mr. Brown has increased his advertising space in the newspapers and theatre programs, and reports that February was an exceedingly good month.

S. A. Lyndon has opened an exclusive talking machine store in Ann Arbor, Mich.

S. E. Lind, of the local branh of the Columbia Co., is now looking after sales outside of Detroit, in addition to city sales. Manager K. Mills says

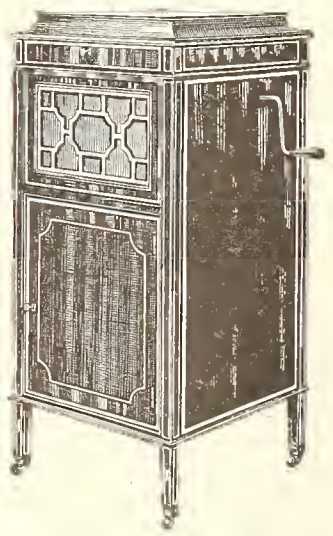
A Complete PATHÉ Stock

We have made arrangements to carry a complete stock of Pathephones and Pathé Discs on hand—AT ALL TIMES.

OUR DEALERS will receive machines and records without delay.

We Specialize on Service

PATHÉ DEALERS tell us that their Sales are steadily increasing. We are ready to give our patrons real service to help them get their share of this vast Pathé business.



Pathéphone Model de Luxe.

WRITE FOR PARTICULARS

Pathephone Co. of Detroit

Pathé Distributors for Michigan

114 FARMER STREET, DETROIT

REPAIRS

All Makes of Talking Machines Repaired Promptly and Efficiently

TALKING MACHINE REPAIR AND SALES CORPORATION
ANDREW H. DODIN, President
25 East 14th Street New York
TELEPHONE, STUYVESANT 292

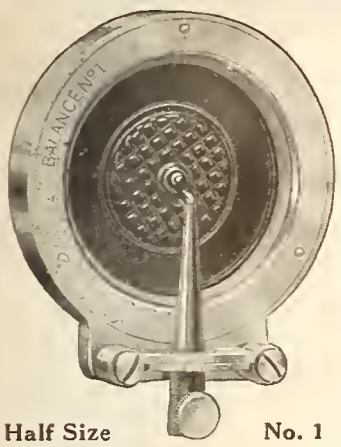
February was the best month the branch ever had—showing an enormous increase over the same month a year ago. Mr. Mills is exceedingly optimistic about the future of the talking machine business. He anticipates wonderful improvements and results during the next five years.

E. K. Andrew, of the J. L. Hudson talking machine department, is now secretary of the Detroit Talking Machine Association, Sydney J. Guest taking his position as treasurer. The Hudson store has been running a series of artistic advertisements on "Victrolas" that have won high praise.

FERRARI-FONTANA AT THE FRONT.

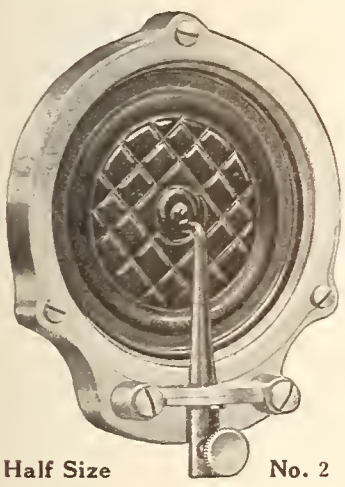
Antonio Ferrari-Fontana, of the Boston Opera Co., and one of the Edison staff of recording artists, was recently called back to Italy to join his colors, as he is a captain in the Italian army. The command of his government was final, and Ferrari-Fontana was soon at the front, where he was placed in the peculiar position of fighting directly against relatives of his wife, Marguerete Matzenauer, also an Edison artist.

Balance Sound Boxes



Half Size No. 1

No. 1
Retail Prices
Nickel Plate $3.00
24k Gold Plate $3.50



Half Size No. 2

No. 2
Retail Prices
Nickel Plate $3.50
24k Gold Plate $4.00

Both these Sound Boxes have the "metalloy" diaphragm for sweet and mellow reproduction in the home. Will be furnished with black mica diaphragms at the same price for those wishing greater volume of tone.

Edison dealers may obtain their supply from the Edison Jobber in their zone.

Makers of Phonographs are requested to communicate with the manufacturers

A. F. Meisselbach & Bro.
Newark New Jersey

Makers of High Grade Tone Arms and Sound Boxes, etc., for Phonograph Manufacturers.

We do not make Phonograph parts for cheap machines

LARGER QUARTERS FOR BADGER CO.

Prominent Victor Distributer of Milwaukee Arranges for More Commodious Store for Its Retail Business—Business Unusually Active.

(Special to The Talking Machine World.)

MILWAUKEE, WIS., March 8.—The Badger Talking Machine Co., jobber for the Victor goods in Milwaukee and Wisconsin, has just closed a lease at 425 Grand avenue for new and larger quarters for its retail store, now located at 312 Grand avenue. The new establishment, which will be one of the largest exclusive retail Victrola stores in the country, will be ready for occupancy by May 1. Two floors will be available, and between 6,000 and 10,000 square feet of floor space will be utilized. While only preliminary plans have been made, Harry A. Goldsmith, secretary-treasurer of the Badger concern, says that there will be eleven sound-proof booths arranged on the first floor, while on the second floor there will be a large concert hall and five additional booths. The location is in the heart of the Milwaukee retail district, and the Badger concern ought to meet with a most successful business. R. H. Zinke is manager of the company's retail store.

That the retail talking machine business in Milwaukee during the month of February was the heaviest of any previous month, with the exception of last December, in the history of the local trade, is the assertion of Harry A. Goldsmith, secretary-treasurer of the Badger Talking Machine Co. The situation thus far in March has been unusually satisfactory, he says.

George F. Ruez, president of the Badger Talking Machine Co., accompanied by his wife, recently enjoyed a trip through the Southwest. S. W. Goldsmith, vice-president of the Badger concern, is back from a trip through the Southwest, where he visited his friends in the trade at Omaha, Kansas City and other points and endeavored to round up a few extra machines for the Wisconsin trade. Ettore Barili, traveling representative of the Victor Talking Machine Co. in Wisconsin territory, is visiting the Victor factory at Camden, N. J.

TWO NEW PATHE JOBBERS.

L. F. Blackly, of San Francisco, and A. Victor & Co., Buffalo, Will Give the Pathé Products Aggressive Exploitation in These Directions.

The Pathé Frères Phonograph Co., New York, closed two deals this week whereby Louis S. Blackly, 322 Post street, San Francisco, Cal., and A. Victor & Co., Main and Genesee streets, Buffalo, N. Y., will handle the complete Pathé line as distributers. These two new Pathé jobbers are already making arrangements to give the Pathé products aggressive exploitation, and Mr. Blackly has drawn plans for a Pathé shop which will be one of the most artistic talking machine establishments in the "Golden Gate City."

In a chat with The World, H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., commented upon the splendid start of the new year, January and February sales having been far in excess of all expectations. All models of Pathephones are meeting with a steady sale, and the new Pathé disc records have been praised by Pathé dealers everywhere.

LAWMAKERS TO VISIT VICTOR CO.

Both Houses of the Legislature Accept Invitation to Inspect the Victor Plant.

(Special to The Talking Machine World.)

TRENTON, N. J., March 10.—Both branches of the State Legislature have accepted invitations recently sent to them to inspect the plant of the Victor Talking Machine Co. in Camden. The lawmakers will be shown through every part of the enormous factory and will be entertained at luncheon by the officers of the company. Each House appointed a committee to arrange as to the date and other plans, the Senate committee being composed of Senators Rathbun, Edge and Ackerson, and Assemblymen Wolverton, Whitman and Kuhlke were appointed to arrange matters for the Assembly.

No. 403 (Vertical Interior)
For New Victrola IX, only.

Height 34½ in. Width 19¼ in Depth 22¾ in. Holds 224 Victor records.

Mahogany. Quartered Oak.
Average weight crated, 85 pounds.
(If horizontal shelving is desired, order No. 1403.)
(When felt interior is desired, ask for No. 403F.)

IMPORTANT NOTICE

Cabinet 403 is arranged with a rim, which is hinged at the back. This back piece drops down and enables you to slide the new style Victrola IX in. It works very easily and makes a splendid outfit. Nothing to get out of order, and you can put the machine in almost as quick as you could set it on a cabinet without rim.

UDELL Cabinets

Millions of records are made every year to be stored—where? Why don't you put special emphasis upon the selling of Udell Record Cabinets, for a big, profitable market creates itself EVERY YEAR.

Good cabinets give proper profits, to say nothing of satisfactory service. We've been making cabinets since the talking machine record was a curiosity, so you can depend upon the fact that Udell cabinets are BUILT RIGHT.

A complete line of cabinets—for records, player rolls and sheet music.

Post a postal to-day for catalog.

The Udell Works
1205 West 28th Street
Indianapolis, Ind.

Every time you sell an electric Columbia Grafonola to a customer you have made a beautiful profit—you have made a certain and regular record buyer—and you have added one more completely pleased and actively interested customer.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

W. E. KIPP DINES EDISON DEALERS.

Head of Kipp Phonograph Co., Indianapolis, Returns from Jobbers' Convention Full of Enthusiasm Regarding the Edison Product and Its Possibilities and Spreads Some of It—Company Moves to New Quarters.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., March 6.—Walter E. Kipp, president of the Kipp Phonograph Co., Edison jobber, returned from a visit to the Edison factory so full of enthusiasm for the Edison machine that he corraled all of his company's Indianapolis dealers and salesmen at a dinner at the German House last night to give them, besides something good to eat, some of his enthusiasm.

After Mr. Kipp had told of his experiences at the Edison factory and had predicted greater Edison triumphs in the improvement of the talking machine. Mr. Kipp got down to brass tacks and sailed into questions concerning local trade conditions, which he said he thought should be improved. Mr. Kipp urged all the dealers and salesmen to work in a spirit of co-operation and to cut out all "mud-slinging" tactics.

A boost for the other fellow, instead of a knock, was Mr. Kipp's idea of how to create better business. He said he desired to see all the dealers in brisk competition, but that he also desired to see only clean-cut methods used.

Every man at the dinner was requested to stand up and introduce himself. By the time the dinner ended, about midnight, everybody was convinced that Mr. Kipp had gained one of his ends at the dinner, namely, that a better feeling of good fellowship had been established among the men who put the Edison machines in the hands of the users.

John Pearson, president of the Pearson Piano Co., and S. Cunningham, of the Pearson Co., were among the other speakers who gave excellent speeches and were able to give the men some valuable pointers.

Among those present were: J. L. Jaxon, S. Cunningham, John S. Pearson, Fred Cunningham, C E. Stout, F. J. Wilking, E. W. Stockdale, H. E. Whitman, R. L. Burtsch, J. C. Prince, G. E. Lyons, S. Jasper and T. H. McVhetters, all of the Pearson Piano Co.; Frank J. Carlin, F. S. Lyons and W. P. Trees, all of the Carlin Music Co.; W. W. Wolf, of the William H. Block Department Store; L. W. Minx and J. N. Hayes, of the E. L. Lennox Piano Co.; Arch Olds, J. T. McDermott, R. A. Izor, George W. Kadel, L. T. Carlin and A. H. Snyder, all of the Edison Shop, and Walter E. Kipp and J. Cartmill, of the Kipp Phonograph Co.

Mr. Kipp said that he intended to have another such meeting within the next few months. He said he expected to make the meetings regular and permanent. This is the first time such a meeting has been held for the Indianapolis men, although the company has held meetings for out-of-town dealers.

The Kipp Phonograph Co. recently moved from its quarters in Massachusetts avenue to 325 North Delaware street, where it occupies a modern three-story building with a floor space of 10,000 square feet. Incidentally, the name of the company has been changed from the Kipp-Link Phonograph Co. to the Kipp Phonograph Co. This action was taken at a recent meeting of the stockholders. E. A. Link, whose name was part of the former name of the company, has not been connected with the company for several years.

The new quarters of the company will enable it to handle its stock much more conveniently, as the old quarters were so small for the business that storage space had to be maintained elsewhere.

BRISTOL & BARBER HAVE THE PATHE.

New York House Added to Important Pathé Distributers in the East.

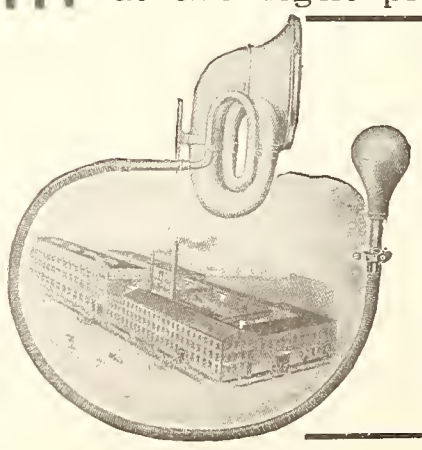
J. F. Collins, sales manager of the Pathé Frères Phonograph Co., New York, announced recently the consummation of arrangements whereby Bristol & Barber, 115 East Fourteenth street, New York, will be numbered among the Pathé distributers in the East.

Bristol & Barber are prominent in both the piano and talking machine fields and enjoy the confidence of all the dealers with whom they have transacted business in the past years. The firm is enthusiastic regarding the prospects for Pathé business and intends to give this line aggressive exploitation.

John M. Dean CORPORATION
PUTNAM, CONN.

A quality needle with a quantity production is the ideal combination for good needles at the right prices.

Manufacturers of
TALKING MACHINE
NEEDLES



TONE ARMS
TURNTABLES

For many years we have been the only manufacturers of good metal phonograph horns, and recently we have added equipment for making Tone Arms and Turntables of highest quality.

These products are made to your specifications only. Ask for estimates.

Phonograph HORNS

Standard Metal Mfg. Co.
227 CHESTNUT STREET NEWARK, N. J.

BRANCH OFFICES:
Chicago
160 No. Fifth Ave.
San Francisco
164 Hansford Bldg.
Los Angeles
224 Central Bldg.
Minneapolis
3416 Second Ave., So.
Detroit
David Whitney Bldg.

SOSS MANUFACTURING CO.
435-443 ATLANTIC AVE. BROOKLYN, N.Y.

CHANGES IN WINNIPEG TRADE.

Andrew Farquharson Takes Charge of Victrola Department of J. J. H. McLean Co.—Talking Machine Men Don Khaki—Electric Machines Popular—General News of Interest.

(Special to The Talking Machine World.)

WINNIPEG, CAN., March 4.—Andrew Farquharson has taken over the charge of the Victrola department of the J. J. H. McLean Co., succeeding Mr. Robinson, who has gone East.

J. B. Cuthbert, of the Grafonola department of the Winnipeg Piano Co., has enlisted for oversea service with the band of the Ninetieth Battalion.

The local talking machine trade now has in its membership two A. G. Farquharsons, neither of them being in any way related to each other. They are Alfred G. Farquharson, manager of the Western Gramophone Co., and Andrew G. Farquharson, in charge of the J. J. H. McLean Co.'s Victrola department.

L. Burke, until recently with the Frank Morris Columbia department, has resigned and is now in charge of the J. A. Banfield Columbia business.

Mrs. Field, an accomplished pianist, is now in charge of the Frank Morris Columbia department.

E. Clegg, who has been connected with Babson Bros., Edison distributers, for some time as shipper, has donned the khaki. H. Stevenson, at one time connected with the Doherty Piano Co. as salesman, is now in charge of the retail department of Babson Bros., succeeding Mr. Gillenan, who has taken charge of the mail order department of that house.

Goulding Bros. & Skinner's Victrola business indicates that the electrically driven machine appeals to the public. Three were sold recently.

Walter Belknap and Miss Robinson, who were both connected with the Doherty Piano Co. some time ago, are now in charge of the Columbia department of Stanwood's, Ltd.

T. Nash, manager of His Master's Voice Gramophone Co., Toronto, visited the local distributing house of Victor lines to see the latter comfortably installed in its new warehouse at 122 and 124 Lombard street.

The Western Gramophone Co., of which firm A. G. Farquharson is the manager, has improved and enlarged its storage and shipping facilities by removing to 122 and 124 Lombard street. The new headquarters are roomy and well lighted. In each of the windows facing on Lombard street are displayed attractive "His Master's Voice" signs. Two showrooms adjoin the office, to the rear of which are the stock and shipping departments.

Christine Miller, who makes Re-Creations for the Edison Diamond Disc, recently had the unique experience of singing for Miss Helen Keller at the home of Mrs. William Thaw in Pittsburgh. As Miss Miller sang Miss Keller lightly placed the fingers of one hand over Miss Miller's lips and rested the other hand on the piano. Miss Keller seemed delighted with what she heard through her fingers.

WE MAKE

Tone Arms and Sound Boxes

For all makes of Talking Machines

ALSO

Attachments for Victor, Pathé, Edison and Columbia Machines

Let us tell you about them before placing your orders

THE UNION SPECIALTY AND PLATING COMPANY

SPECIALISTS IN PHONOGRAPH PARTS

409 Prospect Avenue, N. W. **CLEVELAND, O.**

BELIEVES IN PREPAREDNESS.

A Sonora Dealer in New York City Places an Order for 600 Machines for Immediate Delivery, of the Retail Value of Neary $60,000—Does Not Intend to Be Caught When the Demand for Talking Machines Is Active.

As an illustration of the popularity of the Sonora phonograph in New York City alone, one of the dealers of the Sonora Phonograph Corp., who occupies ordinary quarters in the city and has only one store, placed his order for 600 machines of mostly large size for practically immediate delivery, the order amounting to nearly $60,000 retail value. This dealer is one of the great many who could not foresee the tremendous demand and popularity of the Sonora last year, and as a consequence was caught with an inadequate supply. He does not intend to be caught in the same position again, and has therefore placed his order for delivery as soon as possible of the styles that are enumerated below. "This is a policy that would be well for other Sonora dealers to follow," added Joseph Wolff, secretary, "as there is no indication that the popularity of the Sonora is going to diminish, but, on the contrary, will greatly increase during the present year."

Below is a copy of the order, which totals almost $60,000:

50	Monarchs,	at $35.00	$1,750
50	Excelsior,	" 50.00	2,500
180	Troubadours	" 75.00	13 500
100	Imperial,	" 100.00	10,000
112	Baby Grands	at $135.00	$15,120
90	Elites,	" 150.00	13,500
10	Grands,	" 225.00	2,250
2	Invincibles,	" 300.00	600
	Total		$59,220

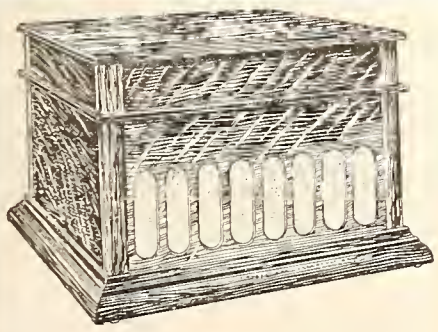
As a number of the models are wanted in special woods, for which additional charges of anywhere from $25 to $75 per machine are made, this order totals considerably over the $60,000.

POSES AS COLLECTOR FOR ROTH.

Bogus Collector Tried to Secure Payments on Victrolas in West New York.

A young man, fraudulently representing himself as a collector for B. H. Roth, Victor dealer at 581 Bergenline avenue, West New York, N. J., recently attempted to collect instalments on machines which had been sold by the Roth store. He made the error of calling at a home where the customer had purchased a Victrola for cash. The customer notified the store, and the police were given a description of the fraud by Mr. Roth. He is about twenty-eight years of age, dark hair and eyes, and wore a dark suit and overcoat and a soft, black felt hat. He is a fluent and pleasant conversationalist, is smooth shaven, and knows something about the talking machine business technically.

Marie Rappold, who makes Re-Creations for the Edison Diamond Disc, recently brought herself fresh laurels in the character of Freia in "Das Rheingold."



$15.00 to $200.00

Rich Cabinet Work, Built To Suit the Most Fastidious

"THE CRESCENT"

All Talking Machines in One

The Only Complete Universal Line That Will Play All Records of Any Make

Write for Terms and Territory Today

Crescent Sales Company

Distributing Agents

PROVIDENCE **RHODE ISLAND**

35c.

is the Price of the most popular Double-faced Record on the Market.

"The Crescent"

plays longer than any 75c. Record.

24 New Selections Just Out

If, by any chance, you haven't heard the Columbia Double-Disc Records by the Taylor Trio, you've missed something.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

ELECTRIC MACHINES POPULAR IN KANSAS CITY.

New Models Proving Quite a Feature with the Various Stores—Shortage in the Higher Priced Machines—Peck Service Department Pays—John F. Ditzell an Athlete—Managers Visit the East—Dealers' Week at Edison Shop—General News of Month.

(Special to The Talking Machine World.)

KANSAS CITY, MO., March 6.—All Kansas City talking machine men are very enthusiastic regarding conditions in their line. Reports are to the effect that business is great and prospects are greater. The sale of the electric machine is getting to be quite an item in all the stores, and most of the heads of the departments are making special efforts to push these machines. Records also are having an unprecedented year, and it is a well-known fact that several stores have been sold out of certain numbers before being able to get another supply from the head office. More space to the departments, additional sales force and more extensive advertising are a few of the results arising from the excessive demand for talking machines in this territory.

Harry B. Bibb, manager of the talking machine department of the Jones Store Co., bemoans the lack of the higher priced machines. Mr. Bibb has had trouble in getting machines of any kind, especially during the first part of the year, but as to the medium priced sellers, that shortage has been decreased. This is not the case, however, according to Mr. Bibb, with the better finished and more expensive models. Oak and similar special woods are hard to get, he says, and this will probably be the case for some time. The Jones Store reports an excellent trade.

A feature at the George B. Peck dry goods store that is being pushed rapidly is that of the service rendered to purchasers. John F. Ditzell, manager of the talking machine department at that place, during the month of February laid special stress on this fact in the advertising space of the newspapers allotted him. Regarding the usefulness of this enterprise Mr. Ditzell says: "It surely has helped our trade. I know of instances where people have advised their friends to buy here on account of that service." Peck's maintains a force of three men to look after this end of the business.

John F. Ditzell, by the way, is a leading athlete at the Kansas City Athletic Club, where he is known as a handball fiend. Mr. Ditzell has been a member of that organization but three years, and in that time has every year reached the finals in the club championship series. He says that after a little more perfection of his game he is going to challenge the following two gentlemen for the championship of the talking machine trade, the game to be played on their own court: Roy Keith, of the Chicago Talking Machine Co. and W. B. Fulghum, manager of the order department at the Victor factory in Camden.

Warren H. Haile, manager of the retail department at the Schmelzer Arms Co., who recently came here from South Bend, Ind., is very much pleased with conditions in Kansas City.

M. W. Bardwell, of the Pathephone department of the Household Fair, announces that his company will probably handle the motor machines, now that the price is to be reduced. He is very enthusiastic regarding the possibilities, and is expecting to make a great showing when it comes to him.

The Jenkins Music Co. is enlarging its talking machine space, remodeling the first floor of its establishment so as to add six new record rooms, making a total of fifteen. The machine sales department will continue to be on the third floor and the record rooms all on the first.

E. A. McMurtry, Kansas City manager of the Columbia Graphophone Co., who has been in the East for the past ten days, reports conditions as very excellent. Mr. McMurtry went on a business trip, mainly in an effort to get goods to fill orders, and visited New York City, Boston, Bridgeport, Pittsburgh and other places in the East.

C. T. Cunningham, traveler for the Edison Co. out of Kansas City, was in the office recently, and remarked on the excellent condition and prospects in his territory, northern Kansas.

Two managers of Kansas City talking machine houses have recently returned from Eastern trips, they being A. A. Trostler, of the Schmelzer Arms Co., who was in New York attending a meeting of the executive committee of the National Association of Talking Machine Jobbers, and M. M. Blackman, Kansas City manager of the Edison Shop, who was a visitor at the Edison factory.

M. M. Blackman, manager of the Edison Shop, announces that beginning Tuesday evening, March 7, his store would start a series of nine evening concerts, with Heinrich Rittmeister, concert master of the Kansas City Symphony Orchestra, as assisting artist. Admission to these concerts will be by invitation only, of which the greater portion will go to machine owners. The concerts will be held at the Edison parlors.

Dealers' week at the Edison Shop in Kansas City was very much of a success, over thirty out-of-town dealers coming from all parts of Arkansas, Missouri and Kansas. Some of those present during this special period are as follows: H. L. Paden, Sr., Atwood, Kan.; H. B. Wiley, Sr., Nevada, Mo.; H. F. Baier, Salina, Kan.; C. L. Smith, Columbus, Kan.; A. E. Luster, Fort Smith, Ark.; E. D. Lape, Coffeyville, Kan.; Hans Peterson, Sylvan Grove, Kan.; Homer Bashore, Sapulpa, Okla.; A. Seifert, Clyde, Kan.; Carl Latenser, Atchison, Kan.; A. A. Proctor, Princeton, Mo.; Mr. and Mrs. J. A. Lampkin, Warrensburg, Mo.; Mr. and Mrs. R. C. Bollinger, Fort Smith, Ark.; I. W. Guisinger, Fayetteville, Ark.; W. R. Lighton ("Billy Fortune"), Fayetteville, Ark.; George A. Hibbard, Medicine Lodge, Ark.; A. K. Snyder, Winfield, Kan.; W. H. Felson, Liberty, Mo.; H. B. Wiley, Jr., Nevada, Mo.; James E. Thornton, Hamilton, Mo.; Fred Jackson, Atchison, Kan.; Miss Jean McDougal, Sedalia, Mo.; Runenberger Bros., Harrisonville, Mo.; L. W. Cahill, of Cahill Bros., Windsor, Mo., and Burke Bros., Columbus, Scammon and West Mineral, Kan.

Have you ever tried the

ANDREWS SERVICE

for Victrolas and Victor records or Edison Cylinder goods?

THERE IS NONE BETTER

When you think of Talking Machines, think of

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

NEW EDISON SALON IN MONTREAL.

Handsome Quarters for the Display of Edison Phonographs Opened in Department Store of Goodwins, Ltd.—Victrola Music Heard Over Transcontinental Telephone—General Business Conditions Most Satisfactory.

(Special to The Talking Machine World.)

MONTREAL, CAN., March 4.—Goodwins, Ltd., one of Montreal's leading department stores, celebrated the birthday of Thomas A. Edison by opening its new Edison salon, where it has five sound-proof booths at the disposal of customers. The opening day saw the disposal of a Model A 100, valued at $137.50, to a prominent local citizen, besides a large number of records. The Edison salon has been placed in charge of phonograph experts from the Edison laboratory, including L. Bourgett and C. R. Woods, assisted by Miss Forest, an experienced talking machine saleslady. Goodwins, Ltd., is using forceful "copy" in the leading French and English daily newspapers directing attention to the fact that it is now handling Edison Diamond Disc machines. Manager Coleman, of the Montreal branch of R. S. Williams & Sons, Ltd., Edison jobbers in the province of Quebec, was instrumental in closing this deal.

Mr. Edison's birthday was celebrated in Canada by the majority of Edison dealers in various ways, mostly by advertising and holding recitals.

At the invitation of the Bell Telephone Co. of Canada, Ltd., Montreal, a select assembly of prominent business men recently met at the Ritz-Carlton Hotel to hear the most wonderful demonstration ever witnessed in Montreal. It constituted the opening of the long-distance telephone across the Dominion of Canada from Montreal to Vancouver, a distance of 4,227 miles, in which Victrolas and Victor records played a most prominent part.

The most dramatic moment of the whole evening was when, after all had talked with Vancouver, the line was switched, and San Francisco was attached to the other end. As distinct as any message sent in this city, the operator's voice as each exchange was passed through answered. Mr. Heller was at the San Francisco end and played records, which were heard as plain as if they were in your own room, ending with the English national anthem.

A heavy demand is still noticeable for A5756, 'Cello Interpretations of Pablo Casals, which were featured in the February list of Columbia recordings.

C. W. Lindsay, Ltd., through the able efforts of Manager Norman F. Rowell, has succeeded in doubling its Victrola business every month since September to date, with the exception of December.

Miss G. Vezina, in charge of the talking machine department of Almy's, Ltd., reports the consummation of some nice business this month to date, including several disposals of various models of Columbias. The concern's Saturday afternoon and evening recitals are being well attended.

Rough Sapphires

for manufacturers of
Needles, Reproducers and Talking Machines

HENRY E. OPPENHEIMER & CO. 1 MAIDEN LANE NEW YORK CITY

The Canadian Graphophone Co., Columbia jobber in the province of Quebec, is well satisfied with trade so far this year (which, by the way, shows a large increase over the correesponding period a year ago). It is not only holding its old accounts but is daily adding new ones.

Recent Sonora agencies placed in Montreal are the following: Charles Culross, J. A. Hurteau & Co., Ltd.; N. G. Valiquette, Ltd.; H. P. Labelle & Co., Ltd., and Ed. Archambault.

Harry Lauder's recent appearance in Montreal showed that he was still as great a favorite as ever, and the Berliner Gramophone Co., Ltd., reports a big business in all its stores for his old and new records.

H. P. Labelle & Cie, Ltd., 147 St. Catherine street, has taken on the representation of the Columbia in addition to the Sonora.

Arthur Blouin, Sherbrooke, Que., is handling a large number of Columbia Grafonolas.

Ed. Archambault is installing a number of sound-proof booths. He features Edison, Sonora and Columbia products.

Layton Bros. have under consideration alterations and additions which will give them still greater facilities for handling an increasing business in Edison and Columbia machines.

THOS. QUINLAN BECOMES MANAGER

Of the Concert and Operatic Department of the Columbia Graphophone Co. with Headquarters at the Recording Laboratory.

The Columbia Graphophone Co., New York, has announced the appointment of Thomas Quinlan as manager of the company's concert and operatic department, with headquarters at the recording laboratory, 102 West Thirty-eighth street, New York. Mr. Quinlan assumed his new duties the first of the month, and has already given unmistakable evidences of his remarkable skill and ability.

Mr. Quinlan is prominent in musical circles both here and abroad, and particularly in Europe, where he achieved unlimited success as an operatic impresario. Mr. Quinlan was the "man behind" the Quinlan Grand Opera Co., which organization established the reputation of bei g a household word throughout Great Britain, South Africa, Australia, New Zealand and the Dominion of Canada. Mr. Quinlan conducted this company twice around the world, traveling 150,000 miles in all. The repertoire of the company consisted of forty operas, and these operas were staged from the largest equipment ever carried by one company. The company's success was tremendous and performances were given before crowded houses in all parts of the world. Mr. Quinlan

Thomas Quinlan.

was also associated with other important musical enterprises in England which achieved renown.

Mr. Quinlan has the personal friendship of all the leading artists in operatic and concert circles, and in his new position with the Columbia Co. he will be able to utilize the same measures of aggressiveness and far-sightedness which contributed so materially to his success abroad.

BOOKED SOME BIG ORDERS.

Philip A. Ravis, vice-president of the New York Album & Card Co., New York, N. Y., manufacturer of Nyacco metal-back albums, returned last week from an extended Western trip. Mr. Ravis secured a good-sized list of orders and states that the dealers are optimistic to an unusual degree. He was impressed with the fact that the trade as a whole is demanding an album of better quality than the average album of several years ago, and states that the dealers are not paying any attention to albums which do not give adequate service to their patrons.

ESTABLISHED 1868

EDWARD B. JORDAN & CO., Inc.

127-135 DEGRAW ST.—36-60 TIFFANY PL., BROOKLYN, N. Y.

Talking Machine Cabinet Manufacturers

We made the first talking machine cabinets created in this country, and we have specialized in this particular line ever since.

We will submit special designs of talking machine or record cabinets, or quote you from blue prints or samples. We manufacture to order only.

Each buyer and each seller of a Columbia $50 Grafonola is always satisfied—the one with the quality, the other with the profit.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

TALKING MACHINE MEN MEET.

Advocate Passage of Stevens Bill, Appoint New Committees and Listen to Address on Motor Troubles at Interesting Session.

On Wednesday, February 23, a meeting of the Talking Machine Men, Inc., was held in the assembly room of the Merchants' Association, Woolworth Building, New York, with President John A. Hunt presiding. The usual "spirit of action" on the part of those present caused a lively, snappy session.

A petition advocating the Stevens Bill was signed by all. Reports were then made and accepted from the several committee and new men were appointed to serve on the committee on credentials, the committee on membership and the committee on advertising. The latter is a new committee, the function of which is to acquaint the association members with the advertising rates of all the newspapers in and around New York City, with such recommendations as may prove fitting.

Interesting floor discussions followed concerning the matter of the dealer insuring a machine sold on instalments and on the question of extending the organization's roll of members. The president announced that he will devote considerable time during the next month to motoring around New York and neighboring cities in a "pep" movement to increase the members.

A. H. Dodin, president of the Talking Machine Repair and Sales Co. and specialist on the repair of talking machines, talked on the elimination of motor chugging. He will give additional talks of a technical nature at the meetings which are to follow.

In the election proceedings Herman J. Jaffee, of Hoboken, was made vice-president for the State of New Jersey, A. J. Beers was elected as a new member, and the Hotel McAlpin was designated as the place for the next annual banquet in April.

COLUMBIA DEPARTMENT IN DALLAS.

(Special to The Talking Machine World.)

DALLAS, TEX., March 6.—The Will A. Watkin Co., one of the pioneers among the music houses in Texas, recently held the formal opening of its Columbia Grafonola department, where a full line of machines and records is shown and demonstrated under most favorable conditions. The company issued a special folder to mark this important event.

ISSUE ATTRACTIVE DISPLAY CARD.

The Wonder Talking Machine Co., New York, manufacturer of "Wonder" talking machines, has advised its dealers that it now has ready for distribution a very attractive display card, which is also suitable for use as a mailing card to the dealers' prospects. Those dealers who have taken advantage of the company's offer to mail the cards to prospective purchasers are enthusiastic over the results achieved.

OPERATED ON FOR APPENDICITIS.

Harry L. Marshall, Pacific Coast supervisor for Thomas A. Edison, Inc., was operated on at St. Joseph's Hospital, Denver, recently, for appendicitis. As soon as the news of the success of the operation reached the Orange laboratories, Thomas A. Edison, Inc., sent him the following wire:

"We all hope your recovery may be rapid and complete, but you must not run unnecessary risk by leaving the hospital too soon. A few days may make a big difference in your condition but none in your territory. Good luck."

W. C. Wyatt, of the Denver Dry Goods Co., Edison jobber at Denver, did everything possible to make Mr. Marshall comfortable.

The Jewelry Sales Co., of Marshalltown, Ia., has opened a store for the sale of pianos and talking machines at Main and First avenues.

PATHE SECURES FAMOUS SOPRANO.

Eleonora de Cisneros, Grand Opera Star, Signs Contract to Make Records for the Pathé Phonograph Exclusively from Now on.

H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., New York, announced this week that arrangements had been completed whereby Mme. Eleonora de Cisneros, the famous operatic mezzo-soprano, will record exclusively for the Pathé disc library in the future.

Mme. Eleanora de Cisneros.

Mme. de Cisneros is well known to music lovers both here and abroad, having appeared with some of the leading opera companies in this country and in Europe. She played important roles for the Metropolitan Opera Co., Manhattan Opera Co. and Philadelphia-Chicago Opera Co., and has also appeared in numerous concerts and recitals. Her performances have won hearty praise from the critics, and Pathé dealers will doubtless find a ready sale for her records.

Albert Spalding, exclusive Edison Diamond Disc artist, played his way to the hearts of Boston recently at a concert at Jordan Hall in the Hub City. H. T. Parker, music critic of the Boston Transcript, paid Spalding a most remarkable tribute.

TRANSFER NAME PLATES for TALKING MACHINES

Ideal
PERFECT TONE

Dealers Derive Prestige by applying Transfer Nameplates on Talking Machines.

Like the manufacturer, the most conspicuous place can be used for your nameplate. Refinement and Beauty are embodied in these original Designs—they are Artistic and Ornamental. Easily applied.

Send copy for FREE Sketch, sample and quotations.

GLOBE DECALCOMANIE CO.
JERSEY CITY, N.J.

UKULELES

The higgest sellers in the small musical instrument business. Why handle inferior machine-made American imitations when you can get at similar prices the genuine hand-made instruments of

Jonah Kumulae, Honolulu

The old, thoroughly seasoned native Hawaiian Koa of which they are constructed is greatly superior to any other wood in tone quality—Kumulae instruments have no superior in this respect.
Send for wholesale price list.

SHERMAN, CLAY & CO.
163 Kearny Street San Francisco
Sole Distributors for the United States and Canada

NEW EDISON SHOP IN AUSTIN, MINN.

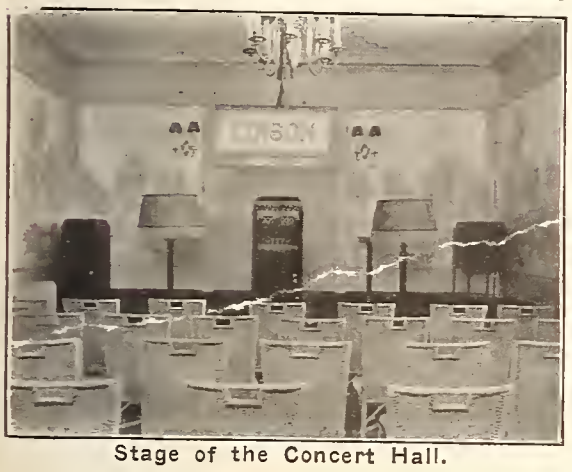
Handsome Quarters for the Display and Sale of Phonographs Opened Recently by the Schleuder Paper Co. in That City.

(Special to The Talking Machine World.)

AUSTIN, MINN., February 29.—The Edison Shop, at 124 West Bridge street, conducted by the Schleuder Paper Co., of this city, which was formally opened to the public recently, continues to be the source of interest to many visitors because of its attractive arrangement. Its completeness emphasizes the enterprise of this company as well as the fact that it is a live Edison dealer and sees a great future in the Edison disc line.

One of the striking features of this building is the concert hall, which seats from seventy-five to one hundred people. The color scheme is ivory white and silver gray, with side wall panels containing beautiful water-color mural paintings. A stage runs across one end of the hall and is twenty-three feet wide by twenty-four feet long.

Leading from the concert hall is a handsomely



Stage of the Concert Hall.

decorated lobby, twenty feet long, and lined with demonstration booths, each one of them being decorated and furnished in a different color scheme. A large stockroom also opens off the lobby and is convenient for the salesmen.

Throughout the building, and particularly in the

View Through the Lobby.

concert hall and booths, special attention has been given to the question of ventilation. The elaborate lighting system includes fixtures silver-plated in a dull silver finish, and all the general hardware in the building is in the same finish to match.

Both before and since the holidays there have been daily concerts given afternoon and evening in the concert hall, which have produced excellent results in the matter of sales.

A. O. Price, of the Compton-Price Piano Co., Coshocton, O., has completed and is now testing out a talking machine, which he claims is radically different from anything at present on the market.

The Melophone
TALKING MACHINE
COMPANY
40 COOPER SQUARE, NEW YORK
Manufacturers of the
Melophone and Liberty Phonographs
And of
Motors and Parts for the Trade

$5

This gives you one of the big Lansing Covers for any of the large cabinet machines. It is made of government khaki and the inside lining is of cotton flannel. Heavy cotton is used for the interlining, there being four thicknesses, these being quilted to keep the Cover of uniform thickness and durability. The Cover is known as Grade B.

for a LANSING
KHAKI MOVING COVER

Write for this Cover to-day; better make the order read "6" if you do a large business. Anyway, see the value represented in this one, not only as a quality cover, but its saving to you in excess delivery charges.

WRITE FOR BOOKLET
E. H. LANSING
611 Washington St., Boston, Mass.

CHANGES AT COLUMBIA OFFICES.

Advertising Department Occupies Space Formerly Used by Record Department.

In order that the various departments at the executive offices may work under efficient conditions and to allow for the increased requirements of its fast-growing business, the Columbia Co. has made several changes in the lay-out of its executive office floor in the Woolworth Building which have already proven their value. The personal record, professional and international record departments have been removed from the Woolworth Building to the Columbia Co.'s record laboratory at 102 West Thirty-eighth street, New York, where they will be in close proximity to the most important division of the company's work.

The space formerly utilized by these departments has been taken over by the advertising department in its entirety. In its new home the advertising division will have increased space, which it needed badly, and as these offices are in a more secluded section of the floor than the executive offices proper, Advertising Manager Baker and the various members of the department will be able to work in comparative quiet and peace. The offices formerly occupied by the advertising department will be utilized as additional space for the financial and export departments.

D. H. Delzell, president of the Columbia Stores Co., Denver, Col., Columbia distributer, was a visitor to the executive offices recently. Mr. Delzell spoke very optimistically of conditions in Colorado, stating that the Columbia dealers in his territory had closed a record-breaking business and are preparing to do an even greater business in 1916. Mr. Delzell congratulated the company on the splendid quality of the records which are being produced, and was particularly well pleased to learn that the company had arranged to materially increase its production the coming year.

EXPOSITION FOR CAMDEN, N. J.

Victor Talking Machine Co. Actively Interested In Plans for Celebration in May.

The Victor Talking Machine Co., one of the leading if not the leading industry of Camden, N. J., is actively interested in the plans for an Exposition of Industry and Civic Celebration in Camden, to be held from May 18 to 27.

The Pennsylvania Railroad plans to advertise this exposition along its right of way and make special rates to attract people to Camden while it is open.

CADMAN AND THE VICTROLA.

Noted Composer. While in Los Angeles, Listens to One of His Own Records at Barker Bros.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., February 28.—During the visit recently of Charles Wakefield Cadman, the eminent composer, to the talking machine department of Barker Bros., and an interesting souvenir of his visit is the photograph taken of Mr. Cadman listening to one of his own compositions being played on a Victrola XVI. Mr. Cadman recently purchased a Victrola XVI from Barker Bros., and is now making his home in Los Angeles. The combined picture of the artist and the instrument will doubtless appeal to many admirers.

C. W. Cadman Listening to His Compositions.

The man who pushes the goods the manager wants pushed is the man who is going to find the way to the front easiest.

USE
"Arrow"
SOUND BOXES
TONE-ARMS
MOTORS
ARROW MOTOR CO.
207 Market St.
NEWARK, N. J.

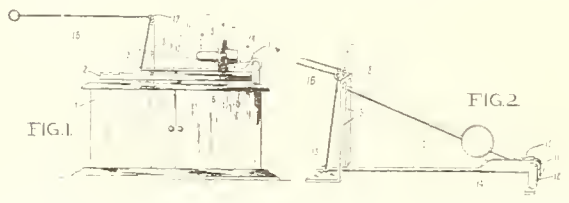
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

WASHINGTON, D. C., March 8.—SOUND-REPRODUCING MACHINE.—John T. Prout, New York. Patent No. 1,167,838.

The present invention relates more particularly to certain improved attachments for sound-reproducing machines, whereby said machines are rendered of greatly increased efficiency.

According to this invention, after the inauguration of the operation of the machine the tone arm is reset, so that the record in use may start anew. This may be accomplished irrespective of the distance that the stylus has traversed along the effective zone of the disc—that is to say, the record is permitted to be entirely played and then be re-



peated or partially played and the stylus returned to any predetermined distance, and that portion already gone over traversed again by the stylus. The mechanism whereby this is accomplished is of extreme simplicity and may be so designed as to be used in conjunction with records of varying diameters.

In the accompanying sheet of drawings, in which like reference characters are employed to designate like parts throughout the respective views, Fig. 1 is a view in side elevation of a sound-reproducing machine embodying the features of the invention. Fig. 2 is a detail perspective view showing the resetting mechanism.

TALKING MACHINE.—Francesco Cirell, Philadelphia, Pa. Patent No. 1,167,796.

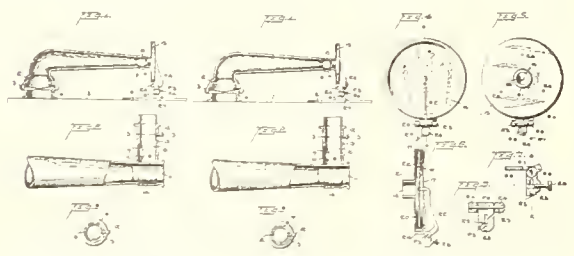
This invention relates to improvements in talking machines, the object of the invention being to provide an improved construction of talking machine which may be used in connection with various styles of records, and provide improved means whereby the sound box may be located at either of two positions relatively to the tone arm.

A further object is to provide improved means whereby the tone may be softened or increased as for supporting the stylus at any angle desired, desired.

A further object is to provide an improved construction of sound box having openings therein, and capable of adjustment relatively to the tone arm to position the stylus at the angle desired.

A further object is to provide an improved construction of stylus bar adapted to support a needle at various angles and positions, employing a single set screw to secure the stylus in any of its operating positions.

In the accompanying drawings Fig. 1 is a view in longitudinal section through the improved tone arm. Fig. 2 is a fragmentary view on an enlarged scale partly in plan and partly in section through the free ends of the tone arm. Fig. 3 is a view in section on the line 3—3 of Fig. 2. Fig. 4 is a view in elevation of the outer face of the sound box. Fig. 5 is a similar view of the inner face of the



sound box. Fig. 6 is a view in section through the center of the sound box taken on line 6—6 of Fig. 4 Fig. 7 is an enlarged view in section through the lower portion of the stylus bar, and Fig. 8 is a view in section on the line 8—8 of Fig. 7.

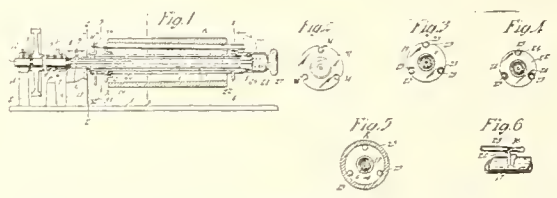
PHONOGRAPH.—Newman H. Holland, West Orange, N. J., assignor to the Jersey Patent Co., same place. Patent No. 1,167,500.

This invention relates to phonographs, and more particularly to an improved record support therefor.

Ordinary phonograph records change in diameter to a considerable extent under different temperature conditions, expanding under heat and contracting under cold, whereas the supports upon which the records are mounted change but little in diameter under the same conditions. As these supports are so constructed that when the records are placed thereon a tight engagement will be maintained between the same and the records, it frequently happens that the latter become so tightly locked in place that it is difficult to remove them without damaging the record surface or breaking the records themselves.

The object of this invention is to provide a record support adapted to firmly hold a sound record or a sound record blank and yet to permit its ready removal. In conformity with this object, a support is provided in which the record-engaging means is movable toward and from the axis of the support so that the said means may be firmly held in engagement with the bore of the record or blank or moved inwardly to permit disengagement of the latter.

Figure 1 represents a vertical longitudinal section through the center of the mandrel of a phono-



graph embodying the invention, a part of the frame of the phonograph being shown in elevation; Figs. 2, 3, 4 and 5 represent sections of the mandrel taken on lines 2—2, 3—3, 4—4 and 5—5, respectively, of Fig. 1; Fig. 6 represents a fragmentary section of a modification of one of the details of construction.

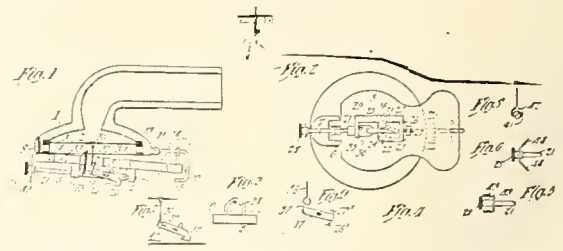
PHONOGRAPH REPRODUCER.—Adolph F. Gall, West Orange, N. J., assignor to the New Jersey Patent Co., same place. Patent No. 1,167,489.

This invention relates to phonograph reproducers which are provided with a pair of reproducing styli adapted to track records of different character, as for example, records having 100 and 200 threads per inch respectively, said styli being so mounted that either may, by a simple manipulation, be brought into or out of operative position with respect to the record surface at will. In the invention, the styli are carried by different surfaces of a single stylus lever, the stylus lever being pivotally mounted in such a manner that it may be rotated about an axis substantially parallel with the diaphragm of the reproducer, and substantially parallel to a diameterical plane of the sound record, in which plane is located the sound record groove which the stylus is adapted to track in order that either stylus may be brought into operative position. Preferably, the styli are carried by the top and bottom surfaces of the stylus lever, that is, 180 degrees apart, the lever being pivoted to a member which is rotatable about an axis extending longitudinally of the lever in lugs depending from the floating weight, the tail of the lever being connected to the diaphragm in such a manner that the diaphragm will not be placed under undue stress during the adjustment of the lever to position the stylus. Preferably, stops are provided to limit the rotation of the lever during adjustment to a swing of 180 degrees, and also, preferably, spring means are provided for holding the stylus lever in either adjusted position.

This invention also comprises an improved indicating means for indicating which stylus is in operative position.

In order that the invention may be more fully understood, reference is hereby made to the accompanying drawings, forming part of this specification, in which—

Figure 1 is a central vertical section of a phonograph reproducer embodying the invention, certain parts being shown in side elevation. Fig. 2 is a bottom plan view of the same. Fig. 3 is a detail end view looking from the right in Fig. 1 showing the means for supporting the floating weight. Fig. 4 is a detail end view looking from the left in Fig. 1 showing one form of indicating device. Figs. 5 and 6 are detail views showing modified forms of

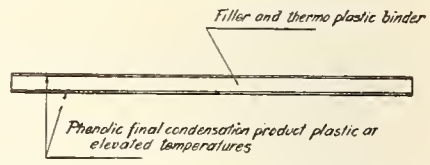


the indicating device. Fig. 7 is a side elevation of the stylus lever showing modified connections to the diaphragm. Fig. 8 is an end view of the same looking from the left in Fig. 7. Fig. 9 is a side elevation of the stylus lever showing a modified form of stylus mounting.

In all of the above figures corresponding parts are denoted by the same reference numerals.

MOLDED ARTICLE.—Jonas W. Aylsworth, East Orange, N. J., assignor to the New Jersey Patent Co., West Orange, N. J. Patent No. 1,167,468.

This invention relates to molded objects, such as sound records, and more particularly to such molded objects as are formed by the method or process described in application, Serial No. 674,289, filed January 30, 1912, of which this application is a division. The said process involves the formation of a surface layer of material upon the smooth polished surface of a metallic plate or other blank mold and the transfer of the same to the surface of the object to be coated under heat and pressure with the firm adhesion or welding of the surface veneer to the object. The surface layer thus formed has a smooth homogeneous surface free from air bubbles, dust particles and the like, and is



of a material which is hard when cold, but sufficiently plastic when heated, to take a clear impression from a mold or die, such a sound record matrix.

PHONOGRAPH MECHANISM.—William Notter and Richard S. Arthur, New York, assignors to the Talking Doll & Novelty Co., Inc., same place. Patent No. 1,167,842.

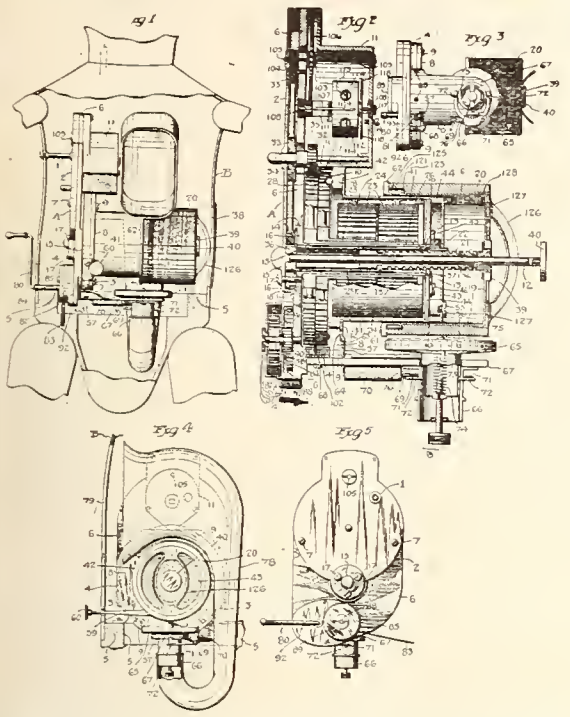
This invention comprises certain improvements in phonograph mechanism, having as objects, among others, to effect a material simplification of such mechanisms, to secure compactness in the construction and relation of the elements, to insure strength and rigidity in the structural parts—more especially in apparatus where the mechanism is carried in projecting relation from a support—to enable the apparatus to be quickly and easily assembled and parts to be readily replaced in event of breakage, to render it in a high degree automatic without introducing complications, to facilitate the insertion and removal of records, and to make the apparatus proof against meddlesome or unskilled manipulation.

The mechanism is more particularly designed for installation in small form in dolls or other toys, clocks, etc., as illustrated for example in Fig. 1 of the accompanying drawings, its compact and sturdy construction, its ability to perform equally well in any position, and the simplicity of its operation especially fitting it for such uses. The apparatus may be made on a larger scale, and part or all of its features may be applied in numerous specifically different ways, for example, in the production of so-called hornless or cabineted machines of small size.

A feature of the mechanism which contributes to the flexibility of external design as well as to the securing of desirable acoustic effects, consists in the possibility of disposing the reproducer at any

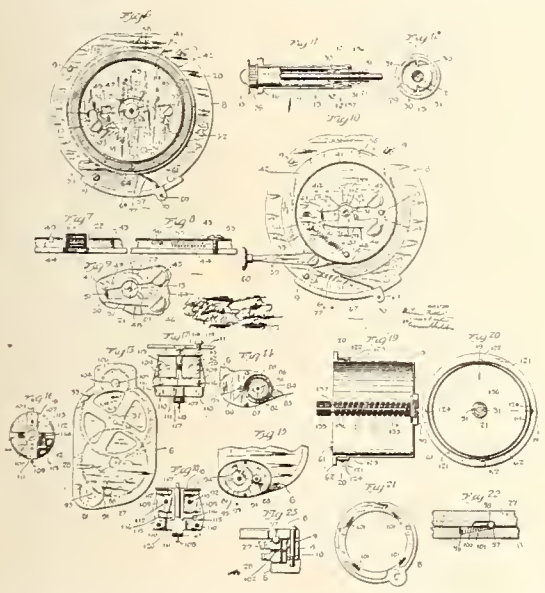
LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 82).

or various points around the record drum, together with the consequent freedom in the matter of the disposition of the sound conveyor or amplifier. In the particular instance herein shown the reproducer is located below the record drum, while the sound



conveyor extends around and above the same, though it will be understood that this orientation is not necessarily fixed, since in the case of a talking doll, for example, the mechanism as a whole may be disposed in any position according to the manner in which the doll is held.

In the accompanying drawings illustrating the invention by means of the embodiment at present believed to be preferable for use in dolls, Fig. 1 is a front elevation of the mechanism in the body of a doll, the doll body being partially sectioned and



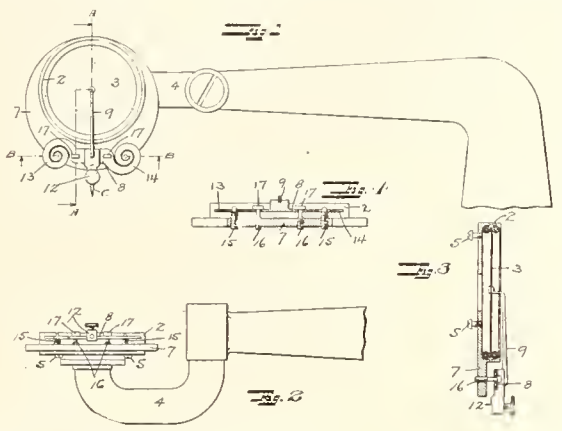
partially broken away; Fig. 2 is a vertical section through the mechanism, taken in the plane of its main axis, the scale being considerably larger than that of Fig. 1; Fig 3 is a bottom plan view of the mechanism on the scale of Fig. 1; Fig. 4 is an elevation looking at the right-hand end of Fig. 1; Fig. 5 is a reverse end elevation; Fig. 6 is a section on the line 6—6 of Fig. 2; Figs. 7 and 8 are sections on the lines 7—7 and 8—8 of Fig. 6; Fig. 9 is a fragmentary elevation showing the feed nut and return dog in midposition, wherein the thread bar is free to be withdrawn; Fig. 10 is a section on the line 10—10 of Fig. 2; Fig. 11 is a detail view showing the central portion of the mechanism partly in section in the plane of the axis and partly in elevation; Fig. 12 is an enlarged cross-section on the line 12—12 of Fig. 11; Fig. 13 is an elevation of the supporting wall, indicating the gearing in a semi-diagrammatic manner; Figs. 14 and 15 are detail sectional views illustrative of the spring tape winder; Fig. 16 is an end view of the governor, partly broken away and in section; Fig. 17 is a side elevation of the governor; Fig. 18 is a central longitudinal section therethrough; Fig. 19 is a section on the line 19—19 of Fig. 20; Fig. 20 is a cross-section through the record drum on the line 20—20 of Fig. 19; Fig. 21 is an inner face view of the plate bearing the balls which hold the winding gear against reverse movement; Fig. 22 is an enlarged section on the line 22—22 of Fig. 21, representing the winding gear, and Fig. 23 is a detail sectional view showing the winding and driving gears and one of the ball devices.

Sound Box.—John S. Ostrom, San Francisco, Cal. Patent No. 1,166,627.

An object of the invention is to provide a sound box which will cause a clear and correct reproduction of the sound.

Another object of the invention is to provide a sound box in which the vibrations are unhampered in their travel between the stylus and diaphragm.

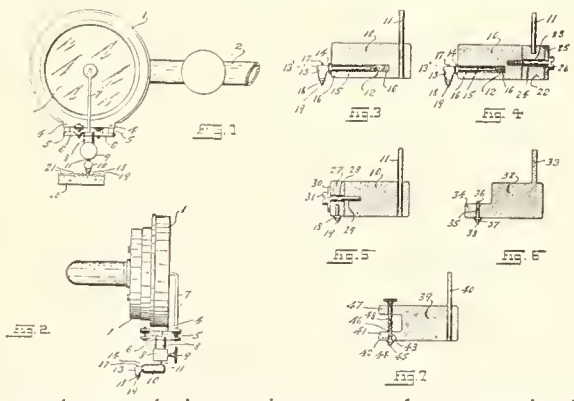
Referring to said drawings, Fig. 1 is a side view of the sound box of the invention mounted on the sound-conducting arm, the sound box being shown



with the stylus at right angles to the arm for purposes of convenience. Fig. 2 is an underneath view of the sound box and arm taken in the position shown in Fig. 1. Fig. 3 is a cross-section of the sound box taken on the line A—A, Fig. 1. Fig. 4 is a cross-section of the sound box taken on the line B—B, Fig. 1.

Adapter Stylus for Phonographs.—Ellis S. Oliver, Newark, N. J. Patent No. 1,168,412. The present invention relates, generally, to improvements in phonograph apparatus, and the invention has reference more particularly to an adapter stylus which will operate to transmit the vertical vibrations produced by the vertical indentations of a sound record disc to produce horizontal vibrations of a diaphragm of a reproducing sound box set in a vertical plane.

It is the principal object of the present invention, therefore, to provide an interchangeable or detachable adapter stylus adapted to be connected with the ordinary needle socket of the vibrator arm of a vertical sound box, in place of the usual type of needle adapted to play horizontal sound record impressions, so that, without other change, the vertical vibrations of the vertical or "hill-and-dale"



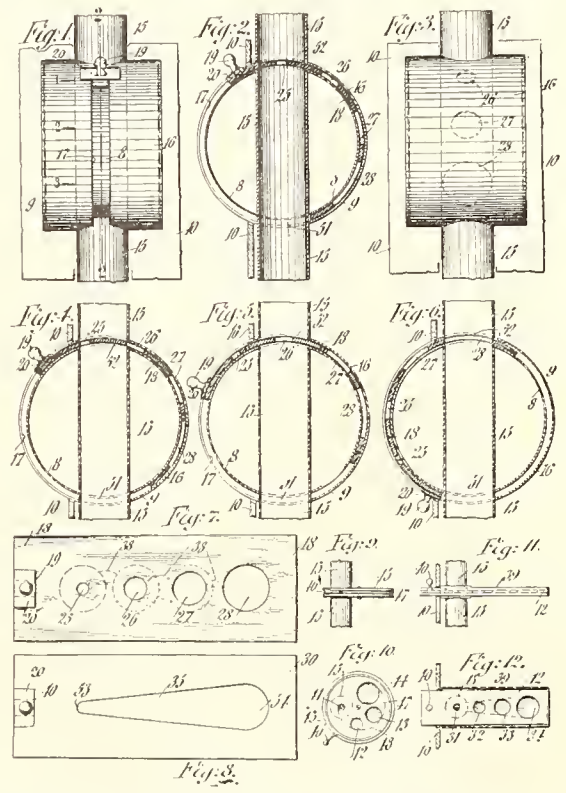
sound record impressions may be transmitted through such adapter stylus to the pivoted vibrator arm and vertical diaphragm of the vertical sound box, so that the latter is adapted to reproduce the sounds recorded upon such type of sound record disc.

Fig. 1 is a face view of a vertical sound box, the vibrator arm of which is equipped with the novel construction of adapter stylus made according to and embodying the principles of the present invention, in this view the said adapter stylus being shown in contact with the vertical sound record impressions of a "hill-and-dale" sound record disc, the latter being shown in section. Fig. 2 is an edge side view of said vertical sound box so equipped. Fig. 3 is a longitudinal vertical section of an adapter stylus made according to and embodying the principles of the present invention, the same being drawn on an enlarged scale. Fig. 4 is a longitudinal section of a codified construction of said novel adapter stylus. Fig. 5 is a similar view of another modified construction of said novel adapter stylus. Figs. 6 and 7 are, respectively, longitudinal sections of still further modified constructions of the novel adapter stylus.

Tone Moderator for Talking Machines.—George E. Brightson, Oyster Bay, N. Y., assignor to the Sonora Phonograph Corp., New York. Patent No. 1,167,972.

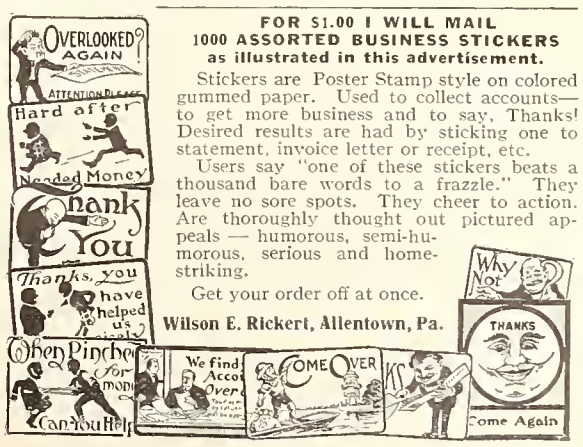
This invention relates to tone moderators for talking machines, and has for its object to provide an improved device which may be conveniently operated, and which serves to eliminate the objectionable feature of phonographs known as "scratch." The device is so arranged that the passage of the sound is not impeded so as to disadvantageously influence the tone produced by the instrument.

In the accompanying drawings Fig. 1 is a front view of the part of the leader through which the sound passes, with the improved tone moderator applied thereto, arranged within the phonograph case and operated from the outside thereof; Fig.



2 is a vertical section taken on line 2—2 of Fig. 1; Fig. 3 is a view of the opposite side of the device from that shown in Fig. 1; Fig. 4 is a section taken on line 2—2 of Fig. 1, but with the valve in a different position from that shown in Fig. 2; Fig. 5 is a similar section with the valve in another position; Fig. 6 is a similar section with the valve in still another position; Fig. 7 is a plan view of the valve, removed from its casing; Fig. 8 is a plan of a modified form of valve; Figs. 9 and 10 are respectively a front view and a plan view, both on a smaller scale than the preceding figures, of another form of valve, in its housings, and Figs. 11 and 12 are respectively a front view and a plan view of another form of the invention.

It is the way you treat a customer that makes the difference between sending him away satisfied and sending him away never to return.



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RECORD BULLETINS FOR APRIL, 1916.

VICTOR TALKING MACHINE CO.

POPULAR SONGS FOR THE MONTH.

No. Size.

17935 At the Fountain of Youth (McCarron-Gerber-Jentes) .....Dan W. Quinn 10
Hello! Boys, I'm Back Again (Jack Mahoney-Harry von Tilzer).....Dan W. Quinn 10
17943 The Lights of My Home Town (Chas. K. Harris) Peerless Quartet 10
There's a Broken Heart for Every Light on Broadway (Fred Fischer-Howard Johnson).. Edna Brown 10
17959 Down in the U-17 (Roger Lewis-Ernie Erdman) Billy Murray 10
Since Mother Goes to the Movie Shows (C. McCarron-A. von Tilzer).....Peerless Quartet 10
17967 Young America, We're Strong for You (Wm. McKenna) .....Peerless Quartet 10
Songs We Used to Sing in Dixie Land (Wm. H. Gardner-Caro Roma)..J. Reed-J. F. Harrison 10
17968 Memories (Gustave Kahn-Egbert Van Alstyne) John Barnes Wells 10
One Fleeting Hour (Karl Fuhrmann-Dorothy Lee). 'Cello obligato by Rosario Bourdon.... Elsie Baker 10
17969 Sweet Cider Time When You Are Mine (Joe McCarthy-Percy Wenrich)....Peerless Quartet 10
Way Down in Arkansas (James White) ..... Billy Murray-Irving Kaufman 10
17970 I Love You, That's One Thing I Know (L. Wolfe Gilbert-Anatol Friedland)..Wm. Barnes 10
Always Be Honey to Me (Branen-Lange-Prival) Albert Campbell-Henry Burr 10
17971 On the Hoko Moko Isle (Lou Klein-Harry von Tilzer) .....Collins and Harlan 10
When I'm a Sargent Man (Fred Hager)..... Collins and Harlan 10
17972 That Soothing Symphony (Will Harris-Ted Snyder) .....American Quartet 10
Those Good Old Days Back Home (Joe McCarthy-Jimmie V. Monaco).American Quartet 10
45079 You're the Best Little Mother that God Ever Made (J. K. Brennan-Ernest R. Ball)..... George MacFarlane 10
Good Night, Good Night (Ruth K. Gardiner-Ernest R. Ball).....George MacFarlane 10
17956 I'm Neutral (Leon De Costa).....Olive North 10
I'm a Lonesome Melody (Joe Young-Geo. W. Meyer) .....Olive North 10

DANCE RECORDS.

35528 Very Good Eddie—Medley One-step (Jerome Kern) .....Victor Military Band 12
Around the Map—Medley Fox Trot (Herman Finck) .....Victor Military Band 12
35533 Bugle Call Rag—Fox Trot..Victor Military Band 12
Some Sort of Somebody, from "Very Good Eddie"—Fox Trot, (Jerome Kern)..... Victor Military Band 12
35534 The Princess Pat Waltzes (Victor Herbert).... Victor Dance Orchestra 12
Somewhere a Voice Is Calling—Medley Waltz.. Victor Dance Orchestra 12

MISCELLANEOUS SELECTIONS.

17928 Colombia Waltz, from N. Y. Hippodrome (Mariano Valverde) (Marimba)..... Blue and White Marimba Band 10
Marimba March, from N. Y. Hippodrome (Marimba) .....Blue and White Marimba Band 10
17965 Hawaiian Love Song (Barton). Yodling Duet with guitar.....Ward Barton-Frank Carroll 10
Sleep, Baby, Sleep (New Version by Barton). Yodling Duet with guitar..... Ward Barton-Frank Carroll 10
17973 Hungarian Dance, No. 5 (Brahms). Cembalom Solo. .....Joseph Maskowitz 10
Hungarian Czardas. Cembalom Solo. Also called "Cembalo," "Cymbal" and "Dulcimer"..... Joseph Moskowitz 10
17939 Maria, Mari (Di Capua). Neapolitan Song. Violin, 'cello and piano.....McKee Trio 10
Manzanillo (Robyn) Mexican Serenade. Violin, 'cello and piano. .....McKee Trio 10
35524 Romeo and Juliet Selection (Gounod). Accordeon Solo. .....Pietro 12
Barber of Seville Overture (Rossini). Accordeon Solo. .....Pietro 12
35527 Midsummer Night's Dream—Nocturne (Mendelssohn) .....Victor Concert Orchestra 12
Midsummer Night's Dream—Intermezzo (Mendelssohn) .....Victor Concert Orchestra 12

MUSICAL COMEDY SUCCESSES.

17974 Here Comes Tootsi, from "Around the Map" (C. M. S. McLellan-Herman Finck). With Male Chorus.....Alice Green 10
So Long, Letty, from the musical comedy "So Long, Letty" (Earl Carroll) A. Green-R. Dixon 10
35529 Gems from "Sybil" (Graham-Jacobi-Smith)..... Victor Light Opera Co. 12
Gems from "Very Good Eddie" (Jerome Kern). Victor Light Opera Co. 12

HUMOROUS SPECIALTIES.

17960 To My Dog (Comic Specialty).....Billy B. Van 10
Mickey, the Pum Pum Man (Comic Specialty) Billy B. Van 10
35518 Jimmy Trigger Returns from the War (Comic Specialty) .....Golden and Hughes 12
Curiosity Hunt (Comic Specialty with Banjo).. Golden and Marlowe 12

BLUE LABEL RECORDS.

55065 Good-Bye (Tosti).....Reinald Werrenrath 12
Oft in the Stilly Night (Thomas Moore)..... Reinald Werrenrath 12

NEW EDUCATIONAL RECORDS.

17937 (1) Little Shoemaker (2) Song of Iron, (3) The Blacksmith, from "Songs of Child World" No. 1 (Riley-Gaynor) .....Elsie Baker 10
(1) Baa Baa Black Sheep, (2) How Many Miles to Babylon, (3) Bobby Shafto, (4) Baby Dear, from "Lilts and Lyrics' (Riley-Gaynor) ..... Olive Kline 10
35530 Country Dance from "Nell Gwyn" (Edward German) .....Victor Military Band 12
Dances from "Henry VIII" (Edward German) (1) Morris Dance, (2) Shepherd's Dance. (Patrick Conway, Director) ..Conway's Band 12
35531 The Southerner March (Russell Alexander) (Patrick Conway, Director))..Conway's Band 12
The Thunderer March (Sousa)..... Victor Military Band 12
35532 Dorothy Three-step (Mazurka) (J. B. Lampe). Victor Military Band 12
Cupid and the Butterfly (Intermezzo) (Claude d'Albert) .....Victor Military Band 12

RED SEAL RECORDS

87242 Luna d'Estate (Summer Moon) (Riccardo Mazzola-F. Paolo Tosti) Tenor Solo, in Italian... Enrico Caruso 10
88552 La Reine de Saba—Prête-moi ton aide (Queen of Sheba—Lend Me Your Aid). (Gounod) Tenor Solo in French.....Enrico Caruso 12
64552 Dutch Serenade, with harp (S. de Lange. Arr. by Conraad V. Bos). (Poem by Fiore della Neve). Contralto Solo, in Dutch..Julia Culp 10
64538 Menuett in D (Violin Solo) (No. 2) (Haydn-Burmeister). Violin Solo, pianoforte by Walter H. Golde.....Mischa Elman 10
87227 Das Steierland ("Hoch vom Dachstein an") (German Folk Song) (Carl Seidel) Soprano and Tenor Duet in German..... Alma Gluck and Paul Reimers 10
87234 Wiegenlied (Cradle Song) (Mozart). Soprano Solo in German .....Frieda Hempel 10
64558 La Barbançonne (Belgian National Air) (Ch. Rogier-F. Campenhout). Bass Solo in French. Marcel Journet 10
64557 Le Père de la Victoire (Father of Victory). An old French Patriotic Song with new text—dedicated to General Joffré (Louis Ganne) Bass Solo, in French.....Marcel Journet 10
64556 Spanish Dance (Endique Granados) (Arr, by Kriesler). Violin Solo, pianoforte by Carl Lamson .....Fritz Kreisler 10
64286 Rigoletto—Questa o quella (Mid the Fair Throng) (Act I) (Verdi) Tenor Solo in Italian. .....Giovanni Martinelli 10
64428 Beautiful Isle of Somewhere (J. B. Pounds-J. S. Fearis) Tenor Solo in English..... John McCormack 10
64521 Gondoliera (Boat Song) (Louis Victor Saar) Violin Solo, pianoforte by George Falkenstein) .....Maud Powell 10
88549 One Sweetly Solemn Thought (Carey-Ambrose) Contralto Solo in English..... Ernestine Schumann-Heink 12

COLUMBIA GRAPHOPHONE CO.

DOUBLE-DISC RECORDS.
Popular Hits of the Month.

No. Size.

A1951 She's the Daughter of Mother Machree (Ball). Counter-Tenor Solo, orch. accomp..... Manuel Romain 10
Dear Old-Fashioned Irish Songs My Mother Sang to Me (H. Von Tilzer). Tenor Solo, orch. accomp. .....Henry Burr 10
A1955 I Love a Piano (Berlin). Tenor Solo with Chorus, orch. accomp.....M. J. O'Connell 10
Since Mother Goes to the Movie Shows (McCarron and Von Tilzer). Orch. accomp..... Peerless Quartet 10
A1950 She's Good Enough to Be Your Baby's Mother (Paley). Mezzo-soprano Solo, orch. accomp. Anna Chandler 10
No One But Your Dear Old Dad (Marshall). Counter-tenor Solo, orch. accomp..M. Romain 10
A1954 Good-bye, Red Man (Snyder). Tenor Duet, orch. accomp.....Burr and Campbell 10
All Aboard for Chinatown (Brookhouse). Baritone and Tenor Duet, orch. accomp..... Arthur Collins and Byron G. Harlan 10
A1953 It Was in the Time of Roses (Bert Grant). Tenor and Baritone Duet, orch. accomp.... Billy Burton and Herbert Stuart 10
Have You Forgotten Me? (Monaco). Tenor Solo, orch. accomp.....Sam Ash 10
A1952 Katinka, (Friml). "Rackety Coo." Soprano and Tenor Duet, orch. accomp....Grace Nash 10
I Gave My Heart and Hand to Some One in Dixie Land (Lange). Orch. accomp..... Peerless Quartet 10

Dance Records of the Month.

A5788 Alone at Last (Lehar) introducing "Waltz Entrancing," "Nature Divine," "Thy Heart, My Prize," "One in the Game of Love," and "Pretty Edelweiss,".....Prince's Orchestra 12
The Bobolink and the Wren (Bennett). Waltz. Prince's Orchestra 12
A5786 Here Comes Tootsie (Finck)—One-step..... Prince's Band 12
Are You From Dixie? (Cobb, Ball, Elliott and De Coster). One-step. Introducing "You'll Be There," "There's a Long, Long Trail" and "The Little Gray Mother."....Prince's Band 12
A5780 Hello, Hawaii, How Are You? (Schwartz, Abrahams and, Jarnagin)—Fox Trot, introducing "Take Me to That Midnight Cake Walk Ball" and "I Didn't Think You'd Care" Prince's Band 12
Underneath the Stars (Spencer)—Fox Trot.... Prince's Band 12
A5775 Comedy Overture (Lustspiel Overture) (Kéler Béla) .....Prince's Orchestra 12
Tales of Hoffmann (Offenbach). Barcarolle.... Prince's Orchestra 12

BLUE-LABEL DOUBLE-DISC RECORDS.

A1939 Hello, Hawaii, How Are You? (Schwartz). Mezzo-soprano, orch. accomp.....Anna Chandler 10
When You're Down in Louisville (Berlin). Mezzo-soprano, orch. accomp..Anna Chandler 10
A1940 Casey as a Judge. Comedy Monologue..... Michael Casey 10
Mrs. Dugan's Discovery (Ellis Parker Butler). Comedy Monologue. .....Steve Porter 10
A1941 Murmuring Zephyrs (Jensen-Prince)..... Columbia Stellar Quartet 10
The Maid of the Valley Herheck)..... Columbia Male Quartet 10
A1930 Moment Musical (Schubert)..Prince's Orchestra 10
Andante Cantabile (Tschaikowsky..... Prince's Orchestra 10
A1946 Easter Chimes (Lake).....Prince's Orchestra 10
Dawn of Hope (De Casella).Prince's Orchestra 10
A1936 The Modest Susanna (Gilbert)..... Royal Marimba Band 10
The Flag of Guatemala (Hurtado)..... Royal Marimba Band 10
A1935 On the Beach at Waikike (Kailimai). Ukulele Duet .....Helen Louise and Frank Ferera 10
Hapa Haole Hula Girl. Ukulele Duet..... Helen Louise and Frank Ferera 10
A1934 Massa's in the Cold, Cold Ground (Foster). Piano, violin and 'cello accomp..Taylor Trio 10
Darling Nellie Gray (Hanby). Piano, violin and 'cello accomp. .....Taylor Trio 10
A1956 Yaska, Hoola, Hickey, Doola (Goetz, Young and Wendley). Baritone Solo, orch. accomp. Al Jolson 10
You Can't Get Along With 'Em or Without 'Em (Fischer). Mezzo-soprano Solo, orch. accomp. Anna Chandler 10
A1949 The Palms (Faure). Tenor and Baritone Duet, orch. accomp. ....H, Burr and A.Wiederhold 10
The Resurrection (Shelley). Baritone Solo, orch. accomp. .....Albert Wiederhold 10
A1948 Debutante Intermezzo (Kopp). Xylophone and bell solo with band accomp....Howard Kopp 10
The Ladder of Roses (Hubbell). Bell Solo with orch. accomp.....Howard Kopp 10
A5784 The Holy City (Gaul). "List, the Cherubic Host." Bass Solo, orch. accomp..... F. Croxton and Columbia Ladies' Quartet 12
Hymn to the Madonna (Kremser). Orch. accomp. .....Columbia Oratorio Chorus 12
A5785 Some Day I'll Wander Back Again (Huntley). Contralto Solo, with orch. accomp..... Margaret Keyes and Columbia Stellar Quartet 12
Will You Love Me When I'm Old? (Ford) Contralto Solo, orch. accomp.Margaret Keyes 12

SYMPHONY DOUBLE-DISC RECORDS.

Selections from Bach's 'Cello Suite, Played by Pablo Casals.

A5782 Suite in C Major: Prelude (J. S. Bach). 'Cello Solo. .....Pablo Casals 12
Suite in C Major; Saraband (J. S. Bach.) 'Cello Solo, ...Pablo Casals 12
A5779 Come, Where My Love Lies Dreaming (Foster). Baritone Solo, orch. accomp.....Oscar Seagle 12
Carry Me Back to Old Virginia (Bland). Baritone Solo, orch. accomp.....Oscar Seagle 12

Maggie Teyte Operatic and Concert Star Renders Two Exquisite Ballads.

A1938 Little Gray Home in the West (Löhr). Soprano Solo, orch. accomp.....Maggie Teyte 12
Until (Sanderson). Soprano Solo, orch. accomp. .....Magie Teyte 10
A1937 Princess Pat (V. Herbert). "Love Is the Best of All." Soprano Solo, orch. accomp..... Eleanor Painter 10
Lilac Domino (Cuvillier). "The Lilac Domino" Soprano Solo, orch. accomp...Eleanor Painter 10

NEW EDISON DIAMOND DISC RECORDS.

50325 Back Home in Tennessee (Donaldson). Tenor Solo with chorus .....George Wilton Ballard
M-O-T-H-E-R (A Word that Means the World to Me) (Morse). Tenor Solo...Geo. Wilton Ballard
50326 Bridal Blushes Waltz (Schmid). For dancing. Jaudas' Society Orchestra
Lake of the Woods Waltz (Barry). For dancing. Jaudas' Society Orchestra
50327 Cohen at the Telephone. Monolog..G. L. Thompson
I've Been Floating Down the Old Green River (Cooper). Tenor Solo. .....Billy Murray
50328 Along the Rocky Road to Dublin (Grant). Male voices .....Premier Quartet
In Monterey (Moret). Tenor Solo..Burton Lenihan
50329 Sons of Mother Earth—He Comes Up Smiling (Ward). Male voices. .....Weary Willie Trio
When the Right Girl Comes Along—Around the Map (Finck). Tenor Solo with chorus..... Billy Murray
50330 Mister Silver Moon (Weberbauer). Soprano and Tenor Duet....Gladys Rice and Irving Kaufman
Could the Dreams of a Dreamer Come True (Lange). Tenor Solo.....George Wilton Ballard
50331 Trumpeter of Säckingen—Parting Song (Nessler). Cornet Solo .....Louis Katzman
With Sword and Lance March (Starke)..... New York Military Band
50332 Dancing with Ma Honey (Losey). Xylophone Solo .....Charles Daah
Twinkle Waltz (Vanderpool and Reimer). Zylophone Solo .....Charles Daab
50333 Loading Up the Mandy Lee (Marshall). Male voices .....Premier Quartet
Some Little Bug is Going to Find You—Alone at Last (Hein). Tenor Solo.....Walter Van Brunt
80279 A Little Love, a Little Kiss (Would Go a Long Way) (Hill). Contralto and Baritone Duet. Helen Clark and Joseph A. Phillips
They Didn't Believe Me (Kern). Soprano and Tenor Duet.....Gladys Rice-Walter Van Brunt
80287 Andante pastorale, from "Souvenir des Alpes" (Bohm). Flute Solo.....Wevert A. Moor
Berceuse—Jocelyn (Godard) Violoncello Solo... Herman Sandby
80288 Ah! Could I But Once More So Love, Dear (Aletter). Tenor Solo .....Emory B, Randolph
Nightingale—Vocal Waltz. (Batten). Mixed voices. .....Metropolitan Quartet
80289 Pretty Edelweiss—Alone at Last (Lehar). Soprano Solo.....Mary Carson
Teach Me to Smile—The Girl Who Smiles (Briquet and Phillip.) Soprano and Tenor Duet. Mary Carson and George Wilton Ballard
82539 Explanatory Talk for Ah, fors'e lui ('Twas he, perchance)—La Traviata (Verdi).....
Ah, fors'e lui ('Twas He, Perchance)—La Traviata (Verdi). Soprano Solo in Italian.Lucrezia Bori
82540 Explanatory Talk for O du mein holder Abendstern (The Evening Star) — Tannhauser (Wagner) .....
O du mein holder Ahendstern (The Evening Star)—Tannhauser (Wagner). Bass Solo in German .....Arthur Middleton
83040 Explanatory Talk for Schmiedelied (Forge Song), Siegfried (Wagner) .....
Schmiedelied (Forge Song), Siegfried (Wagner). Tenor Solo .....Jacques Urlus

PATHE FRERES PHONOGRAPH CO.

No. Size.

30379 You Go Your Way and I'll Go Mine (J. W. and J. R. Johnson). Tenor Duet, orch. accomp. .....Ada Jones and M. J. O'Connell 11½
When I Get Back to the U. S. A., from "Stop! Look! Listen!" (Irving Berlin). Tenor Solo, orch. accomp.....M. J. O'Connell 11½
30380 When You're Down in Louisville (Irving Berlin). Duet, orch accomp..... Collins and Harlan 11½
The Ghost of the Terrible Blues (H. Von Tilzer). Orch. accomp....Peerless Quartet 11½
30381 Are You From Dixie (Jack Wellen and Geo. L. Cobb). Orch. accomp..Peerless Quartet 11½
Honey Bunch (A. B. Sterling and Dan. Caslar). Duet, orch accomp..... Collins and Harlan 11½
30401 Absent (John W. Metcalf). Orch. accomp... New York Male Quartet 11½
The Lamp in the West (Horatio Parker, Op. 48 No. 1). Orch. accomp..... New York Male Quartet 11½
30402 Always Be Honey To Me (Branen, Lange and Prival). Duet, orch. accomp..... Burton and Hall 11½
Is There Still Room for Me 'Neath the Old Apple Tree, (Leslie, Brown and Abrahams). Duet, orch. accomp.....Campbell and Burr 11½
30403 When It's Orange Blossom Time in Loveland (Jeff Branen and Arthur Lang). Duet, orch. accomp.....Burton and Hall 11½
When You're Dancing the Old Fashioned Waltz (Chas. McCarren and A. Von Tilzer). Duet, orch. accomp. ....Campbell and Burr 11½
30382 The Minstrel Boy (Irish National Song). Tenor Solo, orch. accomp..Harry McClaskey 11½

AN ESTABLISHED AND SUCCESSFUL TALKING MACHINE LOCATION FOR RENT in the FIFTH AVENUE BUILDING, which faces Madison Square, at the Junction of Fifth Avenue, Broadway and Twenty-third Street.

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The Fifth Avenue Building Company

The Harp that Once Through Tara's Hall (Irish National Song). Tenor Solo, orch. accomp. .....Harry McClaskey 11½
10060 Cavalleria Rusticana "Intermezzo" (Mascagni). Violin Solo, orch. accomp.....
Jan Rudenyi 10½
Spring Song (Mendelssohn). Violin Solo, orch. accomp. .....Jan Rudenyi 10½
30392 Tantum Ergo (Vito Giannatelli). Baritone Solo, organ accomp..Rev. Francis Auriemma 11½
O Salutaris (Vito Giannatelli). Baritone Solo, organ accomp .....Rev. Francis Auriemma 11½
30400 Love's Old Sweet Song (G. Clifton Bingham and J. L. Molloy). Contralto Solo, orch. accomp. .....Henrietta Turell 11½
The Two Beggars (H. Lane Wilson). Duet with orch. acomp.....R. Miller-F. Croxton 11½
30377 There's a Wee Bit of Blarney in Killarney (Jackson, Gilbert and Ager). Baritone Solo, orch. accomp. .....James Hall 11½
Everything in America is Ragtime, from "Stop! Look! Listen! (I. Berlin). Soprano Solo, orch accomp.....Grace Nash 11½
30333 American Patrol (Medley)Pathé Military Band 11½
Serenade (Moszkowsky)..Pathé Military Band 11½
30383 Lucy's Sextet (Harry L. Alford). A ragtime travesty on the Famous Sextet from "Lucia"—One or Two-step.....
Pathé Dance Orchestra 11½
Red Raven Rag (Charley Straight). — One- or Two-step.....Pathé Dance Orchestra 11½
70145 A—Hungarian Rhapsody No. 2 (Liszt). Part 1 .....Pathé Symphony Orchestra 14
B—Hungarian Rhapsody No. 2 (Liszt), Part 2 .....Pathé Symphony Orchestra 14
70148 Valse Banffy..Hungarian Orchestra, Budapest 11½
Valse Mauve..Hungarian Orchestra, Budapest 11½
20000 The Dear Little Shamrock (Jackson). Tenor Solo, orch. accomp.....J. C. Doyle 10½
The Green Isle of Erin (Roeckell). Contralto. Solo, orch. accomp.....Carrie Herwin 10½
30325 The Story of Little Goldilocks and The Three Bears. Part 1.....As told by Aunt Polly 11½
The Story of Little Goldilocks and The Three Bears. Part 2.....As told hy Aunt Polly 11½
30332 Hearts and Flowers (Tohani). Intermezzo...
Imperial Symphony Orchestra 11½
Melody in "F" (Ruhinstein).....
Imperial Symphony Orchestra 11½
30331 Mon Bijou (Le Paige)—Waltz.....
Imperial Symphony Orchestra 11½
In the Shadows (Finck). With hells.....
Imperial Symphony Orchestra 11½

EDISON BLUE AMBEROL RECORDS.

CONCERT LIST.

28226 Madre, Pietosa Verg'ne—La Forza del Destino, (G. Verdi). Soprano Solo in Italian, orch. accomp. .....Julia Heinrich and Male Chorus
28227 Recitative and Air—He Shall Feed His Flock from "Messiah" (G. F. Handel). Contralto Solo, orch. accomp.....Christine Miller

REGULAR LIST.

Hits of To-Day.

2838 And the Great Big World went 'Round and 'Round (Harry von Tilzer). Baritone and Tenor Duet, orch. accomp.....
Arthur Collins and Byron G. Harlan
2839 I Love a Piano—Stop! Look! Listen!. Tenor Solo with Chorus, orch. accomp....W. Van Brunt
2842 I've Been Floating Down the Old Green River (Joe Cooper). Tenor Solo, orch. accomp.....
Billy Murray
2835 There's a Long, Long Trail (Zo. Elliott). Tenor Solo with Chorus, orch. accomp.....
George Wilton Ballard
2845 When I Get Back to the U. S. A., from "Stop! Look! Listen" (Irving Berlin). Tenor Solo with Chorus, orch. accomp.....Billy Murray

Songs and Ballads.

2832 Bells of Lee (Stephen Adams). Contralto Solo, orch. accomp. .....Helen Clark
2831 Could the Dreams of a Dreamer Come True (Arthur Lange). Tenor Solo, orch. accomp...
George Wilton Ballard
2834 I'm Dreaming of You (Ward Barton). Yodel Song, orch. accomp.....Ward Barton
2840 In Monterey (Neil Moret). Tenor Solo, orch. accomp. .....Burton Lenihan
2841 Little Love, a Little Kiss (Would Go a Long, Long Way) (May Hill). Contralto and Baritone Duet, orch. accomp.....
Helen Clark and Joseph A. Phillips
2844 Lorna (Ernest Newton). Tenor Solo, orch. accomp .....Emory B. Randolph

Bands and Orchestras.

2843 America, I Love You—March (Archie Gottler)
New York Military Band
2824 Back Home in Tennessee (Walter Donaldson)
Armand Vecsey and His Hungarian Orchestra
2833 Cirihirihin (A. Pestalozza).....Sodero's Band
2836 Hezekiah—Cake Walk (Don Richardson) for dancing .....National Promenade Band
2825 I'm on My Way to Dublin Bay—Humorous Patrol (Murphy-Lampe)...New York Military Band
2829 Universal Fox Trot (Joe Rosey) for dancing.
Vess L. Ossman's Banjo Orchestra

Vocal Quartets.

2827 Loading Up the Mandy Lee (Henry Marshall. Male Voices, orch. accomp.....Premier Quartet
2828 Nightingale—Vocal Waltz (Rohert Batten). Mixed Voices, orch. accomp..Metropolitan Quartet

Humorous Selections.

2823 Some Little Bug is Going to Find You, from "Alone at Last" (Silvio Hein). Tenor Solo, orch. accomp.....Walter Van Brunt
2830 Sons of Mother Earth—He Comes Up Smiling (Ted. D. Ward). Male Voices, orch. accomp.
Weary Willie Trio

Old Favorites.

2837 Iolanthe Airs—No. 1 (Gilbert-Sullivan).....
New York Light Opera Company
2826 Mocking Bird (Septimus Winner). Soprano and Tenor Duet, orch. accomp.....
Elizabeth Spencer and Walter Van Brunt

READY REFERENCE OF GENERAL SUPPLIES

DEALERS

Send for our "Trial Proposition" on the Regina Hexaphone—the latest and best paying popular priced coin-operated instrument for use in public places.

THE REGINA CO.

211 Marbridge Bldg., 34th St. and Broadway, New York City
Manufacturers of Regina Music Boxes; Reginaphones; Coin-operated Mandolin Orchestrions; Vacuum Cleaners and other specialties

Mermod & Co.
505 Fifth Avenue New York
Manufacturers of
Talking Machine Supplies
Motors—Sapphire Points
Diamond Points a Specialty

Keep Your Record Stock with

THE Heise SYSTEM TRADE MARK

Costs about $2.00 for 250 records for 50 years
Send for 20-page catalog
THE SYRACUSE WIRE WORKS,
SYRACUSE - NEW YORK

Leading Jobbers of Talking Machines in America

SERVICE FIRST
EXCLUSIVE VICTOR JOBBERS
WHOLESALE ONLY
Standard Talking Machine Co.
PITTSBURGH, PA.

Victor Exclusively
EASTERN TALKING MACHINE CO.
177 Tremont Street, Boston
VICTOR DISTRIBUTORS

Sherman, Clay & Co.
San Francisco, Los Angeles, Portland, Seattle, Spokane
PACIFIC COAST DISTRIBUTORS
Victrolas and Victor Records, Steinway Pianos, Pianola Pianos, Holton Band Instruments

Chase & West DES MOINES, IOWA
GOOD SERVICE IS OUR AIM — CHASE & WEST — WE NEVER MISS
Victor Distributors
All orders shipped the same day received
Service to all points

Pathé
17 NORTH WABASH
CHICAGO

The Chicago Edison Jobber
The perfection of Musical Instruments—THE EDISON diamond disc PHONOGRAPH—with EDISON double disc records.
THE PERFECTION OF SERVICE—Our Service.
The Perfection of advertising for the dealer — Our plan.
The Phonograph Company
229 So. Wabash Ave. CHICAGO

W. J. DYER & BRO.
Saint Paul, Minn.
VICTOR & EDISON
Distributors
Quick Service for all points in the Northwest. Machines, Records, Supplies.

Southern Victor Dealers
Largest Stock VICTROLAS and RECORDS.
Prompt Shipment and Low Freight Rates.
WALTER D. MOSES & CO.
Oldest Music House in Virginia or North Carolina.
RICHMOND, VA.

OLIVER DITSON COMPANY
BOSTON
Largest VICTOR Talking Machine Distributors East of Cbicago.
Creators of "The Fastest Victor Service." Let us tell you more about our service.

1856 **WURLITZER** 1916
VICTOR
DISTRIBUTORS
VICTORS EXCLUSIVELY
We make a specialty of getting the order out on time—every time.
The Rudolph Wurlitzer Co.
CINCINNATI and CHICAGO
Two points of supply; order from the nearer.

The PHONOGRAPH CORPORATION of MANHATTAN ~ New York
Distributors of Edison Diamond Disc Phonographs
The greatest musical instrument ever produced. As a business builder it is likewise superior.
Ask us for particulars
JERSEY CITY — BROOKLYN

GATELY-HAIRE CO., Inc.
If it's Victor we have it
We have it if it's Victor
ALBANY, N. Y.

The Perry B. Whitsit Co.
DISTRIBUTORS OF
Victrolas and Victor Records
COLUMBUS, OHIO

EVERY JOBBER IN THIS COUNTRY SHOULD BE REPRESENTED IN THIS DEPARTMENT. THE COST IS SLIGHT AND THE ADVANTAGE IS GREAT. BE SURE AND HAVE YOUR CARD IN THIS DEPARTMENT OF THE TALKING MACHINE WORLD.

SYSTEMATIZER FOR RECORD STOCK.

Interesting Letter Bearing on the Above Sent Out by the Victor Talking Machine Co.

The Victor Talking Machine Co. sent out to its dealers this week a very important letter announcing a systematizer for record stock. The system is outlined by the Victor Co. as follows:

"Realizing the importance and necessity of every Victor dealer and record salesman becoming more familiar with the Victor record catalog, we have at great expense and labor printed a heavily gummed label, containing complete information for every Victor record in the domestic section of the Victor catalog.

"Each label contains: First—A complete cross index of each selection, showing all other records of this selection in the Victor catalog giving the number and by whom made. Second—Record number at each end of label, so that it is always visible.

"When attached to stock envelopes, the service these labels render is invaluable, particularly during the rush hour, or holiday season. As an illustration:

"A customer desires Record No. 17,234, 'The Rosary.' Dealer or salesman (especially if he is a new man) finds no stock of this particular number, but the label on the stock envelope, or card in the bin, immediately informs him that there are eleven other records of 'The Rosary,' and gives him the numbers and the artists. This enables the dealer or salesman to secure such information instantly, without referring to the catalog, and enables him to return to his customer, not 'with regrets,' but with other records of 'The Rosary,' which he may demonstrate and dispose of and thus avoid disappointing the customer. This service cannot be over-estimated."

The Singer Phonograph Co. has been incorporated at Chicago with a capital of $9,000 by Lon L. Bartlett, L. R. Martin and Deral C. Bartlett.

ARTISTIC PATHE HANGER.

The Pathé Frères Phonograph Co., New York, sent out to its dealers this week a very artistic hanger featuring a special list of Pathé discs which go on sale this month. This hanger also served to call the attention of Pathé dealers to the fact that the Pathé Frères Co. had closed an exclusive recording contract with Lucien Muratore, the famous tenor.

The Pathé Frères Co. has conceived a standard form of supplement hanger design which has won the approval of the company's dealers throughout the country. The hanger is dignified and attractive, and presents a pleasing appearance in the dealer's window.

LEWIS BROS. HANDLING VICTROLAS.

The Lewis Bros. Co., of East Liverpool, O., has arranged to handle the complete Victrola line in that city.

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

THE INVINCIBLE

(Construction and Design Patented) $300.00
Oak or Mahogany, all finishes
Circassian Walnut, $50.00 extra

12-inch Turntable. Extra Heavy, Triple-spring Motor, Gold-plated, playing three-quarters of an hour, or fifteen 10-inch records, in one winding. Motor Meter. Spring Control. Tone Modifier. Multi-playing Needle. Sapphire Needle. Diamond Needle. Automatic Starter and Stopper. Equipment for playing all makes of disc records in the world. Trimmings Gold-plated. Envelope Filing System with capacity for 110 records.

Dimensions:
Width, 21¼ in. Height, 50 in. Depth, 21¼ in.

" " We Quote

Mr. O. H. Fernbach, Secretary International Award System, who writes from San Francisco to the Sonora Phonograph Corporation under date of February 8, 1916:

> "I beg to inform you that the only Jury which heard and tested all the phonographs exhibited at the Panama-Pacific International Exposition recommended that the Sonora be given a marking for tone quality higher than that given to any other phonograph or talking machine."

Read this over again. Note the words "all the phonographs," "tone quality," "marking" and "higher." Then hear a Sonora and find out for yourself *why* expert judges gave the decision they did.

Would you like to handle the Sonora? Write us and we may be able to make suitable arrangements.

SONORA PHONOGRAPH CORPORATION

GEORGE E. BRIGHTSON, *President*

General Offices and Salesrooms:

57 READE STREET NEW YORK CITY

The INCOMPARABLE NEW EDISON

CHIPPENDALE
Official Laboratory Model

Not an idle assertion but a compelling fact. Here is evidence:

"The genius of Edison stood out supreme last night. . . . It was brought home to the audience superbly, impressively. Those who heard this astounding Tone Test were amazed and mystified, none could tell how this miracle of Re-Creating the human voice had been accomplished, but all were ready and willing to say that it had been done and they had heard it. *Only with Edison's Instrument is a Tone Test possible.* Nothing like it has ever been heard before. It was as daring, as acid-testing a demonstration as any invention has ever been submitted to.

"It was baffling. Had two Christine Millers stood last night beside the cabinet, singing simultaneously, the effect could not have been more perfect. The living and Re-Created voices were one in tone, color, shade and quality. It was a triumph of Edison's genius which made such a marvelous Tone Test possible."

Comment of the *Journal Courier*, New Haven, Conn., on a recent Tone Test.

Music lovers who taboo "mechanical music" are the most enthusiastic Edison owners. Thus, the New Edison has opened up a field untouched by any other sound-reproducing device, and given the Edison dealer the broadest selling horizon possible.

For dealer's terms address us or the jobber in the list below nearest you.

THOMAS A. EDISON, Inc., 279 Lakeside Ave., Orange, N. J.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS:

CALIFORNIA
Los Angeles—Southern California Music Co.
San Francisco—Pacific Phonograph Co.

COLORADO
Denver—Denver Dry Goods Co.

CONNECTICUT
New Haven—Pardee-Ellenberger Co.

GEORGIA
Atlanta—Phonographs, Inc.

ILLINOIS.
Chicago—The Phonograph Co.

INDIANA
Indianapolis—Kipp Phonograph Co.

IOWA.
Des Moines—Harger & Blish.
Sioux City—Harger & Blish.

LOUISIANA
New Orleans—Diamond Music Co., Inc.

MAINE
Bangor—Chandler & Co.

NEW YORK
Albany—American Phonograph Co.
New York—The Phonograph Corp. of Manhattan.
Syracuse—Frank E. Bolway & Son.

OHIO
Cincinnati—The Phonograph Co.
Cleveland—The Phonograph Co.

OREGON
Portland—Pacific Phonograph Co.

PENNSYLVANIA
Philadelphia—Girard Phonograph Co.
Pittsburgh—Buehn Phonograph Co.
Williamsport—W. A. Myers.

TEXAS
Dallas—Texas-Oklahoma Phonograph Co.
El Paso—El Paso Phonograph Co., Inc.

UTAH
Ogden—Proudfit Sporting Goods Co.

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.

MICHIGAN
Detroit—Phonograph Co. of Detroit.

MINNESOTA
Minneapolis—Laurence H. Lucker.

MISSOURI
Kansas City—The Phonograph Co. of Kansas City.
St. Louis—Silverstone Music Co.

MONTANA
Helena—Montana Phonograph Co.

NEBRASKA
Omaha—Shultz Bros.

VIRGINIA
Richmond—C. B. Haynes & Co.

WASHINGTON
Seattle—Pacific Phonograph Co., N. W.
Spokane—Pacific Phonograph Co.

WISCONSIN
Milwaukee—The Phonograph Co. of Milwaukee.

CANADA
Montreal—R. S. Williams & Sons Co., Ltd.
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Calgary—R. S. Williams & Sons Co., Ltd.

VOL. XII. No. 4.

SINGLE COPIES, 20 CENTS
PER YEAR, ONE DOLLAR

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

Published Each Month by Estate of Edward Lyman Bill at 373 Fourth Ave., New York, April 15, 1916

The best-known trade mark in the world

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

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 2, 1879.

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

The Transformation

Some years ago the phonograph was an object of amusement, a scientific phenomenon.

Even in its crude state, when it squeaked and scratched, it won its way into the hearts of many, though its friends were matched in number by its enemies, who cordially detested the rasping, metallic, piercing notes that seemed to go on forever.

THOUGH it was not known then, these were the chrysalis days of the phonograph. To-day it is no longer the homely, despised caterpillar, it has been transformed into a gorgeous butterfly.

THE Sonora, by reason of the many unique, exclusive improvements, which are embodied in it, is to-day as different from the phonograph of former times as is the "Pennsylvania" from the "Monitor."

THIS explanation is unnecessary for most of you. It is given for the information of those who formed a dislike for the phonograph years ago, and have never since been enough interested to know what remarkable developments have been made during the past few years.

THE Sonora reproduces sound with almost absolute perfection. There is no harshness, no blurring of notes, no queer clicking or shrill falsetto. Instead, the Sonora pours out beautiful golden tones with a richness and splendor that will utterly amaze those whose conception of a "Phonograph" is based on what they heard years ago.

THE Sonora is a musical necessity for every home. It is the instrument which won the highest rating for tone quality at the Panama-Pacific Exposition. It is the phonograph by which all are judged.

YOU *must* hear it to understand its remarkable perfection. The Sonora speaks for itself.

The Sonora sells itself.

Nine magnificent models:

$35 $50 $75 $100 $135 $150 $225 $300 $1000

SONORA PHONOGRAPH CORPORATION

GEORGE E. BRIGHTSON, President

Main Offices and Salesrooms, 57 READE STREET, NEW YORK

Representatives throughout the country

The Talking Machine World

Vol. 12. No. 4 New York, April 15, 1916 Price Twenty Cents

WARNING AGAINST RECORD THIEVES

Talking Machine Dealers in Northern New Jersey Suffer Loss of Nearly $500 Worth of Records Through the Work of Clever Crooks

The police of several cities and towns in northern New Jersey have sent out warnings to talking machine dealers in that section to guard against the operations of a pair of thieves with a new system of getting talking machine records without paying for them. The thieves apparently began operations in Plainfield, where they managed to get away with records valued at $160 from the Victor Ideal Music Store in that city and $141 worth of records from the store of the Mathushek Piano Co. in Plainfield. The same pair next visited New Brunswick and called at the store of Raymond Montalvo, where they secured twenty-five Red Seal Victor records, worth $117.

The Chief of Police at Plainfield has sent out a warning against the two men, but the New Brunswick officers received a message after the pair had cleaned up in that city and got out of town.

In each store where the robbery occurred the two men would appear and ask to have some records played, naming the most expensive ones. While one was listening to the records being demonstrated, the other would walk up and down the store and at opportune moments slip a record or two under his coat. The movements of the confederate were covered by the statement that he was expecting some one. The supposed record purchaser always decided to postpone his final decision regarding the records desired and acted in such a plausible manner that the record thefts were not discovered until after the pair were out of reach. According to the police description the pair were about twenty-five years old, have dark complexions, wear dark clothes. It might be well for dealers in New York and vicinity to be on their guard, for the game is not a new one even in the metropolis.

TALKER MUSIC BY WIRELESS

One Talking Machine Can Furnish Music for a Number of Families by Means of a Recently Invented Wireless Apparatus

A young California inventor has designed an apparatus whereby selections played on a talking machine have been transmitted to several neighboring homes which are equipped with special receiving instruments. In some instances the instruments have been installed in the dining room, and by this arrangement the neighbors have been entertained at meal time.

A wireless telephone apparatus upon which the inventor has been working several years is used at his central station. A talking machine, in which the horn is an integral part of the body of the instrument, is used in producing the selections. The slats are removed from the mouth of the horn and within it are placed two ordinary telephone transmitters, from which the sounds are carried by wires to the wireless telephone outfit which, after serving as an amplifier, sends the waves through a cable to the aerial on the roof, when they are discharged into the air.

The waves are caught by the various receiving stations and conveyed by wires to receivers, each of which is fitted with a small megaphone. In several instances head appliances with a pair of receivers were used. In others a single megaphone was sufficient for a group of persons.

SECURES SONORA AGENCY

Thomas Anderson, the well-known furniture dealer of 717 Manhattan avenue, Brooklyn, N. Y., has secured the agency for the Sonora phonograph for his locality, and has installed in his establishment a full line of Sonoras.

The Des Moines Talking Machine Co. has increased its capital from $10,000 to $25,000, and has added an auto truck delivery system to insure proper service in delivery of Victor Victrolas to its customers.

NEXT CONVENTION TO BE BEST EVER

Plans Now Under Way for Consideration of Many Important Business Subjects—C. G. Childs and Howard Shartele to Make Addresses as Will Factory Men and Jobbers

A. A. Trostler, chairman of the arrangement committee for the coming annual convention of the National Association of Talking Machine Jobbers, to be held at the Hotel Traymore, Atlantic City, N. J., on July 10, 11, 12 and 13, declares that the convention will be the best ever held in the history of the association, and that the members who fail to attend will regret it for the rest of their natural lives.

It is planned to make the meeting particularly notable from an educational standpoint and a program of live topics of all sorts, calculated to help all the jobbers in getting the best results out of their business, is now being prepared. Among the questions that will be taken up and discussed are those of operating costs and overhead expense of all sorts, short cuts and efficient methods in handling the talking machine business and other matters of importance and interest.

Among the talks already scheduled will be one by C. G. Childs, manager of the recording department of the Victor Talking Machine Co., who will give the jobbers much useful information and data regarding methods of exploiting and selling records. Howard Shartele, also of the Victor factory, will give a talk on the secret of ordering records successfully, and other members of the Victor Co.'s staff as well as some of the jobbers, will make addresses on matters of trade importance. From the prospects at the present time the convention in all details will be a most notable one.

The plans for the entertainment of the visiting jobbers and their friends will be as original and elaborate as the plans for the meetings, which, to those who have attended the conventions at Atlantic City in the past, has a real and pleasant significance.

MANAGES BIG McCORMACK CONCERT

Frank E. Harman, President of F. E. Harman Co., Lima, O., Develops Some Strong Publicity for His Victrola Department—Tremendous Crowd in Attendance to Hear Noted Tenor

LIMA, OHIO, March 28.—To F. E. Harman, president of the F. E. Harman Co., housefurnishing dealers in this city, who feature the Victrola in an elaborate way, is due the credit for managing one of the most successful recitals ever held in this city. Mr. Harman was instrumental in bringing John McCormack, the noted Irish tenor, to Lima, on March 9, and so great was the attraction that Memorial Hall was jammed with music lovers not only from this city proper, but from many neighboring cities and towns, and many were turned away when the doors were closed.

Previous to the recital the coming of McCormack was heavily advertised by Mr. Harman, and the opportunity was not lost to call attention to the various records in the Victor catalog made by that artist.

After the concert was over Mr. Harman threw open his store as a waiting room for the hundreds waiting to take the electric cars back to their homes, and took the opportunity to give an impromptu Victrola concert with McCormack records. To secure McCormack, Mr. Harman had to put up a guarantee of $2,000, but his foresight was well borne out by the attendance. So tremendous was the crowd that both the police and fire departments were called out to provide protection for the concert-goers. It was about two years ago when Mr. Harman brought Tetrazinni to Lima and the success of that venture was largely responsible for the McCormack concert.

Window Display Made by F. E. Harman in Honor of John McCormack's Visit

WALTER MILLER'S STRANGE RELIC

Manager of Edison Recording Studios Has Unusual and Thoroughly Appropriate Souvenir of Great Fire in Edison Plant

Manager Walter Miller, of the Edison recording studios at 79 Fifth avenue, New York, has in his office a very curious and unusual souvenir. On the morning after the big, disastrous blaze at the Edison manufacturing plant at Orange in 1914, a fire which resulted in a loss of several millon dollars, Mr. Miller was walking about among the ruins. Casting his eye about for some little thing which he might keep as a souvenir of the catastrophe, he came across one of the Amberol cylinder molds, the brass exterior of which had been heated so hot that it had run down to one end in a peculiar sculptural effect. On cooling, the brass had retained this shape. It was some time afterwards that Mr. Miller, on examining the interior of the mold, discovered there the sardonic record title, "One Wonderful Night." Souvenir is the word.

INCORPORATED IN NEW YORK

The Symphonora Phonograph Co. was recently incorporated at Albany with a capitalization of $10,000. The incorporators are E. Smerecky, A. Klug and E. Kotler, of 261 West Twelfth street, New York City.

The Malley Talking Machine Parlors, New Haven, Conn., have four modern demonstration rooms, in addition to a larger recital hall. Edison and Columbia machines and records are carried.

WITH THE TRADE IN TORONTO

Columbia Graphophone Co. Announces a Standardization of Record Prices in Canada—Higher Prices for Needles—Recent Visitors

TORONTO, ONTARIO, April 3.—The Columbia Graphophone Co., this city, has announced to its distributers and dealers a standardization of record prices by which all ten-inch records will be 85 cents and all twelve-inch records $1.25, except grand opera and symphony recordings. In a letter announcing the change the company said: "Owing to our very rapidly increasing Canadian business, we have been obliged to greatly enlarge our factory facilities, and in consequence we are now able to put into operation something we have planned for years—an established standard Canadian price for talking machine records. Not the United States price plus the duty, but a Canadian price based on Canadian output, costs and conditions. Beginning with March 20, when the new April records go on sale, all Columbia ten-inch double-disc records, with the exception of grand opera, will be sold at the standard Canadian price of 85 cents, and twelve-inch double-disc records, except grand opera, at the standard Canadian price of $1.25. Additional equipment is being installed in the record department of the Columbia Graphophone Co.'s factory at Toronto to increase the output by at least one-third. The management has found the greater capacity necessary owing to increased business."

Jos. Wolff, secretary of the Sonora Phonograph Corp., was in Toronto recently calling on I. Montagnes & Co., the Canadian distributers for the products of his company. From Toronto, Mr. Wolff went to Montreal. He expressed himself as being most enthusiastic regarding the development of the Sonora business in Canada.

I. Montagnes & Co. have moved into new quarters in the Ryrie Building at the corner of York and Shuter streets, where they have conveniently arranged offices, display rooms and repair shop to take care of the Sonora business.

Frank Whetsel, manager of the Bell Piano & Organ Co.'s Victrola department up to the time it discontinued, and more recently with Heintzman & Co., has enlisted for overseas service in the 169th Regiment.

The Music Supply Co., of Toronto, distributers of Columbia products, has announced an advance of the price of needles owing to the high cost of steel. The new rates are 50 cents per thousand.

A recent trade visitor was H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., who reported a satisfactory development of the Pathé business in the Dominion.

FINE EDISON STUDIO IN ROCHESTER

Handsome Quarters Opened Last December Enjoy Immediate Business Success—Home-Like Scheme of Decoration Throughout

ROCHESTER, N. Y., April 3.—Among those who have won notable success in the phonograph field of this city is to be included the Edison Diamond Disc Studio, 142-144 East avenue, which is under the management of J. G. Brown,

Edison Diamond Disc Studio, Rochester, N. Y.

who handles the Edison line exclusively. The new store was opened on December 17, 1915, and since that time has enjoyed a splendidly growing business.

The studio is handsomely decorated and furnished as will be seen by the accompanying illustration. The walls and carpet are all gray, and the hangings and portieres are of rich old rose velvet. The four soundproof demonstrating booths are furnished with gray wicker furniture. There is a large display room in front of the store, and the studio is also provided with a recital hall, twenty-five by forty feet, and in which concerts and dances are held twice each week and attract a capacity crowd.

MONEY-MAKING MUSIC

Talking Machine Music Used to Speed Up Workers in Cincinnati Establishment

A dry-cleaning establishment in Cincinnati employing some 300 persons, according to a report in Manufacturers' News, has come to the conclusion that if these people hear music at frequent intervals while they work it will not only make them happier, more contented workers, but that they will do more work than if they were without music. So, following this theory, this enterprising firm has installed throughout the big establishment enough talking machines to keep lively music playing almost all day long. It is like one big entertainment.

The Knebel Jewelry Co., of Columbia, Tenn., has added a full line of Victor machines.

MORE PROOF OF WORLD AD. RESULTS

J. B. Ogden Reports Tremendous Demand Created for His Cabinets and Sales System Through Announcements in This Paper

In a recent letter to The Talking Machine World, J. B. Ogden, manufacturer of Ogden sectional record cabinets and sales system in Lynchburg, Pa., has the following to say regarding the result of advertising in The World:

"We have been 'snowed under' with inquiries from dealers requesting an estimate on sufficient equipment to file their record stock. This is in direct response to February's ad, which shows the pulling power of each issue of The World."

It might be mentioned that Mr. Ogden, since starting in business, has conducted his sales campaign entirely through advertisements in The Talking Machine World, and the tremendous growth of his business is direct proof of the efficiency of that method.

A STUNT THAT SELLS RECORDS

TERRE HAUTE, IND., April 10.—C. I. Abelowitz, in charge of the talking machine department of A. Herz, has hit upon an advertising idea that has been very effective. The scheme consists of small printed slips in bright colors that are attached to the monthly record supplements. For instance, one read, "The best novelty record yet.—17945—Have you heard it? Listen to it. A. Herz, fourth floor."

In discussing the little "stunt," Mr. Abelowitz said, "We have found this scheme to be a big record advertiser, inasmuch as many people would ask to hear a record featured in this way. Record No. 17985, while not so very popular in some places, we have found that through this method two hundred and twenty-five records were sold during the month of March. For April list we are featuring the new Marimba band record and are well stocked with it and we feel quite confident that we will dispose of every one of them."

NEW STORE IN SALT LAKE CITY

The John Elliott Clark Co. has opened an exclusive Victor Victrola shop at 150 Main street, Salt Lake City, Utah. The store is artistically decorated and furnished. A feature of the business will be a specially arranged concert to be given at frequent intervals each week.

A. L. Demorest, Wilmington, Del., writes, "The March issue of The Talking Machine World is a very interesting issue of a very splendid magazine. I enclose stamps for additional copy to be sent to a friend."

EASTERN VICTOR SERVICE

IS WHAT SUCCESSFUL NEW ENGLAND VICTOR DEALERS USE

IT HELPS THEM TO BE SUCCESSFUL

It helps them to attract and hold customers by placing them in a position to give prompt service to their trade, to supply the machine or record wanted, when it is wanted, to make profits.

IT COSTS NO MORE THAN ORDINARY SERVICE

The Eastern Talking Machine Co.

177 TREMONT STREET, BOSTON, MASS.

Largest Exclusive Victor Distributors in the East

Victrola XVI, $200
Victrola XVI, electric, $250
Mahogany or oak

Victrola VI, $25
Oak

Victrola IX, $50
Mahogany or oak

Victrola XVIII, $300
Victrola XVIII, electric, $350
Mahogany

Victrola supremacy

Victrola supremacy is the surest index of which way the trade goes.

It spells success for every Victor dealer.

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

Important warning. Victor Records can be safely and satisfactorily played only with *Victor Needles or Tungs-tone Stylus* on Victors or Victrolas. Victor Records cannot be safely played on machines with jeweled or other reproducing points.

Victor Distributors

Albany, N. Y.....Gately-Haire Co., Inc.
Altoona, Pa.....W. F. Fredericks Piano Co.
Atlanta, Ga.....Elyea-Austell Co.
Phillips & Crew Co.
Austin, Tex.....The Talking Machine Co., of Texas.
Baltimore, Md.....Cohen & Hughes, Inc.
E. F. Droop & Sons Co.
H. R. Eisenhrandt Sons, Inc.
Bangor, Me.....Andrews Music House Co.
Birmingham, Ala..Talking Machine Co.
Boston, Mass.....Oliver Ditson Co.
The Eastern Talking Machine Co.
The M. Steinert & Sons Co.
Brooklyn, N. Y....American Talking Mch. Co.
G. T. Williams.
Buffalo, N. Y.....W. D. Andrews.
Neal, Clark & Neal Co.
Burlington, Vt....American Phonograph Co.
Butte, Mont.....Orton Bros.
Chicago, Ill.....Lyon & Healy.
Chicago Talking Machine Co.
The Rudolph Wurlitzer Co.
Cincinnati, O.....The Rudolph Wurlitzer Co.
Cleveland, O.....The W. H. Buescher & Sons Co.
The Collister & Sayle Co.
The Eclipse Musical Co.
Columbus, O.....The Perry B. Whitsit Co.
Dallas, Tex.....Sanger Bros.
Denver, Colo.....The Hext Music Co.
The Knight-Campbell Music Co.
Des Moines, Ia....Chase & West Talking Mach. Co
Mickel Bros. Co.
Detroit, Mich.....Grinnell Bros.
Elmira, N. Y.....Elmira Arms Co.
El Paso, Tex.....W. G. Walz Co.
Galveston, Tex....Thos. Goggan & Bro.
Honolulu, T. H....Bergstrom Music Co., Ltd.
Indianapolis, Ind..Stewart Talking Machine Co.
Jacksonville, Fla..Florida Talking Machine Co.
Kansas City, Mo..J. W. Jenkins Sons Music Co.
Schmelzer Arms Co.
Lincoln, Nebr.....Ross P. Curtice Co.
Little Rock, Ark..O. K. Houck Piano Co.
Los Angeles, Cal..Sherman, Clay & Co.
Memphis, Tenn....O. K. Houck Piano Co.
Milwaukee, Wis...Badger Talking Machine Co.
Minneapolis, Minn.Beckwith, O'Neill Co.
Mobile, Ala.....Wm. H. Reynalds.
Montreal, Can.....Berliner Gramophone Co., Ltd.
Nashville, Tenn...O. K. Houck Piano Co.
Newark, N. J.....Price Talking Machine Co.
New Haven, Conn.Henry Horton.
New Orleans, La..Philip Werlein, Ltd.

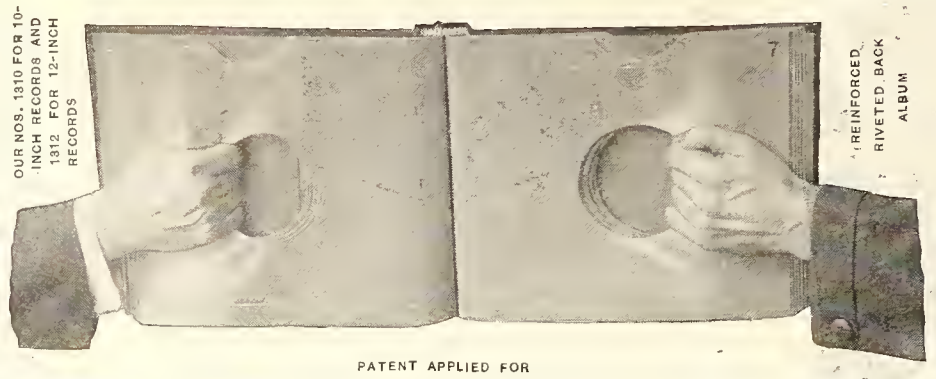
New York, N. Y...Blackman Talking Mach. Co.
Charles H. Ditson & Co.
Landay Bros., Inc.
New York Talking Mach. Co.
Ormes, Inc.
Silas E. Pearsall Co.
Emanuel Blout.
C. Bruno & Son, Inc.
I. Davega Jr., Inc.
S. B. Davega Co.
Omaha, Nebr.....A. Hospe Co.
Nebraska Cycle Co.
Peoria, Ill.....Putnam-Page Co., Inc.
Philadelphia, Pa...Louis Buehn Co., Inc.
C. J. Heppe.
Penn Phonograph Co., Inc.
The Talking Machine Co.
H. A. Weymann & Son, Inc.
Pittsburgh, Pa....C. C. Mellor Co., Ltd.
Standard Talking Machine Co.
Portland, Me.....Cressey & Allen, Inc.
Portland, Ore.....Sherman, Clay & Co.
Providence, R. I...J. Samuels & Bro., Inc.
Richmond, Va.....The Corley Co., Inc.
W. D. Moses & Co.
Rochester, N. Y...E. J. Chapman.
The Talking Machine Co.
Salt Lake City, U..Consolidated Music Co.
The John Elliott Clark Co.
San Antonio, Tex.Thos. Goggan & Bros.
San Francisco, Cal.Sherman, Clay & Co.
Seattle, Wash.....Sherman, Clay & Co.
Sioux Falls, S. D..Talking Machine Exchange.
Spokane, Wash....Sherman, Clay & Co.
St. Louis, Mo.....Koerher-Brenner Music Co.
St. Paul, Minn....W. J. Dyer & Bro.
Syracuse, N. Y....W. D. Andrews Co.
Toledo, O.....The Whitney & Currier.
Washington, D. C..Robt. C. Rogers Co.
E. F. Droop & Sons Co.

THE PULLING TEST—THE STRENGTH IS THERE

THE STRONGEST ALBUM MADE AT ANYWHERE NEAR ITS LOW PRICE

The Well-Known "National" Record Albums Are Always the Leaders

The only Safe and Convenient Way to Protect Disc Records



PATENT APPLIED FOR

For Durability, Finish and Artistic Design Our Albums Have No Equal

They are made in the most substantial manner by skilled workmen

STRENGTH AT THE STRESS AND STRAIN POINT PRACTICALLY UNBREAKABLE FOR REGULAR USAGE

We manufacture disc Record Albums containing 12 pockets to fit the Victrola Cabinets Nos. X and XI. We also make Albums containing 17 pockets. With the indexes they are a complete system for filing all disc Records.

THESE ALBUMS ARE THE BEST FOR VICTOR, COLUMBIA AND ALL OTHER DISC RECORDS

CORRESPONDENCE SOLICITED
WRITE FOR PRICES

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

ROCHESTER DEALERS' BANQUET

Local Association Holds a Most Successful Affair—Some Interesting Addresses and Excellent Entertainment Among the Features of the Evening—Officers Elected.

ROCHESTER, N. Y., March 28.—First annual banquet of the Rochester Dealers' Association was held at the Hotel Rochester on March 14 and in every way proved a most substantial success, there being over fifty dealers representing the leading lines of talking machines in attendance.

Officers for the year were elected as follows: Raymond C. Fagan, of E. W. Edwards & Son, president; A. P. H. Warren, of the Belcom Music Co., vice-president; William Levis, of the Levis music store, treasurer; Audley Beisinger, of the East avenue Victor shop, secretary, and Emil Keosky, of Gibbons & Stone, Yale Whitney, of the Edison studio, and Arthur W. Oster, of Oster's music store, auditors.

The principal speaker was Frank Jewell Raymond, who chose for his topic "Selling Service." Among the out-of-town visitors were James Neal, of Neal, Clark & Neal, Buffalo; Neil Colwell, of York, Pa., and James McFarlane, of Canandaigua.

At the close of the dinner an entertainment was given. Those who appeared were Margaret Heveron, soprano; Al Raynolds, military comedy act; William Watts, saxophone solos, and Norbert Lucas, violin solos. The banquet hall and tables were decorated with advertising matter and the menu cards were printed in an original manner, all of the courses coming under names affiliated with the talking machine industry.

Quality Albums

NYACCO

Metal Back Albums

STANDS FOR

STRENGTH
DURABILITY
CONVENIENCE

Fully Guaranteed. Send for Sample

NEW YORK ALBUM & CARD COMPANY
23 LISPENARD STREET, NEW YORK

The purpose of the association is for the betterment of the talking machine industry; a universal and better service for the handling of records and an endeavor to better the service to the public.

PERSONALS FROM TORONTO

H. S. Berliner a Recent Visitor—James P. Bradt's Promotion Pleases Canadian Friends—Appoints New Agencies for Sonora

TORONTO, ONT., April 5.—One of the recent visitors to Toronto was H. S. Berliner, vice-president and general manager for the Berliner Gramaphone Co., Montreal, who reports business as being very satisfactory in view of general conditions.

Many trade friends in Canada of James P. Bradt, New York, are highly pleased with the news of his recent promotion to the important position of general sales manager of the Columbia Graphophone Co. Mr. Bradt was for a number of years in charge of the Columbia Co.'s Canadian business.

Emil VanGilder, of I. Montagnes & Co., Canadian distributors for the Sonora Phonograph Corp., has just returned from a trip to the Maritime Provinces, where he placed several important agencies for the Sonora line of phonographs.

LAWMAKERS' TASTES VARY

Some Canadian Legislators Enjoy Operatic Records and Others Ragtime, at the Expense of the People at Large.

TORONTO, ONT., April 4.—In the course of a description of Dr. Sevigny, newly elected speaker of the House of Commons, and his surroundings H. F. Gadsby, writing in MacLean's Magazine, tells of the part played by the talking machine and the taste of the different speakers in selecting records at the expense of the government. Some of the speakers have favored sentimental selections, some operatic and some comic, while one speaker selected all the $5, $6 and $7 records he could find to be paid for by the people's money. Dr. Sevigny did not have much complaint to make regarding the selections on hand, but for the sake of his constituents substituted the "Marseillaise" and other Quebec favorites for "The Protestant Boy."

WEBB DOING A GROWING BUSINESS

ATLANTA, GA., April 3.—LeRoy Webb & Co., who recently moved into new quarters at 83 Peachtree street, report an excellent business in the Victor line, which they have been carrying for some time. The business has increased to such an extent during the past year that larger quarters were necessary. The new location is occupied jointly with the Windmayer Music Co., dealers in sheet music and supplies. Fred C. Windmayer, manager of this concern, was formerly connected with the Phillips & Crew Co., being in charge of the sheet music department there.

EILERS CO. CHANGES ITS NAME

Will Now Be Known as the Hopper-Kelley Co. Dealers in Talking Machines.

SEATTLE, WASH., April 3.—The Eilers Talking Machine Co. has changed its name to the Hopper-Kelly Co., dealers in talking machines. Since taking over the talking machine department from the Eilers Music House some two years ago, C. H. Hopper and E. P. Kelly have been conducting the business under the old firm name, but upon the opening of their new branch in Tacoma, Wash., the first of the month, it was deemed advisable to change the name of the concern. Mr. Hopper recently returned from a trip to the East, where he inspected the Victor plant at Camden, N. J. He also paid a personal visit to Thomas A. Edison and spent some time at the headquarters of the Columbia Grafonola in New York City.

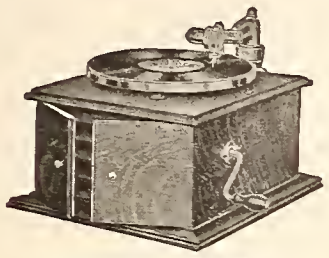
Avery & Hurrle, of St. Cloud, Minn., have moved into a new store at 14 Fifth avenue South, where they will have a much larger display room for their stock of pianos and talking machines.

Phonograph Insurance

Every installment sale fully protected against fire at customer's expense. In case of fire, we pay full amount of RETAIL PRICE. 50c. fee, and up, according to whether city or country.

WRITE FOR PARTICULARS

The Piano Underwriters Agency
BALTIMORE, MD.



Victrola IV, $15
Oak

Victrola VI, $25
Oak

Victrola VIII, $40
Oak

Victrola IX, $50
Mahogany or oak

Victrola Supremacy is real

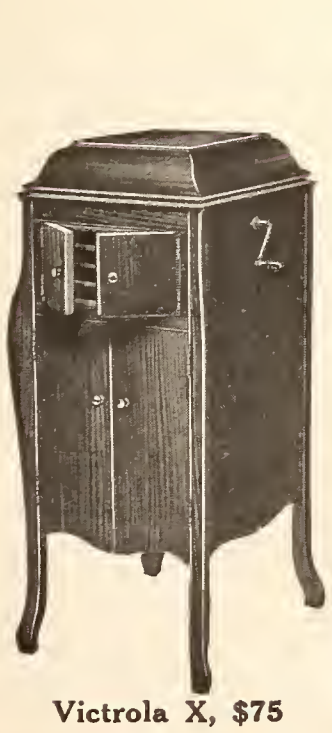
It is backed by its wonderful musical achievements.

It is the power behind the success of every Victor dealer.

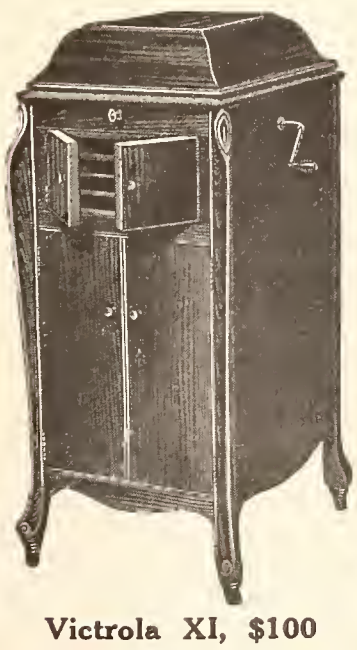
Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors

Important warning. Victor Records can be safely and satisfactorily played only with *Victor Needles or Tungs-tone Stylus* on Victors or Victrolas. Victor Records cannot be safely played on machines with jeweled or other reproducing points.

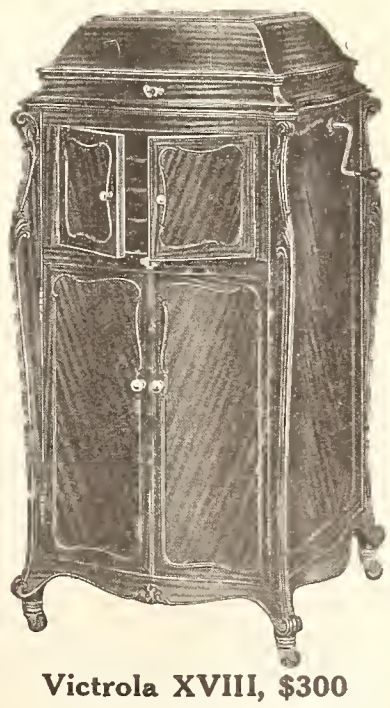


Victrola X, $75
Mahogany or oak



Victrola XI, $100
Mahogany or oak

Victrola XIV, $150
Mahogany or oak



Victrola XVIII, $300
Victrola XVIII, electric, $350
Mahogany

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

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(C. L. Bill, Executrix.)

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NEW YORK, APRIL 15, 1916

THE spring of 1916 is here, and even if in some sections conditions overhead and underfoot do not seem to bear out the assertion, any perfectly good almanac would prove that spring arrived here almost four weeks ago. With spring well under way, it is merely a step to summer, for the passage of time is readily appreciated by harking back a few days ago when it seems the holiday business was under way.

The idea of summer lassitude in business has long ago gone by the board and the first approach of the hot weather should not be an inducement for the business man to put his feet on the desk or counter and doze until the first frost comes.

Business, and particularly the talking machine and record business, can be carried on almost as successfully in midsummer as during the indoor winter period if the proper preparation is made and the proper effort put into it.

Experience has taught that people on vacation bent are just as anxious, if not more anxious, to listen to good music as they are at home. In the canoe or motor boat or in camp a talking machine and a few records serve to make the hours very pleasant between sunset and the time for lights out, and the demand for the vacationist is not confined by any means to the low-priced machine, for many of the summer homes and bungalows and the yachts of those who prefer the sea are elaborately constructed and furnished and demand the better types of cabinet machines to match the surroundings.

Now is the time for the live talking machine dealer to map out his campaign for summer business. He can get in touch with local clubs and societies that maintain summer camps or clubhouses; with churches, Sunday-schools that provide outings for the children; with the various yacht clubs and in many other directions put out lines that should bring substantial results in machine and record sales.

Talking machine companies themselves offer an abundance of suggestions for developing summer trade and the dealer who does not at least profit by some of them is not doing justice to the manufacturer who offers helpful ideas or to himself.

The first of July is not the time to plan the summer campaign or to send out proper circular matter to organizations or individual prospects. The end of April should see such a campaign well under way, because the warm days bring forth thoughts of vacation time and the equipment that goes to make a vacation worth while.

THIS is an age of ideas. Never before in the history of the world has there been such an urgent and increasing demand for bright thoughts of a commercial nature.

The competition which yearly draws the lines of trade tighter, and sifts men and affairs with a relentless force, turns the business mind upon some new object with which to strike out from the crowded highway into an unbeaten path toward success.

In every office, store and shop throughout the wide world there is somebody who is continually thinking and seeking for an idea which will help his affairs. The clergyman is thinking of an idea which will extend his influence. The physician, as he sits by the bedside, is seeking for some new idea which will aid nature. The banker is puzzling his brain for an idea which will master finance, and talking machine manufacturers and dealers are on the still hunt for ideas to improve their business. It only requires a mere idea, if it is a perfect one, to prepare the foundation for a great success; but, like inventions, ideas which stand the test of practice are rare indeed.

Men who have that peculiar faculty which enables them to so apply old principles to new purposes as to produce a novel idea or method are the sort of inventors whom the world admires and rewards.

It is said that ninety out of every one hundred business men fail who continue in a given line for a term of years, and the majority of those who do succeed will tell you that a new idea which turned the current of their thoughts was the keystone of their prosperity.

AS the talking machine develops and broadens it naturally presents a number of problems for the earnest consideration of a dealer who desires to take advantage to all the opportunities presented to him.

In the case of the established companies there are naturally to be considered the guarantees that have had their worth proven by years of service, guarantees that the dealers have had confidence in. Through the entrance of many new interests in the trade, however, this building of business on a foundation of confidence has been lost sight of, and the old Latin slogan of *caveat emptor* has found an unwelcome place in the talking machine field.

There are those manufacturers who have entered the trade on a substantial business basis, have invested capital and made all plans towards permanence, but there are, unfortunately, others who, dazzled by the fortunes reported to have been made in the manufacture of talking machines, have declared themselves in on those fortunes and with a limited capital or the proverbial "shoestring," have endeavored to place machines of doubtful value on the market.

The dealer in making his purchases should satisfy himself fully that the house he is placing the order with is responsible in the business sense and has at least started out with the idea of remaining in the field permanently. It is the dealer and not the manufacturer who must stand the abuse for unsatisfactory machines. If the manufacturer is the responsible one, he will see that the trouble is remedied promptly, for trouble is liable to occur under the best of conditions. It is a very embarrassing thing, however, for the dealer to have a machine returned to him with a broken motor or unsatisfactory sound box, and then learn that the concern from whom he bought the machine has passed out of existence.

The dealer who of his own free will or through force of circumstances shops around the line of talking machines must realize that there have been many changes in the condition and efforts of the trade during the past year and should exercise an unusual amount of care.

THE loss of valuable talking machine records by theft is becoming so common they demand more than casual attention from dealers and managers. Within the past month several talking machine dealers in New York and vicinity alone have lost quantities of records valued in some cases at $200 or more through the work of an organized system.

Talking machine records are, at times, very easy to hide, especially in the winter when customers wear the usual large coats, but if the salesman is wide awake there should be no rea-

son why the proposed customer should get away with a couple of dozen records. In the first place, the customer cannot listen to a dozen records at one time, and if the salesman keeps track of those he keeps out for testing, counts the accepted ones left in the booth, and files the rejected records away again without delay, the losses should be materially reduced.

The great majority of talking machine owners are honest, but there are enough dishonest ones to make the retailer stay on his guard at all times. The records used for demonstration should be checked carefully in every case. It means a little work, but it also means safety.

THE approval plan in connection with the retailing of talking machine records has been receiving an unusual amount of attention from dealers in all sections of the country during the past few months and the probabilities are that in the very near future the practice will be eliminated in many localities.

In certain cases protests have been made by customers against the discontinuance of the approval plan on the plea that record collections are more satisfactory when made leisurely and in the quiet of the home; that frequently the purchasers do not have the opportunity to visit the store and spend an hour or more making selections, and that certain restrictions should be made that will serve to discourage the record buyers who have abused the privilege.

Although the talking machine men have, for good business reasons, displayed a strong inclination to consider the convenience of the customer, there are too many people who do not appreciate this attitude, and through their abuse of privileges accorded have forced their abandonment.

Careless handling of records, thereby destroying their value, the keeping of records beyond the stipulated trial period, the loaning of the records to friends and neighbors, have all tended to work against the interests of the dealer.

With the modern demonstration booths, and with the talking machine stores for the most part open evenings, the record purchaser who cannot find the opportunity for making selections in the store is in a desperate plight.

THE opponents of the Stevens, or Price Maintenance Bill, are carrying on an active campaign throughout the country, backed to a great extent, by the large department stores and other concerns who believe in price cutting.

It is evident that the advocates of price maintenance must be on the alert to meet the strongest kind of opposition when the Stevens Bill comes up in Congress, for the opponents of the measure are sending out letters and literature in which the purpose and scope of the Bill are grossly misstated.

The statement that the Bill will create monopolies and subject the consumer to other forms of imposition is absurd, and on the face of it the use of the word "monopoly" and "trust" are utilized as a bait to interest politicians and to start a stampede against the Bill. A very timely comment on this development appeared in Printer's Ink recently, which we quote in part:

"Now it ought to be evident by this time that one of the most useful tools in the outfit of the trust-builder is the power to manipulate prices. The keenest weapon in the arsenal of monopoly has always been the exercise of price discrimination. We find it in some form or other in practically every one of the anti-trust cases which have been decided. The power to reduce prices in territory where competition is strong, while maintaining them in the localities where it is weak, has been used over and over again to drive competitors out of business. Whether disguised as an extra quality discount, a rebate or a 'profit-sharing' plan, the result is the same. It simply prevents other concerns from competing on even terms.

"Price-maintenance, on the contrary, will go far toward insuring the opportunity for competition on the even terms of quality and service. So far from encouraging monopoly, it is a bar to the attainment of monopoly by means of unfair price-manipulation. The price that is "fixed" in the sense of being publicly known and universally applied cannot be juggled for an ulterior purpose. It cannot be lowered or increased without making the fact speedily known to everybody concerned, and without making the change applicable to every part of the country alike. The establishment of a one-price-to-all policy is the most cordial invitation to a competitor to come in and give better quality at the same price, while the old system of price-cutting is a warning that the small competitor would better watch out. Subtract from the government's anti-trust cases all the evidence which has to do with price discriminations, rebates, preferential discounts, and the like, and you will have mighty little left to base convictions on.

"It may strike Congress as curious that the retail interests which are fighting this particular measure, and raising the cry of 'monopoly' against it, are themselves the very retail establishments which come closest to being monopolies in fact; and that the dealers who most largely favor it are the very ones which are most in danger of being crushed by monopoly. It may sound strange to hear the big department stores protesting against price-maintenance as a weapon of monopoly, while the small retailers hail it as a protection against monopoly. We only hope that Congress will get the facts straight. Nothing is better calculated to make a full-fledged monopoly howl with anguish than the inability to cut the price in the face of straightforward and vigorous competition on a quality basis."

Members of the talking machine trade throughout the country should make it a point to get in touch with their Congressmen and impress upon them their wishes as well as the wishes of their clientele in favor of the passage of this Bill.

Pearsall Victor Service Is UNIFORM

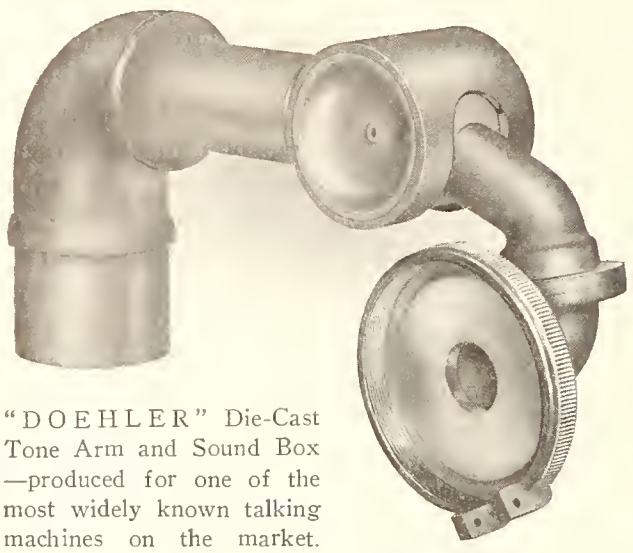
Remember when electric lights shifted from brightness to dimness several times an hour. Until the light was made uniform, no great demand appeared.

That's the *test* of real service —Uniformity.

We have uniformized Victor Service. You can rely upon us, for more dealers depend upon Pearsall Service than ever before.

Victrolas and records—accent on records—when wanted and as wanted.

SILAS E. PEARSALL COMPANY
18 West 46th Street (near 5th Ave.)
NEW YORK



"DOEHLER" Die-Cast Tone Arm and Sound Box —produced for one of the most widely known talking machines on the market.

Doehler Die Castings

are particularly adapted to the economical production of TONE ARMS and SOUND BOXES for Talking Machines.

Cast from permanent steel mould, no machining operation is necessary—all parts delivered ready for plating or enameling and assembling.

DOEHLER DIE CASTINGS are used with entire satisfaction by some of the most widely known makers of Talking Machines because of the conviction that "DOEHLER" product is economical, and "DOEHLER" service is dependable.

Send blue print or sample part for estimate.

DOEHLER DIE-CASTING CO.
BROOKLYN. N.Y.
TOLEDO. OHIO.

Producers of Die Castings in Aluminum, Zinc, Tin, and Lead Alloys
Also manufacturers of Die-Cast Babbitt Bearings and Babbitt-Lined Bronze Bearings

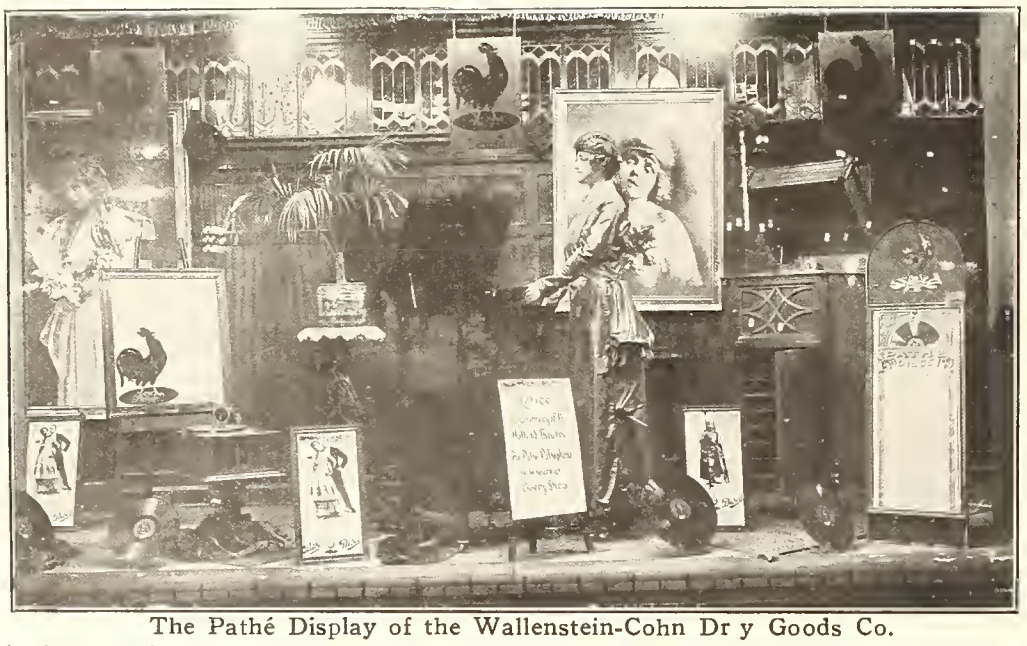
ARTISTIC PATHE WINDOW DISPLAY BY KANSAS DEALER

WICHITA, KAN., April 3.—The Wallenstein & Cohn Dry Goods Co., who operate the Boston Store in this city, recently added a Pathé phonograph department to the fifty-three departments under the roof of its great establishment.

The arrangement was made last December through the E. E. Trower Music Co., Pathé jobbers in St. Joseph, Mo. Arrangements were made to exploit the line in a big way and exclusively. The new department on the third floor of the big building is handsomely equipped with elaborate demonstration parlors and a large recital room where afternoon concerts are given to large audiences.

B. W. Chappell, formerly with the E. E. Trower Music Co., is in charge of this department and much of his success to date has been due to his experience in handling the line and his ability to develop clever exploitation methods.

A recent window display arranged by J. H. DeWitt, decorator for the Boston Store, is illustrated herewith and shows the latest model Pathephones set in a most attractive environment with the Pathé rooster much in evidence.



The Pathé Display of the Wallenstein-Cohn Dr y Goods Co.

The pictures of the noted film actresses shown in the window were secured through co-operation with the Holland Theatre, the leading motion picture theatre in the town, and while the exhibit was in place a Pathephone concert was given in the theatre with special slides shown on the screen, while the machine was played.

LID HOLDER AND AUTOMATIC BRAKE

Interesting Invention of G. T. Buckwalter for Use on Large Types of Cabinet Talking Machines Has Some Excellent Features

ROYERSFORD, PA., April 5.—D. T. Buckwalter, well-known piano and talking machine dealer of this city, has just secured a patent on a new contrivance for talking machines which combines a lid supporter and automatic brake. The lid is so arranged that it rises to the proper height on a pressure of a button and is balanced in the upright position without the aid of any sort of catch. At the same time the raising of the lid serves to apply the brake automatically to stop the turn-table. When a new record is inserted and the brake released the lid can readily be returned to a closed position.

One of the advantages claimed for the invention is when the lid is kept down when the machine is not operating the motor is always allowed to run down and there is no danger of damaging the machine by keeping the spring continually under tension. Mr. Buckwalter has demonstrated the invention very successfully, but has not yet made arrangements for marketing it.

GOOD RESULTS FROM RECITAL

Ivan White, Hanover, Pa., Features Edison Diamond Disc Phonograph and Records Before Big Audience in St. Mark's Chapel, That City

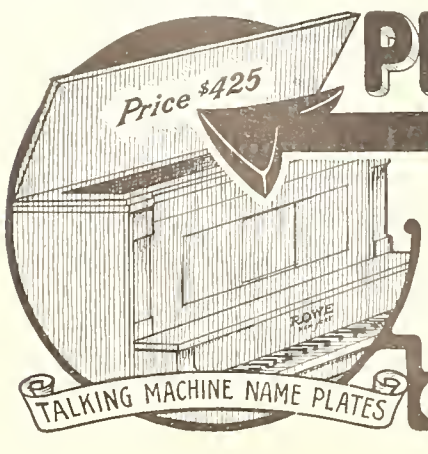
HANOVER, PA., April 4.—Ivan White, who handles Edison diamond disc records and phonographs at 113 Abbotstown street, this city, developed excellent publicity for that line recently when he furnished an Edison diamond disc machine to take the featured part in a concert recital given in St. Mark's Chapel under the auspices of St. Mark's Missionary Society.

The diamond disc machine was used in seven of the nine numbers on the program and was featured in connection with piano, violin, pipe organ and vocal numbers. The program attracted an audience that taxed the capacity of the chapel, and was a subject of a flattering article that occupied nearly two columns in the local paper.

The assisting artists were Viola Brodbeck, soprano; Lela Rudisill, pianist, and Edgar Daniels, violinist. Mr. White was in personal charge of the entertainment.

SALES SHOW SUBSTANTIAL GAIN

Frederic Goodwin, head of the Columbia Co.'s educational division, stated this week in a chat with The World that his department's activities for the first three months of the year had been satisfactory in every respect, the sales showing a substantial gain over last year. Mr. Goodwin recently arranged to considerably enlarge his staff, in order to extend to Columbia dealers an even closer co-operation than they have received in the past. A number of important deals have been closed since the first of the year, and Mr. Goodwin states that prominent educators throughout the country are appreciating more and more the value of the graphophone as an educational factor.



PRICE TRANSFERS
APPLIED UNDER LIDS OF PIANOS
PROMOTE SALES

Price $425

Above is actual size of transfer. When applied it appears in gold face, like makers name, on fall-board.

Give these transfers a trial and you will be just as enthusiastic over the results as hundreds of other dealers. Easily applied. Name assortment preferred.
225, 250, 265, 275, 300, 325, 345, 350, 375, 395, 400, 425, 435, 450, 475, 500, 525, 550, 575, 600, 625, 650, 675, 700, 750, 800, 850, 900, 1000, 1050, 1100, 1200.

50, $2.00 100, $3.00 250, $6.25 500, $10.00

Dozen assortment, $1.00; less than dozen, 10c. apiece. Remit by Money Order or Check; otherwise goods sent by parcel post, C. O. D.

GLOBE DECALCOMANIE CO., 76 MONTGOMERY ST. JERSEY CITY, N.J. U.S.A.

DEALERS FALL-BOARD NAMES

AEOLIAN-VOCALION
REPRESENTATION

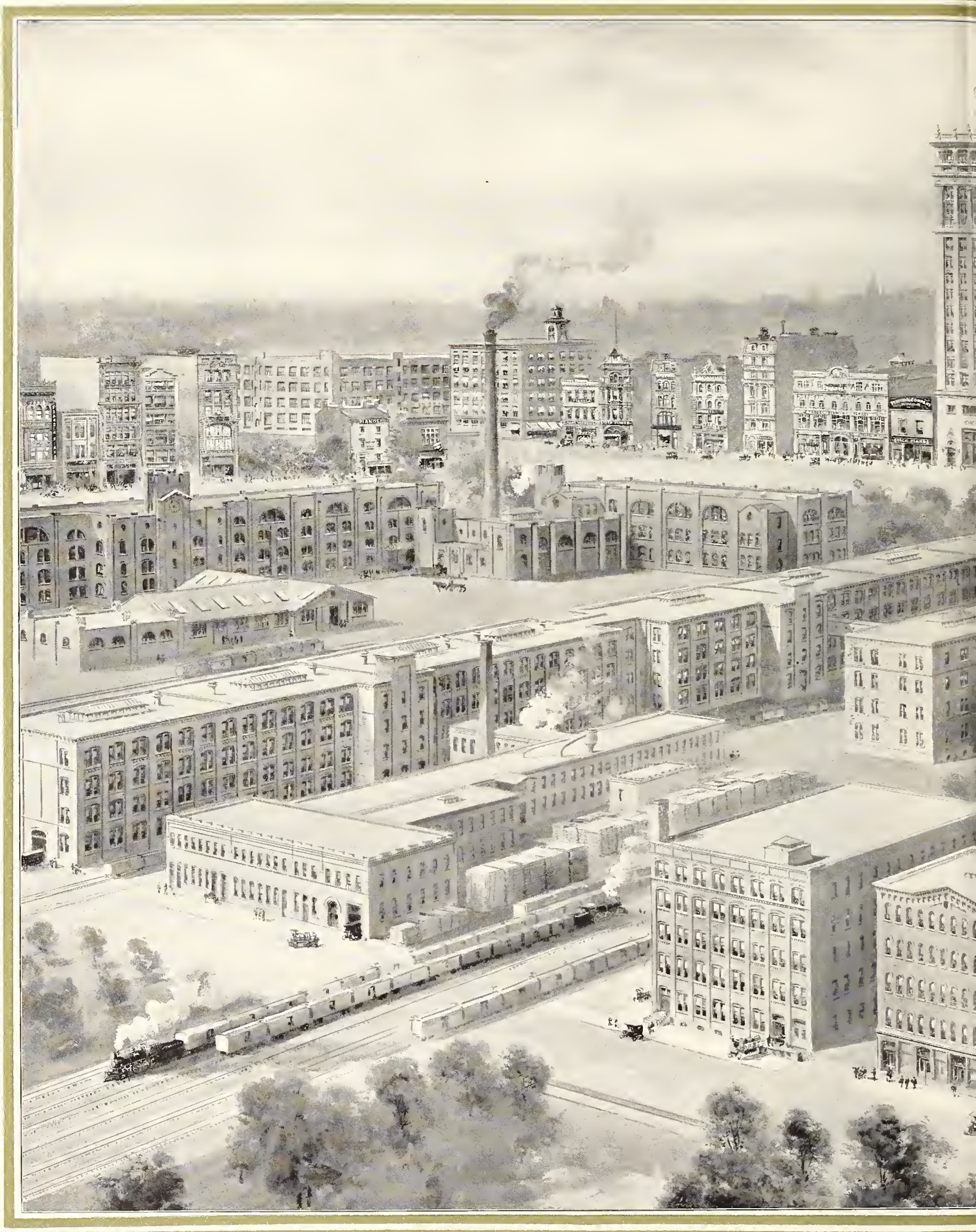
Its Present Value and Promise
for the Future

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

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

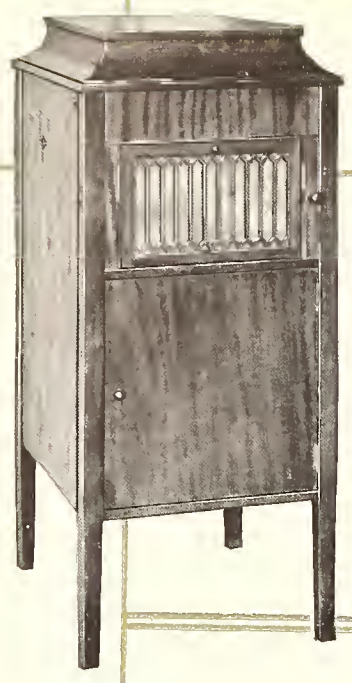
Moreover, the Aeolian policy of *exclusive representation*, which assures to the dealer the benefit of all the business in his territory, is not only a vital consideration at the present but is destined to become more and more important in the years to come.

Valuable territories for representing the Aeolian-Vocalion are still available. Information as to these and full particulars will be furnished to those who inquire.

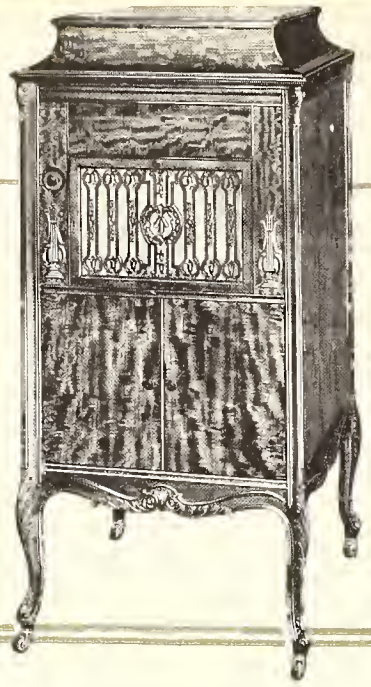


THE Aeolian plants included in this group are Aeolian Hall, New York, the largest musical establishment in the world; Aeolian Hall, New Bond Street, London, and the Aeolian Branches in Berlin, Paris, Melbourne and Sydney, Australia, and other foreign and American cities; the great Aeolian factories at Gotha, Germany, and Hayes, England, as well as the Company's factories in America. All are Aeolian

structures and thus grouped they graphically portray the size and importance of what has been termed Aeolian City. ¶ Aeolian City is the impressive embodiment of the Aeolian spirit—that spirit which for twenty-five years has been the leading influence in the music-industry. Looking at this imposing evidence of supremacy and achievement, the conclusion is inevitable that the most important development in the musical instruments of the future may be anticipated from that organization which has contributed those of greatest value, in the past.



Conventional designs, $35 to $75 without the Graduola



Conventional designs, $100 to $350 with Graduola

THE distinguishing features of the Aeolian-Vocalion line, which is larger and more complete than that of any other phonograph upon the market, are—the good taste displayed in stock models, and the group of special Art cases which far surpass anything hitherto known in connection with the phonograph.

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

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

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

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

THE AEOLIAN COMPANY

AEOLIAN HALL, NEW YORK CITY

CHICAGO OFFICE: FINE ARTS BUILDING
MICHIGAN AVENUE

A complete display of all models of the Aeolian-Vocalion may be seen at this office

The Vocalion is made in many unusual and effective Art Styles.

First recordings of Louis Graveure in the Columbia May List; also new selections by Godowsky the poetic genius of the piano; also other recordings of various type for every occasion to meet the demand for music. *No chance at all of missing a sale.*

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

SAN FRANCISCO ASSOCIATION HOLDS BIG BANQUET

Many Dealers in Wide District Attend the Session and Listen to Some Excellent Addresses and Discussions—Many Changes of Interest Reported in the Pacific Coast Trade—Interest in Pathé Line—Edison Tone-Tests Attract Much Attention—News of Month

San Francisco, Cal., April 3.—The past month has been a busy one in the talking-machine trade all over the Pacific territory, as weather conditions have been more settled than earlier in the year, permitting a general opening up of the country business, which last month was still showing the effects of winter. The more remote parts of the country are expected to show a great growth this year, as the mining and lumber industries are especially prosperous, and the talking machine has become well established as an amusement feature in places where other high-class amusements are scarce. In the city trade, this department is holding up better than most lines of musical instruments. Goods are still scarce in most lines, but the situation is becoming a little easier than it was.

Local Association Dines

The monthly meeting of the San Francisco Talking Machine Dealers' Association on March 9 was made the occasion for a banquet, which was held at the Chantilly cafe. P. H. Beck, president of the association, set things in motion, but aside from the acceptance of some new members, the regular business procedure was suspended, and Mr. Beck presented W. F. Morton, of Sherman, Clay & Co., as toastmaster. Mr. Morton kept things moving right along throughout the evening, calling on everyone present for a brief talk, and filling the intervals with many pertinent comments and amusing anecdotes. Every dealer in the vicinity of San Francisco was invited, and most of them came, including some from down the peninsula and a large crowd from across the bay. Including the new members, there are now twenty-five firms represented in the association, which takes in practically everybody in the business. The banquet proved a most enjoyable affair to all, and there is a general desire to have it repeated in the future. With all the dealers taking an active interest in the work, the association has already corrected some troublesome abuses, and if they continue to hang together the trade will be placed on a more profitable basis than for a long time past. Those present were: From P. H. Beck & Co., P. H. Beck, R. E. Day, H. T. Ables, J. H. Vejar, C. R. Berglund, George McManus; from Sonora Phonograph Co., F. B. Travers, C. T. Compton; from The Emporium, A. W. White, William Hoffmann; from Byron Mauzy, W. E. Hiatt; from Sherman, Clay & Co., W. F. Morton, E. B. Hunt, B. R. Scott, R. M. Bird; from Wiley B. Allen Co., J. J. Black, F. B. Corcoran, J. R. Scott, Jr.; from the Edison Shop, J. E. McCracken, R. P. Haycock; from Clark Wise & Co., J. J. Buffa, C. F. Lundberg; from Columbia Graphophone Co., Fred Anglemeies; from Hauschildt Music Co., C. M. Moran; and the following: George W. Scott, of Scott's Music Shop; J. Raymond Smith, G. A. Finselen, Jr., F. A. Levy, of the Eilers store; George B. Spivey, of Sherman, Clay & Co.'s Oakland store; C. Anrys and B. F. Murphy of the Wiley B. Allen Co.'s Oakland store; T. B. Watson and B. S. Goldsmith, of the Oakland Phonograph Co.; R. A. Leavitt, of Hauschildt's in Oakland; W. C. Henry, of Kahn Bros., Oakland; R. J. Franck, of Alameda; J. C. Tupper and L. E. Reed, of Berkeley, and Frank E. Baskette, of San Matco.

Numerous Changes Reported

The last month has brought a number of changes in the general talking-machine line-up on the Pacific Coast, due mainly to the introduction of new lines and the injection of new blood into old organizations. Fred A. Dennison, Coast manager for the Columbia, who returned from his Northern trip about the end of the month, reports several changes in that district. George Williams, formerly traveler from the Spokane office, has been made manager, succeeding Charles Jones, who is now manager at Seattle, where there is a great deal of activity in sight. Mr. Dennison made a visit to the South earlier in the month, and N. E. Henry, manager for this vicinity, is calling on the valley trade. The Columbia company has just renewed its lease on its old quarters for a number of years, and is preparing to make a number of improvements in the quarters, which will include a more convenient arrangement of the stock and a comfortable reception-room for customers.

President Johnson, of the Victor Talking Machine Co., spent the latter part of March in San Francisco, but has returned to Pasadena to join his family.

Improvements in Oakland Store

Sherman, Clay & Co. are now making use of the new first-floor as talking-machine rooms in their Oakland store, the improvements to which are nearly complete. Andrew G. McCarthy, of this house, reports a continued increase over last year's business, and says there is still difficulty in getting many lines of goods, especially the Tungs-Tone needles, for which there is a great demand.

Interest in the Pathé Line

Louis S. Blachly, who opened a store here last month for the Pathéphone, is just getting in shape for business, and has been visiting a few of the dealers, among whom he has found considerable interest in the Pathé line, though nothing definite has been done as yet in the matter of agencies.

Gus Eilers, manager of the talking-machine department of the Eilers Music House, has just returned from his trip East, where he found business rushing, and says business here is in very good shape. The Eilers department has recently been considerably enlarged, and changes to the rear of the store have placed it in a more prominent position.

Success of Edison Tone Tests

Miss Elizabeth Spencer, who has been giving tone-test demonstrations with the Edison machine in all the principal towns of the Coast, has just brought her tour to an end at Spokane, Wash., having had a great success all along the route. The demonstrations were given to select audiences, admission being by invitation, and it was notable that in her recital at the Oakland Auditorium the attendance was almost entirely of the automobile crowd. A very successful demonstration was also recently given at Spokane by Thomas Chalmers, of the Boston Opera Co., and Marie Rappold is now on the way here to give a series of tone tests.

A. R. Pommer, of the Pacific Phonograph Co., says business is growing rapidly in the North, and that many new dealers are starting there, as well as in California and Nevada. Mack Bros., of Reno, who recently took up pianos, have added the Edison line, and other new accounts are the Endicott Drug Co., at Oakdale, Cal.; the Morgan Furniture Co., of Livermore, and the new branch of Ellas Marx, at Woodland. Omar Kruschke, of Berkeley, Cal., who has been in the piano business for some time, has joined the Pacific Phonograph Co. as sales manager. He and Mr. Pommer will soon leave on a Northern trip.

The Stern Talking Machine Corp., which was organized here a month ago, has taken a large store in the Federal Hotel building, on Market street opposite Jones. The place is being elegantly fitted up, and a formal opening will soon be held.

M. Klein, formerly with J. Raymond Smith, is now in the talking-machine department of the Wiley B. Allen Co.

J. S. Bailey, formerly manager of the Edison Shop on Geary street, has taken the management of the Edison department for Byron Mauzy, who gives this line special space, while the Victor and Columbia departments are handled by W. E. Hiatt.

C. H. Hopper and E. P. Kelly, who have for two years been operating as the Eilers Talking Machine Co., at Seattle, Wash., have changed the business name to the Hopper-Kelly Co., opening a branch at Tacoma, Wash., which is considered one of the finest talking machine shops in this territory. The company has just placed an exceptionally large order for Columbia goods.

M. Friedman & Co., a local furniture house, are preparing to take on the Victor line.

EDISON DISC ON HISTORIC GROUND

Model C250 Diamond Disc Phonograph Placed in Fort Atkinson (Wis.) Club, on Site of Fort in Black Hawk War of 1833

Memories of the Black Hawk War of 1833 were revived recently through the sale of an Edison Diamond Disc phonograph Model C250 to the Ft. Atkinson Club, Ft. Atkinson, Wis., which has an elaborate clubhouse built over the ramparts of an old fort made famous during the Indian War. Although Ft. Atkinson has a population of only 4,000, Geo. W. Toppins, the Edison dealer in that town, reports that 100 men of the community contributed $30,000 for the building and equipment of the clubhouse, the purchase of the Edison Diamond Disc phonograph giving the final touch of music.

The store of August F. Korn, piano and talking machine dealer, of Michigan City, Ind., which was recently entirely remodeled, is now one of the finest music stores in this section. A full line of high-grade pianos and Victor Victrolas is carried.

A Broad and Fertile Field

Edison dealers enjoy the widest field possible for the sale of a musical instrument.

RE-CREATION—Edison's New Art, has secured for the New EDISON Diamond Disc Phonograph the stamp of unqualified approval from the cultured music lover who turns a deaf ear toward anything that smacks of mechanical reproduction—the critic who will have nothing short of the actual RE-CREATION of musical sound.

Added to this is the fact that every Edison dealer has plenty of "elbow room."

ALBERT SPALDING
America's premier violinist, testing Edison's Re-Creation of his art.

ANNA CASE
of the Metropolitan, proving the perfection of Edison's Re-Creation of her glorious voice.

Edison Dealer Qualifications

The art dealer sells not merely strips of canvas covered with paint, but the incorporated spirit of the genius who stroked the brush, the inexpressible appeal that speaks to the eye as nature herself. And he would not adopt the same sales methods as the dealer in cheap prints.

So the merchant licensed to sell Edison Diamond Disc Phonographs realizes that he is selling more than a device for the mere mechanical reproduction of sound. He realizes that the NEW EDISON and Edison records are but the tangible mediums of the greatest musical achievement of all time—Thomas A. Edison's Re-Creation of the human voice and the sound of musical instruments—a new art that requires sales methods of the highest order.

If you feel qualified to maintain the Edison standard, you might hear something of interest to you by addressing

THOMAS A. EDISON, Inc., 279 Lakeside Ave., Orange, N. J.

JACQUES URLUS

of the Metropolitan, world's greatest Wagnerian tenor, matching his magnificent voice against Edison's Re-Creation of it.

MARIE RAPPOLD

dramatic soprano of the Metropolitan, singing in direct comparison with Edison's Re-Creation of her golden tones.

THE TRADE IN BOSTON AND NEW ENGLAND

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

BOSTON, MASS., April 7.—March proved an unusually good month in Boston and the dealers in the various types of talking machines felt highly gratified when examining the reports of these four weeks. The more enthusiastic members of the trade are making big predictions as to what the year 1916 will show, and in view of the experience of other years, it is a question if they are so far out in their reckoning. One dealer in speaking of the month's business said it exceeded the entire year's business of four or five years ago, which is some showing, and indicates, too, what the growth is under normal conditions.

Grand Opera Helps Sales

The presence of the Metropolitan Opera Company in Boston for a period of three weeks has accentuated the sale of the records of the prominent operatic stars. The windows of such stores as the Eastern, the Columbia, the Ditson Co. and others are filled with pictures, literature and records all bearing on grand opera and to the uninitiated it is interesting to note the increased sales as an operatic season draws near. These windows are attracting much attention and not an hour of the day passes that there are not crowds renewing acquaintance with the faces of operatic celebrities with whom they are most familiar.

That Talking Machine Club

When one starts to discuss the Boston Talking Machine Club, so enthusiastically born back last October, one must first ask where is it? What has become of it? So far as any activity is concerned it is no more than a name or a memory. Month after month the leaders have tried to arouse an interest in a dinner, but to no purpose; they are not even able to assemble a reasonable number of men for a meeting. Similarly the bowling teams have passed out of existence, for, after a month or two the men lost interest. From the outset the burden of work fell on a few men who were anxious to see the organization succeed and be a recognized factor in the business the same as other trade organizations; but their good intentions have met with discouragement. Now there is an attempt being made to get the boys together for a summer outing, to take place possibly on June 17, and some are even talking of a baseball team to play Saturday afternoons. We'll see!

Joins the Columbia Co. Force

One of the conspicuous additions to the Boston business at this time is Walter S. Gray, who comes here from the Pacific Coast, where he has been located for several years, to join the Columbia Graphophone Co.'s force. He will be connected with the wholesale department and will in every way prove a distinct addition to the company's Boston headquarters, for he is a capable man, possessed of much business tact and a fine personality. Mr. Gray at one time was manager for the Columbia concern at Detroit and he has also traveled in China and Japan making records for the house. While on the Pacific Coast he was in charge of the Columbia exhibit at the fair. He has long had a desire to get into the New England territory, as he has felt that in this section there is a distinct appreciation of music which the Columbia Co. is able to foster and encourage through its products in a most substantial manner.

Steady Advance in Business

Business at the Eastern Talking Machine Co.'s headquarters in Tremont street is showing a great advance week by week and every one of the staff puts in a busy day attending to the wants of customers. Manager Billy Fitzgerald of the wholesale department is preparing for a busy several months and the only spectre that looms up at the present time is his inability to get sufficient goods to supply the demand for Victor outfits. The Eastern has lately put in a complete list of foreign records.

Attended Anniversary Celebration

Frederick H. Silliman, manager of the Boston headquarters of the Pardee-Ellenberger Co., Inc., spent a few days in Maine the early part of the month. Mr. Silliman, with L. H. Ripley and Guy R. Coner, went down to New Haven the latter part of March for the anniversary celebration of the opening of the Pardee-Ellenberger Co.'s store in that city, when a feature of the occasion was a fine dinner tendered by the members of the firm.

W. A. Bragdon is one of the latest additions to the Boston force of the Pardee-Ellenberger Co. He is in the shipping department.

In Charge of Record Department

At the Boylston street warerooms of the Vocalion Co., Miss L. Woodman is now in charge of the Columbia record department, these being the discs which the Vocalion Co. is using for demonstration purposes. Miss Woodman formerly was assistant to Manager Mason of the talking machine department of the Gilchrist Co.

Install Tasteful Demonstration Booths

Charles S. Norris, of 181 Tremont street, who conducts one of the large retail piano warerooms of the city, and who is one of the latest to become a Columbia dealer, has had a series of tasteful demonstration booths installed on the ground floor, which are proving of great value, as the Columbia business of the house is rapidly growing. A feature that is attracting much attention these days is the playing by a young man on an upright and sometimes on a banjo, to the accompaniment of a Columbia graphophone. He has a conspicuous place in the junction of two windows, one of which is open and the sound carries quite a distance and attracts a large and interested crowd.

Arrange Attractive Department

Business in Victor and Edison equipments at the warerooms of George Lincoln Parker, is making a rapid growth with the advent of spring and lately there have been some good sales made by Manager John Alsen and his hustling staff. With the new rearrangement of the suite of rooms a larger state of efficiency is now obtained in all departments of the business.

Congratulations on Promotion

Manager Arthur C. Erisman, of the Columbia Graphophone Co., is being congratulated on all sides for the honor which has come to him in his promotion to the post of district manager of New England, for it is felt that this is a deserved recognition of one of the company's most faithful and efficient employes. This appointment does not mean that Mr. Erisman gives up his present offices, but his duties henceforth will be more defined and of a somewhat different character. He will make occasional trips into the New England field, but his idea is that the best results can be obtained by summoning the outside men to the Boston office for conference, and in coming here they will get into that atmosphere of business efficiency and hustle and economy of time in which Manager Erisman's staff has been so well educated.

Proves Big Drawing Card

The opening of a downtown office for the big "Elijah" performance on the Braves' Field on May 28, at the headquarters of the Eastern Talking Machine Co., has helped to draw a large number of persons and to acquaint them with what the warerooms have to offer in the way of complete Victor outfits. The manager of this big out-door performance is Sam Kronberg, but

The tremendous prestige resulting from the huge artistic campaign for "Re-created music" means a selling power to you that can't help but increase your business.

The Edison Diamond Disc Phonographs mean good music luxury. We are "Exclusively Edison"

THE PARDEE-ELLENBERGER CO., INC.

BOSTON, MASS.
26 Oliver Street

NEW HAVEN, CONN.
104 State Street

many of the details have been turned over to George Spaulding, who has had some valuable experience with the Boston Opera Company in a publicity way during its last two seasons at the Boston Opera House. Mr. Spaulding has a lot of hustle and is able to be of vast assistance to Mr. Kronberg.

Some Changes in Columbia Staff

There have been some changes in the Columbia Graphophone Co.'s staff which will add to the general efficiency. Miss Pearl Perrett is now outside demonstrating and this week she is at the store of the C. T. Sherer Co., at Worcester. Miss S. E. Nugent has been added to the stenographic force and Miss M. A. McMahon is a new billing clerk. Miss Violet Sanders will take care of the work formerly performed by Miss Margaret Collins, who has been advanced to the position of private secretary to Manager Erisman. her promotion being well earned because of faithful and intelligent attention to business and her general knowledge of it.

Unusual Order for Saskatchewan

Rather an unusual order came to Manager Wallace L. Currier, of the Edison and Victor departments of Chickering & Sons a few days ago. It was for a Victrola to be sent to Outlook, Saskatchewan, B. C., which is about 2,500 miles northwest of Boston. The purchaser was Philip Hood, of the Bank of Montreal, at Outlook. The machine already is on its way and should reach its destination in ten days. Manager Currier reports that the March business showed a large increase over March of last year, and the indications are good for a busy spring trade.

Takes Charge in Manchester

Leroy Webber, who has been associated with the wholesale end of the Columbia Co.'s Boston warerooms, has gone to Manchester, N. H., where he is manager of James A. Scully's talking machine store.

Joins the Traveling Force

E. A. Welch, who has been connected with the retail staff of the Eastern Co., has become a traveling man and is now in the New England field, working in co-operation with William Weale.

Our Noted Visitors

Caruso and Amato, star singers of the Metropolitan Opera Company, dropped in to the Eastern Co.'s warerooms a few days ago and listened to some of their own records.

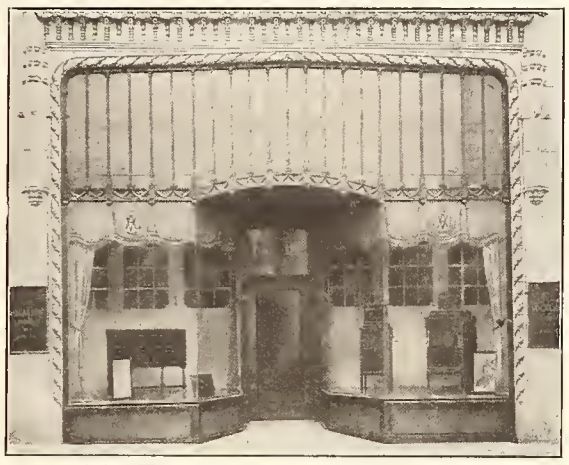
Oliver Ditson Co. Activity

Victor business at the Oliver Ditson Co. is showing some handsome gains these days and Manager Henry A. Winkelman is consequently well pleased. Next month there should be an interesting announcement to make concerning this large house.

VOCALION CO. MEETS WITH SUCCESS IN BOSTON STORE

Double the Amount of Anticipated Business Has Been Done in the First Two Months in the New Store on Boylston Street—A Description of the Headquarters

BOSTON, MASS., April 3.—Success seems to have crowned the efforts of the Vocalion Co. from the very start. When the house opened its doors at 190-192 Boylston street, the officers set a certain amount of business that it expected to do during the first month, during the first three months, and for the first whole year. The staff of employes were imbued with the ideas of their superiors and busily set themselves to work to make good the first month, and to find the place that the Vocalion Co. should occupy in Boston. That the company has made good goes without saying, and the statement was made to The World representative to-day



Main Entrance on Boylston Street.

that the business for the first two months was more than 100 per cent. beyond what had been expected, which is certainly going some for a house that had to make its own place in the talking machine business of this city.

Interior of Ground Floor.

There are many factors that contribute to the success of the Vocalion Co. First it has an instrument whose virtues now need no heralding and this of itself is something that the public has not been slow to recognize. Secondly the management was wise in selecting the location it did, for it is central to everything and on a well-traveled thoroughfare, the Fifth avenue of Boston, one might say. Thirdly in R. S

Demonstration Parlor on Mezzanine Floor.

Hibshman, the president and general manager and J. F. Meade, the treasurer, the company has secured two intelligent, wide-awake and progressive men to steer the Vocalion craft to suc-

The Park Square Entrance.

cess, and one must not overlook the staff of salesmen who have been carefully selected because of their knowledge of the business and their knowledge of human nature.

BAGSHAW
TALKING MACHINE
NEEDLES

When two hard materials are "rubbed" together, ONE MUST WEAR. No one can dispute this.

Now, Bagshaw steel needles wear to SAVE records. They are made right to secure the best music, and the cost is as near nothing as is possible.

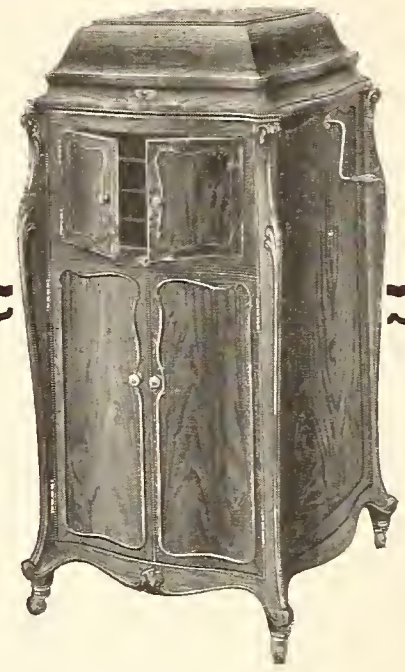
Buy, use and sell Bagshaw quality needles. You will secure satisfaction and profits.

W. H. BAGSHAW
LOWELL, MASS.

Oldest and Largest Manufacturer
Established 1870

The M. STEINERT & SONS CO.

Victor
Distributors



THE OPERA SEASON in Boston brings the great Victor artists to New England and the Victor dealers to ***Steinert's.***

Every occasion that creates a demand for any class of Victor goods emphasizes the value of Steinert Service. Now when you want Victor operatic records, remember that a letter or telephone message to us will obtain at once the supplies you need.

We have the largest stocks of Victor Records in New England. And in every detail of our business ***our*** aim is to make ***Steinert's*** and ***Service*** mean one and the same thing to our customers.

Our Boston telephone number is Oxford 1330.

M. STEINERT & SONS COMPANY

Victor Distributors

35 ARCH STREET :: :: BOSTON, MASS.

Good product, sold to the dealer and by the dealer, strictly on its merits, co-operation always—that's business, Columbia style.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

CLEVER EDISON EXPLOITATION

How the Visit of Mayo and Tally to Los Angeles Was Utilized by Barker Bros. to Demonstrate Edison Re-Creation

Los Angeles, Cal., April 5.—While the popular Empire Theatre quartet was filling an engagement at the Orpheum Theatre, this city, recently, Barker Bros., prominent talking machine and

Emphasizing the Edison Tone

Right to Left: J. W. Boothe, Manager Phonograph Department, Barker Bros.; Harry Tally; A. D. Smith, Advertising Manager; Harry Mayo, R. E. Daynes and Dave Doughty, Salesmen.

piano house, local representative for the Edison Diamond Disc phonographs, took advantage of the opportunity to have Harry Mayo and Harry Tally, of the quartet, appear at this store and demonstrate personally the manner in which their voices have been re-created by the Edison method. The selection used in the demonstration was "At the Ball, That's All."

In connection with the appearance of the quartet at the Orpheum, Barker Bros. carried large advertisements in the newspapers calling the attention of the public to the singing of Messrs. Mayo and Tally at the Orpheum and the manner in which their voices were re-created in the Edison discs.

The accompanying photograph shows Harry Mayo with his arm on the Edison phonograph discussing with Manager Boothe of the Barker Bros. department, the tone-reproducing powers of Mr. Edison's invention. Standing next to Mr. Boothe, with his arm also on the machine, is shown Mr. Tally.

NEW PATHE JOBBER IN MINNEAPOLIS

Northwest Pathephone Co. Incorporated in That City with Mayor at Its Head—Opera Recitals Given at Talking Machine Shop—Columbia Co. Branch Makes Good Record

St. Paul and Minneapolis, Minn., April 5.—If the talking machine dealers of the Northwest were offered any more business than they are getting they would worry, mainly because they can't even now get the goods that they want. General reports among the older dealers are to the effect that the volume of sales is fully fifty per cent. higher than normally is the case at this time of the year. This goes also for the jobbing houses which report excellent business.

A new jobbing house was launched in Minneapolis by the incorporation of the Northwest Pathephone Co. last week. The incorporators are W. W. Dunn, George M. Nye and W. G. Nye, the former Mayor of Minneapolis. The two first named have been operating a retail Pathe shop at 921 Nicollet avenue and will do a general jobbing trade from the same place. The new concern will be capitalized at $100,000, and will establish connections in all parts of the Northwest. A Pathe store in St. Paul is one of the first objects in view.

The entire opera of "Faust" was given by Archie Matheis at his Thursday recital at the Talking Machine Shop. Mr. Matheis, who has developed into a suave and pleasing lecturer, makes a running talk on the opera as the play progresses. "Faust" undoubtedly will be called for again.

Manager Souders of the Columbia Graphophone Co.'s Northwestern headquarters is somewhat elated over the fact that Minneapolis ranked next to New York and Chicago in the amount of dictaphone business in thirty-five cities. The company has transferred its St. Paul office from 17 East Seventh street, where the old retail store was located until taken over by the Emporium, to 137 Endicott Arcade. H. R. Peterson is the local manager.

The Beckwith-O'Neill Co., which supplies the Northwestern dealers with Victrolas, has just one complaint and only one—it can't get enough goods.

Excellent business is reported by the Minnesota Phonograph Co., jobbing in the Edison lines. The totals for each month of 1916 are declared to be far in excess of the 1915 and 1914 figures.

The Oster Bros. Furniture Co., of Birmingham, Ala., will devote a large space to a display of Columbia Graphonolas and records.

Building of the Ditson Company at Boston

DITSON VICTOR SERVICE

The name "Ditson" means music. Music means Ditson. Over 75 years of association with the retail trade of this country give us a knowledge of conditions that is of help to you.

Ditson Victor Service stands foremost in the East. It is for the small dealer, particularly, that we desire most to help, but the small man of to-day soon grows, with intelligent help, to the big man of to-morrow. On our books are many dealers who formerly bought in lots of hundreds and now buy in thousands.

We furnish a complete line of musical instruments, from Accordeons to Zithers, and Books of Music and Sheet Music.

BOSTON
Oliver Ditson Co.

NEW YORK
Chas. H. Ditson & Co.

RECITALS HELP CLEVELAND TRADE

Appearance of McCormack, Hempel, Ober and Other Artists Followed by Big Record Sales —Shortage of Stock Still Apparent—Various Concerns Make Excellent Trade Reports

CLEVELAND, O., April 4.—Every one connected with the talking machine trade in this city is well satisfied with the unusual activity displayed at this season of the year. The industry has broadened materially and although up to a short time ago only one or two makes of talking machines had the preference now at least five distinct varieties enjoy popularity. March has proven a phenomenal month in many ways and only for the shortage of goods there would have been even a better showing. The record trade has been stimulated through the recent appearance of such artists as John McCormack, Margarete Matzenauer, Frieda Hempel and Margarete Ober.

The Eclipse Musical Co., exclusive Victor jobbers, reports a very substantial increase over the same month last year, despite the fact that there has been a tremendous shortage on Victrolas from the $75 model up. T. H. Towell, president of the company, just returned from a week's visit to the Victor factory.

The William Taylor & Sons Co., Victrola and Grafonola department under the management of T. A. Davies, has enjoyed one of the largest month's business in the history of the department, being over 100 per cent. in excess of that of last year. The numerous Unico booths handsomely furnished and surrounded by works of art make the department one of the most attractive in the city.

W. G. Bowie, manager of the talking machine department of the B. Dreher's Sons Co., reports excellent success with their two lines, i. e. the Grafonola and the Aeolian-Vocalion. There has been such a rush on Vocalions that the company has received numerous shipments by express.

The Columbia Graphophone Co., according to Manager Madson, has had an excellent month's business. The Columbia Music Shoppe, under E. E. Gott, the former automobile man, has been opened in the exclusive Lakewood residential section. A beautiful Grafonola department has also been opened in the store of the Robert Young Furniture Co. The Columbia Co. now has over 150 dealers in Northern Ohio.

The J. T. Wamelink & Sons Piano Co., Columbia dealers, report an unusually large record sale. G. E. Morton, manager of the Grafonola department of the G. M. Ott Piano Mfg. Co., reports that he is devoting most of his efforts to the electric Grafonolas with great success.

The Phonograph Co., of this city, jobbers of the Edison Diamond Disc phonographs, has continued its tone-test recitals and has had excellent success. Over twenty tone-test recitals have been given recently and the principals in these tests were Madam Marie Kaiser, vocalist, and Alexander Bond, violinst. All these exhibitions were given to capacity houses and very pleasing results have materialized from them.

The Diamond Disc Talking Machine Co., located in the east end of Cleveland, reports business equal to the preceding month. The company is dealer exclusively for the Edison Diamond Disc phonograph, and Manager E. A. Friedlander, formerly manager of the Bailey Co., of this city, is well pleased over the results thus far attained.

The Harmony Music Shoppe Co., dealers in the Victrola, has added two new and beautiful booths and is amply equipped to take care of the increasing demands.

According to Manager Phil A. Dorn, of the Collister & Sayle Co., the Victrola business has been very good and a very heavy demand has prevailed for the new Marimbo band records.

Harry J. Drumm, special representative of the Unit Construction Co., Philadelphia, was in the city. He has taken many orders for the Unico demonstration booths.

The May Co.'s Victrola department built a considerable number of booths a year ago to take care of the large business transacted at that time, but the business has increased to such an extent that the department needs more room to accommodate the increasing demands.

Manager C. H. Johnstone, of the Stearn & Co. Pathephone department, says that March was the largest month's business since the department was opened last October.

HAS ANTIQUE TALKING MACHINE

Edison Phonograph, Made in 1878, Is Hand-Operated and Uses Record of Tinfoil.

FAIRFIELD, IA., April 10.—James F. Wilson, Jr., has a rare relic in the nature of a phonograph. It was purchased from the Edison concern in 1878 by Mr. Wilson's father, the late Senator J. F. Wilson.

The bill of sale is with it and shows that the machine is No. 11 and was called the "Edison Speaking Phonograph." It is about as heavy as a letter press and not quite so large. It looks like a handy household grindstone. Iron and steel must have been cheap in those days and the instrument looks as if it might be dropped out a second-story window without great injury.

The solid steel cylinder is about two inches wide and five in diameter. On this the owner pasted a certain kind of tinfoil, smoothly and carefully. This cylinder is turned by a hand crank while some one talked into the megaphone receiver. When the "record" was completed the operator ground out the message. Mr. Wilson well remembers the machine in operation and states that it produced a remarkably good record, considering the crudity of the machine and the reproducing apparatus.

Records could not be preserved and interchanged, for they were easily destroyed in taking them off from the cylinder. Mr. Wilson is in communication with the Edison concern in order to see if they are interested in preserving the old relic.

Fall in
Join the Army of
Nyoil Dealers and

You Will Share

Profits With Us

Let Us Submit Our Latest Proposition
WM. F. NYE, New Bedford, Mass.

FRAZEE LEASES ANOTHER FLOOR

In order to take care of the requirements of his fast-growing trade, James Frazee, manufacturer of Crystal Edge mica diaphragms, has been obliged to materially increase his manufacturing facilities, and has leased another floor in the building he occupies at New Brighton, S. I. Mr. Frazee states that new accounts are being opened daily with well-known manufacturers, who are desirous of equipping their product with Crystal Edge mica diaphragms.

Charles R. Williams, at present acting as assistant superintendent in the American graphophone factory at Bridgeport, was married recently to Miss Helen Starr Randall.

We Fill Your Orders

Records:

You cannot afford at at this time to be without the services of a Jobber who guarantees to fill your orders.

ECLIPSE

Machines:

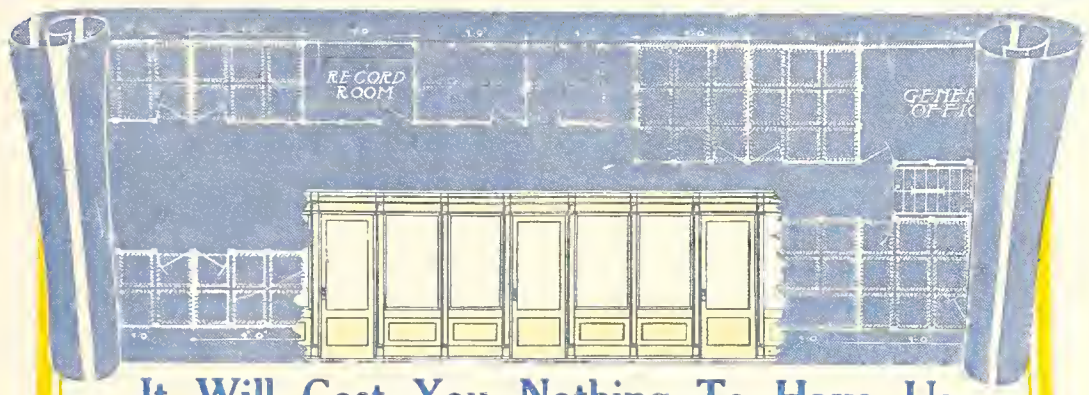
Almost daily shipments by the Factory and by concentrating our efforts enables our extending unequaled service.

Cleveland is the logical Center between New York and Chicago and our Shipping Facilities are unequaled. You save Time, Increase your Profits and reduce operating expenses.

A TRIAL WILL CONVINCE

ECLIPSE MUSICAL CO., VICTOR Distributors
CLEVELAND

Let Us Step In
and Help You



It Will Cost You Nothing To Have Us Plan Your Unico Demonstrating Rooms

Take a steel tape measure!

Measure off the amount of space you can afford to give to your Talking Machine Department.

Then merely send us the rough dimensions, indicating location of Walls, Windows, Columns, etc.

We will do all the planning and send you a detailed Estimate and blue print of your problem—economically solved.

Hundreds of successful dealers frankly acknowledge the debt their success owes to The Unico System.

Unico Rooms are built in units and furnished in any Standard or Special Finish.

They reach you entirely complete, ready to be instantly installed without dirt, disorder or costly interruption to business.

Patented Features make Unico Rooms Soundproof, Dustproof, Elastic and Interestingly Easy to assemble.

Instead of wasting good gray matter and time, use our experience in the building or enlarging of your Talking Machine Department.

Fill in and mail the enclosed postal. We do your preliminary work for nothing—and save you considerable money in the cost of the actual installation itself

Sign this card and toss it in the outgoing mail.

The Unit Construction Company

121 - 131 South 31st St. Philadelphia, U. S. A

UNIT CONSTRUCTION PARTITION UNICO TRADE MARK

Cut Out This Card and Mail To-day

THE UNIT CONSTRUCTION CO.

Kindly submit Plans, Suggestions and Estimates for _____ *Unico Rooms to occupy space indicated in plan below.*

Size of rooms to be _____ *in* _____ *finish.*

Our preference is for Design No. _____

FT

REAR

FT FRONT

(Kindly indicate location of exterior doors, windows, walls, columns, stairs, etc.)

Signed _____ *Address* _____

Date _____ *Per* _____

Recd. _____ *Ack.* _____ *Plan and Est.* _____ U.C.

WARNING

All the special features of the Unico System as to both Construction and Design are thoroughly protected by Letters Patent already granted and pending applications. The Manufacture, Use or Sale of Construction embodying the patented features of the UNICO SYSTEM are equally infringements and anyone invading those rights as secured to us under our Letters Patent will be vigorously prosecuted.

Our thirty-eight distributing centers are ready to supply you promptly with the biggest dividend diggers in the trade to-day —including the very latest in dance music.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

DETROIT TRADE STOCKING UP

Talking Machine Men Taking No Chances with Possible Future Shortage of Goods—Local Association Progressing Rapidly—New Concerns Enter the Field and Old Ones Grow

DETROIT, MICH., April 5.—The general situation in the talking-machine trade in Detroit and vicinity is unusually satisfactory and in the majority of cases the business handled by the distributors and dealers in all leading lines is limited only by their ability to secure sufficient stock from the factories, particularly in the matter of machines.

The local talking-machine men who have visited the factories recently have been much impressed with the volume of orders flowing in from all sections of the country and have, in consequence, been inclined to order liberally themselves, in order to prepare for the future.

E. K. Andrew, manager of the talking-machine department of the J. L. Hudson Co., returned April 3 from a week's trip to New York, Camden, N. J., and Philadelphia. While at the Victor factory, he placed a good-sized order for the Hudson concern—sufficient to take care of a good portion of his business until September, and in July will place another order for fall delivery.

At the local Columbia branch Manager Mills says the first three months were the greatest the branch has ever had, including holiday months. He set a high figure for March—and beat it.

At the Pathé headquarters for the State, Manager Harry Shea says that every month shows improvement and that general business is way beyond expectations. Of course, the prosperity of Detroit and of Michigan has something to do with making the talking-machine business so prosperous, although traveling representatives through here lately say that the same percentage of increase applies to every part of the country.

The talking-machine dealers who were members of the Detroit Music Trades Association have withdrawn feeling that membership there was really unnecessary in view of the fact that they now have their own exclusive organization, and not wanting to pay two membership fees. The talking-machine men met March 14 at the Hotel Cadillac with an attendance of thirty-five. Many new applications for affiliation with the organization were reported. The topic discussed was that of charging interest, the outcome being the appointment of a special committee to think it over and report at the April session. The general sentiment exists that to charge interest is a good thing and the right thing to do, but there is some opposition from some of the smaller dealers in the outskirts who naturally feel that they can't do business exactly on the same lines as the down-town dealers, most of whom have unlimited financial backing. A vote was taken and resulted in three to one in favor of charging interest.

Clarence L. Price, special representative of the Victor Talking Machine Co., was a March visitor among local dealers.

Mandel Bros. is a new concern in Benton Harbor, Mich., manufacturing talking machines. The first order was for 1,000 machines, which will be delivered soon. Fifty cabinet-makers are employed.

The Goldberg Phonograph Store, 167 Gratiot avenue, Detroit, held its "spring opening" last month and it was largely attended. This firm handles more foreign records than any store in the State. The store is open evenings to accommodate its large foreign trade. Both Victrolas and Grafonolas are handled.

There is some talk of the Rudolph Wurlitzer Co. opening a large store in Detroit to handle everything from small goods to pianos and talking machines for retail trade.

Crowley, Milner Co., Detroit, has a new talking machine department on the second floor; it is much larger than formerly, and enables this department store to carry more stock than ever.

Frank Bayley, Edison dealer, 11 Witherell street, will move sometime in May, to a new location, which may be permanent, as he has not definitely closed with the firm which plans a new building on the present site. He is endeavoring to keep as close to Woodward avenue and Grand Circus Park as possible.

Max Strasburg will give up his store at Library and Grand River avenues, Detroit, sometime in April, and will thereafter do all business at his new store at 74 Library avenue, which is considerably larger and where the rent is considerably less—despite its being just as good a location.

Robert Barclay, for the past eighteen months in charge of the talking machine department at the J. Henry Ling store, Detroit, has resigned to engage in the real estate business.

Harry C. Shea, of the Pathephone Shop, Detroit, says he is doing very little approval business—does not encourage it—nor has he sold a single instrument at less than the list price.

Gordon Kilmer, 718 Dix avenue, Detroit, the Alma Music Store, Alma, and the Almendinger Music Store in Ann Arbor, are now Pathé dealers in Michigan.

Harry Zickel, of the Cable Piano Co., Detroit, predicts a big future for the electric operated machine—if not soon surely before another two years—and particularly for high-class trade.

H. E. Russell, formerly with the American Phonograph Co., now out of business, has been appointed road ambassador for the Pathephone Co. of Detroit.

Sidney J. Guest, 541 Dix avenue, Detroit, handling Columbia machines, reports a big increase in trade since the theatre in his block opened for business. It is a large house seating 1,500 and is bringing a lot of people to his store.

The Goodfellowship Club, of Grinnell Bros., Detroit, held a smoker at the Alt Heidelberg, Wednesday evening, April 5th.

Grinnell Bros. are giving a series of recitals before lodges, clubs, societies and fraternal organizations in charge of Henry Schumann Heink, son of the famous singer. At these recitals the Duo Art pianola and the Victrola are used. At a recital given before a literary German society on March 31, several selections by his mother were played.

The Cable Piano store, Detroit, has been considerably enlarged on the first floor by building a mezzanine over the top of the present salesrooms, to be used for storing talking machines.

Pathé

Dealers Who Want Service

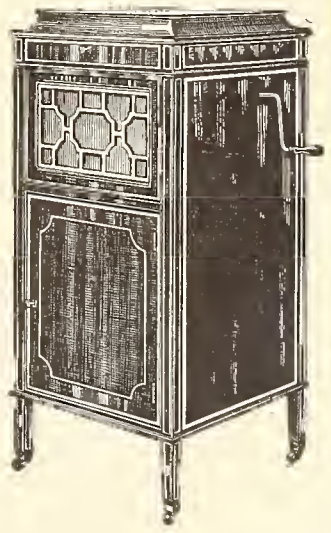
you'll find it HERE

Our stock is *complete*. Every Style Pathephone is in stock

When You Need It

We specialize on service—and our dealers are profiting by the co-operation we are giving them.

Our PATHÉ Record Stock includes everything that your trade will ask for. Investigate our proposition, it will pay you.



This Model
$225
Others from $15.00 up.

Pathephone Co. of Detroit
114 Farmer St. **Detroit, Mich.**

PATHÉ DISTRIBUTORS

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., April 7.—The time seems to have passed when you find the talking machine dealer bubbling over with enthusiasm as he is handed the slip by his bookkeeper showing him the big advance in his business over the previous year. He has had this experience so often that the novelty has worn off, and he is now taking it as a matter of fact, and would be visibly disappointed were it not so.

The month of March in Philadelphia brought to the talking machine dealers business limited to the capacity or ability of the manufacturers to furnish material with which to work. There has been a great shortage of machines and the jobbers and retailers were only able to supply a portion of the demand. Many of the jobbers are holding standing orders for machines, and it is the retailer who places such an order and stands close to the jobbers who can hope to get his wants satisfied to at least a reasonable degree.

There will be two important moves in Philadelphia during the present month. The Louis Buehn Co. will occupy the store at 835 Arch street on or before the first of May, and the Pennsylvania Talking Machine Co. will separate its wholesale business from the retail, and move its wholesale end the coming week to 210-212-214 North Broad street.

The Louis Buehn Co. is at present located at 825 Arch street, so it will not have far to move, but in its new home it will occupy three of the floors, which are 25 by 150 feet, and this will give double the floor space of the present building. This will undoubtedly be the largest amount of floor space in Philadelphia given over to the wholesaling of talking machines. The business of this firm has grown so rapidly within the past year that it found this move absolutely necessary.

The business of the Buehn firm was exceptionally good in March and this is attributed to the fact that it has been able to fill orders in such good shape. Mr. Buehn states: "Unsolicited orders are coming in somewhat in excess of the quantity of machines that we are receiving from the factory."

The Buehn record stock is in very good shape, but in its present quarters it has been somewhat hampered in the handling of this stock. The new quarters are being fixed up in the most modern way with every known appliance to facilitate business, and Mr. Buehn will institute several innovations of his own.

The Talking Machine Co. recently removed its West Philadelphia store from the southeast corner of Fifty-second and Chestnut streets to the northeast corner, where it has a much more attractive-looking store.

William F. Lamb, the Pottstown, Pa., dealer in talking machines, was here the past week. He reports that he has made extensive plans for the enlargement of his department and will install several extra booths.

T. Connelly, the Philadelphia dealer at 2633 Girard avenue, is having a number of extra booths placed in his store at present.

The Penn Phonograph Department reports that the past March was by far the biggest March that the firm has ever had, and that orders are coming in just the same as they did before Christmas. The Penn Co. is much elated over the outlook and believes it will have a heavy spring business, and only hopes the Victor factory will be able to keep it sufficiently supplied to handle it. Harry Miller has just returned from a two weeks' trip to Bermuda, and reports having had a most delightful time. The Penn Co. reports that its record business has increased very much over last year in March.

Walter L. Eckhardt, the head of the Pennsylvania Talking Machine Co., reports that business has been keeping up wonderfully well, and progress is only stopped when the amount of goods is exhausted. The company is promised much better conditions in the very near future. The firm will disassociate its wholesale business from its retail, and will move the former to North Broad street, where it has fitted up large and commodious warerooms for the handling of practically an unlimited amount of stock.

In its new wholesale building the firm will have 13,000 square feet of floor space, which will be devoted exclusively to the stock and storage of all the current types of machines and records. The retail business will be continued at 1109 Chestnut street. Mr. Eckhardt will eventually have his permanent office at the wholesale store.

The Pennsylvania Talking Machine Co. has had its territory extended down to and including Florida. Thus this firm will control the sales in every State along the Atlantic Coast up to New Jersey and as far West as the Mississippi.

The past week the firm were favored by a visit from James P. Bradt, general sales manager of the Columbia; W. C. Fuhri, United States manager, and H. L. Willson, assistant general manager. Mr. Eckhardt has just completed the moving of his Baltimore store from its former location on Howard street to 111 German street, and he has been devoting much attention to the Washington office and territory and to the Atlanta office and territory.

The wholesale department in Philadelphia is now booking orders for summer delivery, and

(*Continued on page 22.*)

Pen Your Victor Orders to Penn

There are many reasons back of the broad statement above as to why Penn should fill your orders. One is, because Penn can do it, if anyone can. And that's one reason why you see no stock piled up around our storehouse, for every available machine and record goes OUT to our dealers. Put your trust in Penn. We'll work hard to please you.

VICTOR

Penn Phonograph Co., Philadelphia

1864—ESTABLISHED OVER HALF A CENTURY—1916

VICTOR DEALERS

Send your orders for Victor Records to

WEYMANN

for the best Victor Service in the East

We are now booking orders for Victrolas,
all types, for early deliveries.
May we serve you?

WEYMANN & SON, Inc.

VICTOR DISTRIBUTORS

1010 Chestnut Street Philadelphia, Pa.

We Are Filling Record Orders Practically 100 Per Cent.

BLOCK SIGNALS PROTECT YOUR INTERests when you use Buehn Service. Several high priced experts watch the incoming and outgoing freights with the surveillance of detectives. They work with a knowledge that has been obtained from study and experience, and automatic signals co-operate with them so that tabs reading "out of stock" are seldom utilized.

Speaking from an elementary standpoint, it stands to reason that if we are seldom out of machines and records, that your chances are BETTER of obtaining the machine models and records that you need for your profits. We care for our stock in rather an expensive way, but this extra cost is more than offset by SHIPPING goods when you want them.

The only profit that we can make is on the goods shipped; you can't make any money unless you have the goods, so while the extra expense paid for insuring our stocks may be above the average, we more than offset the expenditure by receiving profits on merchandise that we might not otherwise be able to deliver. This policy helps us both.

Buehn Victor Service in distributing circles is the Pennsylvania of railroad achievement. Again we say: "The proof of the service is in the filling." Why not look over your record stock this afternoon and send us a list of those "you want but cannot get"? Buehn Service will give you a surprise.

THE LOUIS BUEHN CO.

Record orders are now being better filled than for several months.
Shipments from the Victor Co. have made it possible for us to fill some orders as well as 90 per cent Orders for Supplies and Repair parts filled promptly and correctly.

Test us with any size of order—small or large—so you can see that Buehn Victor Service means co-operation that is modern in every characteristic.

We will guarantee a larger percentage than any other jobber.

Philadelphia's Exclusive WHOLESALE Victor Distributor

THE TRADE IN PHILADELPHIA

(*Continued from page* 20.)

from the present aspect of the business dealers will be wise to have their orders booked in advance in order to protect themselves against the same conditions as existed last fall.

The Dictaphone business of the Pennsylvania Co. has shown a fine increase in March, when the firm got a star quota, and five of its salesmen made the quota. It has been doing such a heavy business that it has found some difficulty in getting machines sufficiently fast to supply the demand. It had a fine display at the recent Business Men's Show, and secured much new business and closed a number of accounts upon which they had been working for some time. Manager J. D. Westervelt has been in Harrisburg several days this week.

Among some of the largest orders received by the Dictaphone department in March were: H. K. Mulford Co., Electric Storage Battery Co., R. M. Hollingshead, Camden; the Notaseam Hosiery Co., the Link Belt Co. and the Travelers' Insurance Co., all of which added a number of machines to those already installed, and the biggest orders among new firms were given by Frank Winnie & Sons, the Hungerford Brass & Copper Co., McIlvaine Bros., drugs; F. J. Stokes, chemical engineer; the Ferracut Machine Co., Bridgeton, N. J.; the Lee Tire & Rubber Co., Rayner & Parker, lumber merchants; the Lower Merion Realty Co., and many others. Among the visitors to the Dictaphone offices the past week were Frank Dorian and N. F. Milnor, general sales manager.

H. A. Weymann & Sons have found that the recent literature with which they have kept their trade informed, has been of very great advantage to them. They have cautioned the dealers regarding the ordering of records and they have responded nobly. They have had many evidences of the shortage of goods at some of the houses through letters of praise for the prompt way the Weymann's have been filling their orders almost to 100 per cent. One of these letters from a big retailer noted that he had sent them an order for twenty-four different records that he had been unable to obtain, and was amazed to find that they were able to supply eighteen of them, while he had duplicated the order to another one of the largest dealers, and was able to get only nine records of the lot requested.

The Weymann's have not only found their wholesale business most satisfactory, but also note a big increase in their retail business.

Blake & Burkart enjoyed in March a most satisfactory business on the Edison and they tell me that all of the Edison dealers in Philadelphia have been doing very well, and especially N. Stetson & Co. The new room of the firm has been handsomely papered and decorated and is quite a show place. While their business has been so heavy of late that they have been unable to give any special invitation concerts, they have been having a number of private demonstrations about the city which have been bringing them very good results. Their business is way ahead of what they had ever anticipated, and their factory has been keeping them pretty well supplied with stock. They have less to complain about as to this in the month of March than during the previous two months of the year.

SPALDING'S TRIBUTE TO EDISON

Noted Violinist Tells of the Successful Re-creation of the Tones of His Violin by Means of the Edison Diamond Disc Phonograph

Albert Spalding, the noted violinist and exclusive Edison artist, in a recent interview, had the following interesting remarks to make regarding Edison's re-creation of his playing. Mr. Spalding states:

"Which record do I like the best? I always like best the next one I am going to do. But that's too general. For tonal qualities, for what I find of myself in the record, my favorite is the 'Serenade Meláncolique' (No. 82,067), by Tschaikowsky. This is the one that gives me the most pleasure. And I am very fond of the 'Ave Maria' I made with Madame Marie Rappold.

"I have noticed that Mr. Edison claims to re-create music instead of reproducing it. I will say frankly, the Edison is the only phonograph that makes a violin sound like a violin. Others seem to give a violin the sound of a wind instrument.

"Your tone tests are wonderful. While I have never actually gone tone testing on the road, I have many times played in comparison with my records with really astonishing results. Even my friends noticed the striking fidelity of the tone of the Diamond Disc to the tone of my violin.

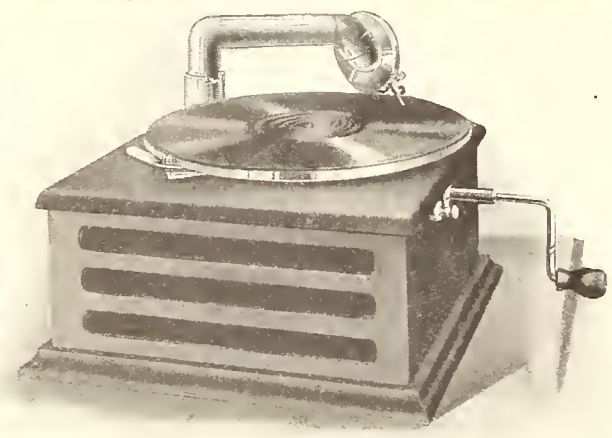
"My violin is a very famous one. It is a Guarnerius del Genu and about one hundred years old and beautifully preserved. It has both the mellowness of age and the fresh tone of a young violin. It is with this violin that I make all of my records for the Diamond Disc. Some times this old violin actually surprises me. I get to wondering where the beauty, the richness and the charm of its tone all come from. It seems so wonderful—and it is wonderful to think of the music that sleeps in a violin."

H. A. Riker is now manager of the talking machine department of the Spring-Holzwarth Co., a big department store of Alliance, O. The department handles the Aeolian-Vocalion and Columbia Grafonola.

Otto J. Bober, of Eau Claire, Wis., is preparing to remodel his store. A room will be added at the rear of his present place of business for the display of Pathé phonographs.

Adolph Lasus, of New Rochelle, N. Y., recently divided his talking machine department from his bicycle and sporting goods department, and now has an up-to-date and attractive talking machine shop.

The Hood & Wheeler Furniture Co., Birmingham, Ala., has added a talking machine department to its business.



"WONDER" No. 2
Price $7.50
Equipped with Universal Tone Arm and Sound Box.
Colonial Mahogany Finished Cabinet. Size 5½x12x12

PHONO CUT
10 inch Double Face. Vertical Cut.
List Price, 65c. ***25c.***

ANNOUNCEMENT

BEGINNING APRIL 15

WONDER TALKING MACHINES

$5.00 to $20.00

WILL BE EQUIPPED WITH

Universal Tone Arm

AND SOUND BOX

Capable of playing either lateral or vertical cut records without any attachment.

Anticipate the demand this will create by placing your orders early!

In connection with this new feature we are offering a large stock of

PHONO-CUT RECORDS

(As illustrated)

List Price, 65c., at **25 Cents.**

Write for descriptive folders, advertising material and special dealers' proposition.

THE WONDER TALKING MACHINE CO.

113-119 Fourth Avenue (*at 12th St.*), New York

Telephones, Stuyvesant 1666, 1667, 1668

Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORY: ELYRIA, OHIO

Central West Division
CHICAGO, ILL.
19 West Jackson Boulevard
S. A. RIBOLLA, Sales Mgr.

Southern Division
ATLANTA, GA.
3234 Fairlie Street
C. H. ANNIS, Sales Mgr

Northern Pacific Coast Division
SEATTLE, WASH.
218 Second Ave., So.
JOSEPH M. ABRAMS, Sales Mgr.

The Home of Heineman Motors, Elyria, O.
The Largest and Busiest Phonograph Motor Factory in the World.
24 Hours Per Day—6 Days a Week.

An Invitation

It will be a pleasure for the sales and factory heads of our company to show our factory to any member of the trade who may be interested in the manufacture of talking machine motors.

The views shown in the accompanying pages form only a very small percentage of the unique and highly instructive phases of motor manufacture. In this factory may be found new types of special machines which I believe can be found in no other factory, and from one end of the plant to the other efficiency and quality of production are the keynotes of our efforts.

We are naturally well pleased with the success of the Heineman "Motor of Quality." Although we have been only engaged in the talking machine business for the past two years in this country, it is gratifying to note that our products have already achieved signal distinction in the talking machine field.

We are always willing to learn, and if any of our friends in the trade, after reading the accompanying story, has any suggestions to make regarding any phase of the motor manufacturing business, they will be accorded careful consideration and attention.

Otto Heineman
President

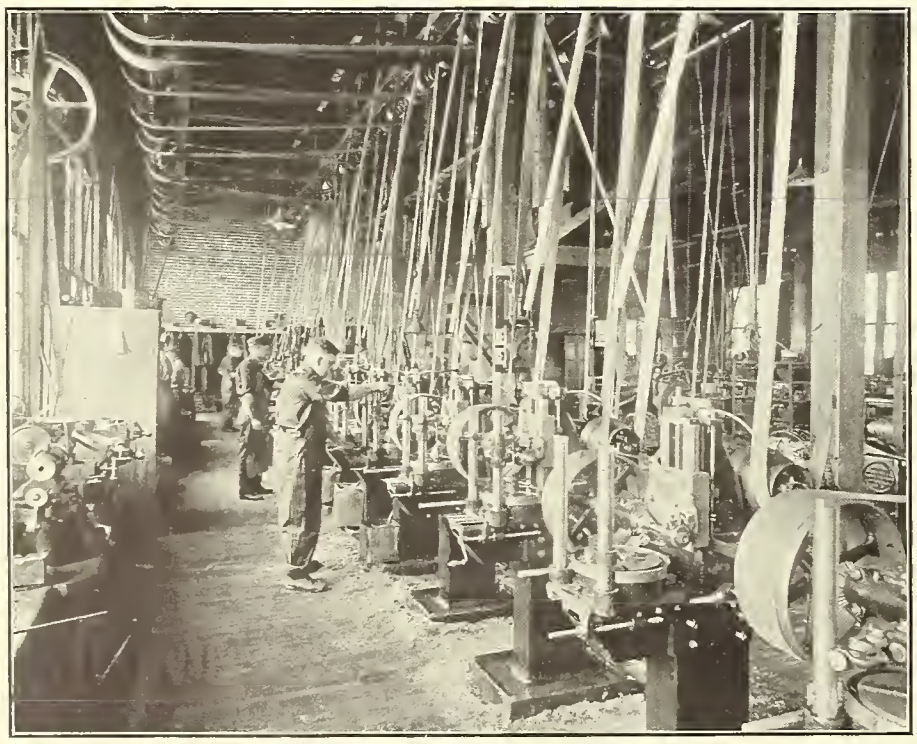
Making Phonograph Motors and Part

A description of the manufacturing of a full line of high-grade talking machine motors and accessories from the raw material in the Heineman American factory is both interesting and instructive. Modern American

Punch Press Department.

methods are closely adhered to in the effort to produce a high-grade product in large quantities.

The first principle of the American manufacturing method is interchangeability, which can be obtained in no other way than by employing the most modern machinery and factory methods. There has been rapid progress in the development of machines and tools during the recent years that has revolutionized many industries. For example, the American-made watch is



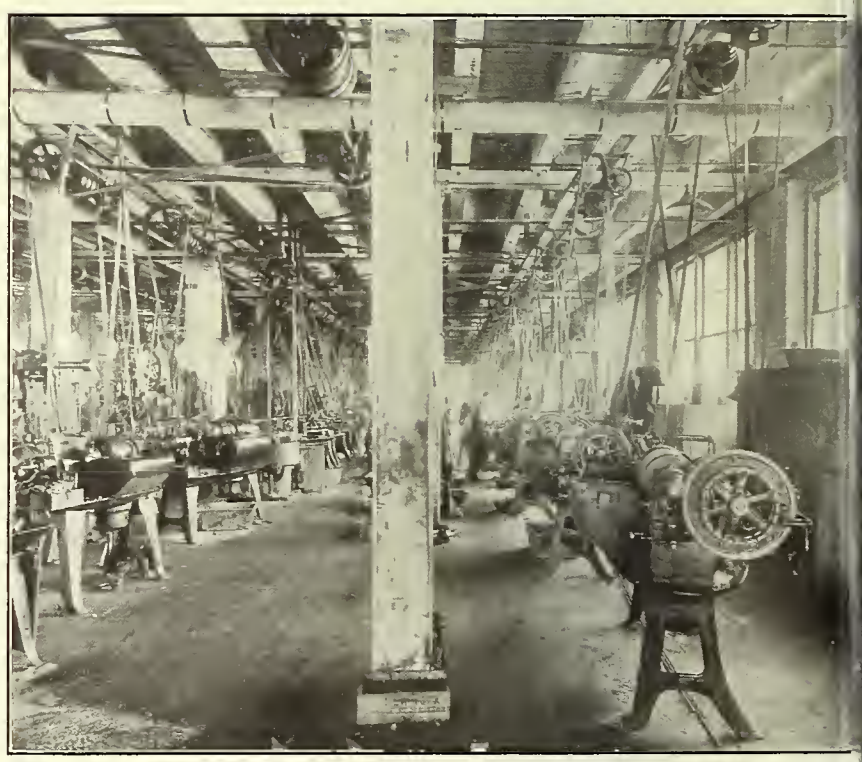
Automatic Gear Cutting Machines.

both reliable and its parts are all interchangeable. The there is the wonderful automobile of to-day, a produ of interchangeable factory methods, produced by th latest and most highly developed machines and tools.

It is natural that American-made talking machir motors and other mechanical parts must be made b similar factory methods to be produced in larg quantities and enjoy the scheme of interchangeabilit

To the skilled mechanic, as well as the uninitiate a superficial examination of a Heineman "Motor c Quality" would fail to indicate the many factor operations and progressive methods which combine t the smoothness of operation and reliability. Also, hasty trip through the Heineman factory would fail t show the fineness of the methods employed.

It is the correct sequence of machining operation extreme accuracy of manufacture, where such accurac



Automatic Screw Machines.

is necessary, and the proper selection of materials tha make these talking machine products successful.

Following the raw material, steel, brass, bronze etc., from the Stockroom through the Heineman factor is indeed interesting, and shows the extensiveness of a plant devoted to this industry.

In the Punch Press Department will be seen long rows of presses, making—from sheet metal—moto frames, gear blanks, spring barrels, turntables and eve the delicate parts of a sound box. One operation afte another, these parts progress until they are ready fo the finish or assembly in the completed apparatus.

A companion department, employing rods instead of sheet metal, is without doubt the most interesting ir the factory. Here are long rows of automatic screw machines taking the rods in long lengths and producing

he Heineman American Factory,

By
Ray H. Manson
Chief Engineer

most complicated pieces nearly finished for use.

One of the most important machine operations on onographs is the cutting of the teeth in gears and ion. The correct design of gear teeth and the iformity of the cutting are paramount features. ecial machines are used in the Heineman factory for s gear cutting. The teeth are formed by "gener- ng" methods so that they will roll together freely and thout noise.

Accuracy of mounting the gears, pinions and speed- gulating governors, as well as all other rotating parts spring motors, requires the use of watch makers' hes of precision, and the checking of important mensions by means of micrometer calipers that gauge the fraction of one-thousandth of an inch.

In addition to the foregoing, are the departments voted to drilling, where the work goes into what is

Conference of Sales and Factory Heads.

t to Right: W. C. Strong, Factory Manager; Sidney Beyland, Assistant Chief Engi- r; Paul L. Baerwald, Eastern Sales Manager; Ray H. Manson, Chief Engineer; S. A. Ribolla, Central West Sales Manager.

alled "jig," which latter is provided with hard steel ushings which make the drilled holes come in the same positions in all like parts. Many of these drilling achines are of special design with multiple spindles, which make it possible to drill all of the holes in one iece at the same time. Here speed is coupled with ccuracy.

The mere drilling operations, however, are not ufficiently accurate for these spring motors, so reaming perations finish the holes to micrometer size and assure nterchangeability with quiet running action.

Motor frames and plates, as well as sound box arts, have many threaded holes for machine screws. These holes are tapped on special machines which operate similar to a drill press, excepting that the tap or cutting tool goes into the drilled hole accurately and to the proper depth, when the machine automatically reverses and the cutting tool is threaded out.

Drilling Department No. 1.

The Heineman factory has a large complement of milling machines for planing surfaces on castings, etc., also hand screw machines for turning metal parts that cannot be handled on the automatic machines heretofore described.

The finishing of the parts in nickel, gold, etc., is done by the most modern methods, giving lasting as well as attractive appearance to the completed Heineman product.

Hand Milling Machines.

Making Phonograph Motors and Parts at the Heineman American Factory

Hand Screw Machines.

All of the careful machining and gauging of parts in the Machine Room of the Heineman factory show to advantage in the motor assembly department. Here the work of putting the component parts of the motor together into a working whole, is done without machinery or any cutting tools whatever. Each motor, regardless of the person assembling the same, is exactly alike, when they come from the particular department. There is a distinction, however, as to the skill of the assemblers on the various designs of motors. It is a rule to keep all of the workmen who are proficient on any one design of motor on that particular job, and in that way secure a greater uniformity of product.

Rigid inspection, in process, as well as of the finished article, is absolutely necessary in a large factory which uses modern machine methods. There can be no "shading" here and adding to another part to get the final results, as in the older hand methods. All parts must come to gauge, and, therefore, are interchangeable in any particular design of motor made to-day or in the future.

The making of Heineman sound boxes and other phonograph parts uses similar machining methods as employed in the production of spring motors. There is a big difference, however, as great skill in assembling and adjusting are necessary in the case of sound boxes, so as to get the utmost in tone quality and latitude. Again, the proper selection of materials plays the most important part.

Motor Assembling Department No. 1

Motor Assembling Department No. 2.

While the foregoing description of factory operation indicates some of the processes employed in making the Heineman phonograph equipment, the most important part must be omitted for obvious reasons—that is, the first-hand knowledge of making of these specialties which comes by long years of experience in this line; also the description of the experimental work on the various details of this equipment and the many special factory methods which form the basis for the Heineman phonograph equipment.

MONEY PLENTIFUL IN MILWAUKEE

With Everybody Working Who Wants to, There Is a Heavy Demand for Talking Machines and Records to Supply Entertainment—Recent Changes in Wisconsin Trade.

MILWAUKEE, WIS., April 10.—The decided improvement which has taken place in the general business field in Milwaukee and about Wisconsin has naturally had a most favorable effect upon the talking machine trade, which is showing a big gain over a year ago. Industrial conditions in Milwaukee are showing more activity than at any time in the past two years, with all the leading machinery manufacturing plants operating practically full time. While a great deal of this activity is due to the large war orders which are being received, yet general business is showing a steady increase. Everybody who wants work can get it, money is easier and people are more inclined to buy in all lines, talking machines included. Practically all the Milwaukee houses report that sales of both machines and records are way above the figures reached in 1915. Conditions about the State seem to be highly satisfactory and dealers are meeting with such a good business that they are continually hammering away upon the jobbers for larger shipments of goods. Not only are most of the retail houses placing orders for goods to meet the present requirements of their trade, but even at this early date they are getting in their orders for fall goods, according to Milwaukee jobbers. There is still a shortage of machines in various styles in most lines and the average dealer does not want to be caught short, as was the case in many instances last fall.

"While shipments of machines are increasing, we could dispose of a great many more than are arriving," said Harry A. Goldsmith, secretary of the Badger Talking Machine Co., jobber for the Victor goods. "Dealers are simply rushing in their orders so that they may replenish their stocks and get in readiness for the fall and winter trade. Present business is so good that the average dealer is being put hard to it to get any stock ahead. We are getting plenty of records and are doing a phenomenal business in this line."

J. Raymond Bill, associate editor of The Talking Machine World, who is spending some time at the Chicago offices of the paper, was in Milwaukee, April 3 and 4, calling upon the trade in this city.

G. A. Schultz, well-known piano and talking machine man of Milwaukee, has joined the sales force in the Edison department at the big store of C. Niss & Sons, Inc. Mr. Schultz is thoroughly familiar with the Edison line, having been at one time associated with the sales force at the Edison Shop.

A. F. Puls, Milwaukee jeweler, located at 202 Public Service Building, has taken on the agency for the Stewart line of talking machines.

Some fine sales of the Dictaphone machines are reported by O. H. Foerster, sales manager of the H. C. Block Co., Milwaukee representative of the Dictaphone line, include the Northwestern Mutual Life Insurance Co. and the Northwestern National Fire Insurance Co., Milwaukee; James Manufacturing Co., Fort Atkinson, Wis., and the B. Heinemann Lumber Co., Wausau, Wis.

Mrs. Frances E. Clarke, formerly supervisor of music in the Milwaukee public schools, now head of the school educational department of the Victor Talking Machine Co., was in Milwaukee last week as the guest of her many friends in this city. The women supervisors and principals of the local schools were entertained by Mrs. Clarke at a dinner at the Hotel Pfister. At the speakers' table were Mrs. Clark, Miss Margaret Canty, supervisor of primary instruction; Miss Helen Poole, supervisor of music; Miss Elizabeth Haisler, principal of the school for exceptional children; Mrs. H. P. Morse, formerly supervisor of elementary manual training. While supervisor of music in the Milwaukee schools, Mrs. Clarke used the Victor with such success in the schools that she not only attracted the attention of the schools all over the United States, but was regarded by the Victor Co. as the leading factor in introducing the Victor in the schools.

Sheriff Merrill Guyant, of Stevens Point, Wis., has purchased a Victrola for the prisoners at the county jail. Sunday afternoon religious services are held at the jail and the Victrola is used to good advantage.

Lawrence McGreal, head of the Pathephone Co., of Wisconsin, jobber for the Pathé Frères line, has moved into new and larger quarters at 185 Fourth street, where he is carrying a large stock of Pathé Pathephones for the retail and wholesale trade.

A. G. Kunde, 516 Grand avenue, Columbia jobber and retailer, has located several new Columbia dealers in Milwaukee recently, among them A. E. Frederick, a south side business man. Trade is exceptionally good at the Kunde store.

In the Victor department of Gimbel Bros.' store, Manager L. C. Parker reports that business has been showing steady, consistent gain for many months.

William A. Schmidt, manager of the Phonograph Co., of Milwaukee, jobber for the Edison goods, says that if business was any better his company would be unable to handle it. Trade with the Edison dealers all over Milwaukee and Wisconsin has been so active that the Milwaukee jobber has been experiencing the busiest period in the history of the company. Many new Edison dealers have been secured of late in Wisconsin territory. The sales force at the Edison Shop, the retail branch of the Phonograph Co., of Milwaukee, has been increased again.

The Edmund Gram Piano House, carrying the Steinway, Aeolian and other instruments, has taken the Milwaukee and Wisconsin agency for the Aeolian-Vocalion line. Several shipments of goods have arrived and the new machines are being enthusiastically received by the Milwaukee public. The Gram house expects to conduct an extensive advertising campaign, featuring the new line.

The Anglo-American Import & Export Co., dealers in talking machines, Dictaphones and accessories, has been incorporated with a capitalization of $5,000 by H. H. Goldblatt, J. Letsch and J. Schechter, of 10 Wall street, New York City.

Why substitute when you can secure *First Quality* MICA Diaphragms for your Sound Boxes?

Something Good
in a universal tone-arm too.
Now ready for delivery.

JAMES FRAZEE, *Manufacturer*
30 CHURCH STREET NEW YORK

REFERENDUM ON PRICE MAINTENANCE

The Federal Chamber of Commerce Will Conduct Referendum Among Business Men on the Question of Maintaining Resale Prices

WASHINGTON, D. C., April 3.—The Chamber of Commerce of the United States will conduct a referendum among the business men of this country as to whether or not the Federal Trade Commission shall be authorized to prevent price cutting. A special committee of ten members, headed by Paul T. Cherrington, recently made an exhaustive report on the question of the maintenance of resale prices, full mention of which was made in a former issue of The World. The majority recommendation favored legislation permitting such price maintenance, and was signed by seven of the ten members. The minority reported that they were unable to approve of the principle of price maintenance as being in the public interest.

This referendum, which will be conducted among chambers of commerce, boards of trade and other civic organizations affiliated with the Federal Chamber, will be the thirteenth referendum which has been taken among the business men of this country for the purpose of ascertaining for the benefit of Congress and the President the business opinion prevailing throughout the United States on questions of immediate importance. This will give the business men of this country, all of whom will be affected more or less by the result, an opportunity to go on record as to whether or not American business needs legislation permitting producers of "identified merchandise" to fix the price at which such goods shall be resold.

Forty-five days will be allowed in which to take the vote, and the result of the referendum will be determined in the third week of May.

THE PATHE LINE IN PITTSBURGH

M. H. Pickering & Co. to Become Distributers for Pathé Phonographs in That City

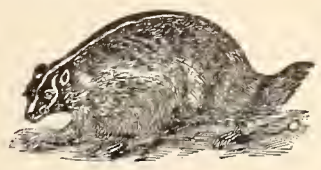
The Pathé Frères Phonograph Co., New York, has closed arrangements whereby M. H. Pickering & Co., Tenth and Penn streets, Pittsburgh, Pa., will act as distributers for the Pathé products in that territory. The Pathé Frères Co. has received numerous applications for the distributing franchise in this important section, the growing popularity of the Pathephones and Pathé discs having been recognized by successful houses in several fields. M. H. Pickering & Co. are already making plans to give the line an aggressive wholesale exploitation in their territory.

GETS EDISON LINE IN PEEKSKILL

The B. Greenfest Co., Peekskill, N. Y., has closed arrangements to handle the complete Edison Diamond Disc line of phonographs and records, and will give these products aggressive exploitation. The store is being refurnished and redecorated to take care of this new stock and to afford additional conveniences for patrons.

VICTROLA FOR U. S. S. "MAINE"

The Koch & Droge Piano Co., Inc., Brooklyn, N. Y., has just disposed of a handsome Victrola to the officers of the U. S. S. "Maine." The sale was made by Geo. Gumpert, who states that the officers are highly pleased with their purchase.



PERSONAL SERVICE

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

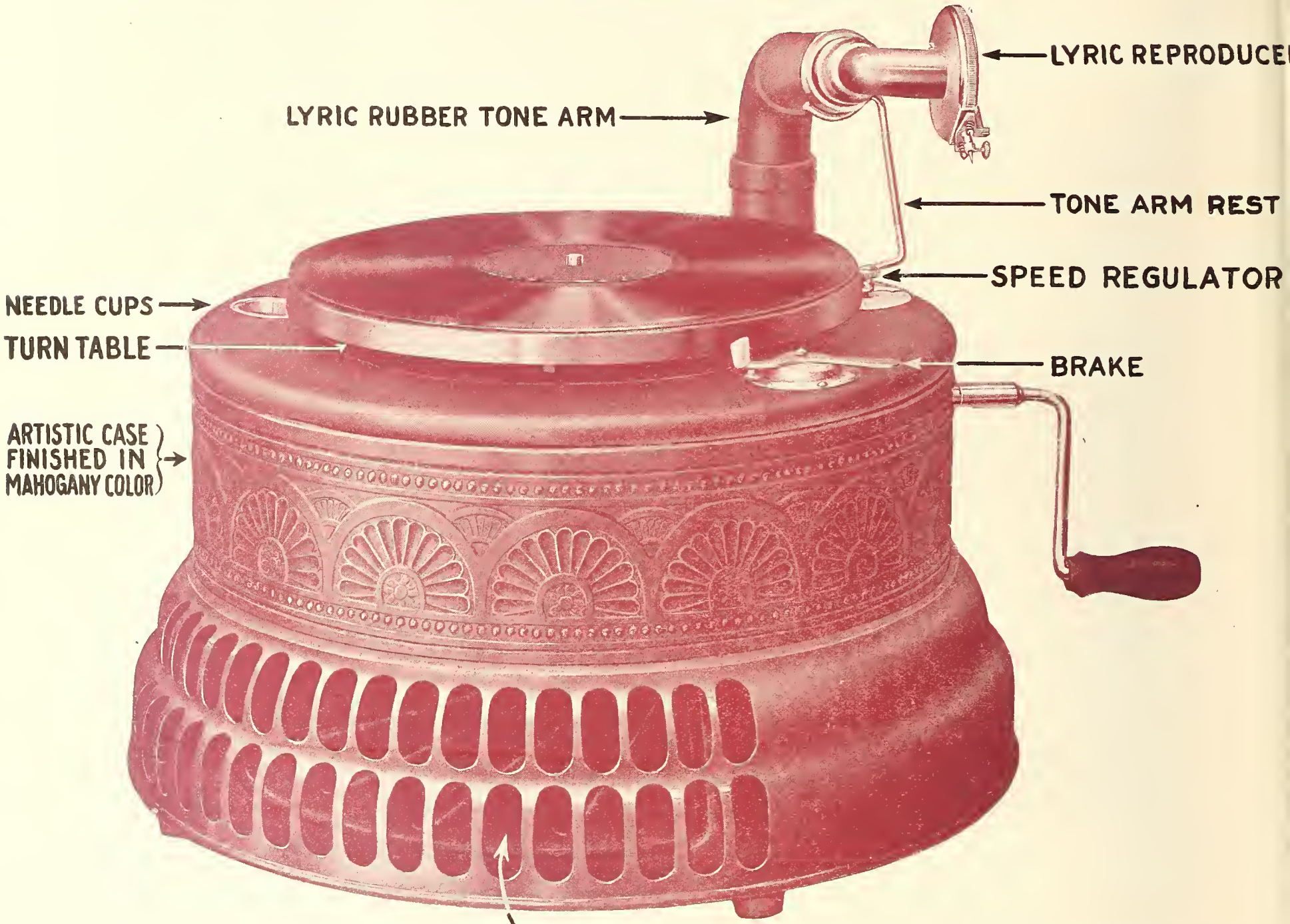
Why not communicate at once with us?

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

The LYRIC

Something Entirely New in the Phonograph Field

"Ask the man who has heard it"



Size: 15¾ Inches Diameter; 10 Inches High

Every Part of This Machine Is
Manufactured by Us

ITS DISTINCTIVE FEATURES INCLUDE:

UNIVERSAL RUBBER TONE ARM

A Most Important Invention that eliminates the harsh, metallic or nasal sound. Flexibility keeps the needle in record channel and saves wear on record.

THE LYRIC MOTOR

Built like a high-grade watch of best materials, and thoroughly tested, and plays two records.

THE LYRIC REPRODUCER

Scientifically designed for perfect reproduction. Fitted with best India mica diaphragm.

THE LYRIC CASE

is round and there are reasons for its being round. Gives perfect tone. Elegant in appearance.

THE LYRIC PHONOGRAPH

Combines elegance, simplicity and high tone quality. Constructed on true acoustic principles. Reproduces every detail of expression, shading and fine gradations of over-tones without a flaw. ***Will not blast on high notes.*** Every machine is perfect—no "seconds." THE LYRIC PHONOGRAPH is its own best salesman—a sample will prove this to you.

ONE STYLE—ONE PRICE

An Economical, Profitable and Wonderful Selling Proposition for the Dealer. ¶ Write for Descriptive Booklet, Prices and Our Sales Proposition.

THE LYRAPHONE CO. of America

220 Fifth Avenue, New York

REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

[In this issue of The Talking Machine World there is inaugurated this new department, which we believe will prove of substantial value to the talking machine dealer, especially to the man located away from the larger centers and out of reach of facilities for quick repairing. Often the mechanical troubles of a talking machine are minor ones that, although interfering with the operation of the machine itself, can he adjusted readily if the cause of the trouble is known, and the remedy outlined. Andrew H. Dodin, who will conduct this department each month, ranks as one of the most expert talking machine repair men of the country, and is particularly well-known in the East, where he has heen connected with various prominent distributors hefore opening his own shop recently, at 25 East Fourteenth street, New York. In addition to outlining the common mechanical trouhles of talking machines and their remedies in a special article each month, Mr. Dodin will also answer all inquiries regarding repairs from dealers sent to him in care of this office. This service is absolutely free to readers of The World.—Editor.]

JUMP SPRINGS

Perhaps the greatest trouble of the talking-machine dealer is the so-called jump springs in motors.

Since the start of the talking-machine business, the dealer has been caused endless trouble from the fact that the springs in various types of motors would jump, or knock, during their operation, greatly interfering with the proper demonstration of the machine, and in many cases giving the customer the impression that that particular machine was bad, and sometimes causing the loss of a sale.

In a majority of cases the cause of this jumping, or knocking, is a lack of proper graphite, or lubricant, in the spring cages, and in other cases it is caused by the improper use of vaseline mixed with the graphite.

Vaseline should never be used as a substitute for graphite, or lubricant, in the spring cage.

In a case of this kind, I advise first removing the springs from the cages, washing them thoroughly in gasoline, replacing and lubricating with a mixture of Dixon's powdered graphite and heavy oil, mixed to the consistency of molasses.

In a case of this kind, I advise first removing other causes of jump springs.

SPRING KNOCKING

"Editor, Talking Machine World.

"In several machines of a new make recently I have been troubled with a persistent knock in the spring of the motor, although other working parts are smooth-running and silent. What is the cause of this?"—L. H. B.

Answer.—See the article on Jump Springs printed above. If the lubrication is correct the trouble probably lies in the fact that the spring is too wide or too narrow for the cage. In the first instance the spring jams against the cage until the tension forces it back with a snap, or a knock, and in the latter case too great play permits the spring to rattle. Both troubles are due to the use of a spring that is not of the proper width. There should be about an eighth of an inch difference between the width of the spring and the depth of the cage.—A. H. Dodin.

DEATH OF JOEL SPEAR

Secretary of Spear & Co., Pittsburgh, and Manager of Talking Machine Department of That House Succumbs to Pneumonia

Pittsburgh, Pa., April 3.—Joel Spear, secretary of Spear & Co., the big furniture house in this city and a most successful young business man generally, died at his home here last week of pneumonia. Mr. Spear was born in Plymouth, Ohio, and after graduating from school entered the furniture business in Cincinnati. He came to Pittsburgh in 1900 and three years later, with his brothers, incorporated Spear & Co. Mr. Spear was keenly interested in music and was in direct charge of the Victrola department of Spear & Co.

Talking machines worth more than fifty dollars are to be taxed by the city authorities of Portland, according to recent advices.

CHANGES IN THE PITTSBURGH TRADE

William Frey Appointed Assistant Manager of the Boggs & Buhl Department—Dawson Bros. Piano Co. to Move on May 1—Rosenbaum Co.'s Department Settled in New Quarters

Pittsburgh, Pa., April 7.—William Frey, formerly connected with McKelvey & Co., Youngstown, O., has been appointed assistant manager of the Boggs & Buhl talking machine department. Mr. Frey is experienced in both the Victor and Columbia lines, which the department carries, and his continued success in his new connection is assured.

Manager C. Fred Newman reports the business of the Boggs & Buhl department running well ahead of last year; in fact, each month thus far has shown a consistent gain, both in machines and records. The second anniversary of the department was observed April 3 to 8.

Dawson Bros. Piano Co., located for the past five years at 418 Sixth avenue, are preparing to move into new and larger quarters at 957 Liberty avenue about May 1, and contemplate adding a line of talking machines. An entire building, measuring 120 by 23 feet, with four floors and basement, will be occupied, thus providing ample room for the additional department. With improved location and about four times the space now occupied, this concern is preparing to greatly expand the scope of its business. Negotiations for a line of talking machines are now under way.

The Rosenbaum Co. talking machine department is now comfortably established in its handsome new quarters on the third floor, having been moved the latter part of last month from the eighth. The equipment of the department, including booths, furniture, carpets and hangings, is new throughout. The location and arrangement is excellent, and since the change a steady improvement has been noted in business. The Edison line of machines and records has been added, in addition to the Columbia, which the department originally carried.

Manager George Hards, of the W. F. Frederick Piano Co.'s Victrola department, states that business continues very active and demand for many styles of machines exceeds the supply. The record end of the business is being maintained at a fine level. An unusual display, consisting of records in all languages, is attracting considerable attention to the W. F. Frederick windows.

C. R. Wagner, vice-president of the Musical Instrument Sales Co., of New York, was a recent vistor at the McCreery & Co. Victrola department.

TALKING MACHINE EXPORTS

The Figures for January Presented—Exports Show Increase for the Month

Washington, D. C., April 3.—In the summary of the exports and imports of the commerce of the United States for the month of January, 1916 (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following figures relating to talking machines and supplies are set forth:

Talking machines to the number of 4,547, valued at $122,007, were exported for January, 1916, as compared with 813 talking machines, valued at $27,372, sent abroad in the same month of 1915. The total exports of records and supplies for January were valued at $74,672, as compared with $34,760 in January, 1915. For the seven months 20,562 talking machines were exported, valued at $642,638, and records and supplies valued at $501,108 were sent abroad for that period.

HANDLE THE PATHE AS LEADER

Walter Drey & Co., 1553 Third avenue, New York, a new local concern, held the formal opening of their store on April 1. The Pathé line is handled as a leader and Mr. Drey is preparing to use considerable newspaper space to properly present Pathephones and Pathé discs.

Harry Lederman, a well-known piano retailer of New Orleans, La., was seriously injured by an automobile in Alexander, La., recently.

We Have MADE GOOD

Last December we told you that the

Shelton Electric Phonograph Motor

would increase *machine* and *record sales.*

It has done so; ask any Shelton Dealer.

We have sold

Shelton Electric Phonograph Motors

to Dealers in all parts of the country. The motor is giving perfect satisfaction and creating new customers.

Write our nearest office or factory for special proposition

Shelton Electric Co.

NEW YORK: 30 East 42d Street
CHICAGO: 30 East Randolph Street
BOSTON: 101 Tremont Street
SAN FRANCISCO: 62 Post Street

Factory: Fort Wayne, Ind.

RECORDS FOR PATHE DISC LIBRARY

Miss Grace Hoffman, Who Has Sung with Many Organizations, Has Won a Large Measure of Success as a Soprano Soloist

The Pathé Frères Phonograph Co., New York, has just announced that Miss Grace Hoffman, a soprano of considerable prominence, will record exclusively for the Pathé disc library. Miss Hoffman visited the Pathé recording laboratories last week and her records will be announced in the future.

Miss Grace Hoffman.

Miss Hoffman is a graduate of Smith College and appeared as a soloist with a number of prominent orchestras in the East. For some time past she has been the soloist at the Strand Theatre, New York, where she has won praise from newspaper critics. Miss Hoffman has also appeared in a number of important operatic roles, in which she has commanded favorable notice.

THE TALKING MACHINE ON THE FARM

The Great Value of That Instrument in Providing Entertainment for Those in Isolated Communities Emphasized by Recent Editorial

The value of the talking machine as an entertainer and educator on the farm was strongly emphasized recently in an editorial in Pierce's Farm Weeklies, which rated that modern instrument as one of the chief factors in improving the conditions of farm life and detracting from its isolation. The editorial, which is worth studying, reads as follows:

"It seems to me there is no end nowadays to the commendable plans to improve country life conditions. We are adding modern comforts and conveniences to our farm homes; we are beautifying our rural schools and churches; we are bringing town and country closer together in a diversity of ways and removing the isolation that once characterized life on the farm. Let me call your attention to one of the things which is playing an important part in this praiseworthy work, bringing cheer and pleasure to young and old.

"We have one of the standard makes of talking machines in our home, and nothing gives us all—young and old—greater pleasure. Our assortment of records ranges from 'Believe Me, If All Those Endearing Young Charms,' from the ever-popular 'Bohemian Girl,' and solos by John McCormack, the gifted young Irish tenor, to the always beautiful Barcarolle from 'Tales of Hoffman' and the Intermezzo from 'Cavalleria Rusticana.' My musical education was sadly neglected in my youth. I attended a round-log schoolhouse back in Ohio, and reading, writing and arithmetic were considered sufficient unto the day and were really about all that it was possible to give us, so that I am not as well posted on music as are the young folks of to-day, with their splendid opportunities both in the schoolroom and at frequent concerts. I have to thank the talking machine (which I consider one of the most marvelous inventions of my time) for acquainting me with musical masterpieces which would otherwise be unfamiliar to me. I am not quite as bad as General Grant, who knew only one tune, and that one 'Hail to the Chief,' played every time he made his appearance, but before we installed the talking machine in our home I knew only a few tunes, now I am being educated and entertained at a rapid rate.

"I had an interesting experience out West a few years ago. Business called me to a little settlement twenty-five miles across the sagebrush plains from a railroad station. We made the trip by stage, spending the night at a typical frontier 'hotel,' a two-story frame building, right on the bank of one of the brawling mountain streams which irrigate that country. The next morning, before sunrise, a young rancher reached the hotel, having traveled fifty miles on foot and horseback (coming down the mountain-side on snowshoes) in order to catch the stage back to the railway, where he was to receive a shipment of new records for his talking machine. He had packed the machine up the long, step trail and was spending his winter nights in the company of the best operas and the best singers of the whole world. That talking machine was keeping him in touch with civilization and culture, it was whiling away the long winter nights and giving him an enjoyment otherwise impossible to him.

"My friends, there is not one of us who cannot enjoy the same privilege, thanks to these talking machines. With music in our homes and our schools we are almost certain to have our lives refined and sweetened so that we will confront the future with brighter, cheerier hearts and find greater good in everything that comes our way."

Incorporation papers for the Pueblo Phonograph Co., of Denver, have been filed with the Secretary of State. The incorporators are C. A., A. J. and Gertrude Reynolds; the capitalization of the concern being $25,000.

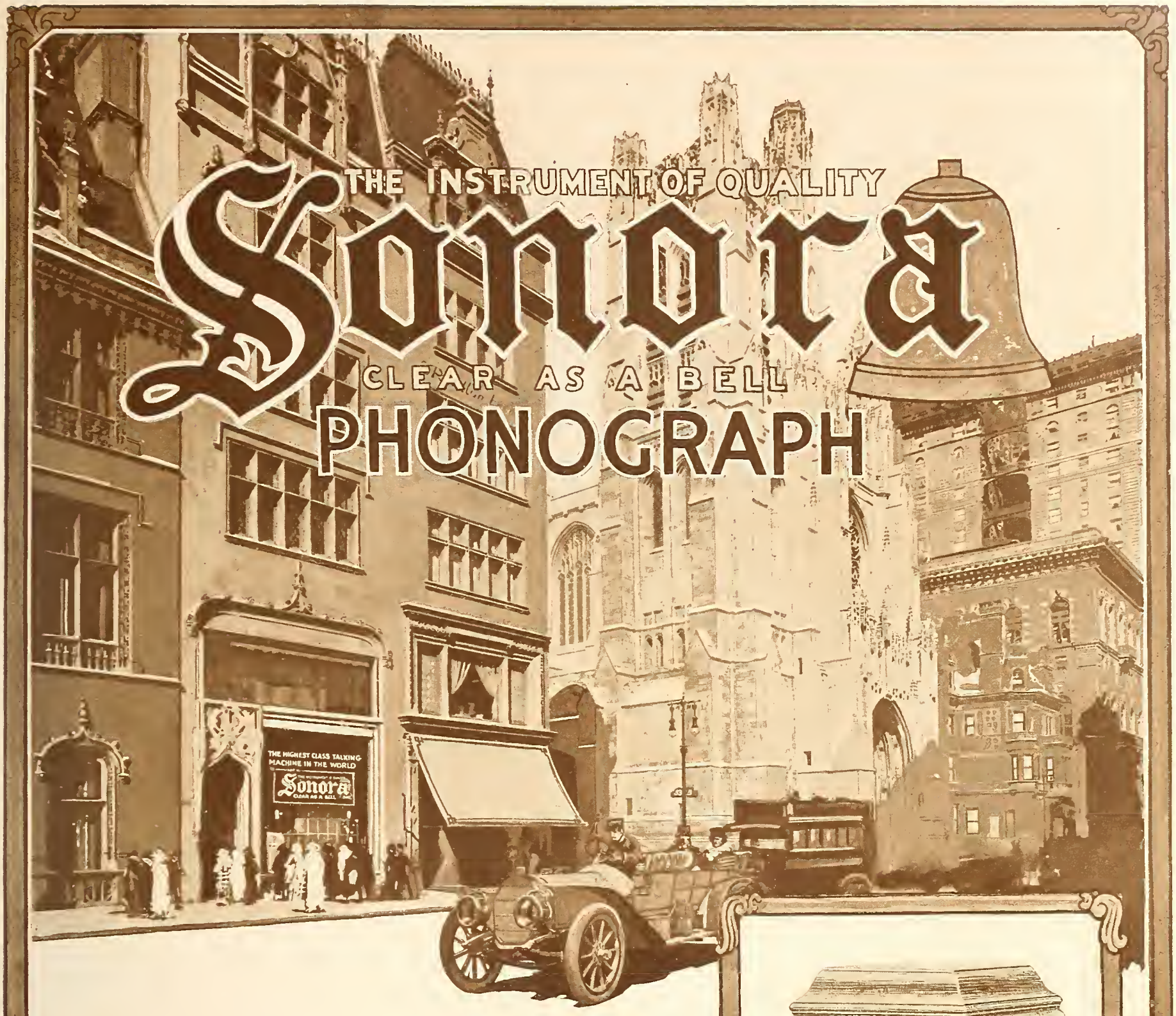
The Eastern Steel Co. has been awarded a contract for 500 tons of steel for the new building to be erected at the Victor Talking Machine Co.'s plant in Camden, N. J.

"Music for Everybody"

Operaphone Records

The only popular priced records on the market.
Retail at 35 cents.
Are 8 inches in diameter.
Are double sided.
Play only with a *tapering* or *Operatone steel needle.*
Have more music than the 10 inch records of other makes.
These records are made by what is known as the "Vertical" or "Up-down" cut, and are especially designed to be played on vertical cut record playing machines.
Play on all lateral cut record machines with a small attachment required to change position of reproducer; attachments are simple to use and inexpensive.
Our catalogue is up to date; has 72 numbers, 144 different selections.
Twelve new numbers, 24 selections, are added each month.
The records are of unusual quality; and merit attention from a musical and artistic standpoint.
The songs are by popular and well-known artists.
The records are the product of our own laboratory and factory. Dealers: Write for full particulars and catalogue and latest list.

Operaphone Manufacturing Corporation
Office: Fifth Avenue Building, Madison Square, New York



The ACHIEVEMENT

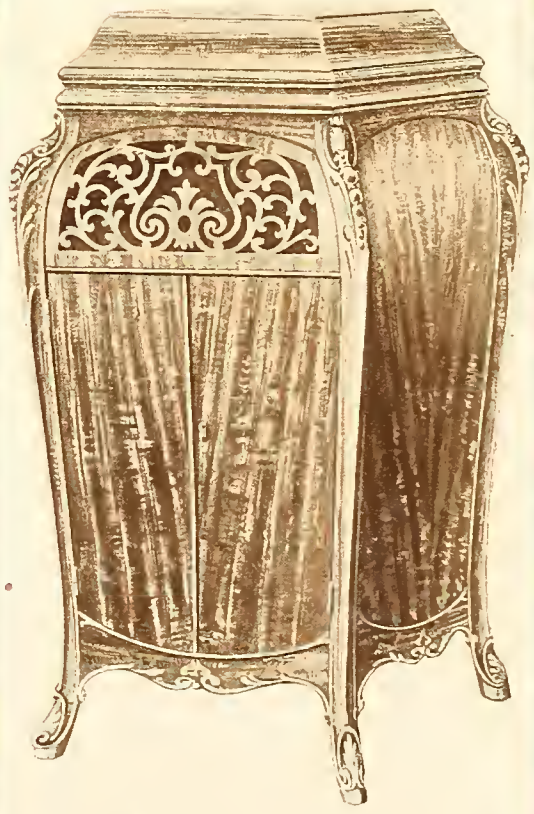
POSSESSING the superb tonal beauty which won the Highest Rating at the Panama-Pacific Exposition, being handsome in appearance, playing all disc records with marvelously flexible sound control, the instrument which today is the world's phonographic masterpiece---the instrument which is nearest to perfection---this, the instrument you want, is the

Sonora

There are nine unrivalled models at the following prices:
$35, $50, $75, $100, $135, $150, $225, $300 and $1,000.

Send for catalog

SONORA PHONOGRAPH CORPORATION
George E. Brightson, President.
Demonstration Salons: 5th Ave. at 53rd St. & 50 Broadway
General Offices and Sales Rooms: 57 Reade St., New York
Representatives throughout the country



The Invincible
in Oak or Mahogany $300.00
in Circassian Walnut $350.00 extra

PARDEE-ELLENBERGER CO.'S TWENTIETH ANNIVERSARY

Founding of Widely Known New Haven and Boston Establishments Celebrated by Dinner at the Hotel Taft, Followed by Interesting "Shop Talk"

March, 1916, marked the twentieth anniversary of the establishment of the Pardee-Ellenberger Co., Inc., Boston, Mass., and New Haven, Conn., and this event was celebrated at New Haven when the executive sales force attended the dinner at the Hotel Taft.

The entire staff from Boston and New Haven attended and the whole affair was a tremendous success. After the dinner a little "shop talk" was held, during which W. O. Pardee, president and treasurer of this organization, reviewed the history of the company.

F. H. Silliman, manager of the Boston headquarters, expressed his views regarding the future aspect of the phonograph industry. Other speakers followed with extemporaneous chats. Several musical selections were also rendered. The concluding event of this celebration was a burlesque sales sketch by two of the salesmen, one impersonating a woman buyer.

Steps in the location of this house are as follows:

March, 1896 .....34 Center street
January, 1898 .....155 Orange street
April, 1906 .....96 State street
August, 1911...66 Batterymarch street, Boston
June, 1914 .....26 Oliver street, Boston
November, 1915 .....Edison Shop, New Haven

Officers and Wholesale Sales Staff of the Pardee-Ellenberger Co.
Seated, Left to Right: H. L. Ellenberger, W. O. Pardee, F. H. Silliman. Standing, Left to Right: F. T. Keeney, G. R. Coner, L. H. Ripley and F. S. Boyd.

The following members of the staff chronologically speaking, attended: W. O. Pardee, 1896; H. L. Ellenberger, 1896; F. T. Keeney, 1896; W. H. Ballou, 1898; John Butts, 1899; F. H. Silliman, 1902; E. P. Compton, 1908; G. R. Coner, 1911; L. H. Ripley, 1913; F. S. Boyd, 1914; W. W. Longfellow, 1915; G. L. Burwell, 1915; E. B. Hine, 1915.

VICTROLA AIDS CHILD'S TALENT

SAN MATEO, CAL., April 1.—F. E. Baskette, president of the Baskette Drug Co., which, as usual with the modern drug company, handle a number of important side lines, including the Victor talking machine, is the proud father of a future Anna Pavlowa. Little Lena Baskette is only eight years old, has won wonderful success as a classic dancer and is declared to have developed all her latent talents on her own initiative and by the aid of the music of a Victrola.

Lena Baskette

The best evidence of the child's success is found in the fact that she is in possession of a six-year contract with the Universal Co., the famous motion picture producers, although the average contract made with mature artists is limited to one or two years. The contract was signed after Carl Laemmle, president of the Universal Co., had witnessed Miss Baskette's sketch performance. The company, while the young dancer is in its employ, will also provide for her education, which will include special instruction in the languages, dancing and music.

Mr. Baskette is naturally enthusiastic over the manner in which the Victrola has benefited his little daughter and the excellent effect it has upon children. He has placed a number of those instruments in homes in this section.

NEW TALKING MACHINE DEPARTMENT

Camden Furniture Dealer Secures Aeolian and Columbia Lines

CAMDEN, N. J., April 10.—Howard J. Dudley, furniture dealer on 1125 Broadway, has added a talking machine department to his store, where he will handle the Aeolian-Vocalion, for which he has secured the exclusive agency here, and also the Columbia Grafonola line of machines and records. Demonstration booths have been installed on the main floor. Harry B. Crawford, special Aeolian representative, spent a few days at the store following the opening of the talking machine department, demonstrating the Aeolian-Vocalion.

CALVEARD LEAVES KRAUSGILL CO.

LOUISVILLE, KY., April 10.—Charles S. Calveard, former manager of the Victrola department of the Krausgill Piano Co., recently became associated with the sales force of L'Harmonie Compagnie, at 562 South Fourth avenue. This concern is the only exclusive Victor establishment in the State, and carries a very complete line of Victrolas, over ten thousand numbers appearing in its stock of Victor records.

A. H. BATES APPOINTED MANAGER

A. H. Bates, who has been the factory representative of the Victor Talking Machine Co. in local territory for more than two years, has been appointed manager and buyer of the Victor department in the John Wanamaker store, Philadelphia, Pa. Mr. Bates is thoroughly familiar with every division of Victor merchandising, and is ideally equipped to achieve single success in his new post.

JOE WELCH TO RECORD FOR PATHE

The Pathé Frères Phonograph Co., New York, has closed arrangements whereby Joe Welch, the popular comedian, will make a number of records for the Pathé library. Mr. Welch will record exclusively for the Pathé Co.

Immediate Delivery
VICTROLA 16's
MAHOGANY AND ENGLISH BROWN
VICTROLA 16's Electric
IN MAHOGANY ONLY

TELEPHONE or TELEGRAPH your order to us *at once* as our stock is limited. This offer is restricted to *our* regular dealers first, and any surplus is offered to other Victor dealers within 75 miles of New York.

Victor Distributors Exclusively
Landay BROS
569 Fifth Ave.
New York

THE TRADE IN NEW YORK CITY AND VICINITY

Local trade the past month in talking-machine circles has been very satisfactory, the dealers as a whole reporting the best March in the history of the local business. The establishment of new sales records has been so common the past few months that the dealers almost expect that each month will prove a record breaker as compared to corresponding months in previous years.

The demand for talking machines and records is phenomenal and as the available supply cannot by any means cope with the demand there is every indication that 1916 will prove to be a pacemaker for succeeding years. All factors of the trade are working indefatigably to keep the talking machine business on the high plane it well deserves, and it is gratifying to know that notwithstanding the handicaps which have been caused by stock shortage the individual dealer in practically every instance is conducting his business along high-class lines.

Machine Shortage Continues

There has been no startling development in the local trade the past month. The stock shortage continues, although in certain types of machines there has been a distinct improvement in this respect. This is balanced, however, by a shortage in other types. The record situation is very pleasing, as the factories have practically caught up with the record demand, and there is very little complaint to be heard from the trade in this direction.

The newspapers are being liberally patronized by the local trade, and the character of this copy is in keeping with the prestige and dignity of the talking machine industry. The "nothing-down-and-thirty-days'-trial" style of copy is rapidly being eliminated and a persual of the advertising pages of the leading newspapers shows an inclination on the part of the great majority of talking machine advertisers to feature the higher priced machines along logical and profitable lines.

Anent Victor Advertising

H. C. Brown, advertising manager of the Victor Talking Machine Co., was the guest of honor last month at the regular monthly dinner of the sales staff of Landay Bros., New York, Victor distributors. Mr. Brown delivered one of his usual forceful and intensely interesting addresses, the keynote of his address being the present and future prospects of the Victrola. Mr. Brown commented briefly upon the policy and ideals which direct the destinies of the Victor Company's advertising, and paid a tribute to the aggressiveness of Landay Bros., which is evidenced in the splendid advertising they use in the daily newspapers. Mr. Brown pointed out to the assembled salesmen that their work was being made far easier because of the willingness of their house to materially assist them in developing and creating new business.

Landay Bros. have just inaugurated a mammoth poster campaign which is attracting the attention of the local advertising fraternity. Large posters are being used in Manhattan, Brooklyn and the Bronx, the aim being to feature these posters in the leading residential sections of the Greater City. Landay Bros. also achieved considerable publicity in the parade of floats and trucks which was part of the celebration in Harlem last week. The Landay truck with the Victrola doors was a prominent feature in this parade and was the recipient of enthusiastic applause along the entire route.

March a Record-Breaker

"March was the biggest month in the history of this establishment," said R. F. Bolton, district manager of the Columbia Graphopohne Co., New York, in a chat with The World. "Our sales totals were well in advance of last December, our previous high-water month, and as March usually falls far behind December's figures, we are naturally more than pleased with the showing made last month. Columbia dealers must evidently be closing a healthy, substantial business, as they are pressing us for immediate delivery of their orders, and emphasizing that they need the machines and records for their current sales. It is safe to say, judging from all indications, that 1916 will be a wonderful year for the talking machine business. Our record business has been especially good the past four weeks, showing a higher percentage in the sales totals last month than ever before. The demand for the new Columbia Electric is steadily increasing, and the revised prices have created a new field for our dealers to develop."

Triples Business in First Quarter

Referring to the general activities in the Edison Diamond Disc phonograph line, Geo. L. Babson, manager of the Phonograph Corporation of Manhattan, wholesale distributor for the Edison Diamond Disc products in this territory and which also conducts the Edison Shop, said: "Our wholesale division closed a very satisfactory March, and our business for the first quarter of this year was triple that of our sales during the corresponding period last year. Our dealers report an ever increasing demand for the Edison Diamond Disc phonographs and records, and the models retailing from $150 upward seem to be the most favored.

"We have just been advised by the factory heads of Thos. A. Edison, Inc., that certain material improvements and changes in the manufacture of Diamond Disc records will be ready for announcement in the very near future, and we understand that the new records embodying these changes will be in our hands within a few weeks. Phonograph and record shipments from the factory have been very satisfactory, and

(*Continued on page* 30.)

TO-DAY

It is your record stock that counts.

The Victor Record Library with its wonderful array of talent is your greatest strength.

Your record stock therefore, should have your best thought and constant attention.

Upon your ability to supply from stock the records your customers may want to hear, depends the measure of your success.

We have studied this matter.

Let us help you.

C. BRUNO & SON, INC.

ESTABLISHED 1834

VICTOR DISTRIBUTORS TO THE DEALER ONLY

351-353 FOURTH AVE. NEW YORK

WE DO NOT RETAIL

Here is a New Service!

This one column electro for your newspaper advertising will cost you 40 cents—a two column electro 90 cents.

New York Talking Machine Co.

119 West 40th Street New York

TRADE IN NEW YORK AND VICINITY

(*Continued from page 28*)

the situation as a whole gives us good reason to believe that the Edison Diamond Disc line is growing in popularity by leaps and bounds.

Rejoins Wholesale Staff

John Y. Shepard, formerly manager of the Victor department of Wm. Knabe & Co., New York, has rejoined the sales staff of the G. T. Williams Co., Brooklyn, New York, Victor distributors. Mr. Shepard was formerly a member of the G. T. Williams travelling staff, and his thorough knowledge of all phases of the Victor wholesale and retail business will enable him to render valuable co-operation to the Victor dealers in his territory, which is an important one in the busy Metropolitan district.

John Y. Shepard

The Columbia in Films

The Columbia department in the store of the Goldburg Furniture & Carpet Co., One Hundred and Sixty-third street and Third avenue., New York, was "filmed" last week as a part of a novel advertising scheme which this progressive house in now introducing in various sections of the Bronx. A moving picture was taken of the many departments in the store incidental to the action of a plot which included the complete furnishing of a home by a newly married couple. Considering that no home is complete without a Grafonola, the store managers arranged for Lawrence Fetik, manager of the Columbia department, to sell the "married couple" a Grafonola 200 with a good-sized library of Columbia records. Among those who witnessed this interesting scene were R. F. Bolton, district manager, and Lester Leverich, of the Columbia advertising division. The reel is now being shown in many of the leading Bronx theatres where it is receiving the attention that is usually accorded a drama or comedy subject and not an advertising film.

The Pathé in Piano Stores

"A noteworthy feature of our local business the past few months," said J. F. Collins, sales manager of the Pathé Frères Phonograph Co., "has been the many new accounts that we have opened with live-wire and progressive piano houses. It would seem from the splendid reports that we have received from our dealers all along the line that the Pathephone is admirably adapted for aggressive exploitation by piano houses, large and small, and the fact that these piano stores are featuring the Pathé line more than ever before is a substantial indication of the success which they are achieving with our product." Among the local piano houses which handle the Pathé Frères product in this territory are Hardman, Peck & Co., Jacob Doll & Sons, Weser Bros., Winterroth Piano Co., O. W. Wuertz and several others. I am pleased to say that our sales totals the past month have far exceeded our expectations in every way.

An Aggressive Victor Dealer

One of the most progressive and up-to-date Victor dealers in Brooklyn, N. Y., is the Adams Music Store, 6964 Third avenue. Less than a year ago Mr. Adams was located at 6950 Third avenue, but his business grew to such an extent that he was obliged to move up the street into a much larger store. He has spent considerable money in installing sound-proof booths and has also put in two very large show windows. Mr. Adams is also planning to occupy the entire building (three stories) and only recently erected an eighteen-foot electric sign on the front of the building.

Stevens-Ayres Bill Activity

J. Newcomb Blackman, president of the Blackman Talking Machine Co., Victor distributor, visited Washington, D. C., last week to further the interest of the Stevens-Ayres bill. Mr. Blackman is a member of the committee of the National Association of Talking Machine Jobbers, which is working indefatigably on behalf of this bill. He conferred with Mr. Whittier, secretary of the American Fair Trade League, and also discussed the measure with Joseph Tumulty, secretary to President Wilson, in reference to getting the President's support. Mr. Blackman stated that he has received word from an authoritative source that some action on the bill will be taken in the near future and that the Interstate and Foreign Commerce Committee which has the bill in hand will probably hold hearings on the measure in a short time. Talking machine men must be on the alert regarding this measure.

A Productive Campaign

The Aeolian Co. has continued its local Aeolian-Vocalion advertising campaign with unabated vigor and force, and the results of this wonderful publicity are not only evidenced in the excellent sales totals achieved at Aeolian Hall, but also in the fact that the Aeolian-Vocalion is becoming more popular among music lovers and musicians day by day. The advertising copy used by the Aeolian Co. has won the hearty commendation of all factors of the industry, and its educational and informative character has served to impress newspaper readers with the musical standing of the modern phonograph.

A New Columbia Dealer

Christman Sons, which recently opened very attractive retail warerooms at 753 Sixth avenue, New York, have closed arrangements to handle the complete Columbia line of graphophones and records. The company plans to construct a number of sound-proof demonstration rooms to properly exploit the Columbia product and will use good-sized advertising space to present the Columbia line to its many prominent patrons.

REPAIRS

All Makes of Talking Machines
Repaired Promptly and Efficiently

TALKING MACHINE REPAIR AND SALES CORPORATION
ANDREW H. DODIN, President
25 East 14th Street New York
TELEPHONE, STUYVESANT 292

Additional Record Facilities

Alterations are being made at the wholesale offices of the Silas P. Pearsall offices, Victor distributors, whereby the company's record stock capacity will be greatly increased. These additions are made as a result of intensive work by Thos. F. Green, general manager, whose hobby is complete record service.

Makes Changes in Offices

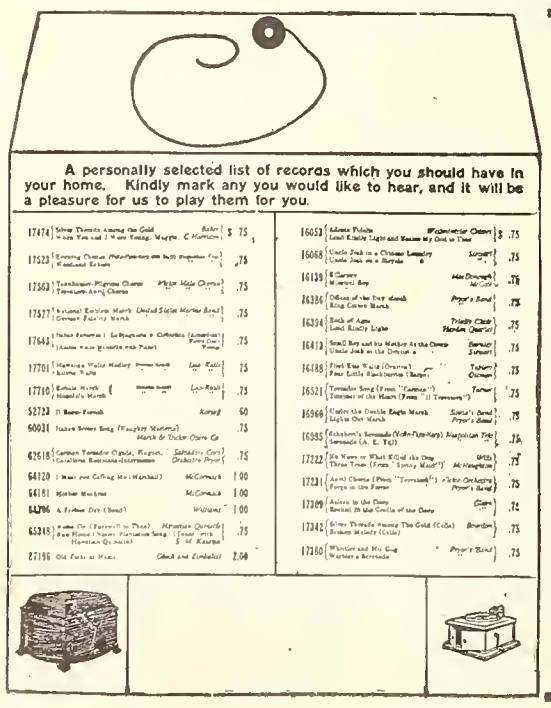
The New York Talking Machine Co., New York, Victor distributor, has made a number of changes in the layout and arrangement of its general offices which add considerably to the attractiveness of the floor, and permit the executive officers a greater degree of comfort and convenience. Partitions were erected between the offices of the executive staff and the general clerical forces. Additional doors were constructed, and there is no noise or confusion to interfere with the work of General Manager Morey, Efficiency Manager Marbourg and their assistants.

OUTLOOK GOOD IN CANADA

Otis C. Dorian, Assistant Canadian Manager for Columbia Co., on Visit to Headquarters in New York, Declares that Shortage of Stock Is the Chief Worry Over Border

Otis C. Dorian, assistant Canadian manager of the Columbia Graphophone Co., with headquarters in Toronto, was a visitor to New York this week. Mr. Dorian stated that the business outlook is most encouraging and that a shortage of product is the only handicap encountered by the Canadian division of the Columbia Co., as the demand for Columbia machines and records is far in excess of the supply. The general business situation in Canada is showing a marked improvement, although in certain industries there is a scarcity of help owing to the desire of the employes to leave for the front. Recruiting officers are visiting the Columbia factory at frequent intervals, and quite a number of workers in the Columbia plant have volunteered and joined the English army.

The Ansonia Furniture Co., of Ansonia, Conn., has secured the agency for the Reginaphone in that section.



TRADE MARK
BEE CROFT

Do You Know That Record Delivery Envelopes Are Cheaper Than Wrapping Paper and String?

SAMPLES AND PRICES ON APPLICATION

Record Delivery Envelopes
Record Stock Envelopes
Catalog Supplement Envelopes

Perfection Record Holders
Long Cabinets
Needles
Peerless Locking Plates

CLEMENT BEECROFT, 309 W. Susquehanna Ave., PHILADELPHIA

VEECO VEECO VEECO VEECO VEECO VEECO VEECO

DEALERS

SPECIAL ANNOUNCEMENT

Has it ever occurred to you what it would mean in profits, were you able to offer **your list** of talking machine owners an article that would increase the pleasure and efficiency of their machines 100%; an article that you would be proud to represent, and had the same implicit faith in, that you had in the talking machine you sold them, and which has won for you their good-will, thereby helping you to build the firm foundation of your present business?

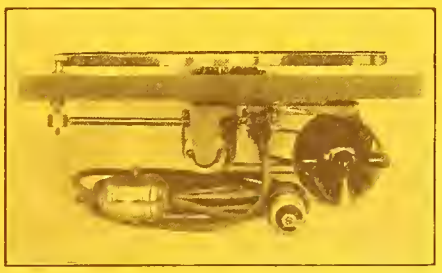
You cannot only increase the profits on your past, but also on your present and future sales, and convert your owners' list into a big tangible asset by representing and handling

VEECO

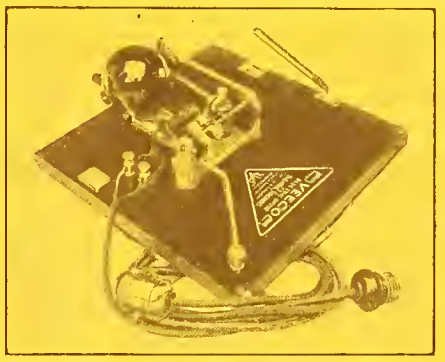
What is Veeco?

It is the first and only practical and complete electric device for talking machines. A glance at the accompanying illustrations and a survey of a few of its many advantages enumerated below will convince.

It is a complete electric power plant in itself, eliminating the spring motor entirely; **not the customary unsatisfactory attachment.**



Price complete, $35.00



NO MORE WINDING
Installation takes five minutes
Made for any current from 6 to 250 volts

NO BROKEN SPRINGS
Operating cost ⅓ of a cent per hour
Runs on A. C. or D. C. without resistance

No running down in the middle of selection
No discordant music due to uneven spring tension
Just clear, clean-cut enjoyment, that's all

PRESS THE BUTTON
and
WRITE AT ONCE TO

VICTOR ELECTRICAL EQUIPMENT COMPANY

248 BOYLSTON STREET, BOSTON, MASS.

ENDORSED AND SOLD BY EDISON ELECTRIC ILLUMINATING CO. OF BOSTON

VICTROLAS AID IN TEACHING PENMANSHIP IN THE PUBLIC SCHOOLS.

The use of the Victor talking machine in the public schools of the country has become widespread, its versatility rendering it exceedingly adaptable to almost every branch of study pursued by the pupils. One of the somewhat unusual uses to which the Victrola has been put in the Hawthorne School, Spokane, Wash., is that of aiding the pupils to learn to write legibly and speedily, the children endeavoring to make the outlines of the letters while keeping time to the music of the Victrola. Frank P. Arnold, supervisor of writing in the public schools of Spokane, is the author of the following article which appeared in the Spokane Review recently:

"Do you remember these words of the old-time schoolmaster: 'Sit up straight, children. Open your copy books to page four. Try to get a perfect copy. Try to get one that looks just like the copy.' The writer remembers his own experiences. He traveled this writing path for years, and went from the public schools unable to write an easy, rapid, legible hand. And such an experience was the fate of the majority who went to school thirty years ago. Only the few acquired the essentials of good writing which are summed up in the following definition: 'The essentials of good writing are legibility, rapidity, ease and endurance.'

"Modern writing instruction is different from the old methods. A visitor steps into a primary room in one of the Spokane schools some morning. He sees what to him is a strange sight. Possibly a Victrola is being used and the children are writing to music. Twenty or thirty little tots are at the board and as the Victrola plays 'Pop Goes the Weasel,' or some other familiar selection which permits quick time, these children make large ovals, keeping almost perfect time. They are taught speed and form and they enjoy it, too."

This indorsement of the Victrola, coming from this well-known authority on modern class-room methods, demonstrates the high place which the Victrola has won for itself in the estimation of the leading teachers and educators of the day.

School Children Learning to Write, Aided by Victor Music.

THE PATHE LINE IN BUFFALO

A. Victor & Co. Featuring the Pathephone Strongly in Advertising and Demonstrations and Are Creating Many New Dealers

BUFFALO, N. Y., April 8.—A. Victor & Co., Main and Genesee streets, who recently became distributers for the products of the Pathé Frères Phonograph Co. are closing a very gratifying business with this well-known line. The company is spending considerable money in advertising the Pathephone and Pathé discs in the local newspapers and states that it demonstrated the machine to more than 3,000 people during March.

The wholesale department has closed contracts with many dealers in this territory who are are benefiting from the company's general advertising campaign. Full page advertisements devoted exclusively to the Pathé line have appeared over the company's signature in the News, Courier and Times of this city, in addition to the use of quite some space in the company's regular advertising. A. Victor & Co. state that they aim to make the Pathephone a familiar name to every music lover in their territory, which is an extensive one.

TRANSMITTED OVER FIFTY MILES

The Boston (Mass.) Record recently published a photograph showing a wireless telephone apparatus which had been installed by Louis M. Stevens, of Brookline, by which music from a talking machine can be transmitted over a radius of fifty miles.

Signor Giuseppe Creatore and his famous band have just recently been added to the galaxy of Edison diamond disc artists. Creatore is one of the most interesting personalities before the musical world to-day.

Not How Many, But How WELL!

¶ This organization aims to serve Victor Dealers in a spirit of co-operation and assistance which will develop their business and increase their profits. We do not aim to secure more business than we can adequately handle, but, on the contrary, the

G. T. WILLIAMS SERVICE

is a *real* service which assures our clients receiving a full measure of individual attention and consideration.

¶ Our increased facilities will permit of our handling a number of additional accounts at this time, although we do not attempt to sacrifice quality of service for quantity. We try to make every one of our clients realize that each member of this organization is ready and willing to help him solve his problems. May we not serve you?

G. T. Williams, Co. *VICTOR WHOLESALE EXCLUSIVELY* **217 Duffield Street, Brooklyn, N. Y.**

Real Profits

The SAVOY Line

of machines includes models retailing at $10, $25 and $65. All are equipped to play all makes of records. Cabinets are highest grade finish, and are made complete in our own plant.

Style 65 shown, retails at $65, mahogany. Size on casters, 48 inches high, 22 inches wide and 23 inches deep. Double spring, worm gear motor, 12 inch turntable.

Write for attractive dealer proposition

Nanes Art Furniture Co.
Grand Street and East River
NEW YORK

INSIDE INCIDENTS IN THE RECORDING LABORATORIES

Some of the Factors, Amusing and Annoying, That Enter into the Making of Records, and with Which Neither the Dealer Nor His Customer Is Familiar—"The Old Guard" Still at Work—Ambitious Truck Driving Tenors and Busy Suffragettes Get Real Action

To the dealer or his customer who sits quietly in the store or in the music room and listens critically to the latest product of the recording laboratory there does not come frequently a full appreciation of what that particular record represents, the amount of effort put into its making. The talking machine owner does not stop to consider that the making of that one record required perhaps a dozen trials and that into its final perfection went the most exact science and diplomacy, skill and patience to the highest degree.

The World representative dropped into the recording sanctum of one of the big companies the other day and struck a rare moment. The old stand-bys were making a quartet. Billy Murray, Bill Hooley, Steve Porter and Bill Redmond were singing a new song entitled "Where Did Robinson Crusoe Go with Friday on Saturday Night?" recently featured by Al Jolson at the New York Winter Garden. They sounded O. K. to the reporter; but at the conclusion of the selection he was shown into the testing-room where each record has a trial immediately after it is sung, and here some of the difficulties which beset the path of the producer were revealed to him.

"That wild-man talk is wrong," said the chief critic. "Try it with your voice lower, Ed."

"I tried it that way, and I sounded like a dog-fight," Ed objected. Ed was doing the incidental South Sea Islander jargon between the verse and chorus, to ukulele accompaniment.

"Well, something is wrong. Suppose you do this: suppose you imagine you are the king of the natives, making a speech to your followers —sort of a political speech—and you work up to a climax where you demand, 'Am I right?' and they come in strong with 'Sure you're right, and we're with you!' You need have more swing in that cannibal speech, that's all."

They did it again. The cannibal king got his speech into great shape; but one of the veterans slipped immediately after it, and the king had all his trouble for nothing.

"Had we better make it a solo?" some one suggested.

"No. Try it again."

The director explained: "We are not bothered this way with every song. Sometimes a couple of trials are enough. But the veterans were on this time at that; so that you can never tell. As a matter of fact, though, the better constructed the song—the better the words and music fit together—the easier our job is. The native stuff and one or two other spots threw them out there, but we have it now."

Veterans is the word. The name of Billy Murray has a very familiar sound. Likewise the two other Bills, Hooley and Redmond, and Steve Porter. And here the question presents itself: If these champion popular recorders went over a quartet several times, even after practising it, is it any wonder that hundreds of otherwise capable, even famous singers fail to please the critics of the record laboratory? They come in by dozens—people of all shapes and sizes and from all walks of life, to try their talents and to perpetuate themselves on the discs that circulate all over the world. In some of the laboratories all applicants are given a trial, for it is always possible that the great genius may turn up. But few, very few, are successful. Few are the volunteer records made—and sold.

Recently a truck driver stepped into one of the studios, fired with the desire to sing for posterity, "Gee, I Wish I Had a Girl," as conceived and rendered by himself. He had his chance. Long training had accustomed the reception committee to endure anything, and not a face cracked. But the ordeal was almost too much. The man was musically deluded. Song was not his metier.

On another occasion there entered a brisk, business-like but over-confident woman who had a plan whereby she hoped to circulate propaganda in the form of records made by herself for the good of some cause or other. Her "line" wasn't so bad, but she made a fatal mistake. She ended up as follows: "So you see, it would be a splendid plan for the cause and also fine advertising for you. I would do all the recording myself, and, of course, if I were successful, as I am sure I should be, I would expect you to take me onto the regular staff." The lady is still a volunteer.

The real difficulty of recording for the merciless disc has been brought home not only to the aspiring amateur, but to many professional performers. Confident stage stars find that singing for reproduction on a scientific machine is an art distinct from that of the footlights. Billy Murray explained this:

"In singing for reproduction we have learned a number of tricks and facts unknown to the theatrical performer. We have been taught, for instance, to round out our vowel sounds. If we didn't do that, the reproduction would be flat and unsatisfactory. Many stage singers get into the way of cutting off their vowels, and they can get away with it. Their audience is less critical because it isn't listening in the quiet of a small room, where every small slip is apparent. We are taught to keep perfect time, and there again the professionals of the stage are puzzled. They are not always held strictly to the minute as we are. In singing for the recorder you can't play with rests and pauses to suit your own musical tastes. The selections have been timed to fill a certain period, and any deviation throws things out. Sometimes actors and actresses come into the studio on their way to keep an appointment somewhere else, and are amazed when they have to spend two or three hours making a single record. Even at that, the record is often discarded as imperfect. That is one good reason why you miss some of the well-known stage artists from the talking machine lists."

Along the same lines were Bill Hooley's reminiscences of the days when the "old guard' used to sing "anywhere from thirty to sixty rounds" of "Down Went Maginty," or "The Shade of the Old Apple Tree." Hooley, by the way, is a gentleman of a distinguished presence which accords well with his famous bass voice. Mr. Hooley recalled that he and Steve Porter began making records way back in the infancy of the talking machine, in the year 1898. Steve had nothing in particular to offer in the way of wisdom gained through experience, but his genial countenance radiated the good spirit he has been putting into his records all these years.

"It seems strange sometimes," said Billy Murray, "that with thousands of people ambitious to sing for the records, and few of them being refused a trial, we of the old guard go right on doing most of the songs. But it is a matter of

Do you need capital to increase your business?

We will pay you cash for acceptable installment contracts on Talking Machines and Pianos.

WRITE FOR DETAILS

HAMILTON INVESTMENT CO., 76 W. Monroe St. CHICAGO, ILL.

knowledge and practise as well as of ability. We have learned the game. Others are getting on to it, though. Take for instance, our young friend Van Brunt, here."

Our friend Walter Van Brunt, one of the not too numerous youths who have succeeded in making popular records, is twenty-three years old; but he has been singing for one talking machine or another since the more or less tender age of sixteen, when he started in with the Columbia Co. Previous to that he was a choir boy soloist at St. Mark's, New York. Now he has a manager and a marvelous collection of letters from sentimental women, young, middle-aged and old, thanking him for singing as sweetly as he does. One recent note went so far as to term his songs "spiritual caresses."

"It would be interesting to trace these letters," said Van Brunt. "They must come principally from people who are slightly unbalanced."

The Edison Co. signed him up exclusively two years ago. He is a good type of the enterprising as well as talented young singers who are making records for the big producing companies to-day—making records and money for the companies, for the companies' representative dealers, and incidentally for themselves.

But while the so-called popular records are important, and while they sell fast and widely, of course the operatic numbers, concert numbers and instrumental music of the better class are demanding more space in the newspapers every day, and more attention in the recording rooms. With the four or five biggest companies commanding the services and producing the best singing of practically all the grand opera stars, violinists, 'cellists, pianists and dramatic recitative luminaries, the public is taking a more and more active interest in the "big stuff." The reproduction is demanding the attention of the most expert of those who have studied the talking machine. And there are some surprisingly keen, musically letter-perfect gentlemen among those who are supervising the big studios. They know all the operas, German, French, Italian, Spanish. They are students and poets and practical men combined. Let one of them speak for the brotherhood:

"You would be very much surprised to know how often we find that a singer known to fame has been singing phrases or individual notes incorrectly. It is our business, of course, to get everything absolutely right. Well, when after almost a mathematical study of a composer's score we point out to a big singer some slight deviation, he can't believe that he has been wrong. Sometimes he is indignant; but we have always made sure of ourselves before venturing a criticism, so we are always certain of our point. It is the easiest thing in the world for singers to make small mistakes in the long opera scores, or even in selections written for the concert hall; and, of course, ninety-nine people out of a hundred would fail to detect such errors; but we must be ready for the hundredth. We try to be artists and scientists at the same time. In short, we put our best efforts into producing everything with the greatest possible accuracy—with exactness. That is the supreme test and the only real reason or excuse for talking machines—exactness."

"But how about the well-known temperament of the artist—the artistic temperament that is supposed to reign supreme among our greatest musicians? Doesn't that interfere with your work?"

"Not to any extent nowadays. I'm afraid the recording laboratory is a poor place for temperament. We demand too much. We are prepared to find errors and to eliminate them. And we have little trouble with the artists. They are coming to realize that record-making is both an art and a science. Diplomacy is sometimes necessary, but so it is in any other undertaking that amounts to anything. And when they understand that we are interested only in making the best possible, the most faithful records, of what they sing or play, the artists themselves become enthusiastic for perfection. Imperfect records, if they could go out to the public, would certainly do no good and would work harm in every way that I can think of. The records are generally better to-day than they were a few years ago; better than last year. We go ahead, or at least we try to go ahead. When you come to think of it, progress in producing such a thing as the talking machine record is well worth while. Nobody knows how long after we are dead the generations to come may be judging this age by what is contained on the talking machine records it has left behind it."

A VISITOR FROM VANCOUVER

A. J. Dorland, president of Dorland's Music House, Vancouver, Wash., was a visitor this week at the executive offices of the Columbia Co. Mr. Dorland handles the Columbia line in his territory, and is most enthusiastic regarding the success which he has achieved with these products. He commented especially upon the popularity of the new record ejector model which is winning the approval of patrons all over the country.

EDISON PHONOGRAPH FOR THEATRE

Diamond Disc Machine Installed in William Penn Theatre, Pittsburgh, to Supply Music for Photo Drama—Factory Expert in Charge

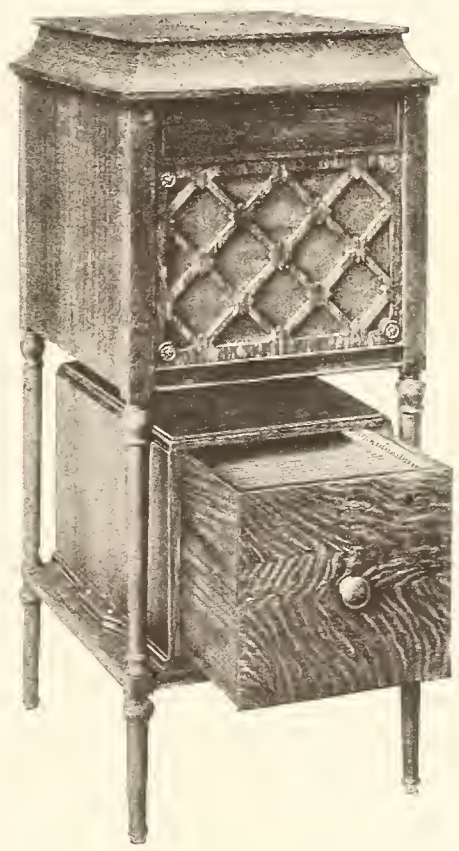
PITTSBURGH, PA., April 11.—An Edison Diamond Disc phonograph was installed this week in the William Penn Theatre, Northside, Pittsburgh, one of the largest and most exclusive motion picture theatres in the city, to be tried out in the presenting of photo dramas. The instrument was shipped direct from the Edison laboratories and is in charge of an expert from the factory. The records as played are appropriate to the action of each play as it progresses. A large pipe organ, which regularly furnishes the music, will also be used. At the end of each feature picture, vocal records sung by stars appearing at local theatres during the week are played. The use of the phonograph in this manner in connection with the motion picture is unique in this city and the result of the try-out is awaited with interest by managers and patrons alike.

Edison Quality

Requires

Salter Cabinets

A record cabinet that is worthy of the handsome Style 100-A Edison machine is the Salter No. 100 Cabinet. Designed especially for it and finished to match, it has furnished complete satisfaction to Edison dealers in all parts of the country and has helped to make many sales. It is quickly and easily fastened to the shelf of the machine by 4 screws. Thirty-two Felt-Lined compartments with index system afford ideal protection and filing facilities. Finished in any color.



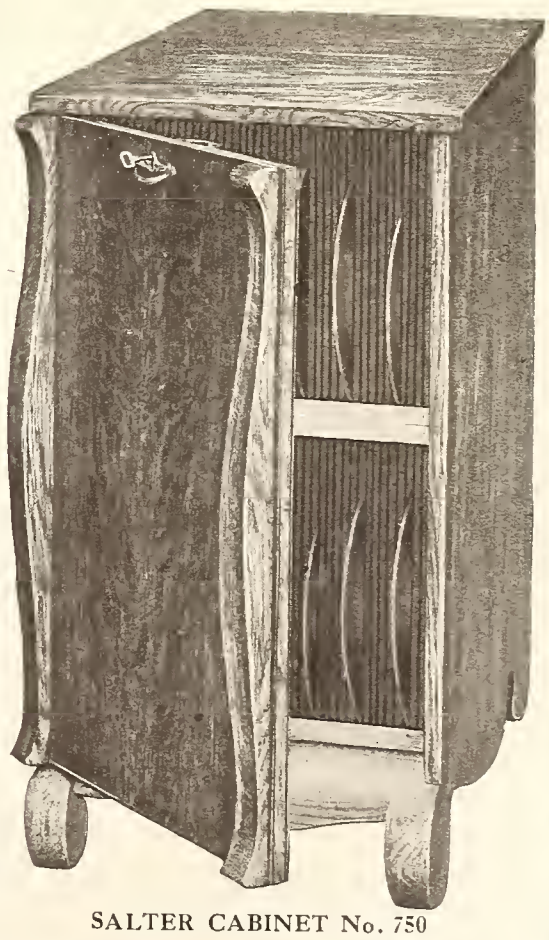
SALTER No. 100—Cabinet on Shelf

WE ALSO MAKE Salter No. 150 Inner-Rack which is placed in the interior of the No. 150-A Edison. Easily fitted in and affords Felt-Lined compartments for 32 records.

WE HAVE, IN ADDITION, an ideal "overflow" or storage cabinet that is suited to requirements of Edison dealers. This is our Style 120. Holds 130 Edison records in Felt-Lined compartments.

SUITABLE FOR ALL MACHINES of non-cabinet design is our No. 750 Cabinet. Following Colonial lines and finished in all colors, it has been from its introduction a prime favorite. Felt-Lined compartments hold 90 and wood racks 150 records.

CATALOGS explain all of these styles in detail and give dimensions. Send for one. Now!



SALTER CABINET No. 750

Salter Manufacturing Company

337-39 N. Oakley Blvd. **John F. Mortensen, President** CHICAGO

An Invitation

To spend a day or two with us for the purpose of going into the Various Problems and Conditions that confront you each day in the conduct of your Victor business:

Analysis of your Profits---Stock---Sales ---Turn-over

Interest Proposition

Installment Terms

Retail Credits

Dealers' Record Systems

Record Approval Proposition

Sales Schemes and Business-prompting Ideas

Motor and Sound Box Repairs--- Adjustments---Short-cuts

A good many of our Dealers have found such a visit most profitable---you will too. You will go back with many valuable Ideas.

Let us know a few days before coming---we'll be ready for you.

Chicago Talking Machine Co.

Victor Distributors

12 N. Michigan Ave.

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager
HENRY S. KINGWILL, Associate

World Office
Consumers' Bldg., 220 South State St., Chicago
Telephone: Wabash 5774

CHICAGO, April 12.—Middle western jobbers and dealers are continuing to have trouble in securing machine deliveries and are beginning to wonder whether or not conditions in the matter of supply are going to be much improved over last year. This shortness in receipts is especially felt in that class of machines which retail around $100, and dealers in all lines agree that there has been a decided predilection recently upon the part of the public for machines of this description. According to one big dealer, the fancy of the public for fumed and golden oak finishes, which has been prevalent the past sixty days, has shifted back to mahogany and calls are now mainly for that color.

Smaller machines are becoming more active with the jobbers, due in a great part to the intentions of the trade to go after the summer business. This is proven by the larger city concerns and dealers in the resort country.

Among the newer manufacturers there has been a severe and ever increasing shortage of parts, mainly motors. This shortage is due to the inability to secure wire for springs, and to date there appears to be but comparatively little hope that this condition is to be very quickly remedied. One of the largest manufacturers of spring steel in the country has two large mills working to capacity and other spring manufacturers are equally pressed. The supply is far from equalling the demand and there are some who say that prices are going to go up even more within the next four or five months.

The call for records is now mainly for the standard numbers. For instance, Melba's record of "Annie Laurie" has been a tremendous seller. The call for feature records, such as the saxophone and marimba records, has been running into big numbers. There has been a reduction in dance records, but one dealer explains this by saying that dance numbers recently have not been as good as their predecessors. Calls for operatic numbers have also been rather light comparatively speaking.

State Street Pathé Shop Opened

The State Street Pathé Shops, that remarkable enterprise which has seized upon one of Chicago's finest loop corners with the intention of bringing the Pathephone as close to the Chicago public as can possibly be done, has been opened after weeks of preparation and, although the shop is far from completion when details are considered, there has been a volume of business done that bids fair to bear out Manager Harry K. O'Neill's faith in doing business from a location that reaches every one. A rental of $25,000 a year for thirty-seven feet of frontage at the corner of Monroe and State streets is a record-breaker for the talking machine trade of Chicago—that is—for stores that are exclusively talking machine shops, and the experiment is being watched by the entire local trade. In fact, dealers of all kinds have been visitors.

The store is planned in a color scheme of blue, black and gray. Ceilings and side walls are also worked out in black and white. On the main floor there is a general reception and display room. Immediately to the right and left of a centre aisle are four handsome demonstration rooms and back from these are the record rooms, offices, etc. On the mezzanine floor a concert room that will seat seventy people is being completed and on this floor there is also a demonstration room that is devoted to the very highest grade of machines exclusively.

The whole effect is a most pleasing one and many dealers who are planning to remodel or enlarge their places of business are adopting many ideas from it.

H. L. Woodward Shifts

H. L. Woodward, the prominent traveler for Chase & West, Des Moines, Ia., has just been annexed to the forces of the Chicago Talking Machine Co. Mr. Woodward has had a wide experience in the talking machine business. He started out with the Victor Co. at Camden, covering what is known as the western Pennsylvania territory and the State of Wisconsin. After two and a half years' connection with the factory, Mr. Woodward went with Chase & West.

During the six years Mr. Woodward spent with this Western Victor jobbing house, he created a large series of successful dealers on account of his unique methods of service to the dealers. This service involved much in the way of installing efficiency systems, simplifying shipping methods and dignifying advertising appeals. In his new role with the Chicago Talking Machine Co., Mr. Woodward will benefit by this constructive work already done, as he is to travel the Iowa territory and part of Illinois.

Geo. P. Cheatle Leaves Town

Geo. P. Cheatle has just started on a one month leave of absence from the Chicago Talking Machine Co. He will spend the month at Springfield, Ill., with his father and brother, who have just bought out the Bernard Music Shop, of that city, and who will run it as an exclusive Victor house.

Novel Service Feature

The latest innovation conceived by the Chi-

(*Continued on page 35*)

LYON & HEALY'S OWN POLISH

ZOL

Admirably adapted for polishing and cleaning Talking Machines and other high-grade woodwork. The polish that does the work and leaves no sticky or greasy effects.

Zol is put up in three sizes:

No. 45 T—4-ounce bottle, packed two dozen in a case.
Net Wholesale - - - $1.00 per dozen
Retail - - - - 20c. per bottle

No. 46 T—8-ounce bottle, packed one dozen in a case.
Net Wholesale - - - $2.00 per dozen
Retail - - - - 35c. per bottle

No. 48 T—Half-gallon bottle, packed two bottles in a case.
Net Wholesale - - - $1.90 per gallon
Retail - - - - $1.75 per bottle

Dealers should carry it constantly in stock

We use Zol in all our own repair shops

Lyon & Healy
CHICAGO

Service is what enables you to increase your profits and meet all competition.

Every dealer is in a position to meet your prices, but when you are a L. & H. dealer you are in a position to give your customers Service that cannot be equalled elsewhere.

Right now is the time to let us show you how our trained force enables us to fill your record orders the same day they are received.

Victor Records. Our enormous stock enables us to fill record orders from 95% to 98% complete.

It is to your advantage to place your orders with the Distributor who can give you service that enables you to meet all competition.

Call on us at any time to prove that **Lyon & Healy Service is O.K.** and its equal cannot be obtained elsewhere.

Efficiency and promptness in filling your orders, from a complete stock, are the conditions on which we solicit your Victor business.

Lyon & Healy

Chicago

Largest Victor Distributors

cago Talking Machine Co. is a service boost to help the dealers in their sales of Victor No. 18s. This innovation is in the form of a reproduced long-hand letter which the Chicago Talking Machine Co. has recently received from Fritz Kreisler, the renowned violinist. The letter is printed in sepia on a yellow stock, and needless to say, is an enthusiastic endorsement by Mr. Kreisler, of the Victor No. 18, which he has recently purchased.

The reverse side includes some facts about the Victor No. 18 and also a picture of Mr. Kreisler. The Chicago Talking Machine Co. is supplying the dealers at a nominal cost with large quantities of these letter cards, with the dealers' imprint thereon, in order that the dealers may use them to mail out to prospective talking machine buyers.

In addition to the Kreisler letter and the radium flash Victor sign which is meeting with such an enthusiastic reception, the Chicago Talking Machine Co. is putting out for the dealers' use a neatly printed record sheet which is topped by some truly "snappy pose" pictures from "So Long Letty." The list itself includes selections from the popular productions, "So Long Letty," "Very Good Eddie," "Stop, Look and Listen," "Princess Pat," and "Hip, Hip, Hooray."

Popular Victor Records

The Victor records which are now running strong are: "The Marimba March," with "The Columbia Waltz" on the reverse side, "So Long Letty" with "Here Comes Tootsi" on the reverse side, "Memories" with "One Fleeting Hour" on the reverse side, "Beautiful Isle of Somewhere," by John McCormack; "Steierland," by Alma Gluck and Paul Reimers, and "Pretemoiton aide," from the Queen of Sheba, sung by Caruso.

Columbia Aids Jag Cure

E. P. Lewis, Columbia dealer at Dwight, Ill., has just sold a $225 electric Columbia Grafonola to the Keely Institute at that city. Dwight is the headquarters of the famous Keely gold cure for inebriacy and although there are branches in many other cities, people come from all over the country to Dwight to take the cure. Much has been said of music, both as a preventative and remedial agent, and as alcoholism is now considered more of a disease than a folly, there is no reason why the patients should not be aided in their flight to the shores of Therapa, by the healing strains eminating from the Columbia Grafonola. Mr. Lewis is naturally highly pleased with his sale, which he made under strong competitive conditions.

New Columbia Dealers

The Chicago office of the Columbia Grafonola Co. has established the following new dealers during the past fortnight: Singer Furniture Co., 512 North avenue, Chicago; F. B. Shaffer, Oneida, Ill.; A. Leath & Co., Rockford, Ill.; E. L. Fischer, Readsville, Wis.; E. G. Furnholz, Harvard, Ill., and Starr Furniture Co., 7123-25 South Chicago avenue, Chicago; Joseph C. Smith, Michigan City, Mich.; Laurium Music Shop, Laurium, Mich.; L. S. Childs, Winnetka, Ill.; Standt & Bagge, St. Charles, Ill.; Reinneker Drug Co., Wilmette, Ill., and the Peoples' Outfitting Co., Battle Creek, Mich.

R. J. Winters, Chicago loop representative for the Columbia Co., spoke to a World representative of a very active Columbia trade in the loop, which includes a 400 per cent. increase in the record business. Mr. Winters announced the K. & K. Gift Shop as a new Columbia loop dealer. He also said he finds the new satin finish brown mahogany machines are particularly popular on account of the general style tendency to favor deep brown furnitured rooms.

Hinge People to Incorporate

The Chicago Hinge Cover Support & Balance Co. continues to meet with a success that is characterized by its absence of even a single turn down. Indeed the steady growth of the company's business has induced its backers to incorporate for $25,000, which incorporation will take place before the end of the month.

Columbia Conditions

The "largest March ever" has just passed into history for the Chicago representatives of the Columbia Graphophone Co. Mr. Baer reported a 200 per cent. retail increase as a specific illustration. Shipments, he said, have been satisfactory with the larger instruments, although the medium-priced instruments are being delayed by the prevailing lack of freight service.

H. A. Yerkes, who has recently assumed the new role of district manager for the Chicago branch of the Columbia Co., is taking a ten-day trip through the West, in which he will include Denver and Salt Lake City.

Popular Columbia Records

The Columbia records which the public at this time seem to favor are "Under the Stars," with "Hello Hawaii, How Are You?" on the reverse side; "When You're Down in Louisville," with "Come Where My Love is Dreaming," on the reverse side; "Someday I'll Wander Back Again," with "Will You Love Me When I'm Old," on the reverse side; "Massa's In de Cold, Cold Ground," with "Darling Nellie Gray" on the reverse side ('cello pieces); the Easter selections, "The Palms," with "The Resurrection" on the reverse side, and "It Was in the Time of Roses," with "Have You Forgotten Me," on the reverse side.

The Columbia Co. in Chicago, in order to facilitate record selection on the part of the dealers, are mailing twenty-five sample records, with an order sheet, to each of their Middle Western dealers. These sets of sample records are sent out one month in advance.

News at Lyon & Healy's

In accordance with the modern trend of large houses, that of Lyon & Healy has instituted in behalf of the dealers to whom it jobs, a new service department with R. Agnew in charge. "The Promotion Department" is the strict title of the new department and its purpose is to

(Continued on page 36)

American Phonoparts Cabinets

"NOW READY FOR DELIVERY"

MODEL 1

PRICE

$19.00

Dimensions: 42½ in. high, 20½ in. deep. 18 in. wide

Equipped with tone modifiers and wooden sound chambers.

Highest Grade Construction

Made of five-ply selected veneer stock.

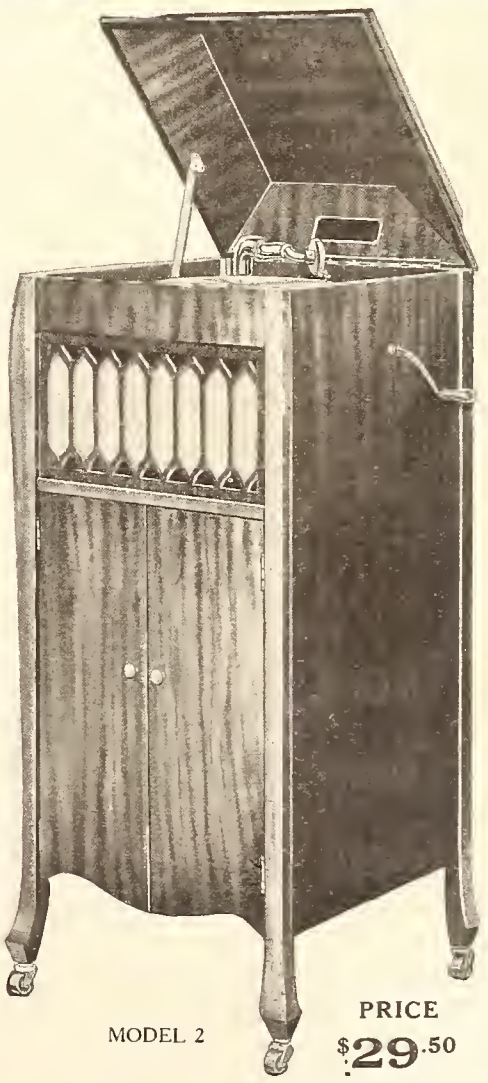
Finished in mahogany, golden and fumed oak, ready for you to install motor and tone-arm.

Our Cabinets

ARE SELLING LIKE "HOT CAKES."
GIVE US A TRIAL ORDER — YOU WILL "HOLLER FOR MORE"

Electric Phonograph Motors

We can furnish for quick delivery the best electric motor made. Suitable for high-grade phonographs—equipped with 12 inch turn-table, etc. Perfect speed control, or we will supply electrically equipped phonographs complete. "We have the goods"—first come, first served.



MODEL 2

PRICE

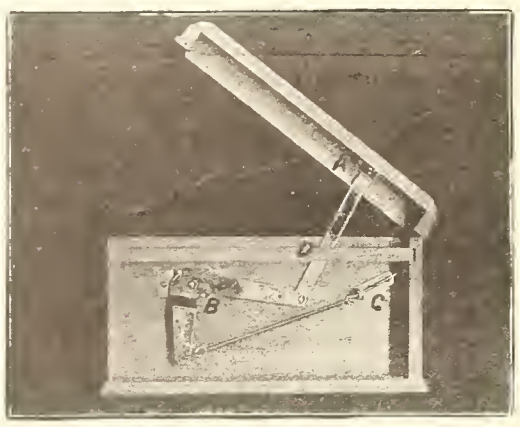
$29.50

Dimensions: 50 in. high, 23 in. deep, 21 in. wide

AMERICAN PHONOPARTS COMPANY

212 South Wabash Avenue :: :: CHICAGO, ILL.

THE COVER WITHOUT A CATCH



Sectional View Showing How It Operates

A Little Home-cooked Comparison

From ancient history, we repeat, "It certainly is a nuisance—everytime the dear girl plays a record on her hornless talking machine, she must lift the cover up and then lower it down—because she doesn't like to leave it open."

From Miss Uptodate, we quote, "You know the cover on this machine is honestly fascinating. Why, I just have to tell the cover to open and shut without helping it at all. It stays anywhere I want it to without so much as a wiggle or murmur."

Of course, the Chicago Hinged Cover Support and Balance is on Miss Uptodate's machine, because this remarkable innovation eliminates the weight of the cover when raising or lowering and also balances at any desired point. It cannot drop or get out of order. We are glad to prove these statements by sending you a model or demonstrating on your own machine.

CHICAGO HINGED COVER SUPPORT & BALANCE CO., 144 S. Wabash Ave., CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 35)

furnish circulars, poster cards and other constructive sales ideas for the dealer's benefit.

The first work of the promotion department has been along the line of poster cards. The four records of the month which "should be the most popular," have been featured in the up-to-the-minute poster style of yellow skies and brilliant stripes. This plan of concentrating publicity upon a few records instead of pushing monthly lists is to be a permanent feature and the dealers are being supplied with neat frames to fit the standard size which has been adopted for the poster cards.

L. C. Schrader, of Ishpeming, Mich., and A. F. Korn, of Michigan City, Mich., are the new Victor dealers announced by Lyon & Healy.

Miss Anna Wood, a popular and experienced "record girl" will leave Lyon & Healy within the next few weeks for matrimonial reasons.

The Victor stock was somewhat damaged by the smoke and water of the fire which sprang up next to the store of the W. H. Aton Piano Co., of Madison, Wis.

G. G. Campbell is the new head of the talking machine department at Hillman's. Mr. Campbell is an enthusiastic and daily inspector of the nine demonstration booths which are now being constructed in Colonial style as the new home of Hillman's talking machine department.

The Tone Test on Tour

In order to acquaint the people in the vicinity of Chicago with the latest tonal achievement of Mr. Edison, Miss Marie Kaiser and Abraham Bond have been traveling Illinois and Indiana, making their concert appearance in conjunction with the Edison Diamond Disc.

Programs of nine or ten selected numbers were given in Moline, Kewanee, LaSalle, Pontiac, Hobart, Gilman, of Illinois, and Gary and South Bend, of Indiana. Miss Kaiser sings several numbers such as "Long, Long Ago," by Bayly; "Juliet's Waltz Song," by Gounod, and "When You're Away," by Victor Herbert, in unison with the re-creation of her voice on the Edison machine. Mr. Bond plays the violin in unison with such as "Meditation from Thais," and "Ave Maria," by Gounod, with the re-creation of these pieces as rendered by the violins of Albert Spalding and Carl Flesch.

This applying of the Edison "acid test," in which the real and the reproduced music are rendered simultaneously, is to be further supplemented by Miss Marie Rappold, who will appear in a tone test May 4 at the North Shore Talking Machine Co.'s concert hall.

Stewart Phonograph Corp. Enlarging

The Stewart Phonograph Corp. has been obliged, because of the wonderful demand for Stewart phonographs, to enlarge the factory facilities and work is now under way on additional buildings at the principal plant of the company on Diversey Parkway. Additional facilities have also been installed at the downtown factory of the company at Wells street and the River, where Manager L. McArthur is making use of every opportunity to bring the output up to the demand. The publicity that attended the entrance of the Stewart Co. into the field has brought startling results and furnished food for conversation among the advertising men in all parts of the country.

Martin on Southern Trip

William F. Martin, head of the Sonora interests in Chicago, leaves soon on a trip through the South as a special representative of the Sonora Phonograph Corp. Mr. Martin will travel as far South as New Orleans and then work eastward on his return trip. Mr. Martin recently returned from a trip to the East, where he succeeded in effecting arrangements that will facilitate deliveries in this territory.

T. R. Johnson, formerly identified with Edison and Pathé interests, has been made office manager of the local Sonora headquarters. Mr. Johnson is very enthusiastic over business prospects and is planning numerous activities on behalf of the Sonora line.

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., of New York City, was in Chicago for a few days recently, where he called upon patrons of the company and conferred with S. A. Ribolla, local representative of the Heineman Co.

Geo. D. Mitchell in New Position

George D. Mitchell is an addition to the sales force of the Chicago Hinged Cover Support & Balance Co. Mr. Mitchell has been very successful in his first month of work and has succeeded in equipping the lines of several prominent manufacturers with "the cover without a catch."

Playerphone in New Quarters

The Playerphone Talking Machine Co. moved last week from the temporary quarters on the sixteenth floor to the eighth floor of the Republic Building, where permanent quarters have been fitted up. Besides a general reception and showroom, there are two large private demonstration booths, private offices and clerical department. The acquisition of the added facilities is already proving its worth and the unavoidable delays that were present during the occupation of the temporary quarters have been entirely eliminated.

DEALERS

Ask for our new and unique proposition.
Of interest alike to new and present dealers.

Most Complete Pathé Stock in the United States

Promptest Deliveries *Best Service* *Heartiest Co-operation*

Address the

PATHÉ PATHEPHONE COMPANY
OF ILLINOIS
17 N. Wabash Avenue, CHICAGO

PARTS

If you can't get the
talking machine repair parts
you want, try—

CHARLES BRYAN
25 W. LAKE STREET CHICAGO
Expert repairing for the trade a specialty

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 36)

President D. W. McKenzie is perfecting his wholesale salesforce and Playerphone travelers are now working all parts of the Middle West. Sydney De La Vars is covering Michigan and Indiana; George A. Cowen is in Minnesota; A. L. Kugel is taking care of Ohio; L. E. Hotchkiss is kept busy with Pennsylvania and New York; Louis and Van Sickle are in charge of the work in Iowa, and G. E. Candless is showing the "Show Me" State. O. E. Hutchings has been appointed Kansas City jobber and the Oklahoma Book Co. has been appointed Playerphone jobber of the State of Oklahoma.

Some radical changes and improvements have been made in the construction of the Playerphone, particularly in connection with the tone arm and sound chamber. Changes have also been made in the construction and design of the cabinets and President McKenzie announces that some attractive designs in Chippendale and William and Mary periods will be brought out in the near future.

How the Chicago Cubs Enjoyed Their Trip

When the Chicago Cubs left for their training trip to Palm Beach, Fla., a few weeks ago, they were followed with good wishes and gifts from thousands of admiring "bugs." Everything possible for the comfort and convenience of the

Cubs' Special, Showing Victrola's Place

ball tossers was done and prominent in the relief work was Fred. A. Siemon, of the Rudolph Wurlitzer Co. Siemon had installed in the club car of the train a Victrola XVI. with an ample supply of records, a Wurlitzer automatic piano and one of the small, but big-toned, Princess pianos. The Brunswick-Balke-Collander Co. also had a small pool table on board. The hardest-worked of the four was the Victrola, with the other three devices tied for second place. It is rumored that small ivory cubes with mysterious black symbols upon the six faces thereof, were also used on the smooth surface of the pool table, thus creating a new use for said table.

The three grinning billikens by the edge of the piano "fans" will recognize as Pudge Henricks, Mordecai Brown and Rollie Zeider.

Good Business for Edison

The Phonograph Co. of Chicago reports a generous increase in the extent of its business over March of last year. The Phonograph Co. is anticipating even greater prosperity on account of the greater quantities and greater varieties of records which are actually arriving.

Name Plates in Demand

Dealers throughout the Middle West are evidently paying more serious attention to the record business judging from the reports received from name plate manufacturers recently. Joseph Crampton, Jr., director of sales of the Meyercord Co., of this city, said "There has been a remarkable increase upon the part of dealers for transfer, decalcomania and name plates. Dealers all seem to be realizing the value of having their name upon the inside of the cover, knowing that the machine owner generally makes up his mind to buy some new records while he is actually putting some of the old ones on the machine. Another thing, that people to-day are buying talking machines in order to keep up with their neighborhood, is having its effect, and dealers are proving that one owner can pass the good work along to a prospective buyer.

Completes Musictrola Line.

Passow & Sons, makers of the Musictrola, have just completed their line by the addition of four lower-priced machines, retailing respectively at $15, $25, $40 and $50. The $15 and $25 machines are without covers. The $40 and $50 machines have covers and play both lateral cut and hill and dale records. These styles, with the $75, $100 and $150 machines, which have been on the market for several months, are all illustrated elsewhere in this issue. Louis Passow, of the firm, announces that they have all types of Musictrolas coming through the factory in large quantities and are able to make prompt shipments.

Add Six Best Sellers

The heavy demand in the Edison records during the last few weeks has fallen on the following records: "Loading Up the Mandy Lee," and "Some Little Bug is Going to Find You;" "Could the Dream of a Dreamer Come True?" and "Mister Silver Moon;" "Dancing with Ma Honey" and "Twinkle Waltz;" "Ballymooney and Biddy McGee" and "I'm Looking for Antone;" "Where the River Shannon Flows" and "Irish Eyes of Love," and "Ah Fors e Lui" with "Explanatory Talk for Aria" on the reverse side.

The six best sellers in the Pathe library the past few days included: Cavalleria Rusticana, "Intermezzo" and "Spring Song" (Mendelssohn); "Hungarian Rhapsody No. 2" Parts 1 and 2; "Are You From Dixie?" and "Honey Bunch;" "Mon Bijou" and "In the Shadows;" Carmen, "Habanera" and "Soaring Flames," Il Trovatore; "You Go Your Way and I'll Go Mine" and "When I Get Back to the U. S. A."

New Orotund Literature

The Combination Attachment Co., of 624

(Continued on page 38)

The "Orotund" Sound-Box

Attention! Talking Machine Dealers, Jobbers & Mfrs.

The "Orotund" Sound-Box improves the tone of any talking machine. It positively reduces the scratching surface noise, as well as eliminates the hard, metallic, thin, nasal tones and produces mellow, rich, smooth music.

"Remember! The Sound-Box is the heart of the talking machine!"

The "Orotund" combination can be fitted to play any make of disc record on any disc talking machine, producing superior results to any other condition.

Samples to Dealers—No. 1 "Orotund" for playing lateral-cut records, nickel or gold finish $2.50

No. 2-V or 3-C "Orotund," with jewel points and elbow, complete for playing hill and dale cut records on the high-grade machines $3.50

IMPORTANT—Mention the make of record and machine on which you wish to use the outfit.

Attractive discounts in quantities.

Combination Attachment Co. 624-626 South Michigan Ave. **Chicago**

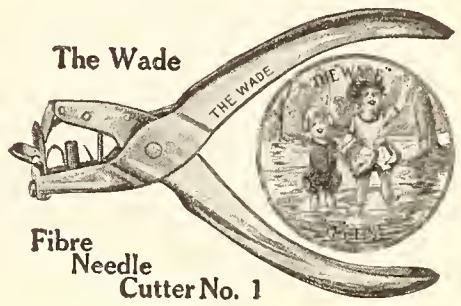
WADE FIBRE NEEDLE CUTTERS

Be sure you get

The Wade

Our absolute guarantee with every Cutter made

RETAIL PRICES:
No. 1, $1.50; No. 2, $2.00



The blades in the Wade Cutters are made from the best tool steel, scientifically hardened and properly ground. With ordinary use they should last indefinitely without sharpening.

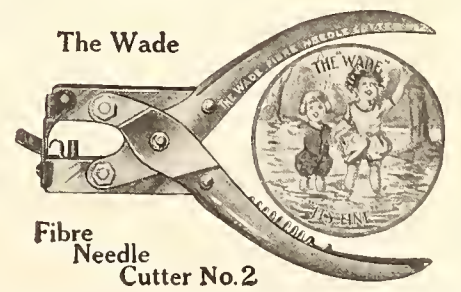
The Wade embodies the right principle worked out through long experience. It is simple, durable and accurate. It trims the needle at the proper angle to get the best results.

The Wade is the most economical Cutter. It has a self-acting stop, which prevents waste and enables one to get from 12 to 15 perfect playing points from one Fibre Needle. No. 2 has a double action, making it especially easy to operate and affording the most powerful cut of any tool made.

Our service is unsurpassed, a trial will convince you that we can please and satisfy you.

Write for samples and discounts at once.

A Trial is all we ask



WADE & WADE

3807 LAKE PARK AVE.
CHICAGO, ILL.

We are as interested in the retail sales as you are. *Co-operation* is the jewel point of our sales policy.

Write us. There is nothing to lose and with a machine of proven quality like ours there may well be $$$$ to gain—and after that some more $$$$$$$$$$$$$$$$$$.

Model B—$100

Empire Talking Machine Co.

429 S. WABASH AVENUE, CHICAGO

JOHN H. STEINMETZ, Pres.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 37)

South Michigan avenue, this city, has issued a very attractive circular of the Orotund sound box, which they manufacture. It is attractively illustrated and tells why and how the Orotund produces the excellent tonal results for which it has become so well known.

Interesting Visitor from Java

A very prominent visitor here recently was L. Zecha, who is proprietor of the Soekaboemische Snelpersdrukkerij, and managing director of the "Mataram" Tea Planting Co. Mr. Zecha's home is at Soekaboemi, a few miles from Batavia, which is the principal city of Java. Mr. Zecha was in Chicago during the course of a trip around the world, and while here looked over the field of musical instruments. He called upon several of the largest piano manufacturers and also examined various automatic instruments, all of which he planned to import to his own country. The man from far away Java also is keenly interested in various new talking machines produced in Chicago. Mr. Zecha said that the Javanese insist upon very high-class music and that the motion picture theatres of Java offer a first-class field for musical instruments of various types. Mr. Zecha will stop at Cincinnati, where he has a son studying lithography and other branches of work at the Cincinnati Technical Institute.

Majestic Phonograph Co. Enters Field

The Majestic Phonograph Co. has been organized and incorporated with a capital stock of $100,000 to manufacture talking machines and has taken temporary quarters on the ninth floor of the McClurg Building at 218 South Wabash avenue. The officers of the company are B. B. Blood, president; J. R. Stafford, secretary, and F. L. Tate, treasurer. Oscar J. Kloer is sales manager. The company is planning at the present time upon four styles of machines, all of which are operated exclusively with electric and storage battery motors. Jewel point needles are also a feature. By the first of May the company will be in its permanent quarters on the fourth floor. The sample instruments, which have been placed on display, include some novel features. The tone chamber passes around both sides of the motor; the top of the machine is raised from one side and a graduating device is also included.

Must Specify Partial Ownership

An inquiry made to "The Friend of the People" department of the Chicago Tribune, is of interest to talking machine men. The letter and answer are as follows:

"Chicago, April 2.—The insurance policy I carry on my furniture has a paragraph stating that the entire policy shall be void if I am not the sole and unconditional owner of the property insured. I am buying a phonograph on a contract which provides that it shall not become my property until it is fully paid for. Does this make my entire insurance invalid?—M. A."

"You should have an indorsement on the policy showing that you are buying the phonograph on such a contract. It is true that companies very frequently waive conditions of the policy, but when tested it has been held that violation of the policy in regard to part of the property may invalidate the whole insurance. Even if the company did not claim the whole insurance was void, it might refuse to pay for damage to the phonograph unless the facts in regard to ownership were shown in the policy."

Highland Kilts Aid Lauder Sales

The talking machine department of Rothschild's offered a novel concert and incidentally benefited its sales by the offering of a free concert of record recitals in costume. Manager Dvorak arranged for the service of J. Coates Lockhart, the tenor soloist of the Kilties Band. The program consisted of a group of songs with piano accompaniment and also accompaniment on the Victor. Mr. Lockhart's interpretation of the Lauder songs in combination with his costume and ability to sing the songs in real Highland accent, interested a large crowd.

Buys Rintelman Needle Interests

H. L. Harris, a prominent motion picture man of Chicago, has acquired the entire rights to the Rintelman four-point noiseless needle patents and is organizing a company for its distribution. "We have not developed our plans completely as yet," said Mr. Harris, "but the needle will be marketed by the Supreme Sales Co. and the product will be marketed under the name of the "Golden-Tone" needle. C. E. Eckles will be general manager and he is working out plans for the manufacturing and distributing departments. We are making a number of improvements and intend to place upon the market a vastly superior article." The offices of the company will be at 207 South Wabash avenue.

Vitanola Co. in New Quarters

The Vitanola Talking Machine Co. is now located in its new quarters on the third floor of the building at 210-212 South Wabash avenue. Although the new quarters take up 10,000 square feet of space they are but temporary and plans are being made by the officers of the company for an even greater expansion in the near future, all of this depending upon the date of completion of factory enlargements. In the Wabash avenue building there is a large space

Sell ALL Talking Machines in ONE

The Playerphone meets every desire in talking machines. It incorporates the final developments in this field. The Playerphone combines the best features that both dealers and customers look for.

The price at which you sell Playerphones is the most unusual feature of all. In performance and appearance it often equals and excels instruments retailing at from one-quarter to one-third more.

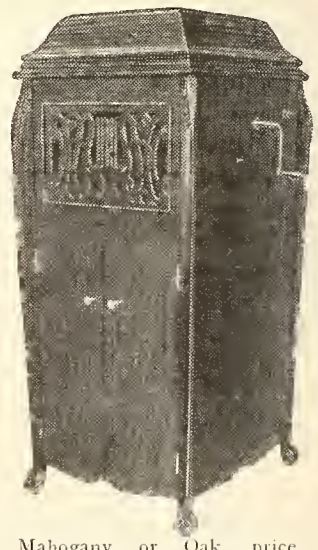
Plays Every Disc Record

In the Playerphone you give your customers an instrument that plays every disc record distinctly and musically. And no change of equipment is necessary to play any of them. The Playerphone has a sapphire ball and a diamond point for "hill and dale" cut records.

PLAYERPHONE

The Quality Talking Machine

Playerphones retail at from $60 to $160. They compare closely to other instruments selling at from $100 to $250. Finished in mahogany or oak they are the utmost in talking machine construction within this range of prices.



Mahogany or Oak, price $160. 50¼ inches high, 24 inches deep, 22½ inches wide. Contains large record albums.

Invest Less—Make More

We extend you liberal terms so that you can sell for cash or on time. You receive your money before paying us. Moreover your profits will amount to about 100 per cent. on your investment. You avoid tying up your money in a big stock, and at the same time make a more liberal profit on each sale. Music dealers can add from $1,000 to $5,000 a year to their profits by selling Playerphones alone.

Full information and prices by return mail.

THE PLAYERPHONE TALKING MACHINE CO., Republic Bldg., Chicago

devoted to reception room and display, the general offices and the private offices of H. T. Schiff, S. S. Schiff and Jeffrey Schiff are to the rear of this in the shipping department.

Calls for Vitanola goods continue to be received in ever-increasing numbers, but despite this work on new styles has proceeded very rapidly.

Personals and Visitors.

C. L. Price, of the traveling forces of the Victor Talking Machine Co., was a visitor to Chicago during the month.

Emil Thiery, prominent in music trade circles of Milwaukee, was in Chicago this week. He will probably engage in the talking machine business.

Mr. and Mrs. Arthur Sweetser, the latter formerly Miss Ruth Gregory, daughter of Robert B. Gregory, president of Lyon & Healy, are the proud parents of a baby boy.

PITTSBURGH JOBBERS ENTERTAIN

Have Local Dealers as Their Guests at Dinner Given at the Fort Pitt Hotel—Association Elects New Officers—Discuss Approval Question and Listen to Good Addresses

PITTSBURGH, PA., April 11.—The Talking Machine Dealers' Association of Pittsburgh held its regular monthly meeting Monday evening, April 10, which was also the occasion of the first banquet of the trade, given by the local jobbers for the retail dealers. There was a full attendance, every house in the city having one representative or more present. Covers were laid for sixty in the English Room of the Fort Pitt Hotel, and an elaborate dinner preceded the business session.

Among other important matters that came before the meeting was the election of officers to fill places left vacant by resignation. President French Nestor, manager of the W. F. Frederick Piano Co., occupied the chair. All present received with much regret Mr. Nestor's announcement that the weight of other duties compelled him to give up the office with which he had been honored during the past year. Mr. Nestor made the principal address of the evening, reviewing the accomplishments of the organization during its one year of existence and forecasting even greater things for the future. In the election which followed, C. L. Hamilton, of the S. Hamilton Co., was named to succeed Mr. Nestor as president. He made a brief but very graceful speech in assuming the chair. Jacob Schoenberger, of Lechner & Schoenberger, was elected treasurer, succeeding Mr. Hamilton. A. R. Meyer, of the Henry Co., was elected secretary, succeeding Norman Cook, formerly manager of the Boggs & Buhl talking machine department, who resigned upon leaving this city recently.

Seventeen new members were then received into the organization. The membership now numbers forty-five, including practically all of the talking machine dealers in Allegheny County. A general discussion of trade topics followed, nearly every one present taking part. The question of cabinet outfits was gone into at length, it being agreed that all advertising of outfits be explicit and in no wise misleading as to value and prices. Another topic was that of sending out records on approval, a large majority favoring the absolute abolishment of this practice. It was brought out that a number of large local houses have already discontinued the approval policy. The discussions were entered into with the greatest of enthusiasm and interest, although no definite action was taken at this time. Preliminary plans were made for the annual outing of the association in July.

VICTROLAS FOR U. S. S. "NEVADA"

Seven Machines of Various Types Included in Order Secured by Lord & Taylor, New York

A recent and important Victrola deal was put through last week by Manager H. E. Speare, of the Victrola department of Lord & Taylor when he sold seven machines of various models to be installed on the United States battleship "Nevada," now at the Brooklyn Navy Yard. The order included four machines of the $75 type and one each of the $100, $150 and $200 models, together with a suitable supply of records.

The Nebraska Cycle Co., Omaha, Neb., Victor distributor, reports a very active trade in its territory. Conditions closely resemble a Christmas demand.

Jewel Needles

DIAMOND, SAPPHIRE, AGATE

For All Types of Records

Our methods of grinding needles are the most scientific known, producing a most uniform and highly polished product.

We manufacture ALL parts of Talking Machines

Dixon Manufacturing Co., Inc.

295 FIFTH AVENUE NEW YORK

STRIKING WINDOW DISPLAY

The Field-Lippman Piano Stores have a Victor window that savors very much of "war in Mexico," and carried a strong intimation that the Victor machine is the official musical instrument of the American force. There is an abundance of sand, cactus and other Mexican scenery and some soldier trappings. Chas. Crouse is the artist who designed the display.

Phonographs

$7.50 (Retail) and Up

Play All Records

Universal Tone-Arms,

Motors, Cabinets, etc.

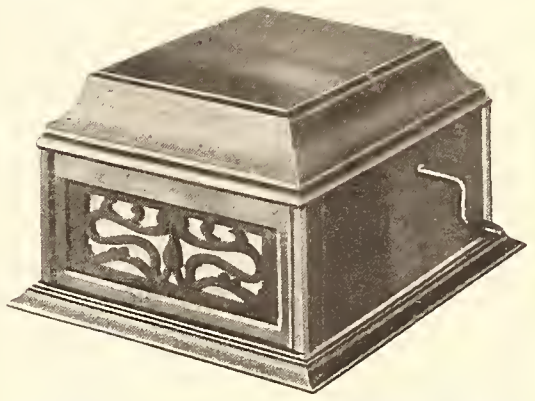
For the Trade

Smith-Coleman Mfg. & Dev. Co.

26 Cortlandt Street New York City

This Is Our Line

No. 100 Price $75.00



No. 12 Price $40.00

Mr. Dealer

These talking machines play *any* disc record, either lateral or vertical cut.

These talking machines come in either mahogany or oak.

These talking machines are ready to ship—our new factory is now running. The sooner you come, the better we'll serve.

International Talking Machine Co.

1216-22 So. Jefferson St. Chicago, Ill.

No. 300 Price $150

No. 150 Price $100

The most significant trade-mark in the world of music. -:- -:- -:-

What do the two tied music notes mean to you as a dealer?

Musical sounds—that's what they meant, and that's all they meant, until we put Columbia on them and then put them on Columbia products.

Soundness—that's what they mean right now: merchandising soundness—soundness of manufacturing method, soundness of selling policy.

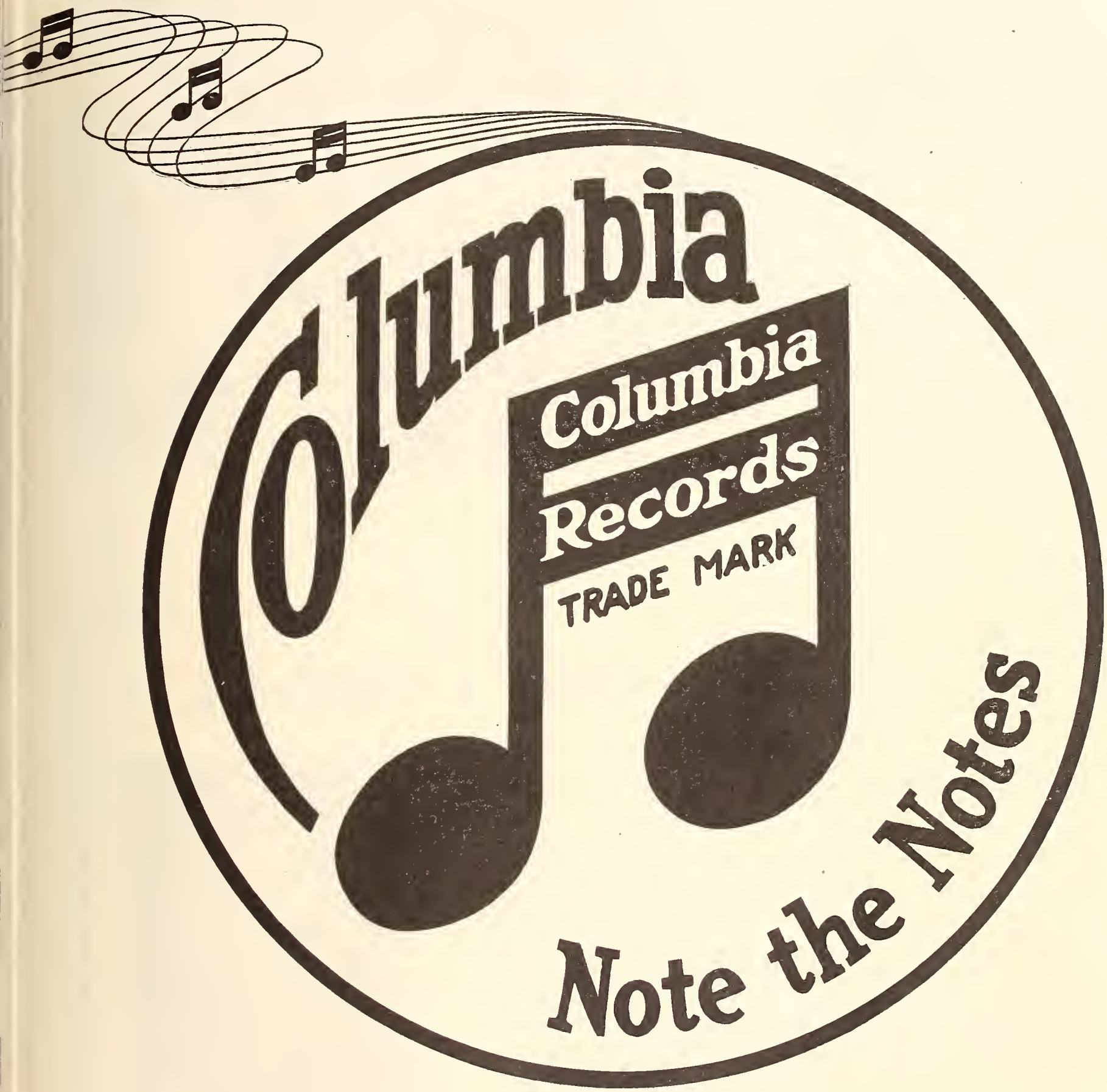
The Columbia twin music-note, trade-mark, this prosperous month of April, 1916, stands for prestige—prestige of dealer and manufacturer, in equal quantities, on equal terms.

We don't need to tell you to keep your eye on it—you have unmistakably been doing it.

Columbia Graphophone Co.

Woolworth Building **New York**

Columbia Records TRADE MARK Note the Notes


Columbia
Columbia
Records
TRADE MARK
Note the Notes

LARGE ATTENDANCE AT TALKING MACHINE MEN'S DINNER

Members of Local Trade to Number of 250 at Annual Banquet of the Association at Hotel McAlpin—Listen to Some Excellent Addresses and Have Good Time Generally

With over two hundred members of all branches of the talking machine trade of New York and vicinity gathered around the banquet tables in the ballroom of the Hotel McAlpin on Wednesday evening of this week, The Talking Machine Men, Inc., offered unquestioned proof of the growth in the power and scope of that organization, of the fact that the talking machine men are the kind who like to mingle with their fellows in business at intervals, and that the industry has reached the point where a local association assumes genuine importance. At the tables were representatives of the manufacturers', jobbing, retailing and accessory divisions of the industry mingling together in perfect harmony.

Imposing Attendance at Annual Banquet of the Talking Machine Men, Inc., Hotel McAlpin, April 12, 1916

After the discussion of the attractive menu provided by the hotel, John E. Hunt, president of The Talking Machine Men, Inc., assumed the duties of toastmaster and introduced as the first speaker, Wm. H. Weeks, former District Attorney of Putnam County, New York, who had for his subject "Good Fellowship." Mr. Weeks' address was of a general character, at all times interesting and inspiring, though he succeeded in injecting considerable humor into his remarks.

The next speaker was Henry C. Brown, advertising manager of the Victor Talking Machine Co., who began his remarks with an interpretation of what constitutes dominating advertising. "To have your advertising dominate," said Mr. Brown, "does not mean that you must take a full page in the newspaper and say nothing. It means rather that you take whatever

THE REEL RECORD CABINET

REAL

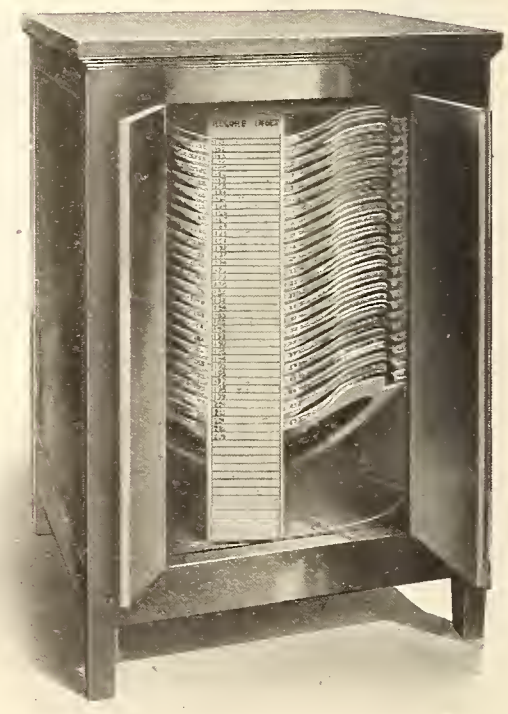
WITH REVOLVING HOLDER FOR STORING RECORDS
Patents Pending

THREE OR FOUR TIMES. THE CAPACITY OF ORDINARY CABINETS. INDIVIDUAL SHELF FOR EACH 10" OR 12" RECORD. ALL RECORDS ACCESSIBLE AND MAY BE REMOVED AND REPLACED WITH FACILITY BY REVOLVING THE TIERS OF SHELVES.

WE ALSO MANUFACTURE TO ORDER
COMPLETE CABINETS READY TO INSTALL TALKING MACHINES

THESE MAY BE EQUIPPED WITH ORDINARY SHELVES OR WITH "REEL" REVOLVING RECORD HOLDERS.

PIANO, PLAYER AND TALKING MACHINE DEMONSTRATING ROOMS



MODEL "A'
Capacity 150 10 in. and 50 12 in Records

Other Models With Varying Capacities up to 500 Records

THE FEDERAL EQUIPMENT CO.

320-340 WEST STREET :: CARLISLE, PENNA.

space you can afford, whether small or large, and say something in that space. If you can train the people in your locality to think of your store whenever they want talking machines and records, then your advertising is dominating."

Mr. Brown also held forth at some length on the growth of the Victor Co. since it started in business. He stated that although Mr. Johnson started the business in one small room, the present Victor Co.'s plant, if rebuilt in the form of one-story buildings 100 feet wide, would extend for three and one-half miles. At the present time there are 8,500 employes in the Victor factory, and yet the goods cannot be turned out fast enough. Mr. Brown also emphasized the importance of the Stevens bill to the talking machine trade and ended his interesting talk with a touching tribute to the memory of Edward Lyman Bill, publisher of The Talking Machine World, who was a speaker at last year's dinner of The Talking Machine Men.

Toastmaster Hunt next introduced Marion Dorian, treasurer of the Columbia Graphophone Co., who spoke at considerable length upon the stupendous character of the talking machine business of to-day, giving facts and figures. The speaker traced the development of the talking machine from a position as a toy of the rich some twenty-five years ago, to its present standing as a universal musical instrument, to be found in the homes of the rich and poor alike. He emphasized its educational possibilities and its ability to teach the child under the guise of offering amusement and entertainment.

Mr. Dorian declared that the talking machine business was in no sense temporary, but was permanent and would continue to grow indefinitely. In closing he outlined the Columbia Co.'s policy in its relations with its dealers; its strict adherence to the policy of price maintenance and its interests in the welfare of the trade at large. He also endorsed the Stevens bill, and declared that the bill was a sign of the times and that the price cutter must go. Mr. Dorian also referred humorously to some of General Sales Manager Bradt's troubles. Mr. Bradt joined in the laugh at his expense.

The next speaker was Frank L. Devine, of the Merchants' Association of New York, who dwelt upon the work that trade organizations may accomplish. He expressed the opinion that the annual dues of the talking machine men should be raised above the $3 now charged annually. "You can only get $3 for $3 worth," declared Mr. Devine. "A $3 clerk will do $3 worth of work and a $10 clerk will do $10 worth of work. The members of The Talking Machine Men should support their officers not only morally, but in a financial way that they may carry out plans for the improvement of the trade in general." Mr. Devine also gave some figures regarding New York as a convention city and a manufacturing center, and declared that the manufacturers of this city exceeded those of Philadelphia, Chicago and Boston combined, and that the capital invested and the output of finished products exceeded the total of Philadelphia and Chicago together. He also stated that 37 per cent. of the Federal income tax was collected in New York City.

R. W. Morey, general manager of the New York Talking Machine Co., next addressed the gathering on the broad subject of "Service," which he divided into three sections, namely: safety, courtesy and loyalty, with special emphasis placed upon the value of courtesy in the development of any business. Mr. Morey pointed out that the successful dealer was the one who injected the element of courtesy into his business personally and who, although having a corps of trained clerks, found time to extend a greeting to every customer as she or he enters the store.

W. B. Holland, of the American Fair Trade League, held forth briefly on the evils of price cutting and of the unfair competition developed by that system. Mr. Holland made one excellent point to the effect that the price cutters did not advertise the goods, but traded simply and purely upon the name. It was not just soap or silk or talking machines sold at certain special prices, but special brands of those goods that were offered at an inducement.

The final speaker of the evening was J. Newcomb Blackman, of the Blackman Talking Machine Co., who confined himself chiefly to some humorous remarks and promised that he would talk on the Stevens bill, in which he has taken a great personal interest, at a later meeting of The Talking Machine Men.

Taken all in all, it was the most successful affair yet held by The Talking Machine Men and should prove a means for greatly increasing the membership of and interest in The Talking Machine Men, Inc.

In order that the diners might make notes of matters that interested them during the evening, there was placed at each plate, before the banquet, a convenient pencil with the compliments of Schloss Bros.

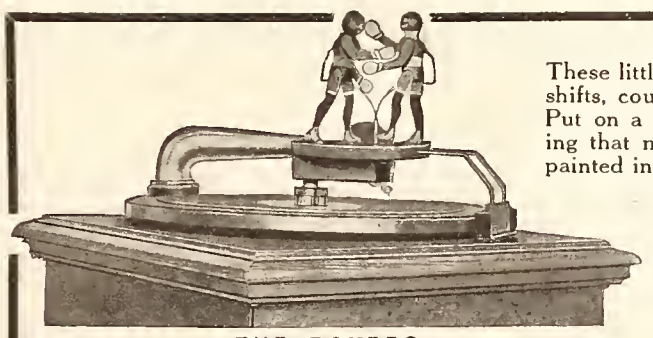
WILL NOT DELAY SHIPMENTS

A fire occurred in the building at 136 Liberty street, New York, causing considerable damage to the stockroom and offices of George A. Smith & Co., Inc., makers of Magnet decalcomanie. It will not, however, inconvenience them in the delivery of goods.

MOVES TO LARGER FACTORY

The Oceanic Import and Export Co., manufacturers of sound boxes, tone arms, etc., formerly located at 154 Nassau street, New York, has moved to larger quarters at 290 Church street, where new machinery is being installed.

The voice of the noted operatic and concert artist, Yvonne de Tréville has been recreated by Thomas A. Edison. Her first recreation was announced in the fifty-fifth supplement to the Edison diamond disc record catalog.



THE BOXERS
PATENTED MARCH 16, 1915.

These little Black Boxers execute all the blows, swings, shifts, counters, and side-steps known—and then some. Put on a good lively record and you'll see some boxing that makes any one scream with laughter. Hand painted in four colors and sold retail for $1.25.

RAGTIME RASTUS, the automatic dancing darky, is the delight of thousands. This is no doubt the fastest selling toy on the market. Hand painted in four colors. Retails for $1.00. Doesn't mar or slow down the machine; doesn't injure records. Excellent window demonstrator. An all-year-round seller, so you can stock up without fear.

RAGTIME RASTUS
PATENTED MARCH 16, 1915.

Toys

Many dealers in the United States and abroad have found "National Toys" the toys for use on talking machines, not only fine window displays, but good all-year-round sellers, and novelties that bring new people to their stores.

These toys do not fit the Edison Machine

Ragtime Rastus retails for $1; The Boxers sell for $1.25; combination of both retails at $1.50. 33⅓% discount in dozen lots. Discount on larger quantities.

Our latest marvelous toy is the Wireless Pup, operated by sound waves. Whistle, and the dog jumps out of his house—entirely by wireless. Built on scientific principles similar to those underlying the art of submarine signaling. Retails at $5. Sample sent for $3.50. We already have filled many repeat orders on the Wireless Pup from talking machine dealers. It is such an unusual novelty that any store with well-to-do trade can sell them.

Send in your order now—get them going in your store and liven things up.

National Toy Company
271 Congress Street, Boston, Mass.

LATEST HIT!

The firm of ANDs KOCH is well known to each Music House all over the **World** in regard to **quality.** I offer this fine rubbed finish mahogany Talking Machine with reversible sound box, which plays all makes of records, at the price of **$4.40** each, retail price $9.

Write for catalog of Phonographs and Phonograph parts.

ANDs KOCH, 296 Broadway, New York City.

Columbia Records TRADE MARK Note the Notes

At $15, at $50, at $100, at $200—and all the way between and beyond—there is a Columbia Grafonola to fill the wants of any possible owner of a talking machine.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

THE TALKING MACHINE'S RIVAL

If Recent Experiments Work Out Successfully Future Generations May Get All the Music They Require from an Electric Bulb

A recent issue of the Editor and Publisher, commenting on some experiments which have been made to convert light waves into sound waves, heads the story with the following couplet:

When every little twinkling light
Shall sing a different tune,
I fear we'll lie awake at night—
Then sleep till almost noon,

and goes on to say:

"The other day a mechanical wizard fabricated an electric light bulb from whose tongue of fire he succeeded in making audible waves of sound to issue. The gulf hitherto existing between acoustics and optics was bridged and the two philosophies joined hands to take a synthetical place among the world's marvels.

"The achievement was at the time heralded far and wide with scare headings, but in reality the thing still rests in the experimental stage, which accounts for our not having heard anything more about it for many weary months and years.

"The magnificent possibilities that lurk in this marvel are, however, simply staggering. When they shall have passed the research period and emerge from their present dormancy to enter into the commercial application that awaits them, the imagination halts in its contemplation of what can be done with the partnership of sound and light.

"If the light of the sun can be converted into collateral sound—but what's the use?

"In a minor key there is a large field for the conversion in the Tungsten filaments and in the flaming arc.

"If to the dazzling light of the modern electric signs, now so attractive to our rural visitors as well as to the natives of our great city, shall be added the resonance of sound, the result will, in many ways, be typical of a healthy boiler factory.

"'Shriekin' will only faintly describe the ultimate condition of things in the new dispensation.

"We may indeed confidently look for an early application of the future developments of the marriage of sound with light in the advertising field that is so sensitive to the enlargement of publicity as a tillable field.

"When the flood of light that streams from theatrical fronts and vaudevillian houses shall take on the speaking voice the megaphone shall hide its head in very shame and dire confusion. The sound of the human barker, for obvious reasons, will no longer be heard in the land.

"Color music will then come into its own and optical sonatas and light songs and words will have their day.

"The society for the suppression of useless noises will necessarily take on a new lease of life and there will be many sighs for the good old days that now seem so unbearable when light and sound were separate entities.

"There is something exceedingly fascinating about talking light, but before inconsiderately embracing it let us take a leaf out of the railroad book and 'stop, look and listen.'"

HOW HE ARRANGED IT

"Bobby," inquired the mother, "did you wash your face and hands before the music teacher came?"

"Yes'm."

"And your ears?"

"Well, Ma," said Bobby, judicially, "I washed the one that would be next to her."

B. H. Buelow, formerly manager of the Edison department in the store of C. Niss & Sons, Milwaukee, Wis., is now connected with the Edison Shop, that city.

Warning Notice

Our attention having been called to attempts on the part of unscrupulous concerns to appropriate many of the special features of

Unico Demonstrating Rooms

We hereby give notice that all of the novel and special features of

The Unico System

As to both construction and design, are thoroughly protected by LETTERS PATENT already granted, and pending applications.

The manufacture, use or sale of construction embodying the patented features of THE UNICO SYSTEM are equally infringements and anyone invading the rights secured to us under our letters patent will be vigorously prosecuted.

The Unit Construction Company
121-131 South 31st Street
Philadelphia, U. S. A.

SOME HINTS ON SALESMANSHIP

The Salesman Who Understands Human Nature, and Who Concentrates His Entire Energy Upon His Work, Is the Man Who Will Win in the Talking Machine Trade

Some salesmen have individual qualifications which make it easy for them to suggest directly or indirectly the idea they wish their customers to receive. The salesman with the right personality, what we may call a "selling personality," finds it easy to direct the channels of thought of his customers. His whole attitude and expression convey the idea he wishes absorbed, and the customer unconsciously develops a favorable feeling.

In developing suggestive salesmanship, salesmanship which shall act through the indirect expression as well as through the direct, the salesman needs to know his customer's peculiarities. The better you know the individuality of the prospective buyer, the better you can lead his mental processes. The better you can read human nature, the better you can handle the individual buyer. Unless you are able to read human nature in others they will get the better of you. Your customers will prove too much for you.

It is necessary for you to keep the upper hand with the customer if you are to do the leading. This does not mean that you are going to browbeat him, but that you are going to understand him better than he understands you. Yours should be the greater mind if it is going to suggest to the other. Yours should be the self-confident position, but not the overconfident.

If your suggestions of any kind are to carry weight they must be made with enthusiasm. The customer will feel in a minute any lack of faith in your own goods. If you are apathetic, apathy will show in all you say and do about the goods. Competition is too keen for a man to be a success in selling if he feels no enthusiasm over his goods. Buyers are apt to buy that over which they themselves wax enthusiastic. But the buyer will not develop much enthusiasm when the salesman cannot develop it. Enthusiasm suggests enthusiasm and apathy suggests apathy. Without knowing why, the prospective customer who is met by an unenthusiastic salesman will himself fail to continue even the enthusiasm he felt when he came in.

You may talk in strongly favorable language of the article you are trying to sell. The price and the quality may be all you claim, and you perhaps claim enough, but along with your talk will go a sub-conscious suggestion which will unconsciously be absorbed by the buyer, and this suggestion will be one of apathy or of enthusiasm about the goods, just according to your own inner feelings.

Every sale you make is a mental transaction rather than a verbal or a financial one. In order to make the sale it is necessary that you talk and it is necessary for money to change hands. But the talk is merely the medium for the exchange of ideas. The ideas themselves are existent only in the mind. The money end of the deal is only the result of the mental transaction. It is your own mental attitude and the mental attitude of the buyer that are to be considered. The situation is controlled by these mental positions.

There is a great deal of talk about the psychology of salesmanship. That is nothing but the mental side of buying and selling; and, after all, what is there about salesmanship that is important in such a degree as the mental feature?

When salesmanship is regarded from its mental side the consideration may be slightly more technical. It may appear more theoretical. But then nothing is more practical than sound theory.

If we are to suggest definite ideas to a customer through manner and through any direct means, we must see that the conditions are as favorable as possible. In making a distinct and accurate record on the cylinder of a phonograph it is necessary to eliminate all unnecessary noises and to concentrate the desired sound waves in the receiver. In taking a long-distance telephone message where the voice is indistinct it is necessary to concentrate attention. If you are going to get a delicately expressed suggestion registered on the prospect's mind, you must see that there is no conflicting idea in the air, that the suggestion has a clear field and the mind of the recipient is in a favorable attitude. This involves careful operating, but careful work is necessary in order to perform any difficult task, and high-class salesmanship may be filled with difficulties—all of which you can overcome.

In getting an idea before the prospective buyer clearly it is desirable to emphasize its most striking characteristics. Any suggestion that is involved in a maze of detail is not a well-defined suggestion when it reaches its destination and it will probably fail of an effect.

The man who can say "thank you" as though he meant it when he sells you a postage stamp is headed straight for success.

YOU ARE LOSING
Sales, Time, Money

Unless your Records
are filed in the

OGDEN SYSTEM

which is

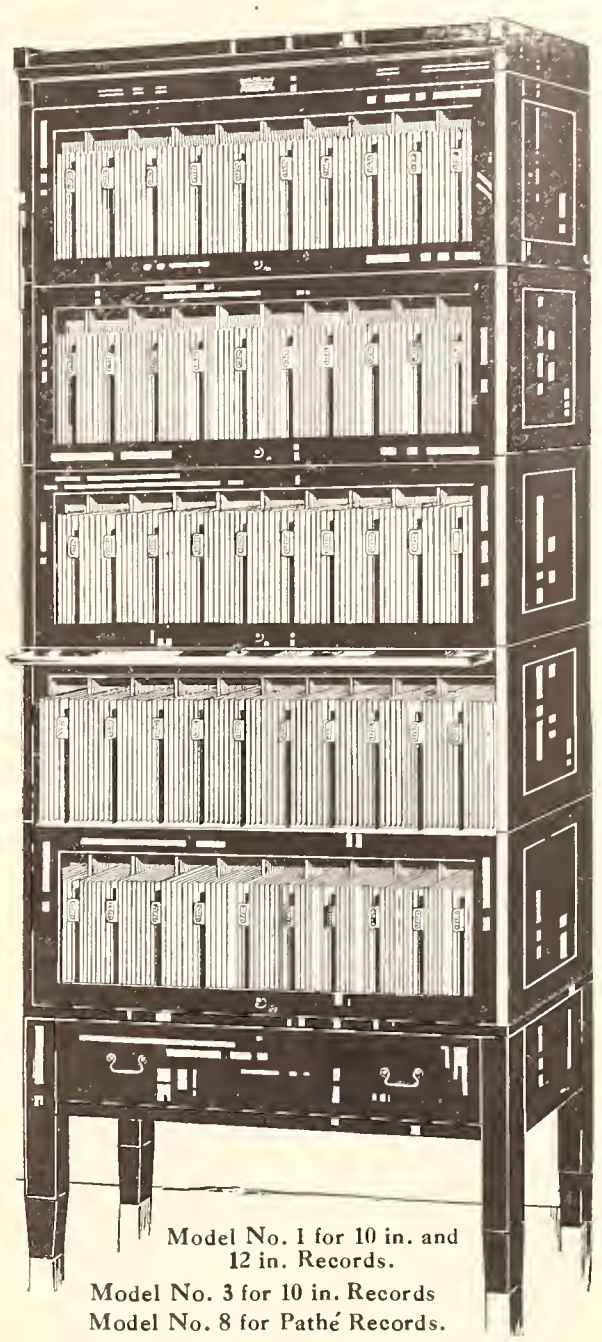
Guaranteed to You

by Your Jobber

A PATENTED DEVICE
for Filing Records

Patented Features which can't be used in any other System. A Modern Method of Filing which shows the selling value of every Record. Prevents warping. Locates any Record instantly.

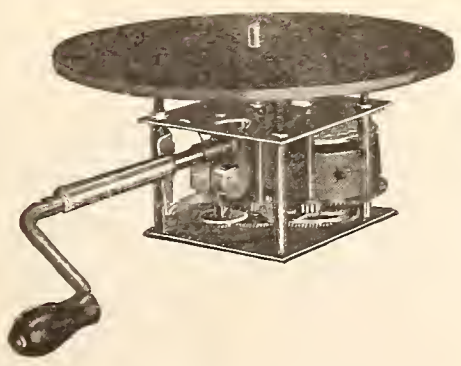
OGDEN SECTIONAL CABINET CO.
Lynchburg, Va.



Model No. 1 for 10 in. and 12 in. Records.
Model No. 3 for 10 in. Records
Model No. 8 for Pathé Records.
WRITE FOR ESTIMATE

Prompt Shipments
guaranteed on

TRITON MOTORS



If you are in a hurry for some GOOD motors, rush your order to us and the motors will be delivered promptly and as promised. Triton motors are made in a plant exclusively devoted to motor production, and for a low priced motor, we consider them the best value on the market.

Included with Triton Motors, without additional charge, are handles, regulators and brakes. Motors are guaranteed to play any twelve-inch record.

Prices, in quantities, $1.35 each. Wire or phone your orders today.

TRITON MOTOR CO.
41 Union Square New York City

THE EDUCATIONAL VALUE OF THE TALKING MACHINE

By Mrs. Hariette De Ment-Packard, Los Angeles, Cal.

My experience in using talking machine records to illustrate lectures before my students and the public leads me to believe that the discovery of the record as a means for spreading and bettering knowledge is one of the greatest importance to the educational world in this century.

The lesson that is taught by precept is of value; so is reinforcement of that precept by example. It is the illustration of precept, through the work of artists, that makes the record valuable to the pupil.

Those who have had their education in the so-called music centers can hardly appreciate the value of correct ideas of traditional interpretation, but the less fortunate student who by circumstances of environment has never heard an opera, an orchestral interpretation of any of the great compositions, or an artist (beyond the rank of the few reduced to "barnstorming"), he is the one to realize what the record can be to him as an educator.

These "record reproductions"—which coach not only the students in the art of interpretation, but gradually and subtly teach all those fortunate enough to come within hearing—are cultivating an ability that all America has long lacked—the ability to listen to music with intelligence.

Surely, though gradually, with the familiarity resulting from frequently hearing artists interpret great music, the hearer learns to listen, and listening, not only assimilates and appreciates, but becomes even a responsive and "creative listener."

A series of interesting papers recently appeared in the Atlantic Monthly by Robert Haven Schauffler bearing on the subjects of "The Creative Listener," "How to Listen to Music," etc. These articles interested me perhaps more than anything else on the subject that I have ever read, and they also brought me forcefully to think of the value of these reproductions through the medium of talking machine records—a value, not only to people who live in parts of the country where the arts have not yet penetrated (except through pioneer pedagogy in schools and so-called conservatories of music, whose recitals by students and faculty constitute the sole means of disseminating music), but to people in our large cities, where acquaintance with what the public expects to hear is so lacking.

To the Pianola and other player-pianos great honor is due for acquainting the world with the work of orchestral and other instruments, but to my mind the talking machine has brought an advance of incalculable value in contributing the reproduction of the human voice and also the interpretation of the classics gained from years of study by the artists with the masters.

When we begin the education of a child we give the first lessons from pictures. When he progresses we give him books illustrated by artists—the best artists available. When he studies literature as such we frequently benefit him by showing him pictures inspired through a perusal of the subject by artists, who express in color and line the thought of the poem.

The interpreter of music must have the tone-picture of music in his mind quite as definitely as the painter must have the picture of the poem before his eyes before he can interpret or recreate in music the conception of the composer who gave that creation, not in color and outline, nor the poem's tapestry of words, but in music.

The records bring within our reach the most wonderful of all music by the greatest artists the world produces. Can anything be said to add to their value as factors for education? Nothing except this: The talking machine record not only brings music within the reach of everyone, but it can be obtained at such a nominal expense that anyone who will may learn not only the interpretation of the most difficult music, but by carefully listening obtain many valuable lessons in technic.

B & B

Phonograph Covers

$5 each

NOW you can obtain the famous B & B khaki moving cover, so you can deliver your machines less all scratches and plus all of the snappy varnish finish. Illustration shows the cover, and the cover itself will say more than we can say in an advertisement of this size.

Write for one of these to-day—or a dozen. Khaki is going up in price and if you obtain your Fall supply of Covers now, you run no risk of paying more.

BRISTOL & BARBER

115 EAST 14th ST. NEW YORK

WE are also factors for a beautiful line of quality cabinets for talking machine records, player rolls and sheet music, as well as piano benches and other phonograph and piano store supplies.

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Business opportunities 25c. per line.

SITUATION WANTED by experienced man as manufacturer's agent in the Central West. Address "A. P. 6." The Talking Machine World, 220 State street, Chicago, Ill

POSITION WANTED by live retail talking machine salesman inside or out. Small salary and drawing account. New York territory. Address "B. B. B.," care The Talking Machine World, 373 Fourth avenue New York City.

ARE YOU GETTING YOUR SHARE OF TALKER PROFITS?—If you are not, Mr. Merchant, we should get together. If you are looking for a wide-awake, aggressive manager, with a thorough knowledge of talking machines, their selling points and the difference between them—I am your answer. Address "More Business," care The Talking Machine World, 373 Fourth avenue, New York City.

WANTED AT ONCE—An expert assembler of high-grade sound boxes. Must have had thorough experience in that line of work. Address "Expert," care The Talking Machine World, 373 Fourth avenue, New York City.

MUSIC PUBLISHERS BOOST RECORDS

Despite Declared Animosity Against Mechanical Music, Publishers Are Now Supplying Special Posters to Help Record Sales

In contrast to the frequent complaints on the part of music publishers that the copyright law does not give them a fair deal in the matter of the protection offered in mechanical reproduction of their music and that the talking machine record and music roll tend to injure the sale of popular songs, it is significant that not only are the majority of music publishers not only anxious but insistent that their publications be recorded in mechanical form. Not only that, but the publishers have for some time past been making efforts to assist in the sale of records and rolls.

In many cases music publishers have watched the list of the talking machine companies and have prepared elaborate display cards and posters for featuring their songs in stores and show windows and have distributed them by the thousand among talking machine dealers at about the time the record has been placed on sale. The special advertising undoubtedly increases record sales materially, especially where it links up the record with a show or an act in which the song is used. That the music publishers may not be accused of acting the spendthrift through an excess of generosity in this particular, it might be mentioned that every one of the standard records sold nets, say, two-cents royalty to the holder of the copyright, which means the publisher himself.

WANTED

A practical and experienced man, who understands all details purchasing parts and assembling talking machines. Salary and percentage of profits will be given the right man. References and past record must be given in confidence to advertiser. Box 800, The Talking Machine World, 373 Fourth Ave., New York.

CAPITAL and services of business man who is a good sales getter for a talking machine business that can stand thorough investigation. Box 801, care The Talking Machine World, 373 Fourth Ave., New York.

A Rare Opportunity

To buy brand new
7500 Blue Amberol Records.
800 Blue Amberol Records, Opera.
20 Standard Phonos.
37 Name Phonos.

All in original cases and equipped with Diamond point reproducers and cygnet horns. Closing out the line, will sell to highest bidder. Address, "Opportunity," "Box 803," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED

By Phonograph Factory, estimates on large quantities of double and single spring motors, tone arms, reproducers, diamond points and on any make of disc records. Address "Cash," care The Talking Machine World, 373 Fourth Ave., New York.

Business For Sale

Clean stock of Victor and Edison goods and small Musical Merchandise. Well located in Southern town of 120,000 population, and doing profitable business. Requires $20,000 to handle. Will accept part cash. For detailed information address "Clean Stock," care The Talking Machine World, 373 Fourth Ave., New York.

$2500.00 Buys

Victrola Business; splendid location, clean stock and nicely fitted store, low rent, 75 miles from New York. Address The Talking Machine World, 373 Fourth Ave., New York.

DEBATE ON PRICE MAINTENANCE

H. C. Brown, Advertising Manager of the Victor Talking Machine Co., Takes Affirmative Side Against Percy S. Straus Before Trenton (N. J.) Chamber of Commerce

TRENTON, N. J., April 10.—Issues involved in the maintenance of re-sale prices by legislation were the topics of a debate last evening before the members of the Trenton Chamber of Commerce. The negative side of the debate was taken by Percy S. Straus, president of R. H. Macy & Co., and the affirmative side by Henry C. Brown, advertising manager of the Victor Talking Machine Co. Each speaker talked about two hours and covered the situation from his particular side most exhaustively.

The purpose of the discussion was to inform the chamber on the points raised in the referendum of the United States Chamber of Commerce, and at the close of the debate the Chamber of Commerce voted in favor of Federal legislation permitting maintenance of re-sale prices under proper restriction and went on record as opposed to Federal legislation taking the form of an amendment to the Trade Commission act defining conditions under which price cutting is an unfair method of competition.

The attitude of the local chamber, in short, favors legislation such as embodied in the Stevens bill.

THE FRAUDULENT ADVERTISER

Is Having Hard Lines These Days Owing to the Active Campaign Being Carried on by Advertising Organizations Everywhere

The fraudulent advertiser in every branch of trade is not finding the clear sailing that he did some years ago, owing to the work of the vigilance committees of the various advertising organizations throughout the country in weeding out the real fakers and protecting the interests of the legitimate manufacturer. Among other things the vigilance committees have been after those who make a specialty of "breaking up home" sales in which patented articles and trademarked articles of wide reputation are offered at bargain prices and goods of inferior quality substituted.

In commenting upon the activities of the vigilance committees the Voice of the Victor says, of the work of one of the bodies:

"Some time ago this particular committee noticed that a number of advertisements appeared, which read about as follows: 'Must sell at once my $200 Victrola talking machine. Will accept half price if taken at once.' These advertisements bore the address of a private residence in each case, though the addresses varied from day to day. They were issued every day, first in one paper, then in another.

"A visit was paid to one of the addresses given by the secretary of the vigilance committee, who was invited to sit and listen to the instrument. When he asked the woman who had admitted him if that was the $200 Victrola offered for sale, she said, 'Yes.' The secretary, who was not well-posted on Victor products, examined the instrument and found that it bore a somewhat similar name, but was not a Victrola. When the woman's attention was drawn to this fact, she said that her sister had written the advertisement and 'must have made a mistake.'

"Her visitor, carrying the investigation a little further, discovered two other similar machines hidden behind a curtain in a corner of the room, and thereupon asked the woman how she happened to have so many machines on hand. To this the woman replied that her friends had found her to be such a good saleswoman that they wanted her to sell their machines also.

"The same excuse regarding the advertisement and the extra machines was given at three other flats which were subsequently visited by the vigilance committee, and which were being used as salesrooms by the women. In one flat three machines were found, in another two, and in a third there were four machines.

"The inside history of the case is this: The firm making what the vigilance committee described as 'a cheap imitation of the Victrola,' secures women as local agents in various cities and induces them to advertise as described above. Close inquiry revealed the fact that the woman in this particular case had sold eleven machines in two weeks. The vigilance committee gave her forty-eight hours in which to stop all further advertising of such a nature, on the threat that the case would otherwise be taken to the district-attorney. Result?

"There is a law against the publishing of misleading advertisements in most of the States, by means of which the way of the transgressor can be made too darned hard for comfort."

Nothing Succeeds Like Success

We SUCCEED because we have given our dealers BETTER SERVICE than they usually obtain elsewhere.

To SUCCEED is the ambition of every Victor Dealer, and that is the REASON the number of our dealers is STEADILY INCREASING.

QUICK SERVICE—CO-OPERATION and our ability to fill 95 to 100% on record orders is the keynote of our success.

Place your orders with BLACKMAN.

"Success Breeds Success"

Blackman Talking Machine Co.
97 Chambers St Near Church St. New York
"Exclusive Victor Distributors"

STATE'S INDUSTRIES GROW

February's Business Report Shows Increase in Many Branches—Workers Have More Money to Buy Musical Instruments

In February the factories of New York State employed 3 per cent. more operatives and paid 4 per cent. more wages than in the month preceding, according to a compilation by the Bureau of Statistics and Information of the State Department of Labor. These figures are based on monthly reports received from 1,300 representative manufacturing establishments, with nearly 500,000 employes.

The payrolls of factories in the State carried 19 per cent. more employes than in February, 1915, and paid 31 per cent. more wages. The dominant factor in the increase in volume of business between January and February was the extension of activities in the metals, conveyance and machinery groups, and in the clothing and millinery group. Smaller, though important, increases were in the wood manufactures group, the textiles group, the paper making industry and by the food, liquors and tobacco group. The stone, clay and glass products registered a distinct loss between January and February.

The metals, machinery and conveyance group paid 57 per cent. more in wages than in February, 1915, and employed 40 per cent more operatives. The furs, leather and rubber goods group paid 33 per cent. more in February than in February, 1915.

Between January and February the metals, machinery and conveyance group increased its employes by 4 per cent. and paid 6 per cent. more wages.

NEW HOME FOR OLIVER DITSON CO.

BOSTON, MASS., April 13.—The Oliver Ditson Co. has just signed a thirty-five year lease on the old Knickerbocker Hotel property at 79 Tremont street, this city. The company is planning to erect a ten-story building on the site and to occupy it in the summer of 1917. Special attention will be given to the layout of the Victrola and musical instrument departments.

Mutual Talking Machine Co.
47 WEST 42nd ST., NEW YORK

Mutual No. 1 (*Illustrated*) $10 Retail

Colonial Mahogany Cabinet. Size 14 in. wide, 14 in. deep, 5½ in. high. Strong single spring motor, guaranteed to play 2-10 inch records.

Other machines $15, $25 and up. Every machine produced by us is guaranteed to be perfect mechanically. They are simply constructed, easily operated and will play all records.

$1,000 SONORA PHONOGRAPH

The Latest Addition to the Line of the Sonora Phonograph Co. Announced to the Public Has Many Unusual Features That Interest

Public announcement was made recently by the Sonora Phonograph Corporation, 57 Reade street, New York, of its newest and greatest achievement, the "Supreme" Model, retailing at $1,000. This phonograph has many radical improvements in its construction and tone quality, and one of its important features is the wonderful way it reproduces sound from records which are apparently worn out. As will be seen from the illustration, this model possesses a very striking design, being made with a double bulge effect. The first cabinet for this machine took fourteen months to make, which shows the tremendous amount of effort and energy utilized to accomplish this achievement.

Since its announcement, President Geo. E. Brightson has been showered with congratulations not only from dealers but from jobbers and the public.

The first model shown at the Sonora Fifth Avenue salon, at Fifty-third htreet, was purchased within a few hours after it was on exhibition.

A special catalogue will be issued devoted exclusively to the "Supreme" model of the Sonora, and unusual efforts will be made not only by this company, but by its officers, in creating a sale for this that will be in harmony with its wonderful musical quality.

Sonora "Supreme" Model

AMEND UNFAIR COMPETITION LAW

Law Passed in New Jersey in 1913 Now Changed By Striking Out Certain Words

The law which was passed in New Jersey in 1913, prohibiting the use of manufacturers' names or the depreciation of manufacturers' prices *"for the purpose of attracting trade for other goods,"* has been amended by striking out the words italicized above. The original law was passed at the request of the Advertising Men's League of New York, and was tested in the case of Ingersoll vs. Goldstein in the New Jersey Court of Chancery. The court held that the law was in derogation of the common law, and must be strictly construed. A notice in an Ingersoll watch, forbidding its sale at less than one dollar, but not in terms prohibiting the practice denounced by the statute, was insufficient. The amended form of the law, which was approved by Governor Fielder on March 16, reads as follows:

"It shall be unlawful for any merchant, firm or corporation to appropriate for his or their own use a name, brand, trade-mark, reputation or good-will of any maker in whose product said merchant, firm or corporation deals, or to discriminate against the same by depreciating the value of such products in the public mind, or by misrepresentation as to value or quality, or by price inducement, or by unfair discrimination between buyers, or in any other manner whatsoever, except in cases where said goods do not carry any notice prohibiting such practice, and excepting in case of a receiver's sale, or a sale by a concern going out of business."

The employes of the American Graphophone Co. factory at Bridgeport gave a dance on April 8.

Why Delay Any Longer?

The PATHÉ Proposition Is a Live One for the Wide-Awake Dealer

The success of the PATHÉ line is one of the best indications of the quality of the PATHÉ product

PATHÉ dealers will reap a rich harvest of sales and profits in 1916

Write us concerning proposition

PATHÉ PHONOGRAPH CO., Inc.

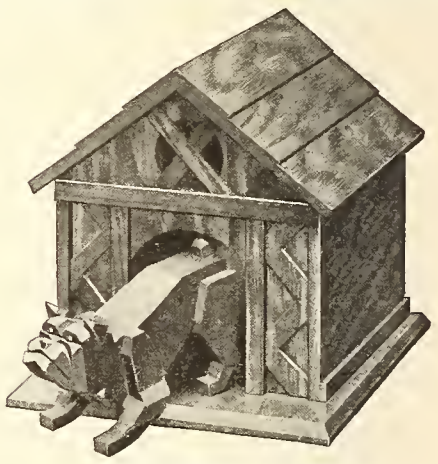
10 EAST WASHINGTON STREET INDIANAPOLIS, IND.

INDIANA DISTRIBUTORS

NEW SCIENTIFIC NOVELTY

Recently the National Toy Co., 273-279 Congress St., Boston, Mass., created a new scientific novelty which was named the "Wireless Pup"—"comes when you call him."

This scientific novelty is operated entirely by sound waves, and when the dog is in the kennel any one whistling will cause him to come out. The apparent life in the dog is almost unbelievable and people have to see it work before they believe it.



"The Wireless Pup"

The novelty is retailed at $5, allowing a good profit to the trade.

Another New Triton

Style "C" (Retails $17.50)

Notice the lines on this new model, conforming to all details of good phonograph construction. Cabinets possess a high-grade mahogany finish, and the visible parts are well nickel-plated. Size is 16 x 16 inches square, 11½ inches high.

Each style "C" is equipped with the Triton reversible tone-arm, playing with a mere turn WITHOUT any special attachment—all makes of records, whether lateral or vertical cut.

For the past FOUR years you have been hearing a whole lot about Triton phonographs, and this achievement is our best effort. Consider, too, that we grant exclusive territory to live dealers, and that our discounts are 40% in small quantities and 40% and 10% in large numbers. Write us to-day for territory allotment. Sample machine sent for $12.

Triton Phonograph Co. **41 Union Square New York**

Whether looked at from the view-point of art, reproduction, volume or tone, the Columbia Grafonola 200 is a winner for any line.

(Write for "Music Money" a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

HOW COMMON SENSE SPELLED SALES SUCCESS

Disciple of "High Brow" Music Had to Give Way to Salesman Who Recognized All Tastes—Catering to Desires of Customer Instead of Forcing One's Opinion on Him

The manager of a successful talking machine shop in an Edison town, which had struck the representative as one of the best managed, smoothest-running in his experience, was asked by a World representative how he had put his organization into such efficient shape.

"It wasn't easy," said the manager. "Less than a year ago this shop was hardly excusing its existence. Sales were nowhere near what sales in a town like this ought to be. To-day the business is O. K. The real reason lay in the methods and personality of the head salesman. Last year I had a man who seemed all right. He certainly knew the records. There wasn't one in the catalog that he didn't know by its first name and its number. His memory was prodigious. He had a suave manner that was attractive to a certain class of the trade. But he didn't produce the business I knew we ought to have; so I watched him carefully, and I discovered why.

"The man's highly developed musical taste interfered with his work. If a customer asked to see the latest rags, he couldn't quite hide a sneer. Have you ever observed that sort of thing at work on a would-be buyer? With intelligent customers it is about the best business-loser going. People don't like to have their tastes questioned in music or anything else. The business man who prefers ragtime, prefers ragtime. He doesn't want Metropolitan opera. He doesn't want any salesman to reform him. So my head salesman's attitude toward the customer who didn't want high class music was losing me business, and I decided to let him go.

"Do you think I went out and hunted up a man who had made a reputation elsewhere? No. I pushed up into the head salesman's job a young chap who had worked as understudy to him. I had observed that his methods were different. And he made good. Simply because he had the right selling idea—the common sense method of handling trade. He didn't stand on a pedestal. He served the customer instead of advising him. He kept his personal opinions in the background until they were called for. He hadn't memorized the entire catalog, but we had a young lady who could pick 'em off the shelves pretty well, and she attended to that part of it.

"The new head man simply tried to understand his patrons' needs. After a time he could ask a few questions, play over a record or two, and gauge his man with almost unfailing exactness. He became a psychological wizard. People began coming back, time after time. They always asked for him, and if he happened to be out, they waited. They are doing that to-day, only more so.

"Sometimes we have three or four people in the reception room waiting for Mr. ——. They want him to wait on them because he wants to wait on them. They want his advice because he doesn't thrust it on them. They may know that he is guiding their choice of records half of the time, but they are glad to let him do so, because he has won their confidence. They take his suggestions in good faith. They are satisfied with the service he gives them. Incidentally, the business hasn't fallen under $4,000 a month for several months, whereas it used to drop below $2,000 under the man who undertook to raise the level of musical appreciation by thinly veiled scoffing at popular stuff.

"And I happen to know that the chap on the job now knows as much about high class music as the other man ever knew. He attends recitals and concerts and the opera. But he realizes that business is business; trade is trade; people are people; that the usual excuse for running a store is the desire for reasonable profits, and that said profits can best be achieved by serving the public agreeably. Personally, moreover, I believe and I think my head salesman believes, that the best way to raise the level of musical appreciation is first to give a man what he thinks he wants and then to work toward what your best judgment tells you he ought to want—if you care to advance the human race in that way. Don't try to sneer or club esthetic tastes into your customer; hand him his esthetics on a silver platter, garnished with diplomatic language. Remember that "the best dishes, once tasted, are their own best argument."

LAW-MAKERS VISIT VICTOR PLANT

CAMDEN, N. J., April 5.—Members of both Houses of the State Legislature were the guests of the Victor Talking Machine Co. here a few days ago. Senator Read, Clerk of the House Jefferys, and Assemblymen Kates, Wolverton and Pancoast acted as a reception committee, in conjunction with the officials of the concern. The visitors were conducted through the entire plant, and were much interested in watching the various processes used in the construction of the Victor talking machine. Luncheon was served in the company's restaurant building on Second street, opposite Cooper Park, where President Eldridge R. Johnson will erect a $130,000 public library as a gift to the city of Camden, and for which the Legislature recently passed an enabling act. State Assessor Baird addressed the visiting law-makers during the luncheon, after which they went to the recording laboratories, where former Judge William N. Runyan, Assemblyman from Union County, sang "A Perfect Day," making an excellent record, which included the applause of the legislators.

Elizabeth Brice and Charles D. King (Brice and King), the popular artists at present with "Watch Your Step" company, have entered into a contract for the making of records for the Columbia Graphophone Co. through Henry D. King, manager of the professional department.

United States Army Pays Tribute

We have recently received a remarkable, unsolicited letter from H. T. Aplington, 2d Lieut., 15th Cavalry, U.S.A., stationed at Ft. Wm. McKinley, Rizal, Philippine Islands.

Lieut. Aplington states that a talking machine purchased by his troop in Texas and shipped in an "Atlas" Packing Case aboard the U.S.A. Transport "Sheridan" to Manila passed through what was probably the severest typhoon ever encountered by a vessel on the Pacific. This typhoon, with its terrific seas and wind of over one hundred miles velocity, necessitated the halting of the vessel for many hours and the tossing, rocking and plunging was more severe than that which falls to the lot of many vessels during their entire career. Of course the "Atlas" case arrived in splendid condition with its contents uninjured.

THIS IS ONE MORE PROOF THAT

ATLAS 3-PLY VENEER PACKING CASES

GIVE THE BEST POSSIBLE PROTECTION

A copy of Lieut. Aplington's letter may be had upon request.

NELSON & HALL COMPANY
MONTGOMERY CENTER VERMONT

Pathé

NO NEEDLES TO CHANGE

THE PATH

Notice the picture above, showing the ordinary needle and the PATHÉ SAPPHIRE BALL magnified. This is a striking illustration of one of the most important differences between the PATHEPHONE Method of Reproduction and that of other phonographs. The needle is bound to dig into the record surface and wear it out.

SAPPH

The PATHÉ SA grooves in an u bringing out the SAPPHIRE BA

Model 50 Sells for $50

Pathé

Model 100
Sells for $100

Pa

Ask musicians and music lovers to compare the PATHEPHONE with every other phonograph. That's the line of least resistance for you. After they've heard the ordinary machines, they'll buy a PATHEPHONE. The PATHEPHONE benefits by comparison.

Naturalness of s is what we claim PHONE. This na the *true* musical PATHÉ Disc; PATHÉ SAPPHI ING BALL and t SOUND CHAMB

PATHÉ FRÈRES

28 W. 38TH STREET

PLAYS
ALL DISC
RECORDS

SECRET—

BALL

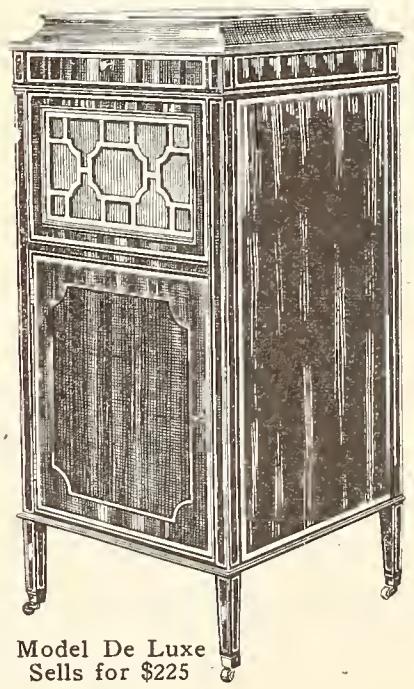
over the record
ave-like motion,
ies. The PATHÉ
out—never has

to be changed and cannot scratch the record. The music lovers are buying PATHEPHONES all over the country! The PATHÉ Dealers in hundreds of localities are all reporting an enormous volume of business—they are having a phenomenal demand for PATHEPHONES and PATHÉ DISCS.

Model 200
Sells for $200

Pathé

A PATHÉ Agency is an exceedingly valuable franchise. How about your territory? Is it taken care of? Better get in touch with us to-day and reap the advantage of our National advertising campaign and the benefit to be derived by you through the use of the well-known name, "PATHÉ FRÈRES," familiar to millions of people every day who attend the moving-picture shows.

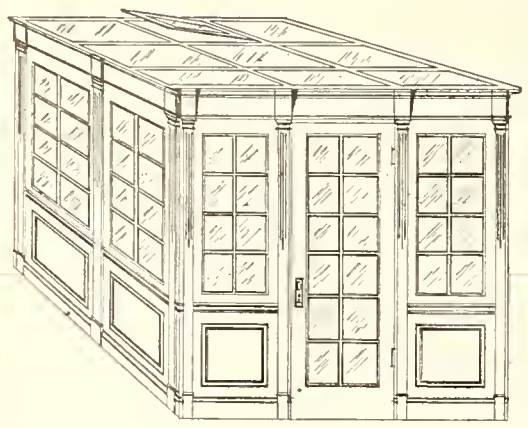


Model De Luxe
Sells for $225

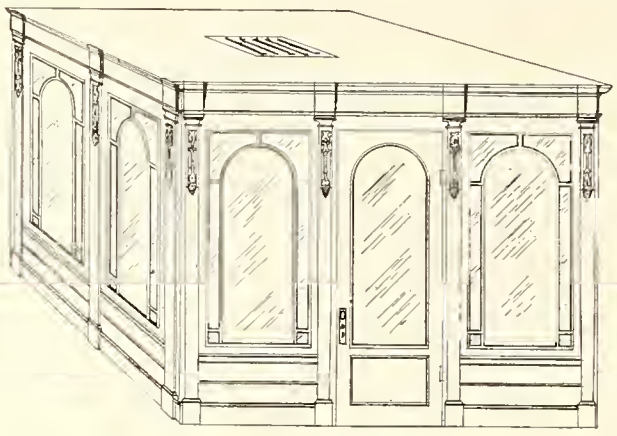
IONOGRAPH CO.

NEW YORK, U.S.A.

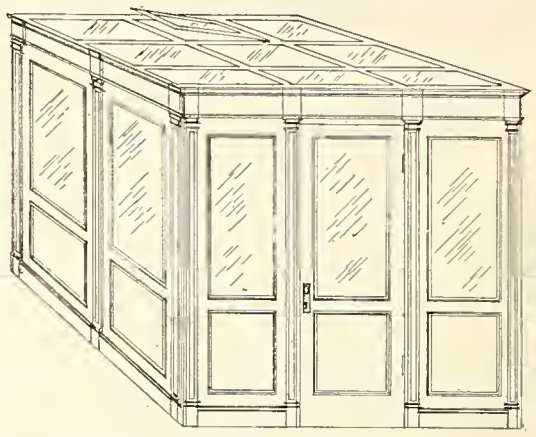
Van Veen Sectional Simple "Bed-Set" System Demonstration Booths



STYLE "A"



STYLE "B"



STYLE "C" $70 AND UPWARDS

Any one can erect booths as easily and *quickly* as a bed (no skilled labor required). Our leading designs, shown above, shipped on short notice *anywhere*. Room sizes, any multiple of 3 feet, our standard section size. High-grade finish, will match your sample if desired.

A department is devoted to specially designed booths to match the architecture of showroom interiors, and will furnish designs and quote prices promptly if furnished with elevation drawing or photograph of interior. Sound-proof construction, complete booth as low as $70.00. Mail your requirements for prices and descriptive circulars.

ARTHUR L. VAN VEEN & CO. : : 27 Wooster Street, New York

CINCINNATI TRADE VERY ACTIVE

Shortage of Popular Goods the Chief Complaint —Phonograph Shop Very Successful—Record Demand on Increase—Other News

CINCINNATI, O., April 4.—Sort of the old story about a shortage of goods and the phenomenal demand for talkers of all lines was the March story so far as Cincinnati was concerned. The trade is anxious to get an excess of machines on hand, but the jobbers and dealers believe this will not come to pass for some time. There appears to be but one exception, the Otto Grau Piano Co., which claims to be accumulating some Victor machines.

At the Cable house last month the business in both machines and records, according to W. A. Davin, was almost on a par with the holiday rush. This department, like all in connection with piano houses, was started rather reluctantly but has proven itself to be so substantial that Mr. Davin now devotes his entire time to that section.

The Phonograph Shop, dealing exclusively in the Edison Diamond Disc machine, which was opened less than a month ago at 146 East Fourth street, has been very successful from the start, according to George Wabnitz, the owner. George Meeks, his assistant, was at Richmond, Ky., yesterday drumming up a new field for Edison machines. Mme. Rappold, one of the Edison artists, will take part in a tone test recital at Emery Auditorium, May 1. Initial preparations are being made for the event. Anna Case, another Edison favorite, recently appeared in a Symphony Orchestra concert. The coming of Miss Case and the opening of the Phonograph Shop were an exciting combination. Mr. Wabnitz was instrumental in securing an insert in the orchestral program which attracted considerable attention.

Manager Dittrich, of the Rudolph Wurlitzer Co., to-day said:

"The feature during the last thirty days in the talking machine business has been the tremendous demand for records. There never is an idle moment in our record department either wholesale or retail, and we have had every reason to congratulate ourselves on the recent increase in our record stock, which has enabled us to take care of the situation in a more satisfactory manner.

"The new Tungs-Tone Stylus is a tremendous drawing card, although the shortage in the Tungs-Tone prevented us taking care of even a part of the tremendous demand.

"The wholesale business is extremely satisfactory in every way. While the machine shortage continues, the record situation can be handled in a satisfactory way, and dealers apparently are making the best of the big demand that exists for Victor records."

Manager Whelen, of the local Columbia store, stated that "Cincinnati has enjoyed another phenomenal month's business and total results went way ahead of March, 1915, despite the fact that there is still a shortage of the small machines up to $50. The larger machines are coming through fairly prompt now and business seems to be limited only to the stock that we can procure from the factory. We can dispose of all we can get and then considerably more."

Mr. Binger, auditor of the Columbia Graphophone Co., spent a few days in Cincinnati during the past month and reports big increases in total results all over the country.

S. H. Nichols, district manager of the Columbia Graphophone Co., spent a day in Cincinnati, and as Mr. Nichols is always gladly welcomed at the Cincinnati store, his visit was entirely too short.

Dealers all over the country are reaping a harvest with

The Pathé Line—Why Not You?

Patented Individuality!—That's Pathé Instruments and Records ! !

There is no competition if you have the Pathé line! Folks are getting away from the "old style" change needle machines.

Pathé no needles to change! **Indestructible Face Records!**

Largest Catalog of Records in the World—96,000 Selections

The Pathé Line of instruments and records is complete!

We are distributors for the South

Write-us to-day ! !

National Piano Company

316 N. Howard Street, Baltimore, Md.

6,000 AT PATHE DEMONSTRATION

Some Excellent Publicity for the Pathephone in Connection with the Recent Style Show Held by Zanesville, O., Dealers

ZANESVILLE, O., April 5.—The H. A. Sturtevant Co., local representatives of the Pathé Frères Phonograph, recently gave an elaborate demonstration of that instrument in connection with the big style show which was held in this city. The company hired the Weller Theatre for two days and gave four performances, the total attendance exceeding 6,000.

R. A. Alpers, traveling representative of the Fischer Co., Cleveland, O., opened the program at each performance with a talk concerning the construction, quality of tone and exclusive features of the Pathephone and gave detailed information regarding the prices of both machines and records. The records themselves were demonstrated most effectively in connection with the playing of violins and other instruments by members of the orchestra.

P. M. Baker has taken over the talking machine business formerly owned by P. T. Eggleston at Waterloo, N. Y.

THE TALKING MACHINE STORE OF THE SMALL VILLAGE

Some Good Advice Upon This Subject from a Veteran Talker Man Which Should Be of Interest to All Dealers Who Contemplate Extending Their Business to the Rural Districts—How a Man with Ideas "Made Good" and Created Enthusiasm in His Town

It was within the cozy confines of a Pullman coach on the Atlantic-by-the-Sea Express, that the great John Jones, proprietor of the Unique Talker Shop, Blanktown, N. Y., unbosomed himself to the writer upon the absorbing subject, "The Talking Machine Store in the Small Village."

We were rolling smoothly along beside the ice-clad Delaware, watching with great interest the attempts of a rakish scooter yacht to keep pace with the flying train. For a mile, at least, it was anybody's race; then, as the engineer slowed down for Wurlington, the white-winged craft forged ahead and disappeared from our zone of observation; not, however, before I noticed, blazoned in huge letters across the mainsail, the words, "Unique Talker Shop, Jr., Port Haines, N. J." I also remembered with pleasure the picture of the skipper, a pretty young girl in white furs, waving us a saucy adieu with a mittened hand jauntily upflung.

"Handles it well, doesn't she?" exclaimed Mr. Jones enthusiastically. "Just as clever with a launch or canoe. Believe me, she's some girl—my assistant manager at Port Haines."

"Port Haines? I'm afraid I don't understand. Am I to infer that you have brought a talker shop to the Jersey wilds?" I asked, with ill-concealed astonishment.

"Oh, pardon me, son," apologized my companion, "I had forgotten you did not know of my last venture. In fact, mentioning it at all just at this time was more or less of a slip on my part; but now that the cat is out of the bag, I'll tell you about it, for I rather think it will make good copy."

I expressed my thanks, and simultaneously reached for my notebook.

"As you have probably noticed, son," he resumed, glimpsing my businesslike preparations, "I can't talk without the friendly companionship of a a good cigar. Let's go forward and smoke."

Comfortably settled within the cushioned depths of his easy chair, something cold in a tall glass at his elbow, and fragrant weed aglow, John Jones sighed in sweet contentment. "This is the life," quoth he.

"About that store at Port Haines?" I queried.

"All right, son; I'm ready when you are." Then, noticing my poised pencil and opened notebook, he began:

"The idea of extending my business to a small village such as Port Haines did not originate with me. My star salesman, as you know, recently took unto himself a wife; deprived me of the best stenographer I ever had, too, when he did it. We had a little confidential chat just prior to that momentous event, in which I assured him that his salary would be materially advanced as became a married man; and, after he had thanked me, he said he had a scheme in his mind that he would like to thresh out with me at my convenience. He explained, incidentally, that there was money in it. 'One good turn deserves another, boss,' he remarked, with that contagious grin of his.

"Well, I let him have his head in the matter of talk. I knew by experience that nine out of every ten of his ideas were money makers, and I felt that it was up to me to sit tight and listen to what he might have to say.

"At the conclusion of our conference it was decided between us that Port Haines was to have a talker shop, and a good one—sort of a junior edition of the Blanktown establishment. That was just six months ago, and now, although we are doing business in a village of not more than one thousand inhabitants, counting chickens and dogs, we are making good, and the future looks as rosy as a June dawn. My star salesman is some boy."

We had crossed the Delaware by now and were swinging swiftly southward, the towns becoming more widely distributed, with the pine barrens close ahead.

"It seemed like a big risk to me at first," continued Mr. Jones, after a short interval of silence, "but I had such faith in S. S. that I gave him carte blanche. As usual, it was a safe bet. He breezed into the picturesque little hamlet on the banks of the dreamy Canrocas Creek one morning a few days after our meeting and called upon the genial storekeeper, who also basked in the sunshine shed by the offices of postmaster and overseer of the poor.

"After asking a few adroit questions, he learned that there was a very desirable location available at the corner of Main and Washington streets. There was a bungalow under course of construction at that point, which, with some alterations, would make an ideal talker shop.

"He next went to see the real estate man who had the property in charge, and made inquiries. Both of these gentlemen fell under the magic spell of my salesman's sunny smile, and, while they expressed themselves as being somewhat skeptical so far as the ultimate success of his project was concerned, they promised to give him all possible assistance. By evening the deal was closed, and it was spread broadcast over the whole countryside that Port Haines was to have a real talker store.

"In a week's time the alterations were completed and stock moved in. This accomplished, a cultured young lady of the village was installed in the store as assistant manager and social hostess. (Apologies to Bob.) That was she you saw on the river. Her idea of recreation is the indulgence in rare sport and unique advertising simultaneously.

"Then S. S. went out after business. While he was making a carefully planned tour of the surrounding country in a Ford car, calling on the farmers and making friends everywhere through the medium of his magnetic personality, his dainty as-

(*Continued on page* 54.)

LONG CABINETS

WELL MADE THROUGHOUT

These With Others Comprise the

D 77

Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19⅛x 22⅝ in. Holds 192 12-in. Records. For Victrolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Shelf. Average weight, crated, 80 lbs.

D 79

Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19⅛x 22⅝ in. Holds 192 12-in. Records. For Victrolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Shelf. Average weight, crated, 85 lbs.

ELEGANTLY FINISHED

Most Complete Line of Record Cabinets

PROMPT DELIVERIES ON ALL ORDERS

Write for Illustrated Catalogue

THE GEO. A. LONG CABINET CO.,

HANOVER, PA.

THE STORE IN THE SMALL VILLAGE

(*Continued from page 53.*)

sistant was entertaining the village sewing circle, the girls' sunshine club, the Luther League and the women's thimble bee, serving tea in fragile cups, and thin sandwiches on paper napkins inscribed with the insignia of Unique Talker Shop, Jr., also rendering a skilfully arranged concert of choice records."

We crossed a clearing where a cabin lay sprawled in the snow and a stooped woman weakly plied an axe at the woodpile, while a ragged child clung to her skirts. Then, as we dashed once more amid the pines, a doe and her fawn gazed in mute curiosity at the iron giant thundering past. A moment more and these too disappeared, and again the grim wilderness engulfed us.

John Jones lit his second cigar and resumed: "The plan adopted from the first, both in the store and on the road, was to create enthusiasm. When S. S. called on a farmer, he explained very thoroughly just how badly that farmer and his family needed a talking machine. He simply used the methods employed by every up-to-date salesman, but his pleasing manner and general air of optimism were largely responsible for the satisfactory orders he brought in. Once his prospective customer became in the least interested, he was asked to call at the shop for an hour of good music and good cheer. He was informed that as it was the off season on the farm he could easily get away for that length of time, and as a party of his friends were expected, it would be in bad form socially for him to disappoint them. His wife was told that her chum, Mrs. Browne, had given her word to be among those present, and would expect her also.

"In the capable hands of the assistant manager these parties were a pronounced success from the beginning. By the display of rare tact just the folks who were most apt to be congenial were assembled at the same time, and it soon became quite the usual thing for a matron in Port Haines to ask this question of her spouse, 'Going to lodge or the talker shop to-night, Sam?' and the answer would probably be, 'Well, I'll run down and hear a few records, I reckon; some of the fellows I like are going to be there. I can send my dues over by the boy.'

"The store had not been opened two weeks before the minister called to congratulate us upon our hospitality and to assure us that we were doing real good in the community. It seemed that quite a great deal of the money formerly spent in Holly Hill, the nearest town, for intoxicants, had been diverted to the coffers of our establishment, and in return the young men were becoming enthusiastic record collectors where they once specialized on cigarettes and booze. After this visit of the clergyman, and at his suggestion, S. S. attended a meeting of the school board, while his assistant talked business to the pretty principal and her efficient staff. This resulted in the sale of a machine and a large collection of educational records.

"He sold the chief of the Boy Scouts an instrument, to be used as an accompaniment for drills.

"The Young Men's Christian Associations, not only in Port Haines but in surrounding villages, have been inoculated with the desire for talking machines in their meeting rooms.

"Dances and operatic performances, both of the evening dress and informal varieties, have been given.

"The little weekly paper in the village carries a big advertisement of ours in every edition, containing a list of all the new records as they appear and little items of news interesting to the talker fan.

"S. S. informed me the last time he was in Blanktown that he would soon be in a position to give his customers a tone test, and, as he laughingly expressed it, 'That will put Port Haines on the map.'

"He also stated that he thought I could send another general manager soon, as he had things in such shape that they would about run themselves. Sounds good, doesn't it?

"We are looking forward to a big business throughout the coming summer, owing to the fact that the Canrocas is a stream of surpassing beauty, and during the vacation months motor boating and canoeing are extensively indulged in by people who come to Port Haines for that purpose. We are going to specialize on a small cabinet talking machine of just the right dimensions to fit in nicely with a boating equipment, and our social hostess, herself a nautical expert, will demonstrate the practicability of the instrument as a yachting accessory and the keen delight that can be derived from its use."

"Baggage checked for Atlantic-by-the-Sea!" boomed a deep voice from the aisle as the transfer company's man sped through the train.

The barrens were behind us; the tang of the salt air refreshed our nostrils as we sped across the meadows and into the depot. As we parted beneath the train shed, John Jones invited with great cordiality, "Come up to see us at Port Haines during the height of the season; it may mean another story for you."

I am looking forward to that experience with much pleasure.

HOWARD TAYLOR MIDDLETON.

W. F. LYNCH APPOINTED MANAGER

William F. Lynch has been appointed manager of the Victrola department of Wm. Knabe & Co., New York, succeeding J. Y. Shepard, who has joined the staff of the G. T. Williams Co., Brooklyn, N. Y., Victor distributer.

Mr. Lynch is well known in the local Victor trade, having been manager of the Lord & Taylor department for quite some time. He is well versed in all details of Victor merchandising and is particularly qualified to handle the high-class trade which visits the establishment of Wm. Knabe & Co.

INCREASES FACTORY CAPACITY

The Nanes Art Furniture Co., New York, manufacturers of the Savoy line of talking machines, has just increased its factory capacity in order to take care of existing demands. The company has in course of completion a number of new models of cabinet and table machines which will be announced and placed on the market in a few weeks.

Do You Have a Space

in your store, say about 16x24, that is not working hard enough —that is not earning you as much as you would like it to? You have, eh?—Well, let us tell you

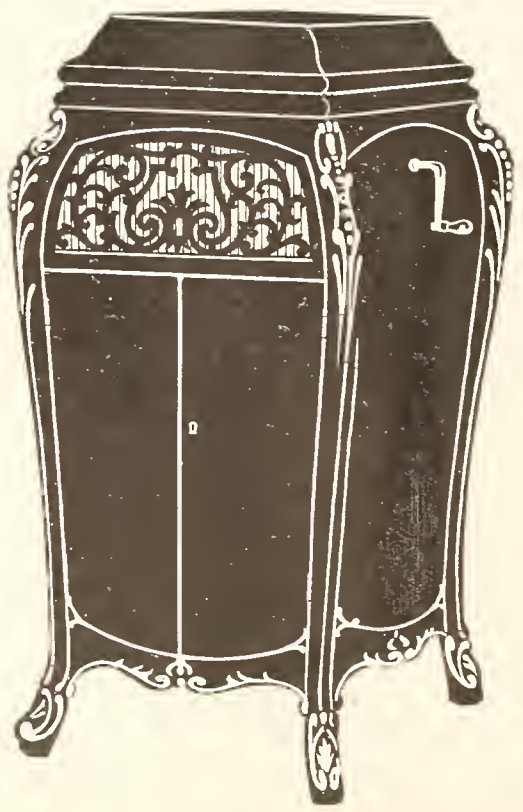
Sonora

will work wonders in that little section, so much, indeed, that it is only a matter of time until it grows to a 32x48.

Sonora

certainly starts things going, it sells, and sells with ease and at a profit; and it stays sold, and you soon begin to realize it is the most profitable thing you have in the store, and you sacrifice space for the best selling thing always.

Now we would like to tell you about the many accounts we have opened up and invariably most of the merchants would have started sooner but thought they didn't have the space. Again



Sonora

dictates to her master, who bows with ease.

We have a grand proposition to offer you and try to induce you to take advantage of just such an occasion as this—You do not have to invest a great lot. We carry the stock and deliver the goods to you—all you have to do is to put on a record and let Sonora Talk for itself.

Department M

The Piersol Carpet Co.

Lancaster, Pa.

Distributors for 44 Counties in Central Pennsylvania

GREAT PUBLICITY CAMPAIGN

In Behalf of the Aeolian-Vocalion Appearing in Prominent Magazines and Newspapers Attracts Attention—Prestige-Building Copy

The advertising in behalf of the Aeolian-Vocalion which has appeared the past year in the leading magazines and newspapers has been noteworthy from many standpoints, but chiefly because of the

A Recent Aeolian-Vocalion Advertisement

fact that in every phrase and illustration this publicity has been in complete harmony with the standing of the Aeolian Co. in the musical and business worlds. It must be considered that the Aeolian Co.'s prestige is not local or even country-wide, but international and world-wide in its extent, as there is no civilized country on the globe that has not received one or the other of the Aeolian Co.'s products.

The direct and intangible influence of this Vocalion advertising was interestingly discussed by H. Chamberlin, of the Aeolian Co.'s advertising division, who, in a recent interview with The World, said:

"The Aeolian Co. has endeavored to present the Aeolian-Vocalion to the general public in such a way that the position which our company occupies in the piano and musical worlds will be reflected in the steady growth of the Aeolian-Vocalion dealer's business. In other words, we are trying to aid the dealer to capitalize our prestige—to help him make one of his assets the stability and strength which stands behind the Aeolian Co., and which is recognized the world over.

"That we have succeeded in this to a remarkable degree is shown by the sales experiences of most of our Vocalion dealers. In the introduction of this new instrument they have met with little of the sales resistance that usually must be overcome in presenting a new line to the public. The more than twenty years of consistent national advertising by the Aeolian Co. has created an easy market for any Aeolian instrument. Consequently, Vocalion sales are running along as if the public had always known the instrument.

"Many of our Aeolian-Vocalion representatives have told us that they attribute a material measure of their success with the Vocalion line to the unusual strength of Aeolian prestige. They have found their customers impressed with the fact that the Aeolian-Vocalion carries with it far more than the average guarantee of quality and perfection.

"We are planning to extend an even closer co-operation to our dealers in the future than we have in the past, and our publicity campaign will be prepared with one idea in mind of assisting our representatives in profitably developing and extending their clienteles."

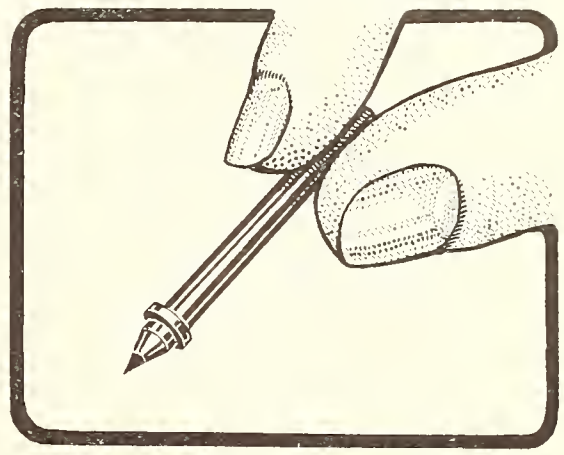
BUSINESS IS OF LARGE VOLUME

Reports Manager McCormick of the Sonora Phonograph Corp.—New $1,000 Sonora Praised by Sonora Dealers Everywhere

"Business is maintaining its huge volume," commented L. S. McCormick, sales manager, Sonora Phonograph Corp., 57 Reade street, New York, when asked for an expression anent business conditions.

"One of the biggest surprises brought before me during my commercial career," he added, "is the unusual reception given the new Sonora $1,000 machine, which has not only been ordered by retail merchants of this city, but dealers throughout the country have evidenced their desire to sell this wonderful example of phonograph construction."

It was Solomon who 2,900 years ago said, "Go to the Ant"—to learn how to hustle. Must humanity, supposedly endowed with "gray matter," still draw her lessons from the most lowly of the creature world? It sometimes seems so.



Sapphire Needles

Jewel Points

for the reproduction of hill and dale cut records.

Here is a sapphire needle that is made scientifically, with true regard for its utility as the connecting link between the record and the phonograph.

Made with a high ideal of jewel craftsmanship—pretty, durable, and exquisitely and perfectly fashioned to draw even the latent powers from the favorite compositions of your customers.

Capacity of our equipment is in the thousands daily, and we can make deliveries as agreed. These readily retail for $1.00.

WHOLESALE PRICES

Samples, 30 cents each. $2.50 a dozen. Special discounts in hundred and thousand lots.

A. F. Meisselbach & Bro.

Congress Street NEWARK, N. J.

THE VECCO ELECTRIC DRIVE

Being Put On the Market by Well Known Boston Parties

BOSTON, MASS., April 11.—John A. Davis, of the piano and talking machine firm of Furbush-Davis Piano Co., of Boylston street, has become interested in an electric motor which is designed to be a complete unit. It is called the Vecco Electric Drive and it has been attracting much attention in the windows of the Edison Electric Illuminating Company in Boylston street for a fortnight past. The company has opened quarters at 248 Boylston street and the officers are Charles F. Simes, president, Mr. Simes having had wide experience in the talking machine business; John A. Davis is the vice-president, and H. A. Robbins is the treasurer. The Vecco Electric Drive is properly protected by patents and the display has brought forth much more intimate inquiry at the company's headquarters, where it is being minutely inspected.

NAME-PLATES AND TRANSFERS

We make the Name-Plates and Transfers for the largest talking machine manufacturers in this country and for dealers in every State.

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

Samples, Suggestions and Sketches Furnished FREE

THE MEYERCORD CO.

LARGEST MANUFACTURERS OF

DECALCOMANIA

NAME-PLATES AND TRANSFERS

CHICAGO

SUPPLIERS TO THE TRADE

The Doehler Die Casting Co. of Brooklyn and Toledo Has Built Up a Large Trade

The Doehler Die Casting Co., Brooklyn, N. Y., and Toledo, O., one of the most successful concerns in the die casting field, was established by H. H. Doehler, its present president and general manager, some twelve years ago, in a very modest way. To-day this company occupies a high position in this field and counts among its customers some of the largest and most prominent manufacturers in the various industries to which the use of die casting is adapted.

This method is an economical one for the production of tone arms and sound boxes for talking machines. Cast under pressure from permanent metallic molds or dies from which an unlimited number of castings may be produced —each and every one uniformly accurate in most intricate details—sharp in outline, smooth in finish and delivered ready for plating or enameling and assembling without any further machining being required.

VICTROLAS FIRST IN AUGUSTA FIRE

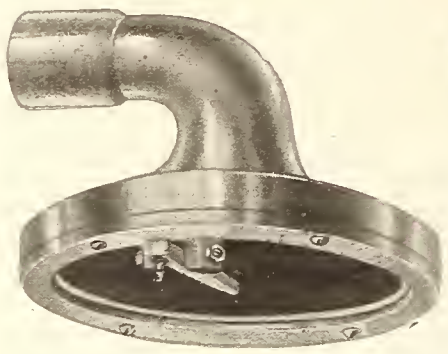
Nine-Tenths of the Victrolas in the Burned District of That City Were Saved by Owners, Declares W. P. Manning—Has Done Much to Elevate Musical Taste in South

AUGUSTA, GA., April 8.—W. P. Manning, head of the W. P. Manning Co., this city, has some interesting incidents to relate regarding the great fire which swept through a large section of that city on March 22nd resulting in a loss of over $8,000,000. "It is interesting to note," declares Mr. Manning, "that about nine-tenths of the Victrolas in the section swept by the fire were saved. It appears that in almost every case the first thought when the flames got dangerously close was of the Victrola and in some cases handsome pictures, expensive furnishings, silverware and even relics which could never be replaced, were abandoned for the purpose of carrying the Victrola to a place of safety.

"In one instance a Victrola XVI was saved in preference to a very handsome piano, both could not be saved. We do not know of anything that speaks higher for the Victrola in our section of the South. It has done so much to elevate the musical standard in our city, and is being more firmly established each day, as is proven by the rush we have had for Victrolas in the past six months. We have done more real Victor business in this length of time than we did the whole of the four years previous. It seems that we can hardly keep them on our sales floor, for as soon as they come in they are sold, as we are selling them faster than we can get them in. It was only yesterday that we had to telegraph an order in for more Victrolas. While this fire would seem to have demoralized business, it has not done so, as the people who were depressed sought the Victrola to liven things up. Despite the great financial loss, the people are looking optimistically to the future."

W. S. Rier is now connected with the Victor Victrola department of the Spring-Holsworth Co.'s store at Alliance, O.

Doubles the Value of the Talking Machine



The VICSONIA

Puts Edison Record Music at the command of every one owning another leading make of phonograph.

Fits the Grafonola, Victrola, Sonora and Crescent Phonographs with special type for Aeolian-Vocalion.

The VICSONIA, with its WONDERFUL DIAPHRAGM and jewel point, is a revelation in producers. Tested and endorsed by trade experts. Easily attached without altering any part of machine.

The **VICSONIA** retails in the United States for $7.50, nickel-plated; $8.50, gold-plated. Liberal discounts to dealers.

Write for exclusive territory now.

SPECIAL INTRODUCTORY OFFER

One VICSONIA, nickel, will be sent to any dealer in the United States for $4.00. Canada $5.00. **Cash with order.**

OUR "PURE-TONE" DIAPHRAGMS

for all makes of reproducers, give richer, purer, more natural tones, better articulation than any others. Eliminates all that is harsh, metallic—evenly balances treble and bass. **REAL MUSIC** made possible from needle cut records. Send NOW for particulars and prices.

WALTER M. SEYMOUR (Sole Agent Vicsonia Mfg. Co.) **313 E. 134th St., New York**

NEW CONCERN ORGANIZED

The Greer Phonograph Corporation, Frederic Greer, president, 525 West Van Buren street, Chicago, is the title of a new company recently organized to market a low-priced phonograph. Manufacturers of spring motors, sound boxes and other phonograph parts are requested to submit samples and prices of their various lines of goods to the new concern.

Just what you are looking for

Simply Wonderful **Wonderfully Simple**

Electrical Engineers Astonished

They said it could not be done

We have revolutionized some of the oldest principles of electricity. We have invented **an electric phonograph motor,** running at a **perfect, even, steady speed,** without the use of condensers or transformers, and can regulate the speed fast or slow, without the use of rheostats.

Praised by everyone who has seen it

"PLAYRITE"

Electric Phonograph Motors

7 REASONS Why You Should Use "PlayRite" Electric-Motors

BECAUSE:

1. *NO MORE SPRING TROUBLES.*
2. They are guaranteed to run perfectly, regardless of variation in electric current.
3. Practically noiseless.
4. Positively won't burn out or blow fuses, or give *any* trouble.
5. Cost less than o*ne cent per week* to operate.
6. *GUARANTEED against any defects for 1 year.*
7. Motors are furnished complete, with 12 inch turntable, 10 feet of extension cord, plug, speed regulator and brake, ready for installing into cases.

Furnished, either for direct or alternating current, or for 6 volt storage Battery or dry cells.

QUICK DELIVERY—CAPACITY THREE HUNDRED MOTORS PER DAY

AMERICAN PHONOPARTS COMPANY

Offices and Warerooms: 208-210-212 South Wabash Avenue **CHICAGO**

WE ALSO SELL COMPLETE ELECTRIC OR SPRING MOTOR PHONOGRAPHS—WHOLESALE ONLY

SECURE THE SONORA AGENCY

Chas. J. Orth, the Prominent Piano Dealer of Milwaukee, Plans to Feature This Instrument in a Prominent Way in His Locality

MILWAUKEE, WIS., April 5.—The agency for the Sonora line of talking machines, manufactured by the Sonora Phonograph Corporation of New York, has been taken on in Milwaukee by Charles J. Orth, one of the best known piano men and composers in this city. Mr. Orth is the composer of the famous descriptive piece, "In a Clock Store," of which many thousand

Charles J. Orth

phonographic records have been made and the news that he is now selling talking machines will be of interest to thousands of dealers all over the country. When Mr. Orth made a recent trip through the East he was warmly greeted everywhere by talking machine men, who were glad to become acquainted with the composer of "In a Clock Store."

Mr. Orth has arranged special quarters in his store at 274 West Water street for the new Sonora line, where he is displaying a large stock of goods. The well-known piano man and composer is most enthusiastic over the manner in which the Sonora goods are selling in Milwaukee. Peter J. Kraus, formerly a Victor dealer at Port Washington, now a member of the Orth sales force, will be in direct charge of the new Sonora department at the Orth store. Handsome new demonstration booths and other facilities have been provided at the Orth establishment.

The Gotham Shop, dealers in talking machines, has been incorporated at Albany by M. Freedman, S. M. Louis and L. Kurtz, of 135 Broadway, New York City.

The J. A. A. Sohms music store, at Walden, N. Y., is running a series of Victrola concerts afternoons and evenings, which are very popular and which have resulted in some good sales.

NEW STYLE OF NEWSPAPER ADS.

Victor Co. Makes Announcement Regarding Advertising in Daily Papers Which Will Give More Distinctiveness to Its Publicity

The Victor Talking Machine Co. sent out to its dealers this week an announcement of a new style of newspaper advertising which will replace the former irregular sized advertising which has been used in the newspapers throughout the country for a number of years. The new advertising occupies larger space than the former style, and the following letter which was sent to the dealers in company with the proofs of the April advertisements indicates the company's advertising policies for 1916, which, in all ways, is a most comprehensive one.

"We enclose advance proofs of Victor newspaper advertising which will appear in the newspapers of your city during the month of April. Advertisements of the same forceful, dominating character (all of this size) will appear in these papers every week in the year.

"This constitutes a large increase in our newspaper advertising space and takes the place of the irregular shaped advertisements that have been such a feature of your local newspapers for the past four years.

"This increased advertising in the newspapers has been placed with the distinct understanding that Dealers', distributors', or any other talking machine advertising shall not appear on this same page, and we feel sure that all Victor dealers and distributors will welcome this condition, because it will enable each dealer to advertise in some part of the paper and gather equal benefit from the big Victor advertisement.

"The necessity of enforcing this condition is due to the fact that some publishers disposed of all the space beneath the irregular shaped advertisement to one dealer, thus excluding all other dealers, which, as everyone will grant, was unfair and not in harmony with the Victor Co.'s policy of affording every dealer equal benefits from all Victor advertising.

"In many cities, additional newspapers have been added to our previous list, and, in addition to the cities that previously carried Victor advertising in their newspapers, there have been added about 200 other cities, taking in practically every city of 25,000 population, and over, and including quite a number of cities of less population.

"We want you to understand the motive that prompts this enormous increase in our newspaper advertising at this time, when the capacity of the factory is far behind the demand of our distributors and dealers. We do not intend, even in the face of our enormously increased business, that the public shall, even for a moment, lose sight of the fact that the Victor is, and always will be, the supreme musical instrument. We are *not* going to let any parsimonious policy creep in and fool us into believing that our advertising should be curtailed even though we cannot fill our orders.

"In addition to this increase in newspaper advertising, which amounts to many hundreds of thousands of dollars, we have also greatly increased our big national advertising in the magazines, and it is our desire to impress upon every dealer and distributor that we will increase this already stupendous advertising just as fast as the demand increases. If we can, by our example, make all Victor dealers understand that their business and profits will grow with every increase in their advertising, we shall feel that our dealers have awakened to a realization of their opportunities and have determined to get their share of the enormous Victor business which is so general all over the United States, and which is growing bigger and bigger every day."

NEW DIRECTORS FOR SONORA CORP.

At a recent meeting of the Board of Directors of the Sonora Phonograph Corp., 57 Reade street, New York, it was decided to fill certain vacancies that had been in existence on the Board of Directors, and the following now represents the full Directorate of the company: George E. Brightson, S. D. Brightson, Joseph Wolff, Henry P. Chilton and Waldo G. Morse.

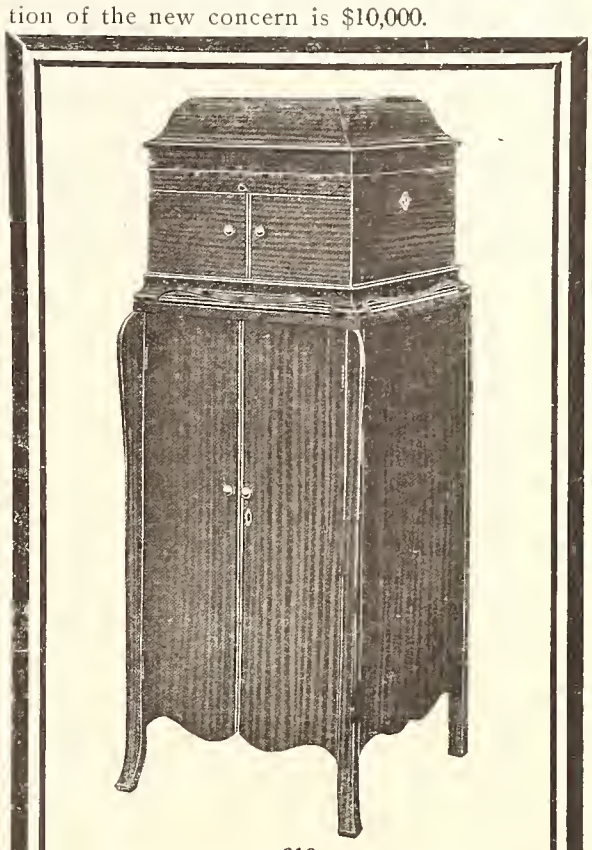
TO RECORD FOR COLUMBIA LIBRARY

Harry C. Browne, of "House of Glass" Company, to Make Records for Columbia Library

Henry D. King, manager of the Columbia Graphophone Co's professional department, announced this week the consummation of arrangements whereby Harry C. Browne, leading man with the "House of Glass" company, will record for the Columbia library. Mr. Browne has already completed several records which will be announced in the near future. He is very popular in the musical and dramatic professions, and is a son of Isaac C. Browne, formerly a well-known composer for the banjo.

INCORPORATED

The National Talking Machine Co., manufacturer of sound-reproducing machines and musical instruments, was incorporated this week by Barnet, Simon and Albert Epstein, of 792 Grecne avenue, Brooklyn, N. Y. The capitalization of the new concern is $10,000.



610

610—The very best Cabinet made. Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Nickel plated trimmings. Lock and key. Height, 34 inches. Top, 17 x 20½. Holds 192 twelve-inch Records. Matches New Victrola IX.

WHY

Do we receive so many repeat ORDERS?

There must be a REASON

Order samples to-day and find out why "The Very Best" Disc Record Cabinets are made by

SCHLOSS BROTHERS
637-645 West 55th St., New York
Telephone, Columbus 7947

Get Our Catalogue at Once

Do You Sell Your Customers Improved Half-Tone Needles?

If not, why not? A trial will convince. Fit all talking machines.

Smooth, Clear, Sweet tone. Save Records, Eliminate Harshness.

Sample and Prices on Request

BURLEY & BIESINGER
278 West Ferry St. *Talking Machine Specialists* Buffalo, N. Y.

IMPORTANT HEINEMAN ACCESSIONS

C. F. Rubsam in Charge of the Otto Heineman Phonograph Supply Co.'s Export Activities—W. C. Pilgrim Appointed Assistant Factory Manager—Two Important Posts

C. F. Rubsam, who for many years past has been prominent in the dictating and talking machine industries abroad, having been an important factor in these fields in France, has joined the forces of the Otto Heineman Phonograph

C. F. Rubsam

Supply Co., Inc., New York. He is supervising the company's dictating machine division and has also taken charge of the company's export activities. The export department of the Otto Heineman Phonograph Supply Co., Inc., has assumed very imposing proportions the past few months, and the exports to South America, Australia and the Far East have reached large sales totals. The fact that these countries are cut off from their European sources of production is, in a measure, responsible for this very rapid growth of export business, coupled with the fact that the Heineman motors and other talking machine products have scored a big demand in this country the past year.

W. C. Pilgrim, who is well known in London financial circles, having been associated with a number of prominent houses in connection with the development of their domestic and foreign trade, has also joined the staff of the Otto Heineman Phonograph Supply Co., Inc. He

W. C. Pilgrim

has been appointed assistant factory manager with headquarters at the Heineman factory in Elyria, and will supervise the manufacture and shipment of the completed product, working in close co-operation with the home offices.

Arthur D. Vosteen has moved his piano and Victrola store from his residence in Oneida, N. Y., to the Madison Theatre Building.

The Bates Piano Co., Middletown, N. Y., handling pianos and Sonora phonographs, has moved from King street to handsome new quarters at 116 North street, that city.

THE LYRIC PHONOGRAPH NOW READY

New Instrument Original in Design and Possesses a Number of Distinctive Features

The Lyraphone Co. of America, 220 Fifth avenue, New York, of which the active members are M. J. Samuels, vice-president, and T. J. Edwards general manager, announces that it is now in a position to offer the Lyric phonograph to the trade in satisfactory quantities. The Lyric has been on the market for over six months and a number of substantial agencies have already been placed for it.

The designing and building of the Lyric phonograph, which possesses a number of original features, including a round case and a rubber tone arm, represent to a great extent the personal effort of Mr. Samuels, who has had a number of years of active experience in the inventive end of the talking machine business. Mr. Edwards' broad experience in merchandising has already made itself felt in the distribution of the product.

The Lyric is attractive in appearance and enjoys the advantage of having parts of special design, carefully tested and manufactured on dies and machinery made for and owned by the Lyraphone Co. of America.

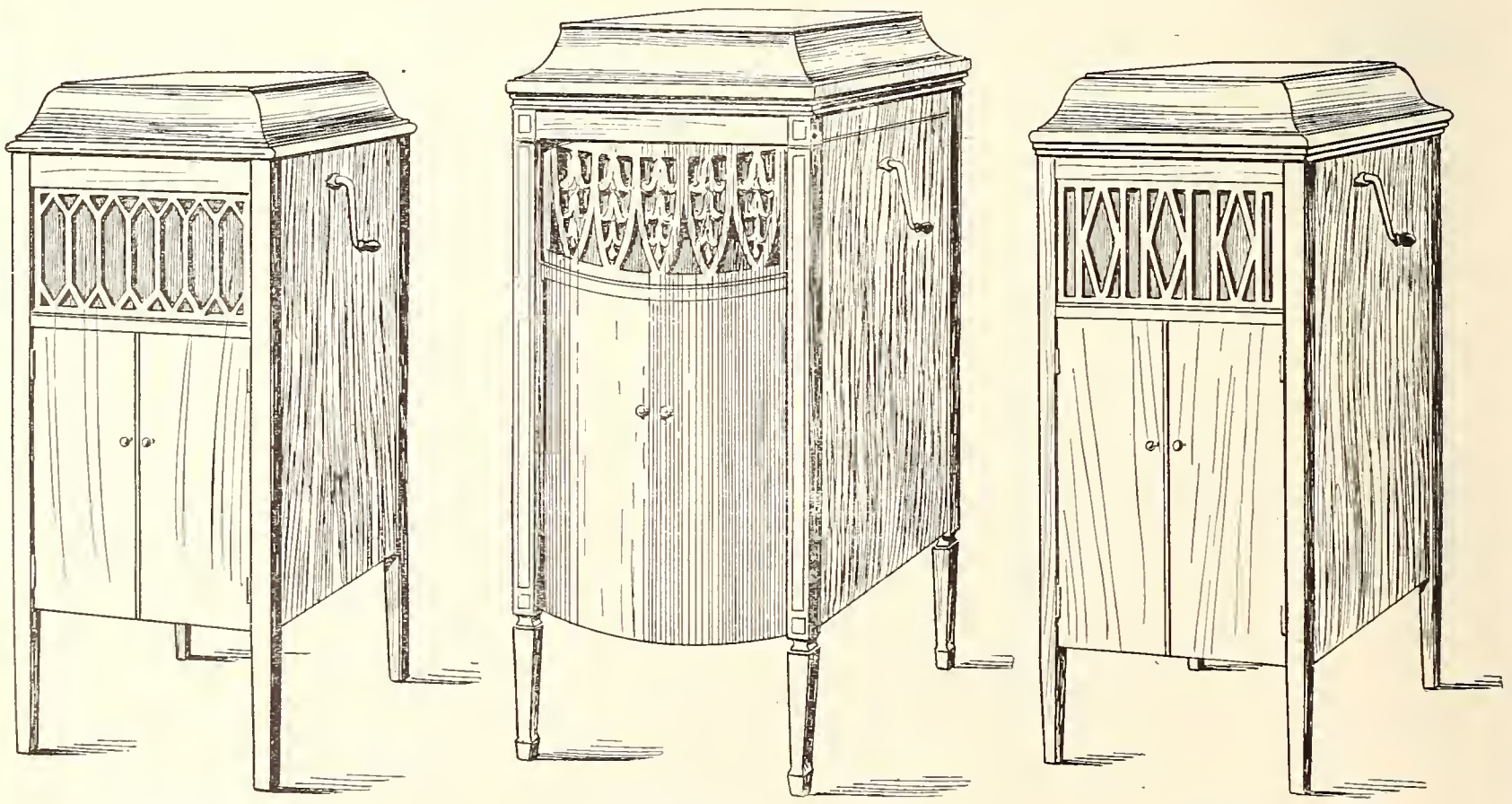
The increase in business in the Victrola department of the James Black Co.'s store at Waterloo, Ia., has necessitated the enlarging of the space hitherto devoted to this branch of the business. The rooms have been entirely remodeled and refurnished.

Miss Undine Myatt, formerly with the Meyers Bros. Co., has accepted a position with the Huntley-Hill-Stockton Co., of Winston-Salem, N. C., and will have charge of the talking machine department of the store.

Robert Hetzel, of Winimac, Ind., has opened a music store in the Dilts Building, where pianos and players and the Victor machines and records will be carried.

ADVANCE SKETCHES OF THREE NEW ARTOPHONE MODELS

READY FOR DELIVERY JUNE, 1916



MODEL 60 MODEL 100 MODEL 80

All equipped with regulation Artophone equipment, tone modifier, wood sound chamber, tone arm and sound box that plays *all* makes of records.
Our biggest seller of all, Model 55, is not shown above. This is a cabinet similar to Model 60; retails for $55.00 with a substantial discount to dealers. *We can make prompt shipments on Model 55.* If you have not received our literature on this model write for it to-day and get our interesting dealers' proposition.

THE ARTOPHONE COMPANY **452-454 North Boyle Ave., St. Louis, Mo.**

Line Up with This Famous Trade-Mark!

No needles to change

Eight PATHEPHONE Models $15 to $300

PATHEPHONES are equipped to play all makes of records—and play them well

Every prospect in your locality ***knows*** the **PATHÉ** trade-mark:—and ***knows*** that it stands for quality and merit. This trade-mark insures the respect and attention of your patrons and prospects. It means ***real*** profits.

May we not tell you HOW?

Pathé

A. VICTOR & CO.

Main and Genesee Streets, Buffalo, N. Y.

PATHÉ DISTRIBUTORS

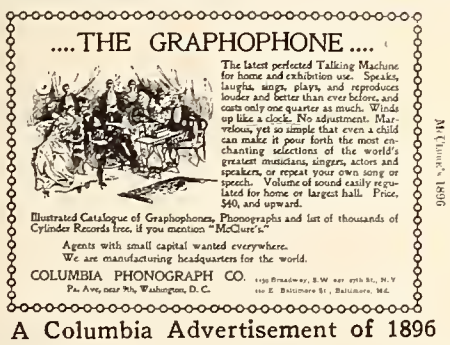
Pathé

AN INTERESTING CONTRAST

The McClure Publications, Inc., in one of the recent issues of a very attractive advertising book which they publish in connection with their several

The Present Columbia Advertising

successful magazines, reproduced two advertisements over the signature of the Columbia Co. One of these advertisements appeared in the McClure Magazine under date of April, 1896, and the other was a copy of the current advertisement of the



A Columbia Advertisement of 1896

Columbia Co. in the same magazine. A comparison of these two advertisements furnishes most emphatic indication of the tremendous strides which the Columbia organization has made in the past twenty years. In the 1896 advertisement the copy is elementary in many respects when placed alongside present-day advertising, and in one paragraph the company asks for "agents with small capital." At that time the advertising manager of the Columbia Co. received a salary of $150 per month and a 5 per cent. commission on all advertising. Such an arrangement to-day would enable him to retire in a few months.

Closing Out Cabinets ½ Cost

150 Oak and Mahogany cabinets with latest improved ideas for Styles 6 and 9 Victrolas; also 200 fine oak covers for Style 6. For sale, ½ cost, because of other business. Will divide in lots to suit.

H. A. SAGE, 15 MADISON AVENUE DETROIT, MICH.

BOOK ON "MR. EDISON'S NEW ART"

Volume Tells of the Accomplishments of the Inventor in the Re-Creation of Music

"Mr. Edison's New Art" is the title of a most interesting booklet just issued by the Phonograph Division of Thomas A. Edison, Inc., Orange, N. J. The title refers to Mr. Edison's accomplishment in the re-creation of the human voice and the sound of musical instruments. This booklet is a supplement to the new instrument catalog recently issued and to be used by dealers where a complete catalog is not required.

An especially convenient size, 6¼ by 3½ inches, has been adopted for the booklet. This size permits insertion in a No. 6¾ envelope, the standard small size business correspondence envelope, and is readily slipped into the pocket when handed out in the store.

Two colors, black and Persian orange, are used and the stock is a dull tone India tint, making a very pleasing combination. The foreword deals with the special features of the New Edison, including reference to the testing of the "Mr. Edison's New Art" in direct comparison with the actual performances of great artists, which tests have been heard by over one hundred thousand music lovers, musicians and the critics of more than one hundred of America's leading newspapers who "confess [here we quote from the booklet itself] that their trained ears are unable to distinguish between an artist's performance and Edison's Re-Creation of that artist's performance." The balance of the booklet is taken up with illustrations of the various models of the New Edison.

TO HANDLE TALKING MACHINES

L. C. Schraeder, of Escanaba, Mich., will open a music store in Marquette, Mich., in the MacEncroe Block, where a full line of Victor Victrolas and records will be carried.

The Victolumbia Co., incorporated recently, will deal in talking machines, records and accessories with a capital of $6,000. Incorporators: D. M. Cohn, W. Phillips and D. Levine, 1472 Broadway, New York.

CHAS. L. GULICK NOW IN CHARGE

Charles L. Gulick, who has been covering the southern New England States for the Victor Talking Machine Co., has been appointed manager for the Victrola department of the Berlin Department Store, 1013 Broadway, Brooklyn, N. Y. The Berlin store is moving its Victrola department to the ground floor, where three sound-proof booths and other equipment have been installed to take care of growing trade.

W. C. PRICE WITH BRUNO & SON

W. C. Price has joined the staff of C. Bruno & Son, Inc., 353 Fourth avenue, New York, where he will be assistant to Chas. F. Bruno, secretary and treasurer.

Otto J. Boberg, of Eau Claire, Wis., is remodeling his store and after alterations are completed he will put in a full line of Pathé Pathephones for which he has secured the local agency.

SOSS Invisible Hinges

"Out of sight —ever in mind"

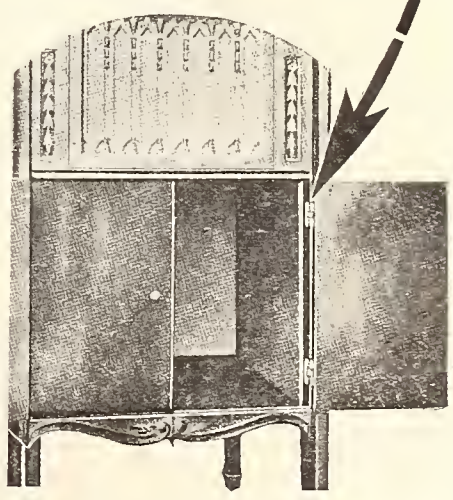
When you fail to see an unsightly hinge protruding and marring the beauty of well designed

Talking Machines
Music Cabinets
Pianos
Player Pianos and Benches

you know SOSS is the answer.

These hinges are simple, strong and an improvement on any class of work.

Write for catalogue "T"



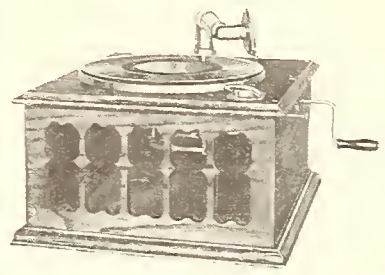
Soss Manufacturing Co.

435-443 Atlantic Ave., Brooklyn, N. Y.

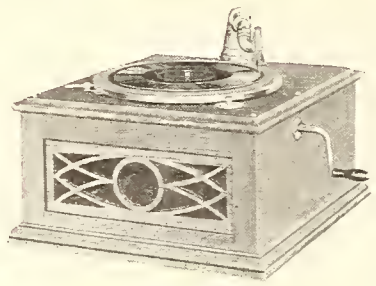
BRANCH OFFICES:

Chicago—160 North Fifth Avenue.
Los Angeles—224 Central Bldg.
San Francisco—164 Hansford Bldg.
Minneapolis—3416 2nd Ave. So.
Detroit—922 David Whitney Bldg.

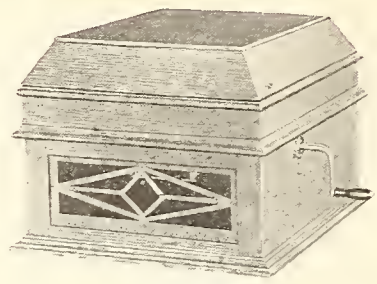
Big Profits and Discounts to Dealers



No. 415
PRICE, $15.00
SIZES—8 in. high, 14½ in. wide, 15¼ deep, 10 in. turntable.



No. 625
PRICE, $25.00
SIZES—9 in. high, 16½ in. wide, 18½ deep, 12 in. turntable.



No. 840
PRICE, $40.00
SIZES—13 in. high, 17 in. wide, 20 in. deep, 12 in. turntable.

No. 950
PRICE, $50.00
SIZES—14½ in. high, 19¾ in. wide, 20½ in. deep, 12 in. turntable.

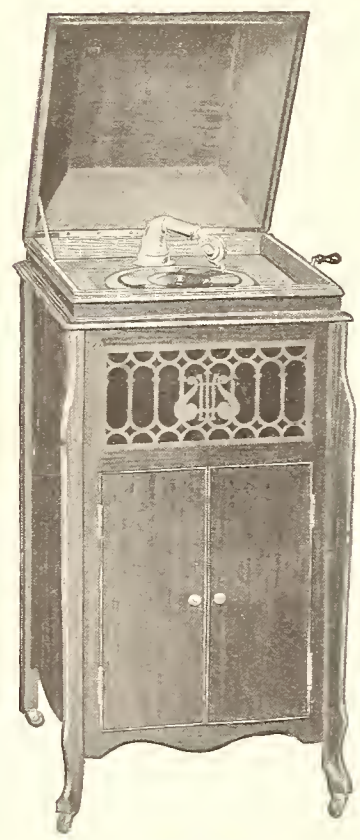
With the added styles announced herewith (the $15, $25, $40 and $50 machines) we offer you, Mr. Dealer, a full line of

Musictrolas

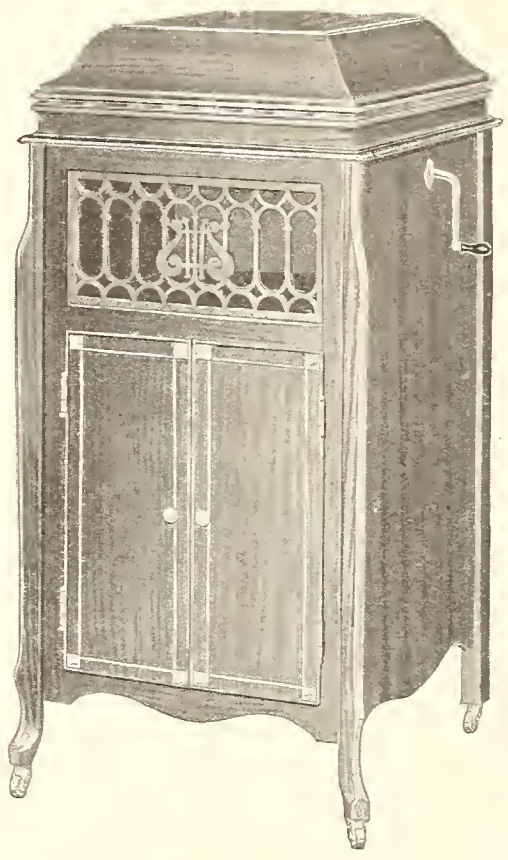
ranging from $15 to $150, fitting any size purse, satisfying all demands of your trade.

Whether viewed from the viewpoint of a superior musical instrument or as a supreme art furniture production, the Musictrola appeals strongly to refined artistic tastes.

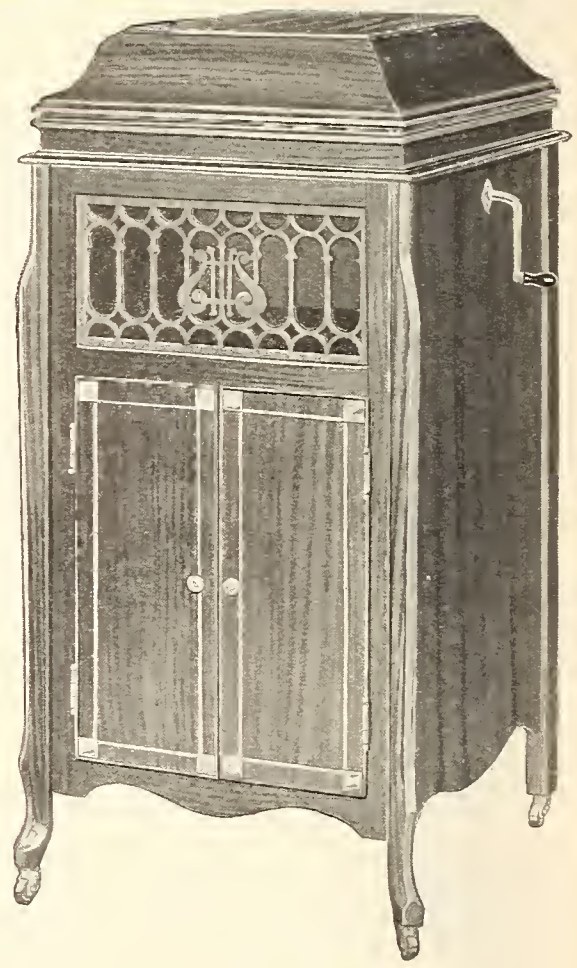
The Musictrola is made by a house with a reputation won during an honorable career of 45 years, and the dealer is protected by an *unusual* guarantee.



No. 110
List Price, $75.00
SIZES—42 in. high, 19 in. wide, 23 in. deep, 12 in. Turntable



No. 111
List Price, $100.00
SIZES—44 in. high, 21 in. wide, 24 in. deep, 12 in. turntable.



No. 114
List Price, $150.00
SIZES—48 in. high, 23 in. wide, 25 in. deep, 12 in. Turntable.

MADE IN GENUINE SELECTED MAHOGANY or QUARTER-SAWED OAK

WE GUARANTEE YOU that we will refund every cent of your money where goods are received exactly as ordered and represented but for some reason they are not fully satisfactory to you, providing however, that all goods are returned to us at Chicago within ten days in good condition, free of all transportation and cartage charges.

All Musictrolas except the $15 and $25 machines are equipped for playing hill and dale as well as lateral cut records.

PASSOW & SONS

832 to 842 Madison St.
CHICAGO

Established 1871

The profit on Columbia Grafonolas and Columbia Double-Disc Records is music enough for any dealer.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

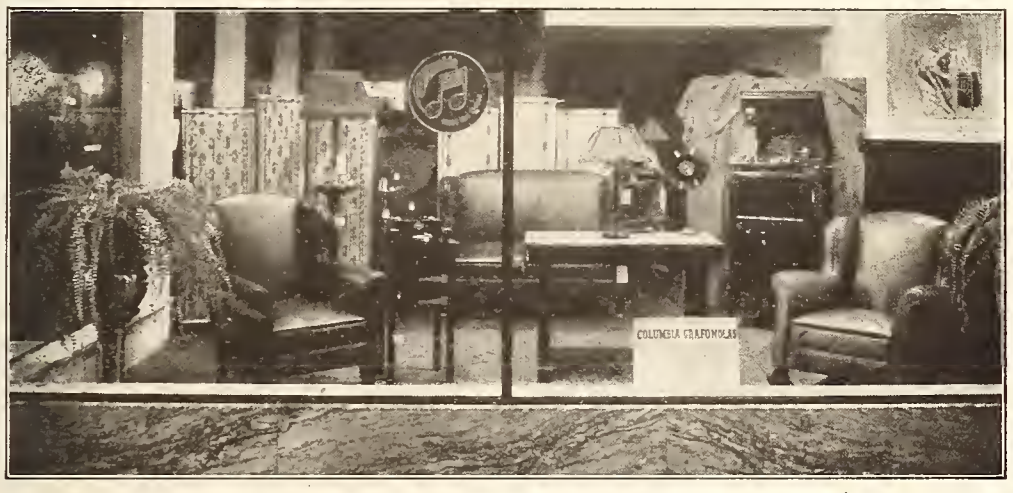
Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

HODGE & SHERMAN HAVE UNIQUE GRAFONOLA DISPLAY

TAMPA, FLA., April 9.—Hodge & Sherman, which is recognized as the largest and most progressive furniture house in this city, is devoting a considerable portion of its window displays to featuring the products of the Columbia Graphophone Co. Hodge & Sherman have handled this line for some little time past, and through the use of aggressive merchandising methods coupled with up-to-date publicity ideas, have established a profitable and fast-growing Columbia clientele in that city.

The accompanying photograph shows one of the finest presented to the local trade this season. It represents practically an entire library, fully furnished, with a Columbia Grafonola prominently displayed. The only advertising in the window is a small card headed "Columbia Grafonolas." This display is an excellent example of the "open-back" window and its powerful appeal.



Artistic Window Display Featuring the Columbia Grafonola

SOUTHERN CALIFORNIA NEWS ITEMS

Increasing Business Creates Great Scarcity in Machines—Fumed Oak in Great Demand—New Diamond Disc House—Other News

LOS ANGELES, CAL., April 4.—Business in Southern California is certainly on the increase, and with only a few exceptions the local dealers report last month as the best March in the history of their business. The only drawback, however, is the scarcity of machines, especially Edison Discs and Victrolas. There are some models in certain finishes that the dealers have hardly been able to get since practically the first of the year.

The great cry in California is for fumed oak, and that is just the finish that the jobbers are unable to give us. There is not a Victrola X or XI fumed oak for sale in Los Angeles, and very few XIV in that finish. This scarcity is very unusual at this time of the year, and shows clearly how trade has increased.

Los Angeles has a brand new talking machine jobbing house, the Diamond Disc Distributing Co., of 340 South San Pedro street. It will handle all the products formerly carried by the Southern California Music Co., which will comprise Edison Diamond Disc and Amberola machines, and records, the Edison dictating machine, also supplies for the above machines. Orson A. Lovejoy, for a great many years at the head of the Southern California Music Co.'s wholesale department, will have complete charge of the new company.

Very recently Chas. Clark, of Pomona, made the Lodge of B. P. O. Elks of that city a present of a Victrola XVI, and a nice assortment of records. Mr. Clark purchased the machine from Brown Bros., of Pomona.

C. H. Davis, Pacific Coast representative of the Tusco Needle Co., has been making a short stay in our city.

Owing to the increase in their business, Barker Bros. have enlarged their talking machine repair shop by the addition of two expert mechanics in that department.

Charles J. Schmelzer, president of the Schmelzer Arms Co., Victor jobbers at Kansas City, Mo., has been in the city for several weeks, making the acquaintance of the local jobbers and dealers. Mr. Schmelzer expressed surprise at the growth of the talking machine business on the Coast in the last five years.

Miss Florence Hinkle, the well-known American soprano, sang for the first time on the Pacific Coast this month. Before giving her concert on the evening of March 24, at the Trinity Auditorium, the soprano visited the talking machine department of the Southern California Music Co., and was photographed listening to her Victor record of "When the Roses Bloom." As an exponent of perfect and refined vocalism, Miss Hinkle substantiated the opinion of many Eastern critics, namely, that she is the foremost of the entirely American trained singers.

Among the distinguished visitors at the general offices of the Sonora Phonograph Corp., Inc., 57 Reade street, New York City, recently, was John Herzog, head of the Herzog Art Furniture Co., Saginaw, Mich., and I. Montagnes, of I. Montagnes & Co., Toronto.

The Chadwick Furniture Co., of Jacksonville, Fla., has secured the exclusive agency there for the Vitanola talking machine.

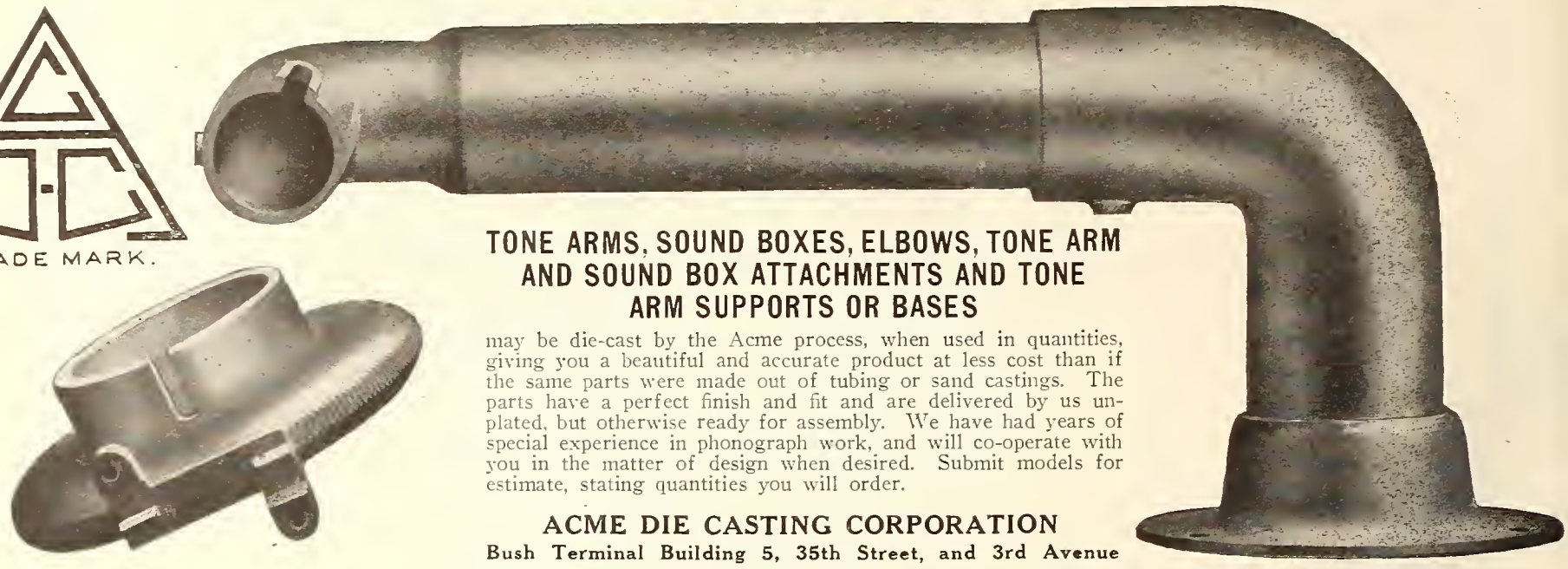
SYRACUSE

Located right in the heart of New York State is Syracuse, and right in the centre of activity of Syracuse are the warerooms of W. D. Andrews—amidst expresses, traction lines and fast freight service.

Drop your orders to Andrews—Victrolas, records and supplies. We'll make good on shipments.

W. D. ANDREWS
SYRACUSE, N. Y.

TRADE MARK.



TONE ARMS, SOUND BOXES, ELBOWS, TONE ARM AND SOUND BOX ATTACHMENTS AND TONE ARM SUPPORTS OR BASES

may be die-cast by the Acme process, when used in quantities, giving you a beautiful and accurate product at less cost than if the same parts were made out of tubing or sand castings. The parts have a perfect finish and fit and are delivered by us unplated, but otherwise ready for assembly. We have had years of special experience in phonograph work, and will co-operate with you in the matter of design when desired. Submit models for estimate, stating quantities you will order.

ACME DIE CASTING CORPORATION
Bush Terminal Building 5, 35th Street, and 3rd Avenue
Brooklyn, N. Y.

V. W. MOODY DINED BY ASSOCIATES

Former Sales Manager of New York Talking Machine Co. Goes to Buffalo to Become Wholesale Manager for Neal, Clark & Neal

V. W. Moody was the guest of honor at a dinner tendered him last Friday evening by the members of the sales department of the New York Talking Machine Co., New York, Victor distributer. his former associates. Mr. Moody left for Buffalo Saturday to become manager of the wholesale division of Neal, Clark & Neal, Buffalo, N. Y., Victor distributer, and Friday's dinner was in the nature of a farewell party.

During his eight years' association with the New York Talking Machine Co., Mr. Moody had won the personal friendship of all his co-workers in the sales division, and as a token of their esteem they presented him on Friday with a beautiful silver loving cup.

The dinner was held at Reisenweber's, and was marked by a spirit of sincerity which was indicative of the fact that Mr. Moody's departure for Buffalo would be a keen individual loss to every man present. Impromptu talks were made by each diner, at the close of which Mr. Moody paid a tribute to the loyalty of the New York Talking Machine Co.'s staff, which had made possible the company's phenomenal success as a Victor distributer.

Dinner Tendered V. W. Moody

Left to right:—R. W. Morey, Jerome Connolly, W. L. Garber, R. G. Craig, Ernest Fontan, V. W. Moody, J. J. Davin, W. D. Marbourg, S. B. Schoonmaker, W. G. Porter, John Connolly.

Among those present at the dinner were W. D. Marbourg, R. G. Craig, Blaine Damon, W. L. Garber, Ernest Fontan, George Kelley, S. B. Schoonmaker, J. J. Davin, W. G. Porter, John Connolly and Jerome Connolly. R. W. Morey, general manager of the New York Talking Machine Co., was present as a specially invited guest of the sales force.

ACTIVITY IN NEWARK TRADE

Various Dealers in Talking Machines Working to Keep Up Interest—Stocks Scarce

NEWARK, N. J., April 4.—There are signs of big Victor business at the Chalmers shop, where a conspicuous window sign one day last week bore the impressive statistical legend: "Sold yesterday. 197 records; largest day's sale, 1,093; sold since Sept. 28, 38,584. Watch the sales. It's proof of the service." Proof is the word. Selling 197 records in the course of an ordinary day's business is justification enough for a sign in the window, even without the 1,093 record, which, of course, dates from the holiday trade. A recent addition to the Chalmers selling force is Frank Lemaiter, late of the Bamberger Department Store and formerly talking machine manager with the Newark Lauter Co. A handsome new Chalmers branch has just been opened in Montclair, under the management of Mrs. Dugan, recently manager of the Summit branch.

Pathé business is excellent at the Doll store, due largely, no doubt, to an advertising campaign involving several full-page ads in the local papers. Newark people who become interested in the Pathé are holding their interest and bringing new customers to the Doll store.

The Griffith store reports having sold nine Vocalions on one Saturday recently, the value averaging over $100 apiece.

Assistant Manager Settle, of the Steger salesrooms, is doing some extensive Victor publicity work, the results of which fully justify his efforts. Through circularization and personal letters he is interesting the Newark public in the Steger efficient service.

The Hahne store's Victor department is doing the usual big business, experiencing difficulty in obtaining enough machines of the popular styles.

At the Bradbury warerooms the Columbia Grafonola and records are being featured with considerable success and a liberal space is now devoted to that department.

ISSUE AN INTERESTING CATALOG

The Wonder Talking Machine Co., which recently bought the entire stock of Phono-Cut records from the Boston Talking Machine Co., announces that it is now ready to place these records on the market, and has issued a catalog listing the various classes of records included in this purchase. These are being placed on the market in connection with the Wonder Talking Machine Co.'s new universal tone arm which will be a part of the equipment of all Wonder machines in the future. The universal tone arm will play all types of disc records.

Truetone Combination Sets

MADE IN U. S. A.

Five different tones, each tone packed separately. 200 in a metal box, 5 boxes in a convenient container holding 1000 needles, retailing at 75c.

Five of these containers packed in a carton and sent prepaid to dealers anywhere in U. S. for $1.50

NEW YORK DISC NEEDLE CO.

110 WORTH STREET, NEW YORK CITY

Truetone TRADE MARK

Highest Grade Ever Made

SEND FOR SAMPLES AND PRICES ON OUR COMPLETE LINE

Doesn't wear out quickly!

NO one wants to be bothered changing needles every time a new record is put on.

No one wants to damage or shorten the life of an expensive record.

No one wants to secure poor results from a costly phonograph because new needles are not at hand and the old needles are dull.

That is why the steel needles have had their day and are superceded by the

Sonora

Multi-Playing Jewel *Needle*

THIS jewel needle is far harder than steel. It can be used hundreds of times without losing its effectiveness. It adds greatly to the beauty of the sound. It fits the records perfectly and records the musical waves with absolute accuracy.

The Sonora multi-playing Jewel needle retails for $1.00.

It is guaranteed to give entire satisfaction under daily use for three months.

It sells readily and the price permits the dealer to make a good profit.

It will pay you to have it regularly in stock. Write us for price and information.

Sonora Phonograph Corporation

GEORGE E. BRIGHTSON, *President*

Makers of Sonora Phonograph and Sonora Multi-playing Jewel Needle

67 READE STREET, NEW YORK

NEW QUARTERS IN MILWAUKEE

Badger Talking Machine Shop, Exclusively Victor, to Be Located in Handsome New Store About May 1—Details of New Home

MILWAUKEE, WIS., April 6.—The Badger Talking Machine Co. expects to have its Badger Talking Machine Shop, the retail branch of its business, located in its new building at 425 Grand avenue, by May 1, when one of the largest exclusive Victor retail establishments in the United States will be thrown open to the public. The company has a fifteen-year lease for the entire building, two floors and basement, and the structure is being thoroughly remodeled. The new store, when completed, will be equipped with sixteen of the latest type soundproof booths, provided with ceilings of varying heights to afford purchasers acoustic properties as near as possible to those that exist in their own homes. There will be twelve booths on the first floor, besides two large store rooms for records, a cashier's department, a ticket office for musical events, and the manager's and general offices. The second floor will be fitted out with four extra large soundproof record and machine booths, retiring rooms for gentlemen and ladies, and a large recital and concert hall which will seat about 200 people. The entire basement will be used for adjusting and repairing machines, for surplus stock and for the receiving and shipping rooms. Leading from the first floor will be a grand stairway to the second floor and concert hall. Daily concerts will be a feature in the new store and novel ideas have been planned for these afternoon and evening entertainments. R. H. Zinke, enterprising manager of the Badger Victrola Shop, has met with a steadily increasing business since he has been in charge.

OFFER PRIZES FOR STORIES

In the latest issue of Edison "Diamond Points," the Diamond Disc house organ, cash prizes are offered for the two best stories regarding the Diamond Disc submitted to the editor before April 20 by any Edison jobber, dealer, salesman or demonstrator. The stories must be true and recite actual experiences; humorous, romantic or simply interesting, in connection with the exploitation of the Diamond Disc machine or records. The story must not be less than fifty words or more than five hundred. The prize winners will be announced in the May issue of "Diamond Points."

OUTLOOK GOOD IN CANADA

H. N. McMenimen, Managing Director of the Pathé Frères Phonograph Co., Found Industrial Situation Very Satisfactory

H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., New York, returned last week from a fortnight's combined business and pleasure trip to Canada. Mr. McMenimen speaks enthusiastically of the industrial situation in Canada, and was particularly impressed with the hearty feeling of goodwill which exists toward this country. The Canadian outlook is most encouraging, and in all business circles confidence in the future is apparent.

MAKING MUSICAL EVENTS PAY

Tying Up the Talking Machine Store with the Important Musical Events in Its District Best Way to Attract Attention—An Example

One of the very best ways to secure the talking and visiting notice of the musical loving and

Maggie Teyte, Columbia Artist

buying public, says the Columbia Record, is to keep in touch with the musical events of your locality and tie up your store to every appearing artist.

From El Paso, Tex., the Tri-State Talking Machine Co., Columbia dealers, has sent photographs of Maggie Teyte and José Mardones, so-

José Mardones, Columbia Basso

prano and basso stars of the Boston Grand Opera Co., now touring the country. These artists were appearing in El Paso and were persuaded to bring the inspiration of their presence to the local Grafonola department. Displays of these photographs in the company's windows and local advertising of the Columbia records of these artists resulted in the inhabitants of El Paso learning again that the Tri-State Talking Machine Co. is the musical center of their burg.

The "Little Devil" Sweeper

Retails, 25c.

The latest real record cleaner

It will not only perfectly sweep the dust off the record but it certainly will sweep BIG PROFITS into your pockets. Hundreds of dealers know this to be a FACT.

PRACTICAL — SIMPLE — PROFITABLE

SPECIAL: Send $1.20 for dozen samples with 4 display cards to your distributor or to

THE HERRMAN SELF SWEEPER CO.
1237 FIRST AVENUE : : NEW YORK

Columbia Records TRADE MARK Note the Notes

Brice and King, vaudeville headliners, have joined the Columbia corps of comic entertainers. First recordings in the May Columbia List.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

EFFICIENCY THE KEYNOTE OF THE VICTOR ORGANIZATION

High-Class, Expert Workers and the Most Modern Equipment Combine to Produce Efficiency of the Highest Order in the Victor Talking Machine Co.'s Great Plant

An idea of the magnitude of the talking machine industry and its present importance in the industrial life of America may be authoritatively gleaned by a visit to the wonderful plant of the Victor Talking Machine Co., at Camden, N. J.

The series of gigantic buildings which house an army of nearly nine thousand employes, in which every part of the Victor talking machine and records is made in its entirety, and which have grown year after year with unfailing regularity, afford eloquent testimony of the appreciation in which the Victor talking machine products are held throughout the country.

A trip through the various Victor factories conveys a knowledge of the highest kind of efficiency which prevails.

One might easily write a dozen pages describing in detail the thoroughness and system with which every part of the Victor talking machine and records are made; of the interesting work in the recording laboratories; of the superior class of employes to be found in every department of construction; of the remarkable equipment; of the fine mental types of foremen and superintendents; and yet the writer would not be able to convey an adequate idea of the splendid organization and the superior methods which prevail throughout this establishment.

The growth of this company illustrates the value of preparedness and system. Everything is done in a most methodical and effective way. Building after building has been erected, all with the object of securing the highest degree of efficiency and the elimination of lost motion.

Observe the employes and you will find no driving or rushing, but the utmost contentment prevailing, with every employe doing his work as if he liked it and doing it well. Herein is displayed the skill of the general manager of the company as well as the president, officers and directors, who have developed the business in a most systematic way, so that there is a complete welding of the various forces, as there is a welding of the many buildings.

Year after year has seen valuable property purchased and razed and then replaced by massive structures that are not notable alone for their extent and appearance, but for the most modern equipment that it is possible to procure.

The gigantic cabinet building, which, when the new addition is finished, will house six thousand cabinet makers, gives an idea of how the Victor Co. are planning to meet future demands. Further alterations which will add to the height to some of the old-time buildings will increase the resources of other departments, thus the end of this year the various additions made to the Victor plant will, in their superficial area, exceed many completed plants that represent the lifetime efforts of manufacturers in many leading industries.

It is little wonder that the Victor plant is now becoming one of the show places, not only of New Jersey, but of Pennsylvania, for its location in Camden, right across from Philadelphia, makes the Quaker City a claimant on the prestige which the Victor Co. has won throughout the world.

The new office, or executive building, which is now approaching completion, will soon be one of the central points of interest for visitors to the Victor plant. The architectural design is most artistic, as well as effective, in the matter of light and air, and the other essentials necessary for the great executive and office force employed by the Victor Co., numbering about eight hundred people. The building faces Cooper Park, where Eldridge R. Johnson, president of the Victor Co. will erect a $130,000 library as a gift to the city of Camden.

It is rather early to describe this building, for it is still in the contractor's hands and will not be ready for occupancy until sometime in May. The general plan, however, of the various floors gives an idea of the care and precision exercised by General Manager Geissler in providing for the needs of the officers of the company and the large staff of workers. Nothing has been overlooked for their comfort, while with light and air on every side, the matter of health has been a vital consideration.

One of the most interesting features of the new office building is a large recital hall on one of the upper floors, which, with its stage, may be utilized by the company for recitals, in the interest of employes, or to provide for the musical needs of Camden, in which the Victor Co. are so keenly interested. In its size, equipment and acoustic properties, it stands forth as an important acquisition to the music halls of the country.

One interesting feature of the new office building is the arrangement of the roof which permits of its use by the employes for various purposes. The view from the top of the building is unsurpassed, taking in the broad expanse of the Delaware River, which in these days of activity is a busy artery of commerce. It overlooks the great Victor plant which is inspiring in its extent.

The new Victor office building successfully epitomizes the labors of the officers of this company, whose achievements have won universal renown in the larger spheres of industrial activity.

Two useful structures which adjoin the new office building are the restaurant for use of the members of the Victor Co., and the hospital where a nurse and medical attention are provided for the employes. While accidents are not frequent at the Victor plant, yet, should any employe meet with an accident, he is taken to this hospital, which, with its furnishings and its white-capped nurse, is most complete in its ability to provide for the needs of those injured.

Visit this Victor plant, and you cannot come away without being overwhelmed with its magnitude, the efficient manner in which everything is done, no matter in what department, with the modernity of the buildings and their equipment, with the type of satisfied men employed there, with the wonderful results achieved in successful craftsmanship, all resulting in a completed product that reflects in its intrinsic worth the thoroughness of the methods prevailing in every branch of this gigantic enterprise.

New Patrons — New Prospects

PATHEPHONES AND PATHÉ DISCS

Mean New Fields for the Dealer

The Pathé line with its vast record library offers an unusual opportunity to develop record business.

The Pathephone line is complete

Pathephones are priced at $15.00 to $300.00

NO NEEDLES TO CHANGE. IMPROVED TONE QUALITIES

We are at your service

DROP US A LINE FOR DEALER'S PROPOSITION

SWANSON & NOLAN SUPPLY COMPANY
Denver, Colorado
INTERMOUNTAIN DISTRIBUTORS

THE VIRTUE OF PRICE MAINTENANCE

Some Unusually Convincing Arguments in Support of the Stevens-Ayres Bill Offered by the Columbia Graphophone Co.—The Value of That System Proven by Experience

It is the consensus of opinion in the talking machine trade, says the Columbia Record, that a strict price maintenance system is a great advantage to the manufacturer, and not only to the manufacturer, but to the trade and to the public generally. The dealer recognizes that price maintenance is an insurance against prices being cut by a nearby competitor. Price maintenance to a dealer means the elimination, to a large extent, of the possibility of having a stock of goods left on his hands, without a fair opportunity to dispose of them. It also means that he can figure his profit very nearly to the penny. He is, therefore, the more willing to handle goods where his investment in the stock is insured. The result of this confidence is a benefit to the public in that they are always able to obtain goods protected by price maintenance, and it necessarily follows that when dealers become dissatisfied because of price-cutting and discontinue to handle goods on which there is no price maintenance, the public to that extent is deprived of an opportunity to purchase those goods. The average retail purchaser knows the reputation of a standard article and that it can only be obtained at a uniform, standard price. The unscrupulous price-cutter advertises it at "cut prices" for the express purpose of inducing the public to buy unknown goods of doubtful quality. He uses its reputation and sells it at a cut price as a "bait" to deceive the purchasing public into believing that all other articles for sale in his store may be purchased below regular authorized prices and that they cannot get equal values from their regular dealer, with the result that they buy these other goods at prices that more than compensate him for the loss on the standard article. This not only deceives the public but creates distrust in their minds against their regular dealer of whom they soon grow suspicious when they find that he has charged them more for the same article, and they hesitate before making further purchases from him. Thus the sale of the said article is limited and the retail dealer is ultimately impelled to cease purchasing from the manufacturer which, in turn, reduces or cuts off entirely the profits of the manufacturer, which injures if it does not destroy the good-will of both.

The Stevens-Ayres Bill aims to correct all this. It is intended to provide a remedy for the unfair competition of great trading monopolies with the independent merchants of the country. Its enactment will put a stop to predatory price-cutting, the agency by which the big trusts and monopolies have killed off their small rivals. It is essentially an anti-monoply measure and recognizes the one price to all principle which protects the consumers by assuring them that they are getting articles of proved high quality at a fair and uniform price. It will aid in creating conditions under which the independent dealers will be relieved from the unfair competition of the predatory price-cutters.

The Columbia Graphophone Co. long ago adopted the price maintenance system. It believes that this system protects its dealers and the retail purchaser and insures a standard of values for Columbia Grafonolas and Columbia records. It believes that in recognizing the one-price to all principle, it protects the consumer by assuring him that he is getting articles of proved high quality at a fair and uniform price. It is supporting the bill because it believes that it should have the active interest and co-operation of the talking machine trade and urges its dealers to write at once to their U. S. Senators and Congressmen to support the bill and to use their influence in securing its passage.

F. D. Quinn, a druggist of LaGrange, Ill., has leased a rear end of the building adjoining his drug store for a talking machine department. He will handle the Columbia line.

MARBOURG EFFICIENCY DIRECTOR

Succeeds V. W. Moody in Important Position with New York Talking Machine Co.—Is Thoroughly Familiar with the Trade

W. D. Marbourg, who has been associated with the New York Talking Machine Co., Victor distributor, for the past two years, has been appointed director of efficiency and will also supervise the company's sales work. Mr. Marbourg succeeds V. W. Moody, who resigned to become manager of the wholesale division of Neal, Clark & Neal, Victor distributors at Buffalo, N. Y.

Mr. Marbourg is splendidly equipped for his new position, as he is thoroughly familiar with all phases of the Victor industry, and through his past experience will be able to extend to Victor dealers efficient service and co-opcration. Mr. Marbourg is aggressive and energetic and represents the ideal type of keen, well-posted Victor wholesale man.

R. G. Craig, who has been a member of the company's traveling staff for some time past, will assist Mr. Marbourg in both the efficiency and sales divisions. J. J. Davin has been appointed a member of the traveling staff with Brooklyn as his territory, and by reason of his several years' connection with the company's sales and efficiency department, will be in a position to render real service to Victor dealers in his territory.

NEW QUARTERS IN SPRINGFIELD, ILL.

The Hilmer Piano Co., located at 409 South Fifth street, Springfield, Ill., will move about April 15 to new quarters at 510 East Monroe street. The new location is being remodeled and an enlarged stock of pianos and Pathé Pathephones will be carried in the new store.

SECURES EDISON AGENCY

The Woolven Drug Store, Oswego, Kan., has secured the Labette County agency for the Edison Diamond Disc line. William Matthews will be manager.

ALBANY—FOR CAPITAL SERVICE

Gately-Haire

VICTOR

RECORD

SERVICE

APRIL and MAY are big record months. Go after this business for all you are worth, and we will co-operate with you to our fullest extent.

Complete stocks, totaling tens of thousands of records, in all kinds of music, are at your IMMEDIATE disposal.

We fill record orders, from the time they are received to the time of shipment, in thirty minutes—a record time.

GATELY-HAIRE CO.

JOHN L. GATELY, President CLAUDE B. HAIRE

New Address: 121 North Pearl Street

ALBANY, N. Y.

THE TRADE IN THE SOUTH

The talking machine situation in the South is reflecting to a great extent the commercial and financial conditions existing in that section of the country. In the Virginias the manufacturing industries have had a substantial boom, the steel and iron mills are working to capacity and new capital is coming in very rapidly. Farming conditions are much better than they were last year, and with these and also in North Carolina the cotton mills and cotton growers have felt for some time the wave of prosperity which has been sweeping over the country during the recent months.

Conditions in Kentucky have suffered somewhat from the rather poor crops, which have been caused by excessive droughts and floods. The Kentucky tobacco trade has been seriously hurt by the present war, and as this is the staple crop of that section general trade is not as good as it might be.

The outlook in Tennessee is very favorable, the manufacturing and trade centres there enjoying a greater volume of business than they have for sometime past, and the prospects for even better business in the immediate future are very bright.

In Georgia the farmers are in much better shape than they were at this time last year, and the trade depression which existed at the beginning of the war has almost entirely disappeared.

The depression in Alabama which existed last year due to the boll weevil coming into the State has been greatly relieved, and since the first of the year business conditions have improved wonderfully. The mining industry of the State is prosperous and there is more money in the agricultural section than there has been for several years.

Reports from Florida show constantly improving conditions. The orange crop has been exceptionally large. The output of garden truck exceeded that of last season to an appreciable degree, and the demand for lumber for building purposes in the North has greatly improved the lumbering industry, turpentine, one of the chief by-products of this industry, selling at record prices.

The increased commercial prosperity has had a decided influence upon the talking machine trade throughout the entire South. The mechanics and farmers have more ready money than they have had for three or four years, and a fair proportion of this ready cash is being invested in talking machines and records.

Reports from dealers throughout this territory are in the main optimistic and in many cases they report a demand which is in excess of the supply. The present activity in the talking machine trade has by no means reached its highest point, and the dealers are enhancing and building up a very profitable and substantial business by means of up-to-date selling methods and judicious and intelligent advertising. Collections are better than they have been for some months, and the demand for the higher class of talking machines is growing constantly.

OBERRY CO. INCREASES CAPITAL

MACON, GA., April 3.—The talking-machine business in this section is in much better shape than it ever has been, according to Manager J. W. Oberry, of the Oberry-Williams Co. This concern has increased its capital, and is preparing to push the Victor line stronger than ever. Manager Oberry reports that farming conditions have greatly improved, and that mercantile activity, which was seriously depressed at the beginning of the war, has entirely recovered. A new million-dollar union depot is now being built in this city.

CORLEY TRADE INCREASING FAST

RICHMOND, VA., April 3.—Frank W. Corley, general manager of the Corley Co., Victor distributor, reports a gratifying trade during the past month. The large and very complete stock carried by this concern has enabled it to give its dealers prompt and up-to-the-minute service on machines, records and supplies. Preparations are now being made to break ground for the addition to its present wareroom, and work on the new building will be rushed as rapidly as possible.

PROSPERITY OBTAINS IN RADFORD

RADFORD, VA., April 3.—H. F. Sembler, local agent for the Victor line, reports a good demand for the higher grade of machines and records. The local talking-machine trade has benefited greatly by the exceptional activity found in the industrial plants here, which are working full time. A short-line railroad, backed by local capital, is being built into outlying sections, and the farmers are doing better than they have for seasons past.

HAMPERED ONLY BY LACK OF STOCK

SUFFOLK, VA., April 3.—The talking machine trade in this city is much better than it was during the corresponding period last year, according to R. O. Chandler, manager of Thompson & Co., Victor dealers. This concern also handles pianos and furniture. Prospects for future business are very good.

HOUSE & CO. REPORT GOOD TRADE

WHEELING, W. VA., April 3.—C. A. House, of C. A. House & Co., is having a difficult time to secure a sufficient number of Victor talking machines to fill the orders which he is receiving. Commercial conditions are very gratifying, large orders having been placed with all of the factories here, and the steel mills are all working to capacity.

DAHLBERG RECEIVING LARGE ORDERS

MONTGOMERY, ALA., April 6.—General conditions in this territory have undergone a wonderful improvement since the first of the year, and Manager Earle W. Dahlberg, of the Dahlberg Talking Machine Co., is working hard to fill the orders being received for the Victor and Columbia line. The talking machine trade was somewhat slack last fall, owing to the effect of the boll weevil in the cotton crop, but the Dahlberg concern overcame this obstacle by giving good service, carrying large stocks, and advertising. Manager Dahlberg recently secured a license from the Victor Co. of Dothan, Ala., which is the livest town in the southeast section of the State, and he anticipates a large business from this point. A full line of Victrolas and Grafonolas is carried.

NOVEL VICTOR DELIVERY TRUCK

NEW ORLEANS, April 5.—The Collins-Pilcher Piano Co., of this city, recently purchased a specially made Packard auto truck, which is used to deliver Victor Victrolas. It is unique in construction, the body being designed by Mr. Collins, and the sides containing signs advertising the Victrola with a reproduction of the famous Victor dog. In a recent interview Mr. Collins stated that business conditions have been especially good since Mr. Cheaney has taken charge of their Victor department, which was about two months ago.

CONDITIONS EXCELLENT IN FLORIDA

TAMPA, FLA., April 7.—The Turner Music Co., one of the leading talking machine houses in this section, anticipates a large spring trade in machines and records, due to the constantly improving com-

We Admit—"There's a Reason"

If you are looking for close co-operation—

you'll find OUR VICTOR SERVICE QUICK and satisfactory in every way

LOW FREIGHT RATES, FULL AND COMPLETE STOCKS and ADVANTAGEOUS LOCATION for prompt deliveries, enable us to replenish your stock QUICKER—and at LESS SHIPPING COST to you.

Proof on the First Order

THE HOUSE THAT MADE RICHMOND MUSICAL

The Corley Company

The South's Leading Victor Distributors

213 East Broad Street, Richmond, Va.

RUSH ORDERS—

Records and Supplies—filled immediately. Complete stock of Foreign Records. Victor Repairs by factory-trained experts. Free Advertising Ideas and advice.

For quality, variety, interest and activity the Columbia Record list for May is a Symphony!

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

mercial conditions throughout this section. The recent orange crop exceeded all expectations, turpentine is selling at a very high figure, and lumber is in good demand, and brings uniformly good prices. Manager J. A. Turner reports a large number of sales of higher-priced machines during the past few weeks.

MORRIS PUSHING VICTOR RECORDS

WINSTON-SALEM, N. C., April 3.—J. F. Morris, general manager of the Huntly-Hill-Stockton Co., has just completed the installation of three sound-proof demonstration booths in his store, which will aid in the sale of Victor machines and records. Business so far this year has been exceptionally good. Manager Morris, who made an extended tour during January, is pushing his record department, as he believes that the record end of the business is where the ultimate profits lie.

CONCERTS BOOM RED SEAL RECORDS

NASHVILLE, TENN., April 3.—Forest Traylor, manager of the Victor department of the Castner-Knott Dry Goods Co., reports a flattering outlook for the spring trade, with a leaning towards the higher-priced machines. Several concerts have been given here recently by Victor artists, such as Mme. Schumann-Heink and Fritz Kreisler, besides a joint concert given by Farrar, Werrenrath and Sassoli. These concerts have greatly stimulated the Red Seal business.

CONCORD ENJOYS SUBURBAN TRADE

CONCORD, N. C., April 3.—Manager Bell, of the Bell & Harris Furniture Co., reports a steadily growing business in talking machines and records. The most prominent factor in the trade here is the suburban business which is being done, the farmers and the cotton mill operatives realizing the immense amount of enjoyment which can be obtained through the medium of the talking machine.

KENTUCKY TRADE IS QUIET

LEWISBURY, KY., April 3.—Browning, McReynolds & Co., Victor dealers, report that the talking machine trade in this section is holding its own, notwithstanding the fact that the crops have been greatly affected by both the droughts and the floods which have occurred.

ATTRACTIVE NEWSPAPER ADS

For the first time in many years, with the exception of its full-page advertising during December, the Victor Talking Machine Co. has used newspaper advertising other than its well-known "stepping-stone" copy. This advertising appeared in the local newspapers this week and attracted considerable attention. The text was contained in an attractive border design, the illustration consisting of a Victrola XVIII surrounded by some of the world-famous artists recording for the Victor Co., including Whitehill, Ober, Gadski, Sembrich, Culp and Herbert. The advertisement was three columns wide and fourteen inches high.

NEW GATELY-HAIRE STORE

Victor Distributers of Albany Open Retail Store —Claude B. Haire Now Treasurer

ALBANY, N. Y., April 10.—The new Gately-Haire store, 121 Pearl street, which was opened just prior to the beginning of April, has been doing a capacity business since its opening day. The Gately-Haire Co., Victor distributers, has spared nothing to make their new retail store one of the finest in this section of the country. Six large plate glass demonstration rooms occupy a portion of the main floor, a large part of which is devoted to a reception room. The mezzanine floor contains a lounge room and a dainty music room. Daily concerts will be given to the public and afternoon teas will be held frequently.

Claude B. Haire, son of James N. Haire, the former treasurer of the concern, and who died recently, has taken the position formerly held by his father, and will be actively engaged in the management of the new store.

Ten thousand square feet are devoted exclusively to the sale of Victor Victrolas, the customers being handled by a large staff of competent salesmen. The wholesale and retail departments are connected by an inter-communicating telephone service. The mezzanine floor is devoted to the private office of Mr. Gately and Mr. Haire, as well as the general offices.

So far as the wholesale department is concerned, it is excellently quartered in the basement where everything that helps speed and accuracy can be utilized in the filling of orders. More than 100,000 records are kept in stock.

President Gately in a chat stated, "Keeping a watch on orders shows us that it takes thirty minutes to receive, pack and ship an order, and even in this age of progress this is about the limit of quickness."

The opening ceremonies were well attended and the newspapers called attention to this new Victor emporium as "Albany's most wonderful store."

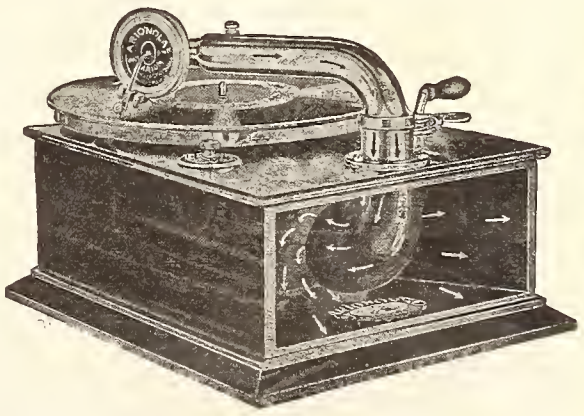
DICTAPHONE'S UNUSUAL USE

The Dictaphone is being put to unusual use by several recent purchasers, judging from the reports of the members of the Dictaphone sales staff. Wah Chang, head of a wealthy smelting company bearing his name, recently purchased six Dictaphones for the use of himself and his executives in China. For some time past he had been unable to secure a competent translator for his letters, but eliminated this difficulty by purchasing the Dictaphones which enable him to send the original Dictaphone cylinders to China, where they are received by his directors, who are also equipped with Dictaphones. A New York lawyer traveling abroad is avoiding the blue-pencil of the military censors by dictating to the Dictaphone and sending the cylinders to his business associates in New York.

A New Principle

as applied to the phonograph has made

The ARIONOLA



the greatest of all low-priced machines. This principle is that of the wooden sounding-board, which permits the tone to come forth clear and unmuffled. In fact, this method of reflection produces many tone qualities lost in other machines. The moderate price of $15 gives perfect music within the reach of all. We invite the most critical comparison with other machines.

The phenomenal success of our wonderful low-priced machine created a demand for larger *Arionolas* employing the same method of tone reproduction. We now manufacture two larger models at $50 and $75 respectively. The higher priced model is run by electricity, operating perfectly on either direct or alternating current. The case is made of fine inlaid mahogany. In fact, the cases of both these machines have the finest natural mahogany finish obtainable and are made to fit standard record cabinets.

Write for full information.

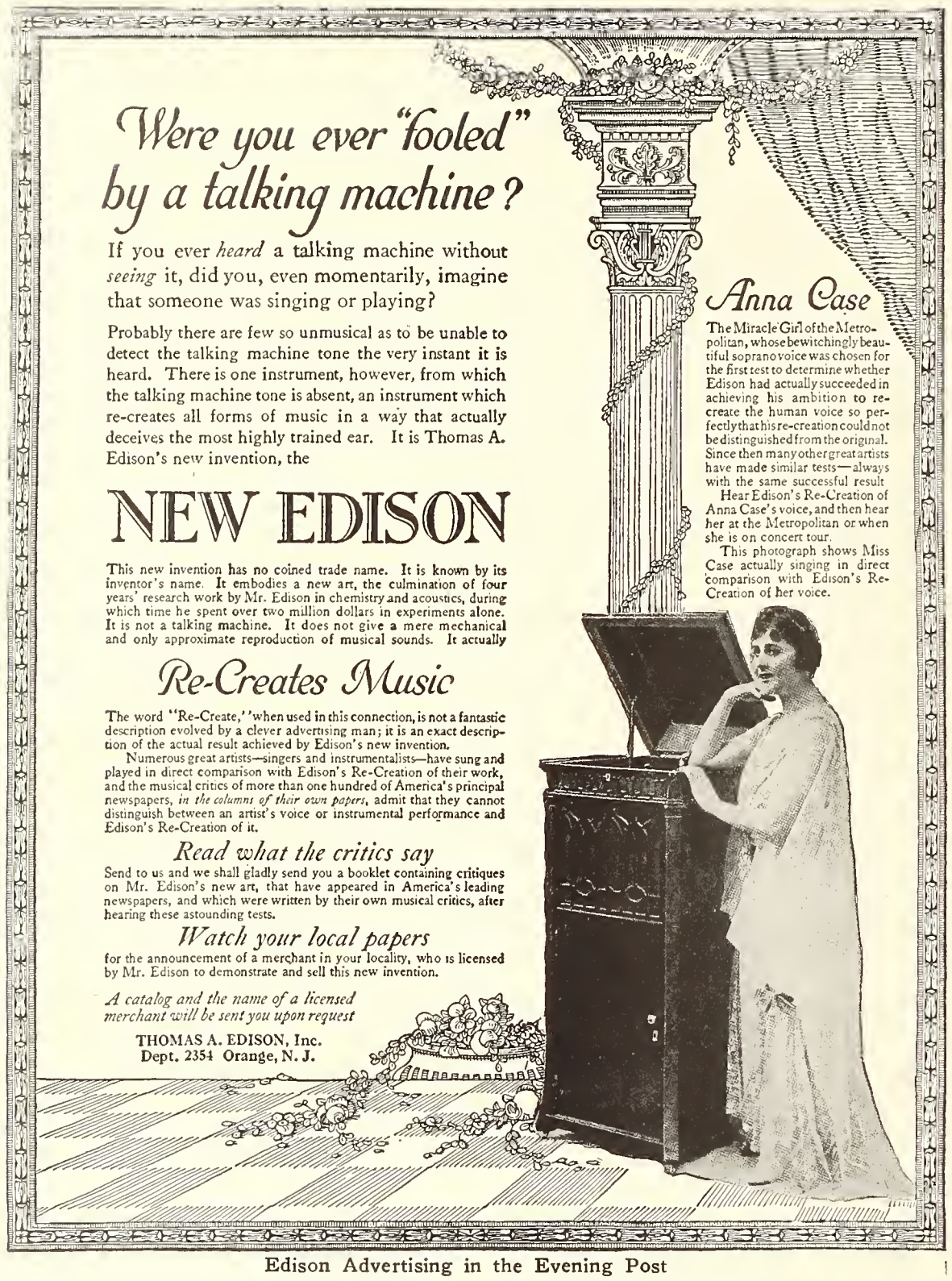
ARION MANUFACTURING CO.

250 Devonshire Street **BOSTON, MASS.**

BIG EDISON PUBLICITY CAMPAIGN

Advertising Campaign in General Magazines of over 5,000,000 Circulation to Begin on April 15 and Run Right Through Summer—Plan for Co-operation of Dealers Throughout Country

With the April 15 issue of the Saturday Evening Post there will be inaugurated an extensive advertising campaign in the interests of the Edison New Diamond Disc Phonographs, the campaign covering a select list of general magazines including in addition to the Saturday Evening Post, Collier's, Literary Digest, Metropolitan, American, Hearst's, Cosmopolitan and McClure's having a combined circulation of about 5,000,000. Other mediums will be added to the list later in the year to carry the message of the Diamond Disc into the homes of the country. The first advertisement of the series, a full page in the Saturday Evening Post of April 15, is reproduced herewith.



Edison Advertising in the Evening Post

In connection with the magazine advertising an elaborate series of newspaper ads have been prepared for the use of the dealer and his local papers to enable him to make up his local publicity with a national campaign. The newspaper ads are of the same general character as those used in the magazine and matrices of the entire ad or electros of the cuts only will be supplied to dealers.

To further supplement the campaign an attractive six-page leaflet has been prepared for the dealer to send out on his mailing list. The leaflet is in two colors and bears the wording "In conformity with the request of Mr. Thomas A. Edison, the merchants licensed by him to demonstrate and sell his new invention for the re-creation of music are extending to all music lovers a special invitation to attend a series of demonstrations." The booklet also calls attention to the national advertising and includes portraits of Albert Spalding, Anna Case and other Edison artists.

The unique feature of the Edison campaign will start in the spring and run right through the summer months when conditions generally are believed to be dull and is taken to indicate that the Diamond Disc has no regard for season and can be profitably exploited at any time.

WORLD'S SALESMANSHIP CONGRESS

Many Leading Lights in the World of Selling Expected to Attend Five-Day Convention Which Will Be Held in Detroit Next July

Plans are now actively under way for a World's Salesmanship Congress to be held in Detroit on July 9, 10, 11, 12 and 13, when the heads and subordinates of many of the leading sales organizations of the country will gather together for a discussion of "Commercial Preparedness." An elaborate program of speeches and discussions has been laid out for the several days of the convention, the subjects being arranged to appeal to executives and salesmen, and some to both branches. Several debates will also be provided for. D. M. Barrett, editor of Salesmanship, is chairman of the Executive Committee in charge of the arrangements for the convention, the committee itself being composed of leading lights in the business world.

NEW INCORPORATIONS

The Durable Phonograph Co., in Manhattan, was incorporated last week with a capitalization of $1,000, by J. O. Murphy, Russell Goldman and A. G. Thaanum, for the purpose of manufacturing talking machines.

The Hooven Sales Corporation, manufacturer of talking machines, has been incorporated by F. H. Butehorn, T. S. Buckingham and J. J. Jansen, Jr., of 1058 East Twelfth street, Brooklyn, with a capitalization of $10,000.

Statement of the ownership, management, etc., required by the Act of August 24, 1912, of The Talking Machine World, published monthly at New York, for April 1, 1916.

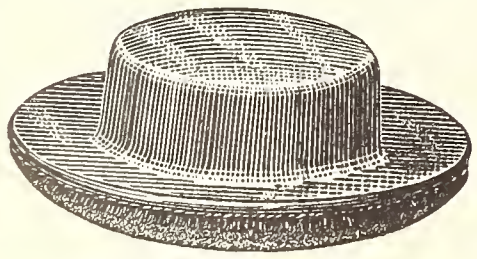
Name of— Post-Office Address

Editor, J. B. SPILLANE.....373 4th Ave., N. Y.
Associate Editor, J. RAYMOND BILL.....373 4th Ave., N. Y.
Managing Editor, J. B. SPILLANE.....373 4th Ave., N. Y.
Business Manager, AUGUST J. TIMPE.....373 4th Ave., N. Y.
Publisher, ESTATE OF EDWARD LYMAN BILL, CAROLINE L. BILL, *Executrix*.....373 4th Ave., N. Y.
Owner, CAROLINE L. BILL....373 4th Ave., N. Y.
Known hondholders, mortgagees, and other security holders, holding 1 per cent. or more of total amount of honds, mortgages, or other securities: NONE.

AUGUST J. TIMPE, Business Mgr.

Sworn to and subscribed before me this 29th day of March, 1916.
[SEAL]
Eugene R. Falck, Notary Public 1053
(My commission expires March 30, 1916.)

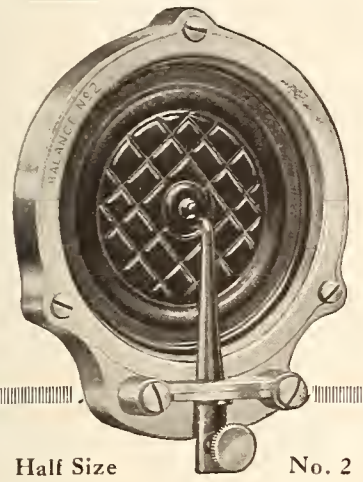
THORPE ELECTRIC MOTORS
FOR TALKING MACHINES (Operates on all currents)
29 West 34th Street New York City

"Standard" Record Cleaner

ARTISTIC AND ATTRACTIVE
Grips the record surface and clings as if on rails.
Extended brush area cleans record with one sweeping circuit.
Price, 50 Cents, List
Patented June 2, 1914
Send 10 cents in stamps for a sample cleaner. Write on your business letter head only. Place regular orders through your jobber.
STANDARD GRAMAPHONE APPLIANCE CO.
173 LAFAYETTE STREET NEW YORK
We also manufacture the Simplex Record Cleaner, Price 15 cents, list.

"RE-CREATION HALL" IN BROOKLYN

Savidge & Reed Co. to Handle the Edison Diamond Disc Phonographs at Prominent Location in that City—Will Add Pianos at a Later Date—Plan Frequent Recitals and Tone-Tests

The Savidge & Reed Co., Brooklyn, N. Y., incorporated last week with capital stock of $100,000 by J. H. Link, W. E. Reed and E. G. Savidge, has completed arrangements for leasing a building on Fulton street, Brooklyn, just above Borough Hall, where elaborate quarters will be opened under the name of Re-Creation Hall. The name was chosen in view of the fact that the company will handle the Edison Diamond Disc phonographs and records exclusively in the beginning although the plans also provide for the addition of one or two lines of high grade pianos in the future. The building selected, the address of which will be announced well before the opening, provides for the installation of a large recital hall, with a capacity of 250 people, where elaborate recitals and tone-tests will be given at frequent intervals.



Half Size No. 2

Balance Sound Box

The **NEW** No. 2M Balance Sound Box, with the **IMPROVED** Metalloy Diaphragm, is a revelation for tonal reproduction. Several improvements in the construction have been achieved, although the appearance of the box is practically the same.

The great difference in **TONE** is marvelous. A little sweeter music is obtained; the volume of tone is bigger, and a worn record almost sounds like a new one when the **NEW** No. 2M Balance Box plays it.

This is our biggest selling sound box, for all the opinions of experts indicate that this is the box of extreme musical powers. It is well built, for we spend extra time in its manufacture to make sure that each box is **PERFECT** before it leaves. Your satisfaction is our pleasure, and as many of the leading phonograph houses have signified their choice of Balance No. 2M Box, as **THE** box, you will find that their judgment is correct.

List Prices

Nickel Plate - - - $3.50
24-k. Gold Plate - $4.00

All Edison distributors carry these in stock and can ship promptly.

Made by

A. F. Meisselbach & Bro.
NEWARK, N J.

TRADE BROADENING IN CANADA

Many New Concerns Entering All Departments of Talking Machine Business—Planning to Make Tungs-Tone Stylus in Montreal

MONTREAL, ONT., April 5.—The importance of the talking machine trade in this country is indicated by the growing number of people who are seeking to enter the field as manufacturers, wholesalers or retailers and new concerns are springing up daily throughout the Dominion; in fact, conditions have reached the point where the dealer must show discrimination in making his purchases except in connection with the more prominent lines.

Layton Bros. report that the Edison business continues to increase rapidly and that the recent reduction in the price of Columbia records has resulted in a noticeable increase in sales.

Machinery is now being installed in the factory of the Berliner Gramophone Co., Ltd., for the manufacture of the Tungs-Tone Stylus needles and within a short time will be able to supply the Canadian trade with that desirable product.

Armitage A. Layton, in charge of the talking machine department of Layton Bros., has enlisted with the Ammunition Column of the 66th Battery, Montreal.

I. Montagnes, representing the Canadian distributors of Sonora phonograph, recently made a business trip to Montreal.

The Canadian Graphophone Co., Columbia jobbers for the Province of Quebec, report business conditions very satisfactory.

EDWIN G. SCHLOSS TO VISIT WEST

General Manager of Schloss Bros., Cabinet Manufacturers, to Call on Trade in Principal Cities —A Year of Good Business Expansion

Edwin G. Schloss, general manager of Schloss Bros., manufacturers of talking machine cabinets exclusively, at 637 West Fifty-fifth street, New York, will leave on April 15 for an extended trip through the West, visiting Buffalo, Cleveland, Detroit, Chicago, St. Louis, Louisville, Columbus, Cincinnati, Pittsburgh and other points. In addition to calling upon the trade in the interest of his line of cabinets, Mr. Schloss will also visit several of the big lumber centers for the purpose of expediting the shipment of many thousand dollars' worth of special cabinet lumber that is on order for his house. At the close of the first year of business the activity in the Schloss Bros. factory proves the progress that has been made by this concern through hard work and expert knowledge of cabinet manufacture and an intimate acquaintanceship of the demand and requirements of the trade.

RECORD ARTISTS IN RECITAL

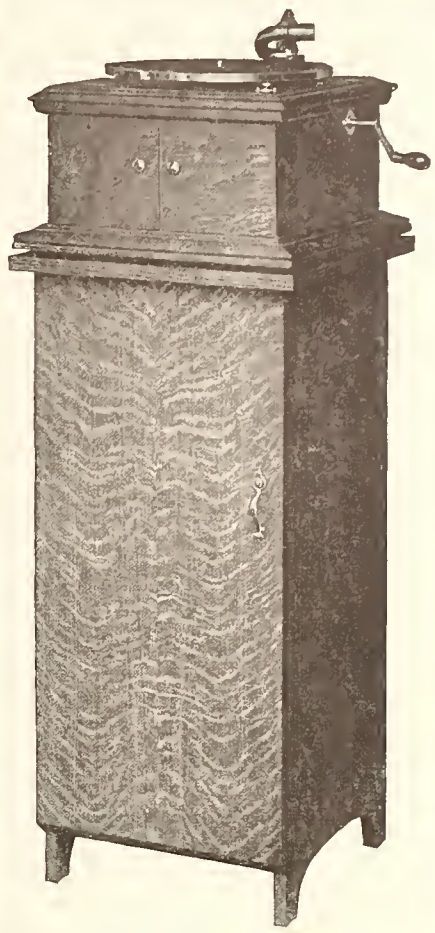
Gunst Piano Co., Corpus Christi, Tex., Features Well-known Singers in Connection with Demonstrations of Victor Records

CORPUS CHRISTI, TEXAS, April 4.—The Gunst Piano Co., that operated a most successful exclusive Victrola department under the management of Gerald Gunst, has secured most satisfactory results through featuring recitals in which well-known record artists appear in person and in conjunction with a demonstration of their records on the Victrola. A recent artist to give a recital in the Gunst store was Chas. W. Harrison, and the demand for Mr. Harrison's records following the recital was of a volume that swamped the facilities of the department.

On May 1 it is the intention of the Gunst Piano Co. to give a recital with Marguerite Dunlap as the featured artist. Other similar events are also in contemplation.

ESTABLISH RECORD EXCHANGE

William J. Ratty has established the Universal Record Exchange at 324 Erie street, Toledo, O., where talking machine records may be exchanged upon the payment of a small fee.



No. 432 (Vertical Interior)

For Victrola VI and Columbia "Eclipse." Height, 32½ in. Width, 15½ in. Depth, 16½ in. Holds 176 Victor or Columbia records. Quartered Oak front. Mahogany front. Average weight, crated, 60 pounds.

This is a leader with us. It's a great little cabinet and it sure does sell.

UDELL

Talking Machine Cabinets

Why a UDELL Record Cabinet?

1st. You get an additional profit out of the transaction.

2nd. You have made a satisfied customer—he has a place to put his machine and a place to file his records.

3rd. You have made a better buyer of new records—because with his UDELL Record Cabinet he knows where every record is, and can lay his hand on it instantly.

4th. This is a field in which we specialize and are recognized as leaders.

5th. Our designs, construction, prices and for all standard makes—and shipping service—make Udell Record Cabinets your best buy.

Drop a line to Record Cabinet Headquarters. Thank you.

The Udell Works
1204 West 28th Street
Indianapolis, Ind.

Columbia Records TRADE MARK Note the Notes

The first sale of a Columbia Record is the beginning of a steady business—business you should get—and can get.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

TALKING MACHINES GAIN PROMINENCE IN ST. LOUIS

Edison Diamond Disc Phonograph Featured at Lenten Lectures—Knowledge of Music Developed by Talking Machine Proven at Elman Recital—Machine and Record Supply Increasing—Columbia Co. Territory Extended—Other Trade News of the Month

St. Louis, Mo., April 5.—March has been written into the records as one of the very best months the talking machine business in this district ever has experienced. The shipping and billing out of machines and records has been very heavy. In fact, for the first time in probably six months the supply of machines has exceeded the immediate demands and some progress has been made in catching up with the back orders.

In records, too, is the supply coming up to the wholesale demands but it is expected that the filling of the present orders will loosen a considerable quantity of orders that have not been sent to jobbers merely because the retailers have been unable to get the smaller quantities of records already ordered. Strange as it may seem, some of the orders that have been longest unfilled are for standard classic numbers.

Along with the good month and excellent prospects for continued business, the talking machine has been winning some new laurels. Prof. Charles Kunkel, who some times is referred to as the "grand old man of the piano" in St. Louis, assisted by Prof. E. Kroeger, another of the "highbrow music circle," both eminent teachers, has been giving a series of Lenten recitals. This is the usual thing, but always heretofore they have had a vocal number to enliven the program. This year, however, they are using the talking machine. This honor has fallen to the Edison Disc, and the "Ave Maria" was the number on the first program. Sometime during the series of recitals, Mark Silverstone will deliver an address, explaining how the talking machine has reached the stage of development to attract musicians and secure their favorable opinion.

Mischa Elman was here a few nights ago to play his violin. He was greeted by a very large audience and responded to numerous encores. As his third encore, he played the famous "Humoresque." Manager Hallahan, of the Vocalion department at Aeolian Hall, who was among those present, says that the very first strains of this melody brought forth a ripple of applause that spread all over the house for an instant, then instantly quieted to listen to the number. "That meant to me," says Mr. Hallahan, "that the entire audience of several thousand persons recognized his famous piece. That was due, undoubtedly, to the free use of that talking machine record. The same thing constantly is occurring at concerts, showing how the new musical instrument is educating the masses."

Referring to present business, Manager Hallahan said: "We have this week added two salesmen to our staff and now our outside force probably will compare favorably with any piano selling staff in town and they are making it go. At the same time we have made a number of sales in the last few weeks that have no record attached except that of the floor salesman. Pure pickup business. The Vocalion has reached that stage of acquaintance with the public where a man will come in and ask to see a certain style and priced machine."

Aeolian Hall entertained W. H. Alfring, general manager of the Vocalion department, over Sunday recently. He was on his way west to look over some new retail distributing centers and to close the contracts if everything proved satisfactory. He was accompanied here by Harry Levy of the wholesale department, who was on his way South.

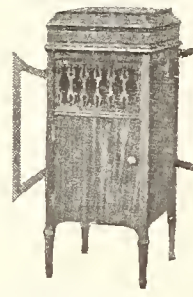
At the Columbia warerooms they are congratulating themselves on the addition of Memphis, part of Tennessee, more of Kentucky and the eastern half of Arkansas to the St. Louis trade district. This will mean a nice line of business to be handled from this store and what is a pleasant part of it, practically every town added already is a St. Louis customer for almost everything else and the merchants have rather resented being assigned to another jobbing point for talking machines. The Columbia line is well established in Memphis with a good line of dealers.

Manager Irby Reid was called to Kentucky late in March on a business trip and took that occasion to go to Memphis to look over his new field and get acquainted with his new customers. He was delighted with prospects there.

C. R. Salmon, manager of the wholesale department of the Columbia, expressed himself as delighted with the showing made in March and the excellent prospects for not only a continuance of splendid orders but the present good inflow of machines which would permit soon the shipment of 100 per cent. orders.

A. Coughlin, who came from St. Louis a few months ago as retail sales manager, has severed his connection with the Columbia service and returned to Kansas City.

The Columbia Co. is taking considerable pride in the new salesrooms opened late last month



THE PREMIER CABINET CO.
Makers and Distributors of the
Premier
TALKING MACHINES and CABINETS

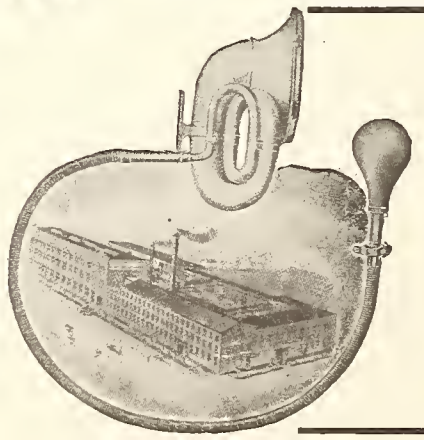
CHICAGO, ILL.
WILLIAMSPORT, PA.
GOSHEN IND.

Williamsport, Pa.

John M. Dean CORPORATION
PUTNAM, CONN.

A quality needle with a quantity production is the ideal combination for good needles at the right prices.

Manufacturers of
Talking Machine
NEEDLES



TONE ARMS
TURNTABLES

For many years we have been the only manufacturers of good metal phonograph horns, and recently we have added equipment for making Tone Arms and Turntables of highest quality.

These products are made to your specifications only. Ask for estimates.

Phonograph HORNS

Standard Metal Mfg. Co.
227 CHESTNUT STREET NEWARK, N. J.

by the May, Stern Furniture Co., where Columbias are sold exclusively. Miss Sadie Rosenblatt is in charge here. The department is completely fitted with the most approved models of demonstration rooms, well lighted and ventilated and sound proof.

R. L. Wilson, former manager of the Royal Music House in the West End residence district, but more recently city clerk of Webster Groves, has joined the Silverstone Music Co. staff as secretary of the company. Mr. Wilson and Mr. Silverstone are old co-workers in talking machine sales and each knows the other's work. Mr. Wilson will have charge of the office and retail floors, while E. Paden, who has had charge of the offices, will take charge of the wholesale department. The new arrangement is planned by President Silverstone to lighten the detailed work which has accumulated with him as the business of his company has expanded during the last two years.

Anna Case's recent visit here stirred the demand for her records for the Edison machines and incidentally brought a storm of protest against the musical critics. It seems that the music loving public and the critics are hopelessly at odds as to Miss Case and as far as the Edison dealers are concerned, they are inclined to side with Miss Case's admirers, and also that they are strong in their conviction, from the way they have been spending their money.

The moving picture film, "The Soul of the Violin," has made a distinct hit here and it has been widely shown without complaints of the advertising feature, according to the theatre owners.

The John Bresner Co., of Springfield, Ill., is a new Edison dealer, stocking both disc and cylinder machines.

R. H. Gordon, of the Pathephone Co., left the first of the month for a ten days' trip to include Missouri, Illinois and Indiana towns. A part of his mission was to investigate requests from merchants for Pathephone sales privileges, these merchants having been reached by advertising and being anxious to place the line at once. Business at the local wholesale warerooms is developing as rapidly as it can be handled and the supply of machines is getting better. The record business has gone ahead of all expectations and there has not been a time in six weeks when orders could be filled as completely as Mr. Gordon had set for his minimum.

President Koerber, of the Koerber-Brenner Music Co., Victor jobbers, fears that he will become so accustomed to thinking in fractions that when stock becomes plentiful he will hardly know how to act.

"The prospects are excellent," said Mr. Koerber. "Local trade is doing as much as it can do under the circumstances. Unfortunately for this season, when the camping season is so near, we still are short of small machines, especially the VI. We have not been able to catch up with our orders and still owe much stock to our dealers. This debt, we sometimes find hard to explain. The machines now are coming through pretty well and we are very hopeful that we will not get more in debt than we are and will be able to catch up some, although this entire trade district is clamoring for supplies.

"The record situation is greatly improved and we are able to supply many records in full quantities that we have been shipping only in part for a long time.

"I last heard from E. C. Rauth at Birmingham, and he is finding the South in excellent trade condition. The cotton country is recovering from its set back of two years ago in excellent shape and is ready to buy anything that means pleasure."

WE MAKE

Tone Arms and Sound Boxes

For all makes of Talking Machines

ALSO

Attachments for Victor, Pathé, Edison and Columbia Machines

Let us tell you about them before placing your orders

The Union Specialty and Plating Company

SPECIALISTS IN PHONOGRAPH PARTS

409 Prospect Avenue, N. W. CLEVELAND, O.

DEMAND FOR ATLAS PACKING CASES

Nelson & Hall Co. Forced to Build New Factory to Meet the Demand for Their Products—Many Advantages Appreciated by Dealers

During the year 1915 the demand for Atlas Veneer Packing Cases, manufactured by the Nelson & Hall Co., Montgomery Centre, Vermont, showed such an increase that the company has found it necessary to build a new factory in Camden, N. J. In addition to this, it has been necessary to double the output of its factory at Montgomery Centre.

At the present time it is declared a larger percentage of the cabinet style talking machines manufactured in the United States are shipped in Atlas cases. These cases are particularly well adapted for the cabinet style machine. They are made of northern hardwood three-ply veneer and clear spruce cleats, and their strength, lightness and freight-saving qualities have led dealers generally to realize the advantages of having machines shipped in Atlas cases.

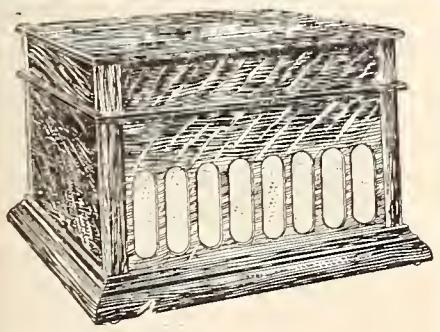
The Nelson & Hall Co. is fortunate in being in a position to advise intelligently both old as well as new concerns regarding shipping costs and the best methods and style of packing. We understand inquiries of this nature are welcome.

The company owns its own timber lands and is in a district well favored with shipping facilities for Western as well as Eastern points. It already has enough business on its books to keep the factory running at present capacity until January 1, 1917, but the company is keeping apace with the steadily increasing demand by additions to plant and equipment.

INCORPORATED

The firm of E. A. Schweiger, of Brooklyn, has been incorporated by R. Schweiger, L. Neustadt and E. A. Schweiger, of 904 Jefferson avenue, Brooklyn. The capitalization of the new firm, which will deal in talking machines and musical goods, is $15,000.

The Kipp music store at Manhattan, Kan., has installed a new soundproof demonstration booth in its talking machine department.



$15.00 to $200.00

Rich Cabinet Work, Built To Suit the Most Fastidious

"THE CRESCENT"

All Talking Machines in One

The Only Complete Universal Line That Will Play All Records of Any Make

Write for Terms and Territory Today

Crescent Sales Company

Distributing Agents

PROVIDENCE RHODE ISLAND

35c.

is the Price of the most popular Double-faced Record on the Market.

"The Crescent"

plays longer than any 75c. Record.

24 New Selections Just Out

Columbia Records of song hits are *real* hits
—hits as songs and hits as sales.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

STEADY INCREASE NOTED IN TRADE IN BALTIMORE

Demands of Retail Trade Serve to Keep Down Available Stocks—Columbia Graphophone Co. in New Quarters—W. L. Eckhart Covers Large Territory—New Cohen & Hughes Store Ready Soon—Aeolian-Vocalion Proving Very Popular—New Pathephone Dealers Listed

BALTIMORE, MD., April 6.—Talking machine business in Baltimore continues to show increase with the dealers and this despite the shortage of machines. Thousands of dollars' worth of machines are on orders with the distributors here, and they are up against it to make deliveries. Complete line of records, and a very heavy sale during the month, has helped to keep the business receipts ahead of the previous year.

The Columbia Graphophone Co. moved into its new quarters, 111 West German street, this week, and Manager A. J. Heath is now ready for business. This new structure, as told in the March issue of The World, is a five-story building and contains about 14,000 square feet of floor space. About one-sixth of the space will be devoted to the keeping of records.

W. L. Eckhardt, district manager, who makes Philadelphia his headquarters, was in Baltimore a great deal during the past month. Washington and other points have been added to Mr. Eckhardt's territory. P. W. Peck, who travels from the Baltimore headquarters, was in the city during the week. He reports conditions through North Carolina as excellent. Mr. Heath says the month's business was fine.

I. Son Cohen, of Cohen & Hughes, Victor distributors, declared to-day that it took all of his time answering letters and telegrams of his customers, who are pleading for machines. The new Cohen & Hughes store on North Charles street is being rapidly put into shape and is expected to be in use about April 15.

W. C. Roberts, manager for E. F. Droop & Sons Co., Inc., Victor distributors, reports business going ahead, but complains of lack of machines.

Henry Eisenbrandt, of H. R. Eisenbrandt & Son Co., Inc., Victor distributors, said he was doing everything in his power to get more Victor machines. He visited the Camden factory last week and expects to make another trip in a week. For some time past Mr. Eisenbrandt has been giving lectures before various civic bodies on the origin of the talking machine, its wonderful qualities, and why it should be in every home.

The Sanders & Stayman Co., Inc., are highly pleased with the way the Vocalion has been going. They have received several big shipments of machines during the past month, but just as soon as they arrive they are sent out to waiting customers. The firm is getting things in shape to move to its new quarters on North Charles street, which it expects to occupy sometime during May.

Jesse Rosenstein, for the National Piano Co., distributors for the Pathé line, is chock full of optimism, especially in view of the fact that machines are now coming in good shape and he is adding more accounts to his line. The firm last week began demolishing several structures in the rear of its building and will erect a large storehouse to add to the present quarters. The firm announces that it has just signed the following Pathé dealers: Stafford & Bro., 1702-1706 West Pratt street; Rosenthal Bros., 306 and 308 North Eutaw street; Reisinger-Seiler, 612-618 Columbia avenue, and McCready & Co., Annapolis, Md. Mr. Rosenstein also announces that he has added to his staff James S. Matthes, formerly of the Columbia Co., to the wholesale department, and George A. Eldridge, who for a long time was with the Columbia house.

G. Fred Kranz, president of the Kranz-Fink Talking Machine Co., passed into the world beyond about a fortnight ago, and he will be sadly missed for he was one of the most popular men in musical circles of the city. The business will be conducted by Joseph Fink. Mr. Kranz was fifty-six years old, and had a wide circle of friends in all walks of life and was a strong fraternal man.

In addition to a good business in machines, William Knabe & Co. is doing a remarkable business in Victrola records. This business has grown with such strides that several new booths have been installed. Milton Boucher, the manager of the department, reports that March was far ahead of the previous month in both machine and record sales and thinks the business will continue good. W. H. Curtis has been added to the Knabe salesforce.

BUFFALO

RAILROADS: Look at the list of railroads running out of Buffalo: New York Central, West Shore, Lake Shore, Nickel Plate, Wabash, Erie, Pennsylvania, Lackawanna, Grand Trunk, Michigan Central, Lehigh, B. R. & P. and B. & S.

EXPRESS COMPANIES: Four express companies will give you a complete service: American, National, Adams and the Wells Fargo.

Doesn't it stand to reason that we mean what we say when we remark: Andrews' Victor Service is FAST and COMPLETE.

W. D. ANDREWS
BUFFALO, N. Y.

PLACE NEW MACHINE ON MARKET

The Bell Talking Machine Corp., 139th street and Fifth avenue, New York, are now putting on the market a phonograph known as the Schubert Two-Tone Magnetic phonograph. The manufacturers claim that "the name Two-tone has been derived from the fact that the machine has been so constructed as to permit a uniform production of tone where the voice or string music is accompanied by another instrument. In other words, that accompaniments are more distinct than usual." The instruments are in a variety of case designs and are sold at various prices.

ADDITION TO CANADIAN TRADE

TORONTO, ONT., April 5.—A recent addition to the talking machine trade of the Dominion is the Arionola Co., a $50,000 corporation, with F. B. Robins, president; H. M. Frederick, vice-president, and A. F. Schultz, secretary-treasurer. The new company has secured the Canadian rights from the parent concern in the States.

MEMORIALS PREPARED

Following the action taken at the meeting of the talking machine men suitable memorial resolutions have been drawn up by the committee appointed for the purpose and sent to the families of Edward Lyman Bill and J. H. Dodin who died early in the year.

COLUMBIA GRAPHOPHONE CO. EMPLOYES DINE AND DANCE

Staffs of the Executive Offices and the Recording Department Hold Dinner at Henry's, Then Adjourn to the Columbia Headquarters for Dancing

The employes of the executive offices and recording department of the Columbia Graphophone Co., of New York, held a very enjoyable dinner and dance on the night of March 24, which was marked by an informality and good cheer that made the event thoroughly enjoyable.

A number of the company's officials accepted the committee's invitation to attend the dinner and dance, and joined in the festivities with the same vim and ardor as the younger members of the clerical and office staffs. All divisions of the executive offices and recording laboratory were present, and the committee left no stone unturned to give every one a good time from the start of the dinner to the last strains of "Home, Sweet Home."

The dinner commenced at 6.30 P. M., Henry's, a well-known restaurant on Thirty-sixth street, being selected as the most convenient to the recording laboratory where the dance was scheduled to be given. The dinner was well-served, and at its close the entire party adjourned to the Columbia recording department, 102 West Thirty-eighth street, where one of the large recording rooms had been suitably decorated and furnished for dancing purposes. Liberal "waxing" had made the floor as slippery as could be desired by the most enthusiastic terpsichorean artist, and a "Grafonola 200" occupied the post of honor to furnish the music for the evening.

Banquet of the Columbia Forces

No. 1, Edward N. Burns; No. 2, G. C. Jell; No. 3, Clifford R. Ely; No. 4, Henry D. King; No. 5, Edw. M. Baker; No. 6, Wm. S. Scherman; No. 7, Paul Haydn; No. 8, Mortimer D. Easton; No. 9, Frederic Goodwin; No. 10, A. E. Donovan; No. 11, Lester Leverich; No. 12, T. E. Novakoski.

A large supply of the latest Columbia dance records put the gathering in good humor, and the one-step, fox-trot and hesitation were danced to a rhythm and tempo which easily rivalled the performances of the most proficient orchestras. Arthur Wedl, pianist, also contributed to the dancing program, rendering a number of popular selections for the dancing.

At midnight the dance came to a close, every one present reaching the decision that the evening had been a banner event for keen enjoyment and good fellowship.

CO-OPERATES WITH THE DEALER

The New York Album and Card Co., New York, manufacturers of Nyacco metal-back albums, is furnishing its dealers with an attractive enclosure which will enable the dealer to place Nyacco albums before the attention of his customers consistently and regularly. These enclosures are furnished gratis with the dealer's imprint on one side, and the company states that many of the dealers have achieved excellent results from a judicious use of the inserts.

Philip A. Ravis, vice-president of the company, states that the company has been fortunate in securing the raw material they need, but that dealers should anticipate their Nyacco album requirements as much as possible, so that they may be fully prepared to meet all demands.

CURRENT NEWS SELLS RECORDS

How Application of Certain Songs to Events of the Day Serves to Move Dormant Records from the Shelves of the Peck Dry Goods Co., Kansas City—A Plan That Any Live Merchant Might Try with Successful Results

KANSAS CITY, Mo., April 6.—The Peck Dry Goods Co. has been getting in some wonderfully good work recently on record sales; the particularly interesting feature being that the records exploited and sold have often been those which had not previously been going satisfactorily. Some have been real "stickers"—so listen to the plan!

J. F. Ditzell, manager of the department, conceived this plan some time ago; when the diplomatic negotiations with Germany had assumed grave situations. He happened to think of the record "We Take Our Hat Off to You, Mr. Wilson," and it occurred to him that if this especial crisis were solved there would be acclaim for the President, and perhaps a chance to sell some of those records. But if he sold a few, he would sell a lot of them—so he hustled around, and bought up all he could lay his hands on. This was done quietly, without telling anybody his purpose. He had a large advertisement written; and when the morning papers announced the successful termination of that crisis, and all people were enjoying a feeling of relief, he hustled the copy to the newspapers. The afternoon papers carried this advertisement of the record—and the big stock he had accumulated was sold. The record is still in demand.

He has done the same thing with other records, anticipating a piece of news that would be startling, and connecting it up with a record. The latest exploit was in connection with the Mexican matter. When the news of Villa's raid came, Mr. Ditzell anticipated that Funston would be ordered to "get" him, and that soldiers would be sent South. He prepared his advertising, got records from St. Louis, Chicago, anywhere so as to have a big supply on hand, and when the order was published, he immediately ordered the advertisment inserted, and the department began to sell records of "They're on Their Way to Mexico."

Strangely enough, the special drive on such records does not mean a spurt in sales; the records continue to be in good demand for weeks and months after the particular occasion for which they were thus made timely, has passed and been almost forgotten.

The Shortridge Memorial Church, of Butte, Mont., has installed an Edison diamond disc phonograph which will be used in connection with the pipe organ to furnish religious music during the services.

ESTABLISHED 1868

EDWARD B. JORDAN & CO., Inc.

127-135 DEGRAW ST.—36-60 TIFFANY PL., BROOKLYN, N. Y.

Talking Machine Cabinet Manufacturers

We made the first talking machine cabinets created in this country, and we have specialized in this particular line ever since.

We will submit special designs of talking machine or record cabinets, or quote you from blue prints or samples. We manufacture to order only.

Columbia Records TRADE MARK Note the Notes

Every money-making reason for carrying the Columbia line gets a big increase in strength by the addition of the new Columbia Double-Disc Orchestral Records listed in the May Supplement—out April 20th.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

NO COMPLAINT IN INDIANAPOLIS

The Present Talking Machine Business in That Section Exceeds All Previous Records—Building Up Demand for Foreign Records—The Various Lines That Are Selling Well

INDIANAPOLIS, IND., April 8.—Talking machine dealers here are enjoying a business that undoubtedly exceeds all previous records. The wholesalers report that their biggest worry at present is in keeping up their stocks to fill orders.

Walter E. Kipp, of the Kipp Phonograph Co., said that the business in March was several times in excess of the corresponding month last year. "More out-of-town dealers have been calling on us than ever before and they are all crying for the Edison machines. The demand has simply been greater than the supply," said Mr. Kipp.

A similar report of good business was heard at the Stewart Talking Machine Co., which handles the Victor line.

At the Columbia Graphophone Store, A. W. Roos, manager, said that more cash had been taken in during March than in any other month in the history of the company's business in Indianapolis. He said that the record this year in business was about three calendar months ahead of the business done in the corresponding period of last year.

D. Sommers & Co., who recently signed up with the Columbia Co., through Mr. Roos, have been getting excellent results. They have been so pleased at the business that they have already placed an order increasing the original order more than 50 per cent.

Mr. Roos has built up a thriving business in foreign records through Vangel N. Shishcoff, an Americanized foreigner, who sells the Columbia foreign records in an old street-car at 535 West Washington street, the heart of the foreign district in Indianapolis. Shishcoff says that there is a great demand among the Bulgarians in this country for Bulgarian bag-pipe music and he is trying to have some of these records made. Shishcoff advertises in several papers printed in foreign languages and he says he has been getting orders from all parts of the country.

S. H. Nichols, manager of the Pittsburgh district of the Columbia company, visited the local store April 1. The local store has been taken out of the Chicago district and placed under the Pittsburgh district.

At the Pathé Pathéphone store, which was recently opened by Topin Bros., business is picking up nicely. The three brothers have been working on out-of-town dealers and are signing up some live ones.

The Carlin Music Co. has been getting good results with the Sonora line and Frank Carlin has expressed the belief that this machine will soon become one of the best sellers in Indianapolis. The Pearson Piano Co., which handles both the Edison and Victor machines, has been doing extensive newspaper advertising and for the past few weeks has featured a plan by which the first payment down on a machine is not required for thirty days.

The Edison shop has been featuring a similar plan and business there is reported as good. Archibald Olds, manager, has announced that he has resigned his position. Mr. Olds said that he was considering taking up several propositions for himself.

The consistent advertising policy of the Aeolian Co. is building up a fine business for the Vocalion and the local branch reports that the sales are growing in volume every day.

MURATORE AND CAVALIERI MAKING PATHE RECORDS

The accompanying picture, which appeared recently in the daily newspapers, has served to attract considerable attention from laymen and musicians who have very seldom had the opportuunity of viewing at close range two famous artists in a recording laboratory.

The photograph was taken at the laboratory of the Pathé Frères Phonograph Co., New York, when records were being made by Lucien Muratore, the celebrated tenor, and Lina Cavalieri, the popular soprano. Both of these artists recently closed contracts to record exclusively for the Pathé disc library, and their records will be cataloged shortly.

Interesting View in Pathé Recording Laboratory

The picture hardly does justice to the orchestra at the Pathé Frères laboratory, as it is twice as large as the photograph would lead one to believe. Many musicians of the orchestra have been members of the leading operatic companies.

A. L. VAN VEEN & CO. BRANCH OUT

New York Cabinet House Now Building Portable Sectional Demonstrating Booths

Arthur L. Van Veen & Co., 27 Wooster street, New York, who for a number of years past have been successful in the cabinet and wood-working industries, have branched out and are now building portable, sectional demonstrating booths. They have increased their factory facilities to handle this branch of their business.

"During the past few months," said Mr. Van Veen, "we have received contracts for the installation of Van Veen 'bed-set' system booths from a number of talking machine houses, including the local warerooms of the Columbia Graphophone Co., the Sonora Phonograph Co. and the French American Phonograph Co. A special department is maintained which will furnish special designs and turn out special products to meet any desired requirements."

TO OPEN IN BALTIMORE

F. C. Weygandt has sold out his talking machine business at 904 Market street, Wilmington, Del., and will open quarters in Baltimore about June 1, where he will act as distributing agent for the Rex machines.

The Rorabaugh store, in Wichita, Kan., has opened a Victor Victrola department.

"MAGNET" DECALCOMANIE NAMEPLATES FOR TALKING MACHINE CABINETS ETC.

From the DORAN CO. 45 MICHIGAN AVE Phone-Main 4156 DETROIT

SOLD BY HURTEAU, WILLIAMS & CO. Ltd. MONTREAL — OTTAWA

Kunkel Piano Co. BALTIMORE

We can furnish the same or similar style as shown herewith, according to the price scale given below.

	250	500	1000
Gold letters, black edged	$12	$15	$20
Black letters, solid gold background, with fancy border	$16	$20	$25

Samples upon application.

GEO. A. SMITH & CO., Inc.
136 Liberty Street, New York, N.Y.

FROM THE PHONOGRAPH CO. 1240 HURON ROAD (ENTIRE THIRD FLOOR) PHONES—PROSPECT 2140 - CENT 1406 CLEVELAND

SOLD BY WALTER D. MOSES & CO. Oldest Music House in VA and N.C. 103 E. BROAD STREET RICHMOND, VA.

SOLD BY J. E. STRATFORD AUGUSTA, GA.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Government Restrictions on Importation and Exportation of Talking Machines and Parts Serves to Put Industry in Bad Way—Worse Conditions in Sight—War Adventures Recited on Record—What the New Lists Contain—New Army Marches Popular—Distinguished Service Medal for Columbia Man—Talking Machine Houses Still Advertising—Lockwood Suffers Fire Loss—T. Edens Osborne Still Active—Busy Thieves Steal Four Pianos at Once—Increased Prices for Cylinder Records Announced—Other News of General Interest

LONDON, E. C., ENG., April 2.—From time to time in these columns I have given careful expression to the gramophone trade prospects in relation to the attitude of our Government toward an industry which, if recent events are any criterion, is by no means in its favor. There has been promulgated this and that restriction against the importation and exportation of products, parts and accessories absolutely necessary to the life-maintenance of the gramophone trade. It is useless to deny that the position is a very serious one, and short of prohibition altogether, our industry, in many respects, could scarcely be in a less favorable position. At least, so it was thought, having regard to the ban on certain woods, metals, paper, etc., for importation, and the curious method of inflating the tariff duty by including freight and insurance charges in the invoice value of imported goods. All of which, in conjunction with the increasing dearth of labor, high railway, shipping and insurance rates, is not exactly conducive to the maintenance of musical instrument business. Rightly or wrongly, that is the situation to-day, brought about by the exigencies of circumstances. If there be any cause to apportion blame on the authorities, it is not for me to attempt it; I merely record the facts. There we should have liked to let our troubles rest; it was quite enough to render a continuance of trade extremely difficult, without the latest official decision, news of which is just to hand. And it is a bombshell—nothing more or less than an embargo on the exportation of gramophone records! Not bulky pianos, organs, 'cellos, drums, or the like—just records. Maybe the material embodies certain constituents which would be useful to the enemy. On second thoughts one cannot accept that view, however, since it is a total prohibition, which, of course, precludes even the consignment of records to British colonies or to neutral countries far removed from the war sphere. That being so, one must fall back upon the first suggestion as a possible explanation of the Government's action, and that is the need to economize ships. It seems to be generally accepted that the military and naval call on shipping space must increase rather than decrease as time proceeds. Thousands of ships of all sizes are on war service, and if therefore, we are to maintain "necessary" trade relations with countries abroad, some commerce, regarded officially as "unnecessary," must apparently suffer. With the total elimination of all export trade difficulties talking machine firms will have plenty of time to concentrate upon the improvement of home trade. How ironical it reads to be sure, yet ipso facto, that is in bald language our position to-day! Owing to the recent announcement of this radical embargo, there has not been time to ascertain, even if it were possible to, the official reason, nor have I had an opportunity to glean any information or views from prominent gramophone men. That may come later. Meanwhile it is to be regarded as a certainty that the trade must call a meeting of protest with a view to joint action in approaching the Board of Trade regarding the very disastrous effect the embargo will have upon many established businesses. To have any weight in official quarters the whole trade without exception must join in making a strong protest against this export prohibition. It would be useless to ask for complete revocation of the order. Let that be recognized. What, therefore, can be reasonably expected? Perhaps not a great deal. But I believe the Government might be persuaded to sympathetically consider a proposal to partially raise the ban on record exports to our chief colonies—say, Canada, Australia, New Zealand, South Africa and India, to which countries our exports have of late substantially increased. Let the trade try it out any way. It has some right to know the why and wherefores, and knowing, may be satisfied that the Government has done the only thing possible to be done in what may prove to be an extremely difficult situation.

Since writing the above anent the restriction of luxury exports, the President of the Board of Trade announces that legislation may shortly be expected entirely prohibiting the import of luxury articles from all countries. This comes to hand just prior to the closing of my report for this (April) issue, and I must therefore leave over any comment until later. There is just time to say that the new proposal will forbid imports

(*Continued on page* 74)

"His Master's Voice" *Copyright*

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Cia. Francesca del Gramophone, 56, Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33. Alexandrowskaya Ulitsa, Riga; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain :

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

We do not rely on giant advertisements for Sales—We depend on intrinsic Merit alone.

No amount of advertising can increase the value of

WINNER RECORDS:

("The World's Super-Disc")

They outwear all others.

Only up-to-date songs and selections recorded.

Winners leave the dealer a generous margin of profit.

THEY SELL ON THEIR MERITS

Independent LIVE REPRESENTATIVES WANTED—in U. S. and British Colonies

Write the manufacturers for Trade Terms

THE WINNER RECORD CO., Ltd.

Willowbrook Grove, Camberwell, London, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 73)

of musical instruments, fancy goods, motor cars for private use and similar articles of luxury use. Mr. Runciman, the President of the Board of Trade, declares it to be necessary to restrict bulky luxuries in order to provide room in ships for necessaries. He refers to the shortage of tonnage and avers that while we want exports from the United States, they must be confined to wheat, cotton, meat and other things which we cannot get if space in vessels is taken up with luxuries.

The Winner Record Co.'s New Issues

The Winner Record Co. continues to maintain as usual, the high standing and value of its monthly new issues, and among recent preparations for the presentment of special numbers, we learn that record lovers may soon be in a position to acquire further Winner "gems" by the great Will Evans, whose laughter-creating propensities have justly earned for him the title —King of Comedians.

The Man Who Dined with the Kaiser

Doubtless my readers are fully acquainted with the remarkable exploits of the above gentleman, who, taking his life in his hands, so to speak, made an adventurous journey to and from Constantinople, Sofia, Vienna, Berlin, in quest of "copy" for a London newspaper. By a lucky chance he obtained an invitation to a banquet at the Bulgarian King's residence, upon which occasion the Kaiser was present. And now, the man who dined with the Kaiser has been persuaded by "His Master's Voice" Co. to record some of the most sensational features of his thrilling journey. The spoken words are beautifully clear and provide a most interesting illustration of the adage that truth is often stranger than fiction. It is a twelve-inch record. History will undoubtedly accord it a first place among the many unique issues touching upon the adventurous side of humanity which fill an interesting niche in the work of the Gramophone Co. A special folder, by the way, has been published and therein we find a pictorial representation of the great unknown recording his speech.

British Army Marches

In addition to its usual bumper list of new issues for the month, "His Master's Voice" Co. announces an exceptionally excellent program of all the British army marches played by the finest military instrumental combination extant —the Band of His Majesty's Coldstream Guards. The set is fully authentic and comprises in all twenty-one records, including the army bugle calls. Obviously, a stupendous amount of time, labor and expenditure is involved in the production of this regimental music, and we must affirm that no finer records than these have seen the light of day. That there is a big sales field here goes without saying, for the issue comes at a most opportune time. There can scarcely be a family to-day without relations serving the colors in this or that regiment, of which almost each and all has its own particular march. The public may, therefore, be expected to evince a sure desire to possess the chosen tune to which its son, brother or other relative steps forth along the highway of military life. And then too, he will want "his" record dispatched to the trenches or wherever he may be, for "there" you are sure to find the ubiquitous gramophone.

The wide appeal which these army march records obviously make are therefore unrestricted in sales scope and should result in a veritable harvest of good business for all dealers wise enough to specialize them now.

Parcel Post to Russia

It is expected that the despatch of parcels to Russia by direct service to Archangel will be resumed about the end of April or beginning of May. No parcels will be accepted for transmission to Russia in Europe by the existing route via Canada and Japan after March 15, as the parcels should in ordinary course reach their destination earlier if held over for despatch until the opening of the Archangel route. Parcels cannot be accepted to await the resumption of the service by sea direct to Archangel. For the present parcels for Russia in Asia will continue to be accepted for transmission via Canada and Japan.

A "D. C. M." for Member of Columbia Staff

B. Stichbury, of the motor machine gun service, formerly a member of the Columbia Co.'s Clerkenwell road staff, has been awarded the Distinguished Conduct Medal for brilliant work in action. While it has been difficult to elicit full details of Stichbury's act, we understand that it was during the early gas attacks by the Germans that his superior officer was "gassed" and rendered helpless behind the firing line. In his absence, Stichbury displayed such initiative in controlling the men in charge of the machine gun that the attempts of the Germans to follow up their "gas" were completely baffled.

Advertising in the Daily Papers

Notwithstanding present conditions the daily newspapers still continue to carry a fair representation of talking machine advertisements. Prominent among these are "His Master's Voice," Zonophone, Columbia, Winner and Pathé companies. It goes to prove that home record trade at any rate is by no means dead. The industrial classes are earning substantial wages, and since they have little time for outdoor entertainment, it is but natural that a fair proportion of their surplus earnings should go towards a little indoor enjoyment in the shape of new records.

Lockwood Stock Damaged by Fire

On the morning of March 4, at 6 o'clock, Messrs. Lockwood's City Road warehouse, London, was involved in a rather serious outbreak

GUARDSMAN RECORDS. NEEDLE CUT.

REGISTERED

TRADE MARK

Do You Know that we are manufacturing a Record which is superior to any expensively advertised brand that you handle at about half the cost?

We have 700 titles for you to select from, including all the latest up-to-date English and American successes.

Send for Catalogues, Trade Terms and Agencies to:

THE INVICTA RECORD CO., Ltd., 1 New Inn Yard, London, E. C., England

THE EDISON-BELL
VELVET-FACE (VF) RECORD
DOUBLE-SIDED—NEEDLE-CUT—10 inch and 12 inch
IS THE SUPREME EFFORT OF GRAMOPHONIC ART

10 inch
2/6
12 inch
4/—

There are no faulty VF's, as Every Record has to pass a crucial test before it is released for sale. The production is of the highest quality. The Titles and Subjects recorded are by the most prominent artists in the Gramophone world.

If your jobber doesn't stock them, try our Direct Service. It will pay you both for quality and price. Duty paid. For full particulars, Wholesale and Retail, apply to

E. HOUGH, Ltd., Edison Bell Works, Glengall Rd., Peckham, London, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 74)

of fire which took some two hours to extinguish. Fire and water did considerable damage to the five-story building, and much stock, consisting of machines and records, was rendered unsaleable.

Thos. E. Osborne "On the Job"

The recent temporary suspension of the steamer service between Liverpool and Ireland was utilized by Thos. Edens Osborne of Belfast, in his usual enterprising manner. Editorial advertisements immediately appeared in some of the Belfast papers, pointing out that owing to his large stock Mr. Osborne was in a position to supply machines and records, as usual.

Zonophone News

To complete the catalog list of records issued up to and including March, 1916, the British Zonophone Co. has issued a concise supplement of monthly record issues not included therein.

The usual monthly list (March) just to hand, itemizes a wonderfully choice variety of vocal and instrumental selections which represents a fine program of sellers for live dealers. Every taste is catered to, and the uniform standard of value throughout the list is sufficient criterion of its selling power to please. A particularly choice Mendelssohn record is No. A195 (twelve-inch double), bearing "Slow Movement, Quartet in E Flat," and "Canzonette in E Flat," both exquisitely rendered by the English String Quartet, a famous combination this side, whose first appearance on Zonophone will persuade Zonophonists to emulate the historical comedy, Oliver Twist. The ever-popular musical comedy "San Toy," affords the Black Diamond Band a fine opportunity to display its masterful flexibility of musical effort, which is also apparent in two other records down to its credit. A dozen or so topical numbers figure on the program under review. It is sufficient to say that London's best is on Zonophone records, a term equally applicable to the selections, the artists and the recording.

Daring Thieves Get Away with Pianos

Of late, possibly owing to the darkened streets, van thieves have been particularly busy and have made some big hauls. One of the latest occurred in the Bethnal Green district, where, during the short absence of the driver four iron over-strung upright grand pianos were stolen from the unattended van.

Invicta Record Co.'s Latest List

The first list of the Invicta Record Co.'s new eightpenny double disc, styled the "Citizen," to which I referred last month, is now published. A glance thereat convinces one of the company's determination to uphold its claims regarding the quality and general standard of the "Citizen." A start is made with eighteen carefully chosen records bearing thirty-six titles of known selling value, as, for instance, "Blue Eyes," "A Little Bit of Heaven," "Till the Boys Come Home," "A Little Love, a Little Kiss," "When the Angelus is Ringing," "The Sunshine of Your Smile," "When Irish Eyes are Smiling," and others of equal merit. Of the artists we notice some well-known names whose recordmaking experience over a number of years bespeaks success for the "Citizen." The company lays emphasis on the fact that capital, material and labor employed in the manufacture of these records is throughout all-British. Lists, etc., may be obtained from the Invicta Record Co., Ltd., 1 New Inn Yard, Gt. Eastern street, London, E. C.

Increase Price of Cylinder Records

The only firm of cylinder record makers in Great Britain, the Clarion Co., announce that owing to increased cost of material, labor and other expenses, they have been compelled to increase the price of Clarion cylinders to one shilling each.

Columbia Record by Clara Butt and Sisters

One of the records in the new Columbia supplement may well be described as a historic record since it introduces to the gramophone public the vocal talents of the sisters of Madame Clara Butt. It will be remembered that, on the occasion of the last Clara Butt concert at the Albert Hall, the great contralto presented a new quartet, "The Birth of the Flowers," singing in it with her sisters, Pauline, Hazel and Ethel.

The number, written by Madame Lucette Ryley, and set to music by Madame Liza Lehmann, was hailed by the musical critics as a work of art and generous encomiums were heaped upon the talented singers.

This is the song that has now been recorded by Madame Clara Butt and her sisters on Columbia this month, and it will readily be conceded to be possessed of a more than ordinary interest, not merely because of the presence of the great contralto in a concerted number, but by reason of the talents thus displayed for the first recorded occasion, by the famous singer's sisters.

Tommy's New Marching Song

It is a well-known fact that Tommy sedulously avoids the marching songs that are specially written for him because they do not interpret his own personal feelings. When they are, like "Tipperary" and "Keep the Home Fires Burning" about something he has left behind, then he will give them for all he is worth.

It was because he considered that London's numerous battalions (and there are many more than the average person knows of) were entitled to a marching song of their own, Herbert C. Ridout, the Columbia Co.'s advertising manager, wrote "We're the Boys of Good Old London." Wisely he bore in mind the facts set forth above, and stuck to London and London pure and simple for his sentiments. It was passed on to an officer in the Second London Regiment, who thought so highly of it that he submitted it to Sir Charles Wakefield, the Lord Mayor of London, who assented to its being dedicated to him.

Herman Darewski, the composer of "Joyland," "Push and Go," "Shell Out," and "Business as Usual," set it to a swinging march air and the song was immediately accepted for publication by Messrs. Ascherberg's.

In record form it makes its first appearance on Regal No. G. this month, and judging from the popularity of the song itself, the records should prove really wonderful sellers.

THE HOUSE OF MANY PARTS
WM. COOPER BROS., Ltd.
63 City Road, London, E. C. Also at Manchester and Cardiff

THE FAMOUS BRITISH-MADE
COLISEUM RECORDS
(10″ and 12″ double-sided)
A large and varied choice of titles, over 1300 catalogued

The prevalent demand from all parts of the world for British records of merit encourages us to make a special offer to enterprising dealers able to handle large quantities. The Coliseum is a record of high tonal quality, bearing a large selection of splendidly recorded titles, including all the English and American "hits" by tip-top artists who have established for themselves a big reputation. Only real-selling titles listed.

Our special offer, together with lists and other interesting publicity matter, sent free upon receipt of your trade card.

J. Stead & Co., Ltd.
Manor Needle Works
SHEFFIELD, ENGLAND
MANUFACTURERS OF
Talking Machine
Main Springs
Best Prices—Best Quality
Inquiries Solicited

Columbia Records TRADE MARK Note the Notes

S 3042!—A Columbia Double-Disc Record that has proved to be the most successful marching record ever produced for use in public schools.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building New York

IMPORTANT COLUMBIA PROMOTIONS.

H. A. Yerkes Becomes District Manager for Central West, and Arthur C. Erisman Is Appointed to Similar Post in New England

W. C. Fuhri, United States manager of the Columbia Graphophone Co., New York, recently announced a number of important promotions and changes in the Columbia service.

H. A. Yerkes, formerly district manager for New England, has been appointed district manager in the Central West, assuming the position formerly occupied by Mr. Fuhri. Mr. Yerkes' territory remains the same as it was under Mr. Fuhri's direction with the exception of Indianapolis, which is transferred to the territory of Mr. Nichols, district manager of the Pittsburgh territory. Mr. Yerkes' headquarters will be at Chicago, and his new territory allows him unlimited opportunities to exercise his recognized sales and executive ability.

H. A. Yerkes.

Arthur C. Erisman, formerly manager of the Boston headquarters of the Columbia Co., has been appointed district manager for New England, with jurisdiction over the Columbia wholesale divisions at Boston, Mass.; Portland, Me.; Hartford, Conn.; New Haven, Conn.; Springfield, Mass., and Providence, R. I.

Walter L. Eckhardt, district manager, with headquarters at Philadelphia, has been given the additional territory controlled by the Atlanta and Washington wholesale divisions.

In announcing these appointments, Mr. Fuhri expressed his gratification at being able to recognize the valuable services which these men have rendered the company, and the high esteem in which they are held by their associates and co-workers in all divisions of the company's affairs. Both Mr. Yerkes and Mr. Erisman are among the most popular members of the Columbia Co.'s sales division, and have achieved signal success in the various important posts which they have occupied.

There are some very old records on file at the Columbia offices which show that H. A. Yerkes entered the employ of the company as an office boy, with an office boy's salary. Possessed of unlimited geniality and personal magnetism Mr. Yerkes has won the admiration and esteem of all his associates and has steadily advanced to the position he now assumes. It is hardly necessary to point out that Mr. Yerkes is fully equipped to handle his new duties, as his many years of experience have given him an unusual grasp of all matters pertaining to Columbia merchandising.

Arthur C. Erisman.

Mr. Erisman's results at the Boston headquarters have been most remarkable, and his thorough familiarity with every phase of Columbia methods and policies will enable him to extend invaluable co-operation to the branch managers under his direction. He has been associated with the Columbia Co. for a number of years, advancing step by step to the very important post of district manager.

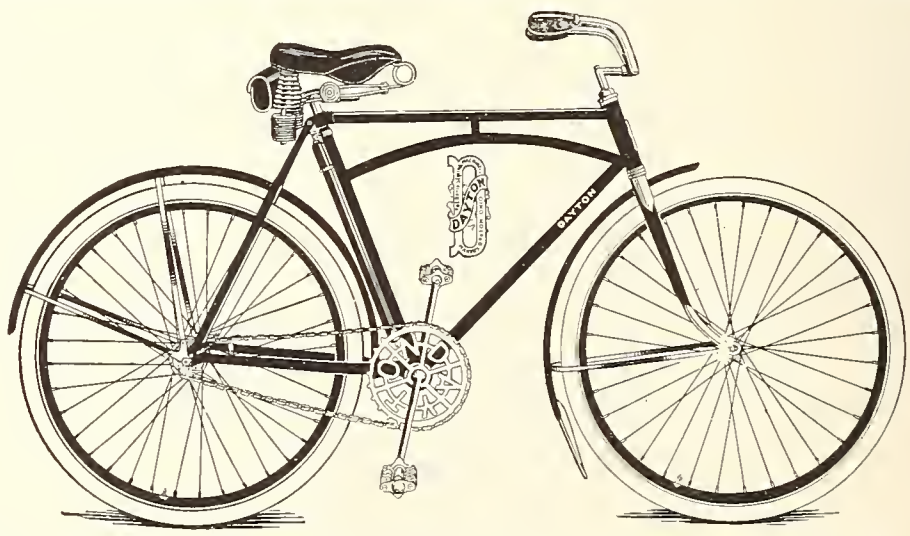
A PROGRESSIVE SYRACUSIAN

Is Frank E. Bolway, the Edison Phonograph Man of New York's Salt City

One of the progressive young men in the phonograph industry is Frank E. Bolway, head of Frank E. Bolway & Son, Syracuse, N. Y. In a chat with Mr. Bolway he states that he has several plans under way which will greatly enhance the distribution of Edison Diamond Disc phonographs in his territory, for which this concern is the wholesale representative. Mr. Bolway is a believer in quality business and in the prestige of the Edison, and an interesting announcement in this connection will appear in these columns later.

INTRODUCE A NEW FEATURE

The Otto Heineman Phonograph Supply Co., Inc., New York, which recently took over the business of the American Parlograph Corp., who marketed the Parlograph dictating machine, is announcing a new feature in this field, consisting of a record-shaving machine fitted with a safety device. This new device permits of the shaving of records with maximum convenience and minimum waste.



Why Don't You Sell Dayton Bicyles, Too?

Manufacturers, jobbers and dealers are co-operating in a big popularizing movement for "A Million Bicycles in 1916." Why don't you sell your share? There is a nice profit in Dayton Bicycles, as many dealers in musical instruments and supplies have found out to their advantage.

Write for 1916 catalog of Dayton Bicycles—for 23 years America's finest wheel. Be sure to address Bicycle Advertising and Sales Division—

THE DAVIS SEWING MACHINE COMPANY
Manufacturers of Dayton Motorcycles—Bicycles—Motor Bicycles
DAYTON, OHIO

GREAT ACTIVITY IN KANSAS CITY

Business, as a Rule, Only Limited by Available Supplies of Machines and Records—Public Institutions Much Interested in Talkers—Special Drives for School Business—New Stores Entering the Field—A. A. Trostler a Busy Bachelor—General News of Month

KANSAS CITY, Mo., April 5.—That the talking machine business in Kansas City and vicinity is in active shape is indicated from the volume of orders that are pouring in on the various jobbers and distributors at a rate that compares most favorably with the holiday rush. The talking machine men are advertising liberally and using original methods for creating demand for both machines and records.

C. A. Fannen, who handles the Victrola in Marysville, Kans., is making preparations to move into better quarters, where he will not only have more room, but will be equipped very nicely for display space.

The smaller towns are taking to the community benefit to be derived from the purchase of a talking machine by a public institution. The Beaver Creek School, a small place near Paola, Kans., recently purchased a Victrola and will use it in connection with educational purposes.

The Jones Store Co. reports March as the largest month in its history, with the possible exception of the holiday rush, during December. Two machines went to Oklahoma last month and H. B. Bibb, manager, sent one machine to North Dakota and one to Montana.

H. B. Levy, representing the Aeolian Co., of Chicago, passed through Kansas City recently on a business trip to the South. When asked regarding the success of the Vocalion, Mr. Levy said: "The Vocalion has taken hold in great shape throughout the different parts of the country where the instrument is being sold. Our company is looking forward to a tremendous business in the months to come."

The marked success of the special accommodations offered school music departments, by the talking machine department of the Geo. B. Peck Dry Goods Co., has led the company to make a general offer to school principals, to bring students to the demonstration room for the concerts this spring. Letters extending this invitation have been sent to every school principal in Kansas City. The attitude of the company, thus encouraging the means of inculcating deeper appreciation of music, has met with cordial response from the school teachers and musicians generally.

The Household Fair is making its first showing of the $200 Pathephone. It has been exhibiting a very classy machine, of the latest type, inlaid with mahogany, and is very much pleased with the attention it has attracted.

Butler & Sons, 610 Minnesota avenue, Kansas City, Kans., report a very large sale of talking machines during the past month.

Crosby Bros., Topeka, Kans., have just completed the improvement of very modern quarters for their Edison department. Six rooms devoted to concerts, demonstrations and record storage, all very beautiful and clever in construction, tend to make this house one of the best looking and most complete in the West.

The Steinola Co., with offices in the Ridge Building, and a plant at Ninth and Denver streets, has been incorporated here and has begun manufacturing and selling a new talking machine called the Steinola. R. H. Deweese is president and G. C. Dixon is head salesman, and D. W. Gist is secretary and treasurer of the new company, which is the first to enter the talking machine manufacturing field in this city.

A line of Columbias has been added to the stock of Charles Reine, 1207 Walnut street, here. Mr. Reine was formerly with the Hoffman Music Co.

J. F. Ditzell, manager of the talking machine department of the Geo. B. Peck Dry Goods Co., added very materially to his mailing list of possible Victrola and record customers recently, by "pulling a new one.' This was a display advertisement offering the April supplement of the Victor Co. to all who would send a coupon, which was part of the advertisement, and who mentioned the kind of machine owned, if any. The advertisement referred to the supplement as a very interesting document for every lover of good music, containing pictures of artists and stories of them and their music. The Peck Co. mailed the supplements to the applicants. The most surprising fact about the names received was that there were very few duplicates of the names already on the company's mailing list.

Many talking machine dealers were in Kansas City during the convention of jewelers of Missouri and Kansas, and called on the jobbing houses. Some of the strongest dealers in the district are jewelers.

The Tungs-Tone needles of the Victor Co. have apparently hit the public just right. The Schmelzer Arms Co., Victor jobbers, is filling orders by precedence of receipt, and sending only one package to a customer.

Miss Jean Kendrick, who for some time has been in charge of the talking machine department of the Henley-Waite Music Co., is no longer connected with that firm.

G. E. Nowlin, proprietor of the Nowlin Music Co., although handling both pianos and talking machines, the Columbia line, is strongly in favor of the latter line as a business builder and declares that the more elaborate the talking machines are made and the greater the range of records available just so much stronger will those machines be in competition with pianos.

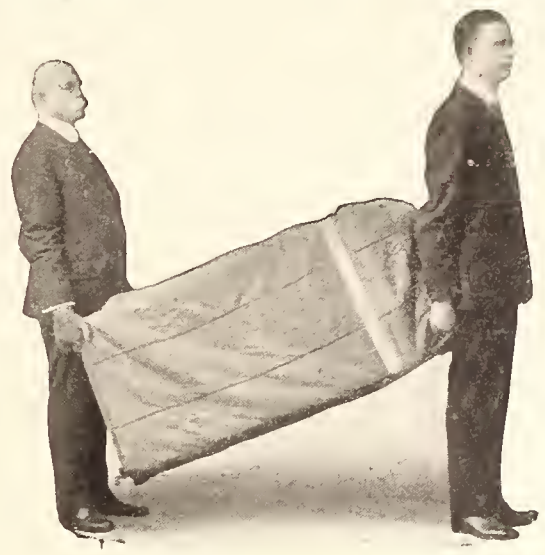
A. A. Trostler, manager of the Victrola department of the Schmelzer Arms Co., is about the only bachelor in the talking machine fraternity of Kansas City. This would seem to devolve heavy duties upon him, which it is generally admitted he performs most admirably—performs to the "queen's taste" would indeed be a proper way to phrase it. He is one of the most active members of the Kansas City Club, the social organization of the bankers and such business men, one of the oldest clubs in the city. Mr. Trostler has become a devotee of the greens at the Hillcrest Club, an exclusive organization, with what are said to be the finest links in the West.

L. V. Smith has been appointed assistant to J. F. Ditzell, manager of the talking machine department of the Geo B. Peck Dry Goods Co. Mr. Smith has been with the department a year, and is thoroughly familiar with its policies.

W. J. Eden, representative in the Southwest for the Holland Piano Co., Minneapolis, Minn., while selling pianos, is nevertheless a strong booster for the talking machine and declares that it really stimulates the piano trade, for many people enjoy a combination of talking machine and piano music.

SENDS VICTROLA TO BELGIAN QUEEN

LEWISTON, MONT., April 10.—Father Victor J. van den Broeck recently purchased an expensive Victor Victrola, together with a large assortment of records, and shipped them to Queen Elizabeth of Belgium at La Panne, Belgium, as his personal gift. The Victrola will yield much comfort and diversion to the wounded soldiers in the large hospital at La Panne, which the Queen personally directs.



No. 3 Carrying Strap Shown in Cut, $1.00

USE

Lansing Khaki Moving Covers

and Protect Your Talking Machines

$5.00, Grade B
$7.50, Grade A

These covers are made of Government Khaki, interlined with heavy felt or cotton, fleece-lined, quilted and properly manufactured. Perfect protection in all weather.

WRITE FOR BOOKLET

E. H. LANSING

611 Washington Street Boston, Mass.

The Melophone
TALKING MACHINE
COMPANY
40 COOPER SQUARE, NEW YORK

Manufacturers of the
Melophone and Liberty Phonographs
And of
Motors and Parts for the Trade

UKULELES

The biggest sellers in the small musical instrument business. Why handle inferior machine-made American imitations when you can get at similar prices the genuine hand-made instruments of

Jonah Kumulae, Honolulu

The old, thoroughly seasoned native Hawaiian Koa of which they are constructed is greatly superior to any other wood in tone quality—Kumulae instruments have no superior in this respect.
Send for wholesale price list.

SHERMAN, CLAY & CO.
163 KEARNY ST. SAN FRANCISCO
Sole Distributors for the United States and Canada

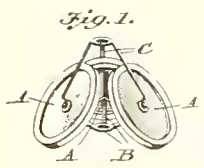
USE
"Arrow"
SOUND BOXES
TONE-ARMS
MOTORS

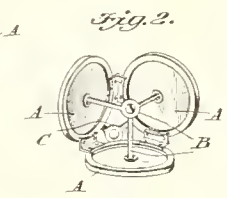
ARROW MOTOR CO.
207 Market St.
NEWARK, N. J.

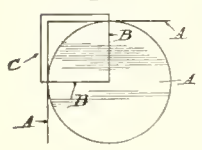
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., April 5, 1916.—SOUND BOX.—Alexander S. Keszthelyi and Frank House, Los Angeles, Cal., assignor by mesne assignment to said Keszthelyi. Patent No. 1,166,602.

This invention relates to improvements in sound boxes utilized in recording and reproducing sounds or sound vibrations, such sound boxes being employed in standard practice in telephony and phonography. In such sound boxes as heretofore customarily constructed a single diaphragm or vibratory member has been employed to receive sound vibrations prior to the recordation thereof, and to reproduce sound vibrations under the action of a suitable mechanism. Such single diaphragm operates vibratorily, principally on a line or in a path of vibration at right angles to its surface. We have determined by experimentation that the true sound wave form comprises motions propagating in all directions, rectangularly related, in fact in the three dimensions of space. In other words, such sound waves are propagated by vibrations in a path at any angle to the surface of the vibrating member, and also in other paths at angles each to the others and parallel with and at angles to the surface of the vibratory member or diaphragm. This propagation of vibration in paths other than a directly radial or rectilinear one, has been established with respect to other forces or manifestations of energy, such as magnetism and light, in which propagation transversely to rectilinear path has been found to occur. With respect to the propagation of sound waves, the contentions as above stated are supported not only by the results which have been obtained in consonance with such theory, but by many authorities, such as Daniell on Physics on pages 433 and 448.







Having determined that sound waves comprise the three directions of motion above pointed out, it was determined to reorganize sound boxes so that the structures thereof might agree in performance with the theory stated. To that end, a sound box has been produced comprising three, or a multiple of three diaphragms, membranes or vibratory members, all set in equal angular relation each to the other, and preferably or approximately in rectangular relation each to the other, whereby such compound and complex motion comprised in the sound wave activity may be sensitively and accurately utilized for a clearer or more full recordation or reproduction of sound combined with better quality thereof. Such plurality or battery of vibratory members constitutes a working unit, all of the vibratory members being positively or rigidly connected together for rigid connection to a common stylus, carbon button or other electrical or electro-magnetic element, or the like, for joint action and service in recordation and reproduction of sound. In its broad aspects, the invention is not concerned in the character and relative arrangement and construction of the means of receiving from or transmitting to the vibratory members the motion incident to recording or reproducing sound. We have devised certain elements of this nature particularly adapted for the practice of this invention, but the same do not enter into the broad invention under present treatment. The several vibratory members are rigidly held in a suitable sound box frame, in the angular relations set forth. And because of the utilization of all the three angularly regulated motions of a true wave form, we are enabled, as above stated, to truly record and truly reproduce sounds without the many defects, distortions and blurs incident to use of sound boxes as customarily produced. It will be manifest that many kinds and qualities of vibratory members may be employed, and many kinds and qualities of connections between the same, both mechanical and electrical, may be employed, within the broad scope of the invention, which contemplates the provision of a plurality of jointly operating or inter-related vibratory members attuned or responsive respectively to the component motions or phases of motion of sound waves.

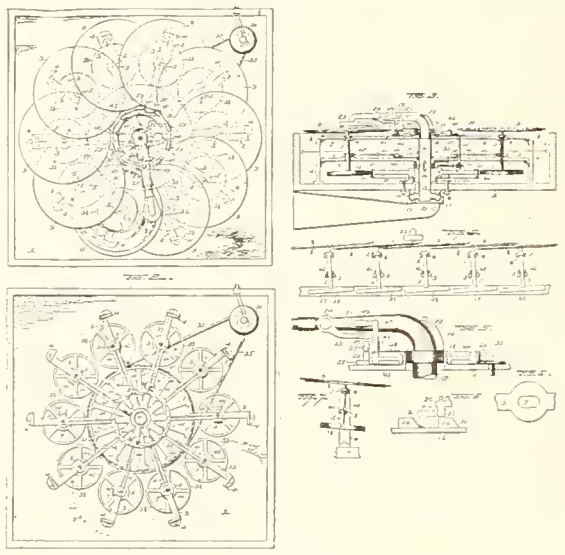
In another application filed later by Alexander S. Keszthelyi, certain modifications, elaborations and pertinent features are disclosed and claimed, such application being for sound boxes, filed February 24, 1914, Serial No. 820,580.

In the drawing, in which we have illustrated without attention to immaterial detail, and also diagrammatically, the embodiment of the invention in certain primitive although operative forms, Fig. 1 is a perspective view of certain sound box features embodying the invention; Fig. 2 is an angularly different view of Fig. 1, and Fig. 3 is a diagrammatic view, illustrating the inter-relation of features or elements shown in Figs. 1 and 2.

TALKING MACHINE.—William H. Daily, Tucson, Ariz. Patent No. 1,168,606.

This invention relates to improvements in talking machines, and more particularly to such as employ a plurality of records which may be played successively, one object of the invention to provide means which will operate automatically to cause the playing of a plurality of records successively without the necessity of shifting the records from their supporting tables.

A further object is to provide a multi-record talking machine with means which will operate automatically to shift the reproducer from one



record to the other, whereby the several records may be played successively.

A further object is to so construct a multi-record talking machine that it will operate automatically to cause the rotation of one record at a time and to shift the reproducer progressively from one record to another

A further object is to so construct the machine that the rotation of one record will be stopped and the rotation of the next record will be started when the reproducer is automatically shifted from one of said records to the other.

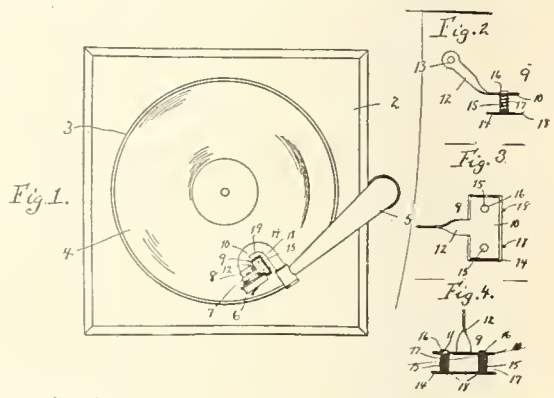
A further object is to so construct a talking machine of the disc record type as to overcome the effect of centrifugal force tending to cause the needle of the reproducer to engage only the outer wall of the record groove, and thus insure the proper and accurate maintenance of the needle in said record groove.

In the accompanying drawings Fig. 1 is a plan view of a talking machine embodying the improvements; Fig. 2 is a horizontal sectional view on the line 2—2 of Fig. 3; Fig. 3 is a transverse vertical section; Fig. 4 is a view partly in section and partly in elevation, showing the relative arrangement and disposition of the record discs and their supporting means, this being diagrammatical in character and showing several discs and their supporting and driving means in a straight line instead of in their normal circular arrangement; Fig. 5 is an enlarged section view, partly in elevation, showing the horn tubes and co-operating parts at the central portion of the machine, and Figs. 6, 7 and 8 are detail views.

SOUND RECORD CLEANER.—James D. Rostron, Germantown, Pa. Patent No. 1,168,910.

This invention relates to new and useful improvements in sound record cleaners, and has for its object to provide an exceedingly simple and effective device of this character which will resiliently hold a cleaning cloth or other suitable cleaning element upon the playing face of the sound record so that the same will be wiped clean just previous to that part which is clean passing beneath the needle, the device being carried by the movable portion of the reproducing machine, whereby the cleaning cloth is carried over the sound record.

Fig. 1 is a plan view of a talking machine, show-

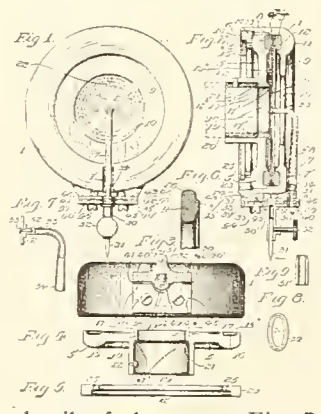


ing the improved sound record cleaner atttached thereto. Fig. 2 is an enlarged side elevation of the sound record cleaner. Fig. 3 is a plan view thereof, and Fig. 4 is a front elevation thereof, a portion of the top plate being broken away.

SOUND BOX FOR TALKING MACHINES.—Wilburn N. Dennison, Merchantville, N. J., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,169,134.

This invention relates to improvements in sound boxes for talking machines, and the objects of this invention are to provide an improved sound box casing, to provide an improved mounting for a diaphragm, to provide an improved stylus bar and mounting therefor, to provide improved means for conducting sound waves from a sound box, to provide adjustable means co-operating with the diaphragm to partially trap and compress a portion of the air in the sound box to improve the reproduction of sound therefrom, to provide a sound box in which the diaphragm will be normally held flexed by an initial pressure when not in operation to counterbalance the pressure which is ordinarily exerted on the diaphragm by the lateral pressure on the stylus due to the propelling action of the record upon one side of the stylus, in carrying the sound box across the face of the record; to make it possible to assemble commercially large numbers of sound boxes with diaphragms held between gaskets with substantially the same pressure.

In the accompanying drawings Fig. 1 is a front elevation of a sound box constructed in accordance



with this invention; Fig. 2 a longitudinal vertical section of the same; Fig. 3 a bottom plan view of the same with a part shown in dotted lines for clearness; Figs. 4 and 5 are longitudinal sectional views of the details of the same; Fig. 6 is a fragmentary transverse section of a detail of the same; Fig. 7 is a fragmentary side elevation, partly in section, of a portion of the same; Fig. 8 a horizontal section on line 8—8 of Fig. 2, and Fig. 9 an enlarged longitudinal section of a portion of the same.

LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 78)

ADAPTER-STYLUS FOR PHONOGRAPHS.—Ellis S. Oliver, Newark, N. J. Patent No. 1,169,861.

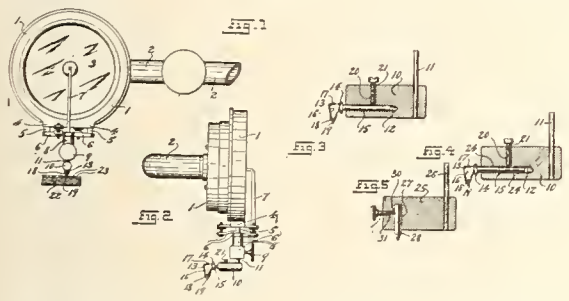
The present invention relates, generally, to improvements in phonograph apparatus; and the invention has reference more particularly to an adapter stylus which will operate to transmit the vertical vibrations produced by the vertical indentations of a sound-record disk to produce the horizontal vibrations of a diaphragm of a reproducing sound-box set in a vertical plane.

It is the principal object of the present invention to provide an interchangeable or detachable adapter stylus adapted to be connected with the ordinary needle-pocket of the vibrator-arm of a vertical sound-box, in place of the usual type of needle adapted to play horizontal sound-record impressions, so that, without other change, the vertical vibrations recorded by the vertical or "hill and dale" sound record impressions may be transmitted through such adapter stylus to the pivoted vibrator arm and vertical diaphragm of the vertical sound-box, so that the latter is adapted to reproduce the sounds recorded upon such type of sound-record disk.

Other objects of the present invention, not at this time more particularly enumerated, will be clearly understood from the following detailed description of the present invention.

The invention is clearly illustrated in the accompanying drawings, in which—

Figure 1 is a face view of a vertical sound-box, the vibrator-arm of which is equipped with the novel construction of adapter stylus made according to and embodying the principles of the present invention, in this view the said adapter stylus being shown in contact with the vertical sound-record impressions of a "hill and dale" sound-record disk, the latter being shown in section. Fig. 2

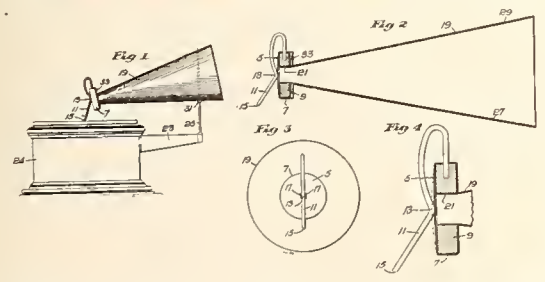


is an edge side view of said vertical sound-box so equipped. Fig 3 is a longitudinal vertical section of an adapter stylus made according to and embodying the principles of the present invention, the same being drawn on an enlarged scale. Fig. 4 is a longitudinal section of a modified construction of said novel adapter stylus. Fig. 5 is a similar view of another modified construction of said novel adapter stylus.

PHONOGRAPH.—Dexter W. Allis, Whitman, and Josiah B. Millet, Boston, Mass., assignors to the Boston Talking Machine Co., Boston, Mass. Patent No. 1,170,134.

This invention relates to phonographs, and among other objects provides a sound reproducing mechanism which is cheap to manufacture and is simple in construction and operation.

Figure 1 is a side elevation of an illustrative phonograph embodying the invention; Fig. 2 on an



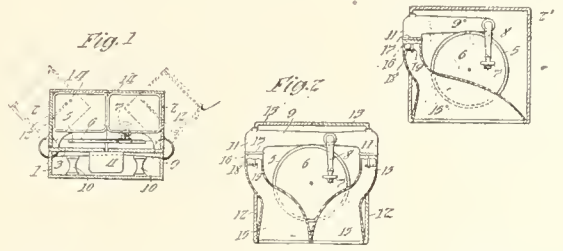
enlarged scale is a vertical section through the sound reproducing mechanism and implifier; Fig. 3 is an end elevation looking toward the right of Fig. 2; and Fig. 4 is a vertical section through the sound producing mechanism on a larger scale than that shown in Fig. 2.

PHONOGRAPH OR TALKING MACHINE.—Delos Holden, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 1,170,258.

This invention relates to phonographs of the cabinet type having a movable cover which contains the usual horn or sound amplifier.

The principal object is to provide an improved device of this character having one or more covers which may be opened or closed without forming a break in or interrupting the continuity or varying the length of the sound conveying passage or passages through which the sound waves from the reproducer pass to the atmosphere, the generic invention and one species thereof being claimed in an application, Serial No. 763,702 filed on April 26, 1913, and entitled phonographs or talking machines.

Figure 1 is a view partly in vertical section and partly in elevation showing a talking machine em-



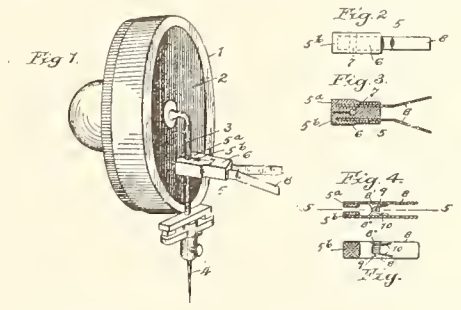
bodying a form of the invention comprising a plurality of covers and amplifiers, the covers being shown in open position in dotted lines; Fig. 2 is a view of the same partly in plan and partly in horizontal section; and Fig. 3 is a view similar to Fig. 2 of a talking machine containing another embodiment of the invention.

METHOD OF REGULATING SOUND-BOX REPRODUCTION.—Emil Greunfeldt, Cleveland, O. Patent No. 1,170,530.

This invention relates to an improved method for regulating the operation of a sound box or reproducer for a phonograph.

The object is to provide a method whereby the operator, merely by engaging resiliently the needle arm of a sound box with a regulating mass and moving the same to and fro there along between the points of connection of said needle arm with the diaphragm and the sound box frame, is able to regulate the essential co-action of the parts to obtain the reproductive effect desired.

Figure I is a perspective view of a sound box for a phonograph or like instrument to which is applied a regulator embodying the invention. Fig. 2 is a side elevation of the regulator. Fig. 3 is a longitudinal sectional view of the regulator. Fig.



4 is a longitudinal vertical section illustrating a regulator embodying the invention but of slightly different form. Fig. 5 is a view on the line 5—5 of Fig. 4.

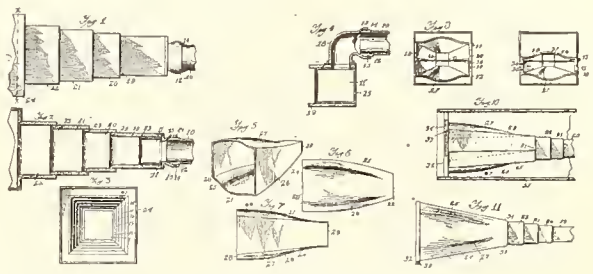
SOUND RESONATOR AND AMPLIFIER.—Forest Cheney, Jamestown, N. Y., assignor to the Cheney Talking Machine Co., Chicago, Ill. Patent No. 1,170,800.

This invention is concerned with sound-reproducing machines, and more especially with those that are designed to reproduce complex sounds of a wide range, such as those of voices, orchestras and musical instruments generally.

This invention is concerned primarily with a novel amplifier made up of a plurality of properly shaped "orchestral sections" located in the proper relative arrangement so that the fundamental vibrations of all the orchestral instruments whose tones are reproduced may be amplified thereby and delivered therefrom in the proper relative arrangements to reproduce harmoniously and fully all the tones of all the instruments or voices employed in making the record.

The invention is further concerned with a novel "violin resonator" to which the amplified air vibrations or sound waves from the "orchestral sections" are delivered, and which by its own vibrations not only further amplifies said sound waves, but also reflects and refracts some of them so as to emphasize and augment the necessary overtones to bring out the richness and peculiar tone color of the various instruments and voices originally employed in making the record. These amplified and resonated air vibrations escape from the resonator and are delivered to the hearers, and in this condition reproduce for them the tones of the original instruments and voices with a marvelous perfection that is vastly superior to that of any sound-reproducing machine constructed prior to the invention.

Figure 1 is a side elevation of an amplifier having a plurality of graduated compartments or "orchestral sections"; Fig. 2 is a central longitudinal section through the same; Fig. 3 is an end view of the "orchestral sections," looking into the large end thereof; Fig. 4 is a central sectional view of the first orchestral section of the amplifier, with the connecting tube entering from the side, instead of at the end, as shown in Figs. 1 and 2; Fig. 5 is a perspective view of the violin-shaped horn or "violin resonator"; Fig. 6 is a plan view of the top or bottom of the same, showing the curved outlines thereof; Fig. 7 is a central longitudinal section of the same, showing the concave top and bottom thereof; Fig. 8 is an elevation of the large



end of a resonator made adjustable so as to vary the size of the large end according to the size of the room or space to be filled, the resonator being shown in its expanded position; Fig. 9 is a similar view, with the resonator in its contracted position, as for a small room; Fig. 10 is a side elevation of the adjustable resonator with the "orchestral-sections" amplifier attached thereto and mounted in a casing; and Fig. 11 is a top plan view of the same, showing the straight sides of the resonator.

The Fowler department store, Binghamton, N. Y., has been enlarged and remodeled. The piano department has been fitted up to resemble a music conservatory studio and seven demonstration booths are installed in the talking machine department. An Estey pipe organ furnishes daily concerts in the auditorium of the store.

We Are in the Market

For Talking Machine Notes, Leases and Contracts Held by Responsible Dealers and Manufacturers. Will Pay the Highest Percentage.

EMPIRE SECURITY COMPANY

208 S. LA SALLE ST. CHICAGO

RECORD BULLETINS FOR MAY, 1916.

COLUMBIA GRAPHOPHONE CO.

DOUBLE-DISC RECORDS

Popular Hits of the Month

A1966 Very Good Eddie (Kialimai and Kern). "On the Shore at Le Lei Wi." Soprano and tenor duet, orch. accomp. ..... Grace Kerns and Reed Miller 10

Sybil (Jacobi). "When Cupid Calls." Soprano, tenor and baritone trio, orch. accomp. .... Grace Kerns, Reed Miller and Andrea Sarto 10

A1964 There's a Broken Heart for Every Light on Broadway (Fischer). Counter-tenor, orch. accomp. .....Manuel Romain 10

That's the Meaning of Ireland (Von Tilzer). Tenor, orch. acomp.....Henry Burr 10

A1962 When Priscilla Tries to Reach High "C" (Von Tilzer). Soprano, orch. accomp..... Marguerite Farrel 10

At the Fountain of Youtb (Jenks). Soprano, orch. accomp.....Marguerite Farrell 10

A1963 Give a Little Credit to Your Dad (Vincent). Tenor duet, orch. accomp..... Albert Campbell and Henry Burr 10

Sweet Cider Time When You Were Mine (Wenrich). Contralto, orch. accomp..... Dolly Connolly 10

A1969 Cumberland (Möhr). Tenor duet, orch. accomp. Albert Campbell and Henry Burr 10

So Long Letty (Carroll). Soprano and tenor duet, orch accomp..... Miriam Clark and Hardy Williamson 10

A1968 Tim Rooney's at the Fightin' (Flynn). Baritone, orch. accomp.....James F. Harrison 10

Come Back to Erin, Mona Darling (Dave Reed). Tenor and baritone duet, orch. accomp..... James Reed and James F. Harrison 10

A1965 On the Hoko Moko Isle (Von Tilzer). Baritone and tenor, orch. accomp..... Arthur Collins and Byron G. Harlan 10

Never Let the Same Bee Sting You Twice (Mack and Smith). Mezzo-soprano, orch. accomp. .....Anna Chandler 10

DANCE HITS OF THE MONTH

A5787 Hawaiian Medley (Nape and Hopkins). One-step. Introducing "Tomi," "Maunawili," "Moanalula," "Lei Poni Moi"..... Prince's Orchestra 12

Maid of My Heart (Williams, Gilbert and Freidland). Fox-trot. Introducing "I Love You, That's One Thing That I Know"..... Prince's Band 12

A5795 Artist's Life (Strauss). Waltz..... Prince's Orchestra 12

Blue Danube (Strauss). Waltz..... Prince's Orchestra 12

A5794 Ladder of Roses (Hubbell). From "Hip, Hip, Hooray," the 1916 Hippodrome Spectacle. One-step .....Prince's Band 12

On the Shore at Le Lei Wi (Kialimai and Kern). Fox-trot. Introducing "Some Sort of Somebody" (Kern).....Prince's Band 12

BLUE LABEL DOUBLE DISC RECORDS

Sensational Hawaiian Artists Perfect Interpreters of Native Melodies

A1967 Maunakea (arranged by Cunba)..... Henry N. Clark and Octette 10

Kaala (Keaho).....Robert Kaawa and Octette 10

VOCAL MUSIC

A1961 Now the Day is Over (Barnby). Unaccompanied.....Columbia Stellar Quartette 10

I Need Thee Every Hour (Lowry). Unaccompanied.....Columbia Stellar Quartette 10

COLLEGE SONGS BY BROADWAY QUARTETTE

A1942 The Bull Dog. Unaccompanied..... Broadway Quartette 10

My Last Cigar. Unaccompanied..... Broadway Quartette 10

TRIUMPHS OF TONE BY TAYLOR TRIO

A1959 Believe Me If All Those Endearing Young Charms. Violin, 'Cello and Piano..... Taylor Trio 10

Ben Bolt (Kneass) . Violin, 'Cello and Piano Taylor Trio 10

THRILLLING WAR DESCRIPTIVES

A1945 Napoleon's Last Charge (E. T. Paull). Descriptive March.....Prince's Band 10

Battle of the Nations (E. T. Paull). Descriptive March.....Prince's Band 10

SADNESS AND SMILES IN PAIR OF INSTRUMENTAL GEMS

A1931 The Broken Melody (Van Biene)..... Prince's Orchestra 10

The Glow Worm (Lincke)..... Prince's Orchestra 10

VAUDEVILLE STARS SHINE ON RECORDS

A1944 I've Gotta Go Back to Texas (Berlin). Soprano and baritone, orch accomp..... Elizabeth Brice and Charles King 10

That Hula Hula (Berlin). Soprano and baritone, orch. accomp..... Elizabeth Brice and Charles King 10

WALTZES BY MARIMBA OCTETTE

A1960 Medley of Waltzes (G. Hurtado)..... Royal Marimba Band 10

Faded Flowers Waltz (Strauss)..... Royal Marimba Band 10

SONGS OF TENDER SENTIMENT

A1947 A Little Pink Rose (Carrie Jacobs-Bond). Soprano, orch. accomp. .....Eldora Stanford 10

Afterwards (Mullen). Soprano, orch. accomp. Eldora Stanford 10

BRILLIANT OVERTURES, FULL ORCHESTRA

A5783 Merry Wives of Windsor Overture (Nicolai) Prince's Orchestra

Masaniello Overture (Auber)..... Prince's Orchestra

ORCHESTRAL INTERPRETATIONS OF MODERN RUSSIAN MUSIC

A5781 Rachmaninoff's Prelude in C Sharp Minor (Rachmaninoff). Opus 3, No. 2..... Prince's Orchestra

Boris Godounow (Moussorgsky). Polonaise.... Prince's Orchestra

VIOLIN, HARP AND FLUTE TRIOS

A5789 Serenade (Schubert). Violin, harp and flute trio.....Stehl, Lufsky and Pinto

Maritana (Wallace). "Scenes That Are Brightest." Violin, harp and flute trio..... Stehl, Lufsky and Schuetze

GLORIES OF OPERATIC CHORUSES

A5790 Verdi. "Triumphal Chorus." In English, with orchestra.....Columbia Opera Chorus 12

Mefistofele (Boito). Opening Chorus, "Hail, Sovereign Lord." In English, with orchestra Columbia Opera Chorus 12

MAGGIE TEYTE, OPERATIC AND CONCERT STAR,

A1957 Just You (Burleigh). Soprano, orch. accomp. Maggie Teyte 10

A Little Love, A Little Kiss (Lao Silesu). Soprano, orch. accomp.....Maggie Teyte 10

PLAYING BY GODOWSKY

A5791 Gondoliera and If I Were a Bird (Henselt). Pianist .....Leopold Godowsky 12

Waltz in A Flat (Chopin). Pianist..... Leopold Godowsky 12

FIRST RECORDS BY LOUIS GRAVEURE

A5792 Pagliacci (Leoncavallo). Prologue. Baritone. In Italian, with orch. accomp..... Louis Graveure 12

Herodiade (Massenet). "Vision Fugitive." Baritone. In French, with orch. accomp..... Louis Graveure 12

A5793 My Dreams (Tosti). Baritone. In English, with orch. accomp. ..... Louis Graveure 12

Mary (Richardson). Baritone. In English, with orch. accomp. ..... Louis Graveure 12

VICTOR TALKING MACHINE CO.

POPULAR SONGS OF THE MONTH

No. Size.

17977 In a Dusty Caravan (J. Wolfe Gilbert..... James Reed-J. F. Harrison 10

Allah, Give Me Mine! (Caro Roma-Ernest R. Ball) .....Harry McClaskey 10

17983 Cumberland (Halsey K. Mohr)...Gladys Wilbur 10

Down Where the Swanee River Flows (Sung by Al Jolson in the Winter Garden Production, "Robinson Crusoe, Jr." (C. McCarron-A. Von Tilzer).....Peerless Quartet 10

17984 Sighing (Le Roy Stover).....Henry Burr 10

Good-bye, Good Luck, God Bless You (Is All That I Can Say) (J. Keirn Brennan-Ernest R. Ball) .....Henry Burr 10

17985 No One But Your Dear Old Dad (Stanley Murphy-Henry I. Marshall).....American Quartet 10

Come Back to Erin, Mona Darling (Dave Reed) .....James Reed-J. F. Harrison 10

17986 When the Right Girl Comes Along (from "Around the Map") (with Mixed Chorus) (C. M. S. McLellan-Herman Finck)..... Billy Murray 10

Long Live the Ladies (Young-Goetz-Meyer).... Billy Murray 10

17991 Wake Up, America! (George Graff, Jr.-Jack Glogau) .....Frederick Wheeler 10

Are You Half the Man Your Mother Thought You'd Be? (Leo Wood-Harry de Costa)..... Harry Macdonough 10

17992 Luana Lou (from "Ziegfeld's Midnight Frolic") (Gene Buck-Dave Stamper)..Peerless Quartet 10

Some sort of Somebody (from "Very Good, Eddie") (Elsie Janis-Jerome Kern)..... Edna Brown-Billy Murray 10

17993 Siam (Howard Johnson-Fred Fischer)..... American Quartet 10

All Aboard for Chinatown (Frank Davis-Wm. Brookhouse) .....American Quartet 10

DANCE RECORDS

35526 Riverside Bells Waltz (F. W. McKee)..... McKee's Orchestra 12

Youth and Beauty Waltz (F. W. McKee)..... McKee's Orchestra 12

35536 Kangaroo Hop—Fox Trot (Melville Morris)... Vess Ossman's Banjo Orchestra 12

Merry Whirl—One-step (Julius Lenzberg)..... Vess Ossman's Banjo Orchestra 12

35539 Hello, Hawaii!—Medley Fox Trot ("Hello, Hawaii, How Are You"—"When You're Down in Louisville"—"That Soothing Symphony"). Victor Military Band 12

Are You from Dixie—Medley One-step ("Are You from Dixie"—"Little Grey Mother"—"Come Back to Erin, Mona Darling")..... Victor Military Band 12

35540 Sybil—Medley Fox Trot (Victor Jacobi) ("When Cupid Calls," The Rat-tat-tat Song—"Girls You Are Such Wonderful Things")..... When It's Orange Blossom Time—Medley One-step ("When It's Orange Blossom Time in Loveland"—"Could the Dreams of a Dreamer Come True"—"To Lou"—"Oh! You Bundle of Joy"—"My Own Home Town in Ireland") .....Victor Military Band 12

35541 Wake Up, America—Medley One-step ("Mother"—"Are You Half the Man Your Mother Thought You'd Be?"—"There's a Broken Heart for Every Light on Broadway"—"Sweet Cider Time When You Were Mine"—"Don't Bite the Hand That's Feeding You"—"Wake Up, America"...Victor Military Band 12

Cumberland—Medley One-step ("Cumberland"—"All Aboard for Chinatown"—"Let My Dream Come True").....Victor Military Band 12

INSTRUMENTAL RECORDS

17976 The Lambs' March (John Philip Sousa)..... Sousa's Band 10

The Gliding Girl (John Philip Sousa)..... Sousa's Band 10

17978 Operative Rag (Julius Lenzberg) (Cembalom Solo) .....Joseph Moskowitz 10

Panama Pacific Drag (Leo Edwards) (Cembalom Solo) (Also called "Cembalo," "Cymbal" and "Dulcimer") .....Joseph Moskowitz 10

17979 I Hear You Calling Me (Harold Harford-Charles Marshall) (Violin, Flute and Harp).. Neapolitan Trio 10

Little Grey Home in the West (Herman Löhr) (Violin, 'Cello and Harp with Bells)..... Venetian Trio 10

17990 Spanish Rhapsody (S. Salvetti) (Mandolins and Guitar) .....Athenian Mandolin Quartet 10

Estudiantina Waltz (C. G. Walter) (Mandolins and Guitar) .....Athenian Mandolin Quartet)

35503 Comedy Overture (Ungarisches Lustspiel) (Keler-Béla) (Accordion Solo).....Pietro 12

Trieste Overture (Arranged by Pietro) (Accordion Solo) .....Pietro 12

35520 Military Symphony—Minuet (3rd Movement) (Franz Joseph Haydn)..... Victor Concert Orchestra 12

Military Symphony—Presto (4th Movement—Finale) (Franz Joseph Haydn)..... Victor Concert Orchestra 12

35525 Gems of Stephen Foster (American Fantasia) (Patrick Conway, Director) ("Come Where My Love Lies Dreaming"—"Old Dog Tray"—"Ring de Banjo"—"Willie We Have Missed You"—"Nellie Was a Lady"—"Hard Times Come Again No More"—"Old Folks at Home") .....Conway's Band 12

Memories of the War—1861-63 (L. P. Laurendeau) (Patrick Conway, Director) ("Tramp, the Boys Are Marching"—"John Brown's Body"—"When Johnny Comes Marching Home"—"Marching Through Georgia"—"The Battle Cry of Freedom"—"Arkansaw Traveler"—"Bugle Calls and Drums"—"Dixie"—"Star Spangled Banner").....Conway's Band 12

VOCAL RECORDS

17988 Molly and the Baby, Don't You Know (Prohibition Song) (H. S. Taylor-J. B. Herbert)..... Homer Rodeheaver 10

My Wonderful Dream (Gospel Hymn) (Jessie Brown Pounds-Chas. H. Gabriel)..... Homer Rodeheaver 10

17989 Somebody Cares (Gospel Hymn) (Fannie E. Stafford-Homer Rodeheaver) (with Organ and Brass Quartet) .....Mrs. William Asher 10

Nobody Like Jesus (Gospel Hymn) (Edith L. Mapes—Chas. H. Gabriel) (with Organ and Brass Quartet).....Mrs. William Asher 10

17982 The Little Brown Church in the Vale (Words and Music by William S. Pitts) (with Organ) Victor Male Quartet 10

When They Ring the Golden Bells for You and Me (Marbelle) .....Imperial Quartet 10

SONGS OF THE PAST

35537 Songs of the Past No. 9 (Olcott-Mack-Scanlan Songs) (Chorus, "My Beautiful Irish Maid"—Solo, "Molly O"—Solo and Quartet, "Sweet Inniscarra"—Solo, "The Story of the Rose"—Male Quartet, "My Wild Irish Rose"—Chorus, "When Irish Eyes Are Smiling")..... Victor Mixed Chorus 12

Songs of the Past—No. 10 (Harrigan-Hart Melodies) (Harrigan-Braham) (Chorus, "Mulligan Guard"—Solo and Chorus, "Charleston Blues"—Solo, "The Mountain Dew"—Solo and Mixed Quartet, "Paddy Duffy's Cart"—Chorus, "Hello! Bab-by"—Chorus, "Hurry Little Children"—Finale, "Mulligan Guard".... Victor Mixed Chorus 12

35538 Old Country Fiddler Hears Billy Sunday (Rural Monologue) .....Charles Ross Taggart 12

Old Country Fiddler at the Wedding (Rural Monologue) .....Charles Ross Taggart 12

NEW DOUBLE-FACED RECORDS

(Made up from the Single-Faced List)

17938 Cocoanut Dance (Andrew Herman)..... 12

Old Wine in New Bottles (Medley of Old Minstrel Songs) ("Oh! Dat Watermelon"—"I Want to See the Old Home"—"Old Cabin Home"—"Oh! dem Golden Slippers"—"Twinkling Stars Are Laughing, Love")..... Victor Military Band 10

35513 Songs of Ireland (Chorus, "The Harp That Once Through Tara's Halls"—Solo, "The Last Rose of Summer"—Solo and Chorus, "Love's Young Dream"—Solo, "The Wearing of the Green"—Solo, "Killarney"—Chorus, "Come Back to Erin")..Victor Mixed Chorus 12

Songs of Scotland ("Scots Wha' Hae"—"Blue Bells of Scotland"—"Loch Lomond"—"Coming Through the Rye"—"Here's Health to Bonnie Scotland"—"Annie Laurie"—"The Campbells Are Comin' "—"Will Ye No Come Back Again"—"Auld Lang Syne")..... Victor Mixed Chorus 12

55066 Lucia Sextette—Chi mi frena (What Restrains Me) (Donizetti) In Italian..... Victor Opera Sextette 12

Rigoletto Quartet—Bella figlia dell' amore (Fairest Daughter of the Graces) (Verdi) In Italian Victor Opera Quartet 12

NEW EDUCATIONAL RECORDS

17964 Quartet in C Minor—Menuetto (Op. 18, No. 4) (Beethoven) .....Victor String Quartet 10

Quartet in F Major—Scherzo (Op. 18, No. 1) (Beethoven) .....Victor String Quartet 10

45083 Tu se' morta (Thou Art Dead) (from "Orfeo") (Monteverde) In Italian..Reinald Werrenrath 10

(1) Douce dame jolie (de Machault) (1350 A. D.) (2) L'espoir que j'ai (Jannequin) (1530 A. D.) (From Wekerlin's Collection, "Echos du Temps Passé") (Tenor with Lute and Harp) In French .....Lambert Murphy 10

55072 (1) Hymn to John the Baptist (770 A. D.) In Latin (Announced) (2) Major, Chromatic and Minor Scales (Announced) .....Olive Kline 12

(1) The Hymn of Charlemagne (Used by Jeanne D'Arc) (Veni Creator Spiritus) (2) Lament for Charlemagne) (814 A. D.) (Baritone Solo) (Unaccompanied) .....Reinald Werrenrath 12

PURPLE LABEL RECORDS

(Harry Lauder, Comedian)

60138 The British Bulldog's Watching at the Door (British Patriotic Song).....Harry Lauder 10

70114 Nanny (I Never Loved Another Lass But You) Harry Lauder-J. H. Milligan 12

BLUE LABEL RECORDS

45084 Comin' Thro' the Rye (Old Scotch Air)..... Florence Hinkle 10

Oh, That We Two Were Maying (Ethelbert Nevin, Op. 2, No. 8) (Poem by Rev. Charles Kingsley) .....Florence Hinkle 10

45085 Narcissus (Ethelbert Nevin) (Orchestra with Bird Voices) ..... Charles Kellogg, "The Nature Singer" and Victor Orchestra 10

Serenade (Moszkowski) (Orchestra with Bird Voices) ..... Charles Kellogg, "The Nature Singer" and Victor Orchestra 10

RECORDS BY KITTY CHEATHAM

45082 Nursery Rhymes —No. 1 (from "20 Nursery Rhymes," by Edmond Rickett) (Pianoforte by Flora Macdonald) ("Little Boy Blue" (E. Coolidge)—"Little Miss Muffet"—"Georgie Porgie"—"Pussy-Cat"—"Little Bo-Peep").... Kitty Cheatham 10

Nursery Rhymes—No. 2 (from "20 Nursery Rhymes," By Edmond Rickett) (Pianoforte by Flora Macdonald) ("Baa, Baa, Black Sheep"—"Baby Bunting"—"Pat-a-cake"—"Hickory, Dickory, Dock"—"Mary, Mary").. Kitty Cheatham 10

45086 (1) Swing Low, Sweet Chariot (Primitive Negro Chant) (2) I Don't Feel No-Ways Tired or "I Am Seeking for a City" (from "Cabin and Plantation" Songs)..... Kitty Cheatham 10

(1) Walk in Jerusalem Just Like John; (2) Sinner Please Don't Let This Harvest Pass (Old Negro Spirituals) .....Kitty Cheatham 10

CAWTHORN'S NEW HITS

55074 I Can Dance with Everybody But My Wife (from "Sybil") (Joseph Cawthorn-John L. Golden) .....Joseph Cawthorn 12

It's a Small World (John L. Golden)..... Joseph Cawthorn 12

RED SEAL RECORDS

(The Artists Are Listed in Alphabetical Order)

Sophie Braslau, Contralto—In English

64540 Last Night .....Halfdan Kjerulf 10

Enrico Caruso, Tenor—In Italian

87243 O sole mio (My Sunshine) (Neapolitan Folk Song) .....G. Capurro-E. di Capua 10

Julia Culp, Contralto—In German

(Pianoforte by Coenraad V. Bos)

64554 Mondnacht (Moonlight) (Op. 39, No. 5)..... Schumann 10

Mischa Elman, Violinist

(Pianoforte by Walter H. Golde)

64537 Country Dance (Ländlicher Tanz) (C. M. von Weber) .....Arr. by Elman 10

Alma Gluck, Soprano—In Italian

64560 La Bohême—Musetta Waltz (Act II)...Puccini 10

74465 Listen to the Mocking Bird (with Bird Voices by Charles Kellogg) .....Septimus Winner 12
Marcel Journet, Bass—In Russian and French
74464 Hymne Imperial Russe (Russian National Hymn, "God Save the Czar") (1st verse, Russian, 2nd verse, French) .....Alexis Lvoff 12
Fritz Kreisler, Violinist
(Pianoforte by Carl Lamson)
74463 Wienerisch (Viennese Waltz).Leopold Godowsky 12
John McCormack, Tenor—In English
64559 The Old Refrain (Viennese Popular Song)..... Alice Mattullath-Fritz Kreisler 10
John McCormack, Tenor-Fritz Kreisler, Violinist—In English
(Pianoforte by Ludwig Schwat)
87232 Flirtation (Das Fensterln) (English text by Alice Mattullath) ..... Meyer-Helmund 10
Titta Ruffo, Baritone—In Italian
87223 L'Africana—"All 'erta Marinar!" (What Ho, Mariners! (Act III).....Meyerbeer 10
Ernestine Schumann-Heink, Contralto—In English
88548 Before the Crucifix .....
Princes Gahriele Wrede-Frank LaForge 12
Clarence Whitehill, Baritone—In English
74452 Some Day.....Hugh Conway-Milton Wellings 12

NEW EDISON DIAMOND DISC RECORDS

50304 Hallelujah Chorus—Messiah (Handel) Sodero's Band
O Come, All Ye Faithful (Adeste Fideles) (Reading) .....Sodero's Band
50334 Let the Merry Church Bells Ring—Easter Carol, Mixed Voices .....The Carol Singers
Ye Happy Bells of Easter Day—Easter Carol, Mixed Voices.....The Carol Singers
50335 Coronation March—Le Prophete (Meyerheer) Sodero's Band
Praise Ye—Attila (Verdi)
Cornet, Tromhone and Euphonium Sodero's Band
50336 Girl Who Smiles—Waltz (Briquet-Philipp) for Dancing.....Jaudas' Society Orchestra
Universal Fox Trot (Rosey) for Dancing
Vess L. Ossman's Banjo Orchestra
50337 And the Great Big World Went 'Round and 'Round (H. Von Tilzer). Baritone and Tenor
Arthur Collins and Byron G. Harlan
When I Get Back to the U. S. A.—Stop! Look! Listen! (Berlin). Tenor.Billy Murray and Chorus
50338 Cuddles—Characteristic (Penn).....Sodero's Band
I'm On My Way to Duhlin Bay—Humorous Patrol (Murphy-Lampe)...New York Military Band
50339 America, I Love You March (Gottler).....
New York Military Band
Molly Dear, It's You I'm After Medley—One-Step, for Dancing.....National Promenade Band
80221 Explanatory Talk for Inflammatus—Stahat Mater (Rossini) .....
Inflammatus—Stahat Mater (Rossini). Soprano, in Latin.....Marie Rappold and Chorus
80225 Jesus Christ Is Risen To-day—Easter Hymn (Worgan). Mixed Voices..Metropolitan Quartet
Day of Resurrection—Easter Hymn (Psälter). Mixed Voices .....Metropolitan Quartet
80241 Le Cygne (The Swan) (Saint-Saëns). Violoncello .....Herman Sandhy
Pastel-Menuet (Paradis). Piano, Violin and Violoncello.....The Tollefsen Trio
80277 Open the Gates of the Temple (Knäpp). Tenor Hardy Williamson
Recitative and Chorus—Messiah (a) There Were Shepherds; (h) Glory to God—Chorus (Händel). Soprano....Anita Rio and Oratorio Chorus
80290 Ave Maria (Bach-Gounod). Soprano, with Violin Obhligato .....
Charlotte Kirwan and Isidore Moskowitz
With Verdure Clad—The Creation (Haydn). Soprano .....Marie Sundelius
80291 Recitative and Air—He Shall Feed His Flock—Messiah (Händel). Contralto.....Christine Miller
Soft Southern Breeze (Barnby). Tenor.....
Reed Miller
80292 Gloria—Twelfth Mass (Mozart). Mixed Voices, in Latin.....Gregorian Chorus
Hallelujah Chorus—Messiah (Händel). Mixed Voices .....Oratorio Chorus
80293 Mother Machree (Olcott-Ball). Tenor.....
Walter Van Brunt
My Wild Irish Rose (Olcott). Tenor.....
Walter Van Brunt
80294 Pretty Edelweiss—Alone at Last (Léhar).....
Armand Vecsey and His Hungarian Orchestra
Serenade—Les Millions D'Arléquin (Drigo)....
Armand Vecsey and His Hungarian Orchestra
80295 Nightingale Song (You Remember Love) (Zeller). Contralto.....Helen Clark and Chorus
Sleep and the Roses (Tate). Tenor.....
Charles Harrison
80296 Chanson Provencale (Dell' Acqua). Soprano, in French .....Yvonne de Tréville
Recitatif et Cavatine—Sous les pieds d'une femme (She Alone Charmeth My Sadness)—La Reine de Saha (Gounod). Bass, in French
T. Foster Why
80297 Answer (Robyn). Baritone.....Thomas Chalmers
Songs We Used to Sing in Dixie Land (Caro Roma). Contralto..Merle Alcock and Male Chorus
80289 Ahsent (Metcalf). Tenor.....Hardy Williamson
Song of the Vikings (Faning). Male Voices..
The Orpheus Male Chorus
80300 I Will Sing of My Redeemer (McGranahan). Mixed Voices.....Metropolitan Quartet
I Love to Tell the Story (Fischer). Mixed Voices .....Metropolitan Quartet
80301 I Love a Piano—Stop! Look! Listen! (Berlin). Tenor.....Walter Van Brunt and Chorus
That Hula Hula—Stop! Look! Listen! (Berlin). Contralto.....Helen Clark and Chorus
80302 Back Home in Tennessee (Donaldson).....
Armand Vecsey and His Hungarian Orchestra
Hello, Frisco! (Hirsch) .....
Armand Vecsey and His Hungarian Orchestra
82055 O Holy Night—Christmas Song (Adam). Baritone.....Thomas Chalmers and Chorus
Palms (Faure). Baritone.....Thomas Chalmers
82085 O Rest in the Lord—Elijah (Mendelssohn). Contralto .....Christine Miller
My Ain Countrie (Hanna). Contralto.....
Christine Miller
82090 Explanatory Talk for O Beau Pays—Huguenots (Meyerheer) .....
O Beau Pays—Huguenots (Meyerbeer). Soprano, in French.....Alice Verlet
83033 Explanatory Talk for O Paradies (Oh Paradise) —Afrikanerin (Meyerheer) .....
O Paradies (Oh Paradise)—Afrikanerin (Meyerbeer). Tenor, in German.....Jacques Urlus
83036 Explanatory Talk for Berceuse—Jocelyn (Godard) .....
Berceuse—Jocelyn (Godard). Contralto, in French .....Marie Delna
83041 Agnus Dei (Bizet). Soprano, in Latin.....
Marie Rappold
Hosanna!—Easter Song (Granier). Bass.....
Arthur Middleton
83042 I Know That My Redeemer Liveth—Messiah (Händel). Soprano.....Julia Heinrich
Recitative and Air—The Trumpet Shall Sound —Messiah (Handel). Bass, with Trumpet Ohhligato .....Arthur Middleton
82535 Explanatory Talk for Pro Peccatis (For His People)—Stahat Mater (Rossini) .....
Pro Peccatis (For His People)—Stabat Mater (Rossini). Bass, in Latin.....Arthur Middleton
82541 Explanatory Talk for Ai nostri monti (Home to Our Mountains)—Il Trovatore (Verdi)
Ai nostri monti (Home to Our Mountains)—Il Trovatore (Verdi). Soprano and Tenor, in Italian.....Julia Heinrich and Guido Ciccolini
82543 Just For To-day (Ahbott). Contralto.....
Christine Miller
Whispering Hope (Hawthorne). Soprano and Contralto....Marie Rappold and Christine Miller
82544 Die Lorelei (Liszt). Contralto, in German...
Christine Miller
Nur, wer die Sehnsucht Kennt (One Who Has Yearn'd Alone) (Tschaikowsky). Soprano, in German .....Julia Heinrich

EDISON BLUE AMBEROL RECORDS

CONCERT LIST

No. Size
28232 Hallelujah Chorus—Messiah (G. F. Händel). Mixed Voices, orch. accomp.....Oratorio Chorus
28230 I Know That My Redeemer Liveth—Messiah (G. F. Handel). Soprano, orch. accomp....
Julia Heinrich
28228 Mad'le, Ruck, Ruck, Ruck (Schwabisches Volkslied). Tenor, in German, orch. accomp.....
Karl Jörn
28229 Nymphes et Sylvains (H. Bemberg). Soprano, in French, orch. accomp.....Alice Verlet
28231 Recitative and Air—The Trumpet Shall Sound —Messiah (G. F. Händel). Bass solo with Trumpet Ohbligato, orch. accomp.....
Arthur Middleton

REGULAR LIST
Hits of To-day
2855 That Hula Hula—Stop! Look! Listen! (Irving Berlin). Contralto, orch. accomp.....
Helen Clark and Chorus
2868 When the Right Girl Comes Along—Around the Map (Herman Finck). Tenor, orch. accomp.
Billy Murray and Chorus
2859 You'll Always Be the Same Sweet Girl (Harry Von Tilzer). Tenor, orch. accomp. .....
Manuel Romain

SONGS AND BALLADS
2854 Answer (Alfred G. Robyn). Baritone, orch. accomp. .....Thomas Chalmers
2857 Go to Sleep My Little Pickaninny (Le Barge-Heltman). Soprano, orch. accomp. .....
Gladys Rice and Chorus
2864 My Mother's Rosary (George W. Meyer). Tenor, orch. accomp.....Walter Van Brunt

BANDS AND ORCHESTRAS
2866 Around the Map—Fox Trot, for Dancing.....
Jaudas' Society Orchestra
2850 Girl Who Smiles—Waltz (Briquet-Philipp), for Dancing.....Jaudus Society Orchestra
2858 Merry Whirl—One-Step (Julius Lenzherg), for Dancing.....Vess L. Ossman's Banjo Orchestra
2851 Molly Dear, It's You I'm After Medley—One-Step, for Dancing.....National Promenade Band
2848 Praise Ye—Attila (G. Verdi). Cornet, Trombone and Euphonium.....Sodero's Band
2865 Underneath the Stars—Fox Trot, for Dancing
Jaudas' Society Orchestra
2856 Valse Pathetique (D. Onivas).....
Armand Vecsey and His Hungarian Orchestra

OLD FAVORITES
2852 In the Gloaming (Annie Fortescue Harrison). Tenor, orch. accomp. .....
Emory B. Randolph and Chorus
2861 Iolanthe Airs—No. 2 (Gilbert-Sullivan).....
New York Light Opera Co.
2867 Juanita (Old Spanish Melody). Soprano and Baritone, orch accomp. .....
Gladys Rice and Frederick Wheeler
2853 Massa's in de Cold, Cold Ground—Transcription (Foster-Bacon). Banjo, unaccompanied.....
Fred J. Bacon
2849 Wait Till the Clouds Roll By (H. J. Fulmer). Tenor, orch. accomp.....
Walter Van Brunt and Chorus

A GREAT OPERATIC NUMBER
2860 Recitatif et Cavatine, "Sous les pieds d'une femme"—La Reine de Saha (Charles Gounod). Basso, in French, orch. accomp....T. Foster Why

AN INSTRUMENTAL SPECIALTY
2863 Hungarian Serenade (G. Sgallari).....
Alessios Mandolin Quartet
2862 (a) Honey, I Wants Yer Now (Collin Coe); (b) Jerusalem Morning. Male voices, unaccompanied .....Criterion Quartet

TWO SWEDISH RECORDS
9439 Bergslagstroll (pa hygdemal) (G. Froding), Komisk Deklamation, in Swedish.....
Chas. G. Widden
9440 Varan Bal (Irving Berlin). Baritone, in Swedish, orch. accomp.....Chas. G. Widden

SPECIAL EASTER RECORDS
2847 Let the Merry Church Bells Ring!—Easter Carol, Traditional, Mixed Voices, orch. accomp.....
The Carol Singers
2846 Ye Happy Bells of Easter Day—Easter Carol, Traditional, Mixed Voices, orch. accomp.
The Carol Singers

PATHE FRERES PHONOGRAPH CO.

No. Size.
30378 I Love a Piano, from "Stop, Look and Listen" (Irving Berlin), Orch. accomp.....
M. J. O'Connell, Tenor; Frank Banta, Piano 11½
Out of a City of Six Million People, Why Did You Pick on Me? (Chas. McCarron and Nat Vincent). Soprano solo, orch. accomp.....
Ada Jones 11½
30364 You'll Always Be the Same Sweet Girl (Von Tilzer). Tenor solo, orch. accomp.....
Henry Burr 11½
Rohin Adair (R. Burns). Duet, orch. accomp.
Camphell and Burr 11½
30294 Alagazam (To the Music of the Band) (A. B. Sterling and H. Von Tilzer). Orch. accomp.
Arthur Collins, Baritone; Van Eps, Banjo 11½
Below the Mason Dixon Line (Dave Reed). Orch. accomp. .....
Arthur Collins, Baritone; Van Eps Banjo 11½
30395 Cedro—Comic Italian Dialect Song (Andrew Sterling and Harry Von Tilzer). Orch. accomp. .....Rhoda Bernard, Comedienne 11½
Nat'an (Nathan), Comic Hehrew Dialect Song (James Kendis). Orch. accomp.....
Rhoda Bernard, Comedienne 11½
30386 Two New Coons in Town (Darkey Comedy).
Billy Golden and Jim Marlowe 11½
By-By, Ma' Honey (Darkey Comedy).....
Billy Golden and Jim Marlowe 11½
30405 So Long Letty, from "So Long Letty" (Earl Carroll). Orch. accomp.....
Grace Nash, Soprano; M. J. O'Connell, Tenor 11½
Rackety Coo, from "Katinka" (Otto Hauerhach and Rudolf Friml). Soprano solo, orch. accomp. .....Marie Kaiser 11½
30409 The Ladder of Roses, from "Hip Hip Hooray" (R. H. Burnside and R. Huhhell). Orch. accomp. .....
Grace Nash, Soprano; Henry Burr, Tenor 11½
Pretty Edelweiss, from "Alone at Last" (M. Woodward and Franz Lehar). Soprano solo, orch. accomp.....Marie Kaiser 11½
30411 There's a Broken Heart for Every Light on Broadway (H. Johnson and Fred Fischer). Tenor solo, orch. accomp..Alfred Alexander 11½
Molly Dear, It's You I'm After (Henry E. Peter). Tenor solor, orch. accomp.....
M. J. O'Connell 11½
30412 Good-Bye, Good Luck, God Bless You (J. K. Brennan and E. R. Ball). Tenor solo, orch. accomp. .....James Reed 11½
What a Wonderful Mother You'd Be (Joe Goodwin and A. Piantadosi). Tenor solo. orch. accomp.....James Reed 11½
30413 My Old Kentucky Home (Stephen C. Foster). Soprano solo, orch accomp.Lillian Heyward 11½
Auf Wiedersehn, from "The Blue Paradise" (Sigmund Romherg). Orch. accomp.....
Grace Nash Soprano; Henry Burr, Tenor 11½
30414 I Hear You Calling Me (H. Harford and Chas. Marshall). Tenor solo, orch. accomp.
Harry McClaskey 11½
She's the Daughter of Mother Machree (J. T. Nenarb and Ernest Ball). Baritone solo, orch. accomp.....Andrea Sarto 11½
40033 America (My Country 'Tis of Thee) (Sam. F. Smith). Orch. accomp....Peerless Quartet 11½
Massa's in De Cold, Cold Ground (Stephen C. Foster). Orch. accomp....Peerless Quartet 11½
30374 A Little Love, a Little Kiss (Sileau) (Waltz)
Imperial Symphony Orchestra 11½
Kangaroo Hop (Melville Morris) (Fox Trot).
Van Eps-Banta Dance Orchestra 11½
30389 Valcartier (E. J. Pearsall) (March).....
Pathé Concert Orchestra 11½
On the Road to Zag a Zig (Finck).....
Imperial Symphony Orchestra 11½
30406 Syhil Waltz, from "Syhil" (Victor Jacobi)..
Pathé Dance Orchestra 11½
The Land of Roses (Herman Finck) (Waltz).
Imperial Symphony Orchestra 11½

(Continued on page 82.)

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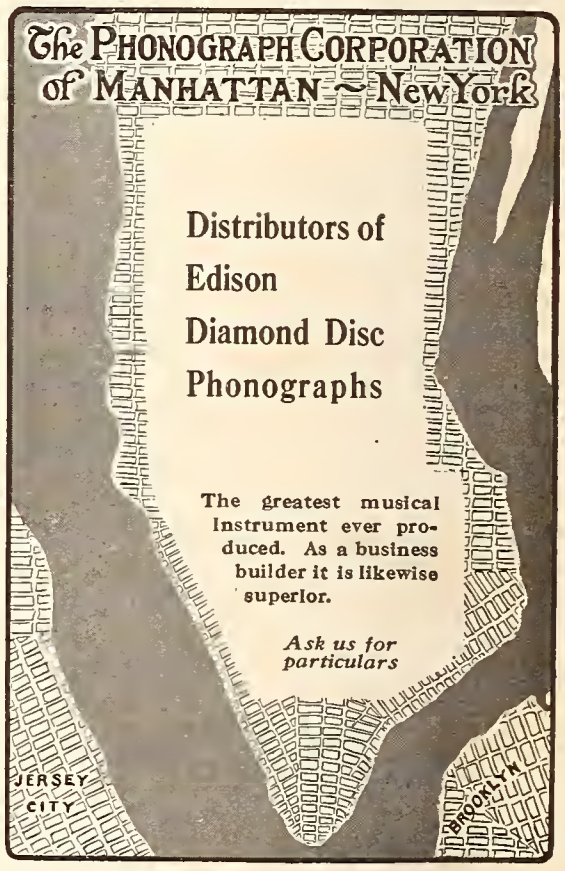

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RECORD BULLETINS FOR MAY

(*Continued from page* 81.)

30407	Home Sweet Home and Annie Laurie (Henry C. Bishop and Lady Scott)	
	Louise and Ferera Hawaiian Troupe	11½
	M-O-T-H-E-R, "The Word That Means the World to Me" (H. Johnson and Ted Morse)	
	Louise and Ferera Hawaiian Troupe	11½
30410	Ragging the Scale (E. Claypoole) (Fox Trot)	
	Pathé Dance Orchestra	11½
	Sir Roger de Coverley, Old Country Dance (Arr. S. V. Balfour)	
	Imperial Symphony Orchestra	11½
30397	Estelle Waltz (William H. Penn) (Concert Waltz) ..... Pathé Concert Orchestra	11½
	Hip Hip Hooray Selections: Including "The Wedding of Jack and Jill," "Charlotte Waltz," "The Ladder of Roses" (Raymond Hubbell) ..... Pathé Concert Orchestra	11½
30415	A Perfect Day (Carrie Jacobs Bond) (Waltz)	
	Pathé Dance Orchestra	11½
	Underneath the Stars (Herbert Spencer) (Fox Trot) ..... Pathé Dance Orchestra	11½
30404	Gunga Din (Kipling)	
	Harry E. Humphrey, Elocutionist	11½
	An Old Sweetheart of Mine (James Whitcomb Riley)	
	Harry E. Humphrey, Elocutionist	11½
30326	The Story of Little Red Riding Hood, Part I. As told by Aunt Polly	11½
	The Story of Little Red Riding Hood, Part II. As told by Aunt Polly	11½

TO HANDLE VICTOR LINE ONLY

Schmelzer Arms Co. Sells Its Edison Line and Will Devote Its Entire Attention to the Victor, Acting as Retailer and Jobber

KANSAS CITY, Mo., April 3.—The Schmelzer Arms Co. has sold its Edison cylinder machine and record business to the Edison Shop of Kansas City, including the stock and good-will. The Schmelzer Co. will prosecute, even more actively than in the past, its business as jobber of Victor goods; it was one of the first of the big distributers of these goods, and has built a tremendous business. It started with the Victor some fifteen years ago. The Edison line was added about eleven years ago and the company did extremely well. In the present situation, however, with the Edison Shop available to handle the cylinder machines and records in connection with its disc business, the Schmelzer Co. was inclined to relinquish the line and devote its entire attention to the Victrolas. The company has a large retail business also. The change will provide more room in the retail and the jobbing departments of the company for the Victor machines and records. A. A. Trostler, manager of the talking machine department, has had charge thereof since its establishment. The February Victor business of the company was the largest February volume the firm ever enjoyed.

RUSHING WORK ON VICTOR BUILDING

CAMDEN, N. J., April 10.—Contractors are working every day, including Sundays, on the construction of the new building for the Victor Talking Machine Co. at Point and Pearl streets. Concrete columns are now being rushed to completion, and the structure has already reached the fourth floor.

The Cable-Shelby-Burton Piano Co., of Birmingham, Ala., has secured the Victor agency.

THE INSTRUMENT OF QUALITY

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Announcing the Waiting List

ORDERS pouring in from all parts of the country are taxing our capacity for production to the uttermost.

SO wonderful has been the public's appreciation of the merits of Sonora, tha the sales have gone far beyond the amounts anticipated by the Sonora Corporation, and even with a manufacturing capacity very many times greater than that of last year, the supply is being forced to the utmost to keep pace with the tremendous demand.

WE suggest, however, that if you are interested, and are in a position to do justice to the selling of an instrument with the wonderful reputation which Sonora has—we suggest that you write us, and we shall be pleased to go into the matter with you.

WE might mention here that a Sonora agency is valuable. We must have the very ablest of representatives, and we carefully choose the best one from about every ten who apply.

IF we can reach an understanding which is mutually satisfactory, we shall be pleased to put your name on the waiting list, and as soon as our increased production makes it possible, we shall make shipments.

THE necessity for issuing an announcement such as this speaks eloquently of the popularity and excellence of the Sonora.

THE GRAND

Nine unrivalled models

$35 $50 $75 $100 $135 $150 $225 $300 $1000

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New Haven—Pardee-Ellenberger Co.

GEORGIA
Atlanta—Phonographs, Inc.

ILLINOIS
Chicago—The Phonograph Co.

INDIANA
Indianapolis—Kipp Phonograph Co.

IOWA
Des Moines—Harger & Blish.
Sioux City—Harger & Blish.

LOUISIANA
New Orleans—Diamond Music Co., Inc.

MAINE
Bangor—Chandler & Co.

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New York—The Phonograph Corp. of Manhattan,
Syracuse—Frank E. Bolway & Son.

OHIO
Cincinnati—The Phonograph Co.
Cleveland—The Phonograph Co.

OREGON
Portland—Pacific Phonograph Co.

PENNSYLVANIA
Philadelphia—Girard Phonograph Co.
Pittsburgh—Buehn Phonograph Co.
Williamsport—W. A. Myers.

TEXAS
Dallas — Texas-Oklahoma Phonograph Co.
El Paso—El Paso Phonograph Co., Inc.

UTAH
Ogden—Proudfit Sporting Goods Co.

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.

MICHIGAN
Detroit—Phonograph Co. of Detroit.

MINNESOTA
Minneapolis—Laurence H. Lucker.

MISSOURI
Kansas City—The Phonograph Co. of Kansas City.
St. Louis—Silverstone Music Co.

MONTANA
Helena—Montana Phonograph Co.

NEBRASKA
Omaha—Shultz Bros.

VIRGINIA
Richmond—C. B. Haynes & Co.

WASHINGTON
Seattle—Pacific Phonograph Co., N.W.
Spokane—Pacific Phonograph Co.

WISCONSIN
Milwaukee—The Phonograph Co. of Milwaukee.

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St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Calgary—R. S. Williams & Sons Co., Ltd.

VOL. XII. No. 5.

SINGLE COPIES, 20 CENTS
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The TALKING MACHINE WORLD

For the makers & sellers of talking machines

Published Each Month by Estate of Edward Lyman Bill at 373 Fourth Ave., New York, May 15, 1916

Victrola XVI, $200
Mahogany or oak

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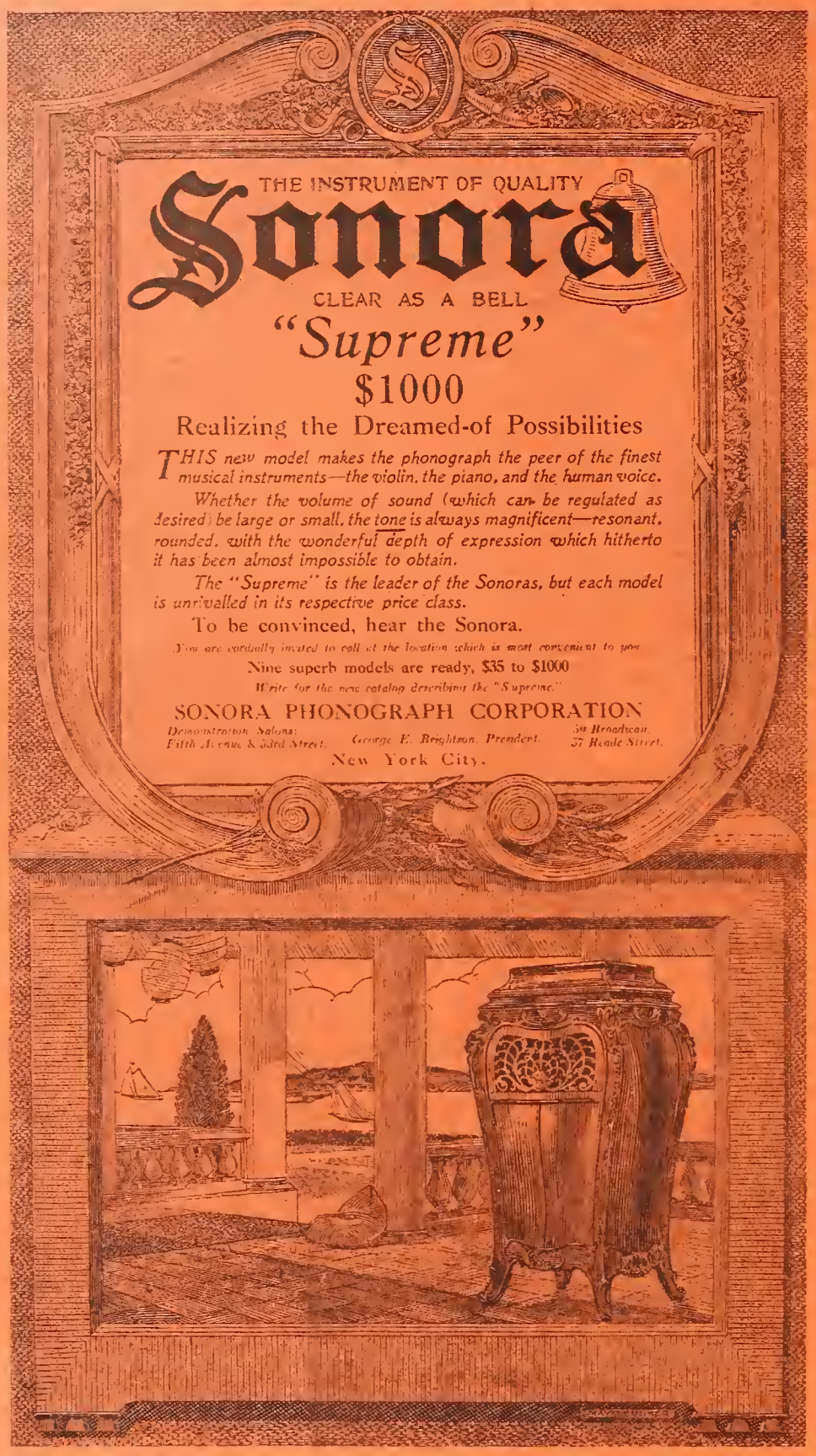

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The Talking Machine World

Vol. 12. No. 5 New York, May 15, 1916 Price Twenty Cents

'TWILL BE A GREAT CONVENTION

Elaborate Plans of Arrangement Committee of National Association of Talking Machine Jobbers for Atlantic City Meeting Now Rapidly Approaching Completion—Educational Features of Unusual Interest to Trade and Large Attendance is Promised

With the annual convention of the National Association of Talking Machine Jobbers less than two months away the Committee on Arrangements is hard at work putting the final touches on a program that even at this early date promises to surpass anything previously enjoyed by the association at its annual meetings.

The Victor Talking Machine Co. is actively interested in the prominent educational features of the convention and has arranged to send the heads of the important departments of the factory to Atlantic City to address and confer with the jobbers. The expert information that will be thus offered to the members of the association will prove invaluable to the future conduct of their respective businesses.

As announced before the dates selected for the convention are July 10, 11 and 12, and the headquarters will be at the beautiful New Hotel Traymore, this being the first time the Atlantic City meeting has been held at that hotel. The present prospects indicate that there will be a record attendance of jobbers and particularly of the principals of the different prominent concerns who have been attracted by the program outlined.

Those who have attended previous conventions of the talking machine jobbers will not have to be advised that the program of entertainment is on par with that provided for the meeting. There will, of course, be the usual elaborate banquet and arrangements have been made to devote many daylight and evening hours to enjoyment of the many attractions offered by Atlantic City, where, as the worthy J. F. Bowers remarked: "Midnight is simply the shank of the evening."

PHONOGRAPH FOR STAGE MANAGER

Machine With Appropriate Records Used to Prompt Chorus Girls at the New York Hippodrome—Saves the Manager's Voice

R. H. Burnside, the general stage manager of the Hippodrome, has hit upon a device whereby his voice is always present on the stage of the big playhouse as a reminder to the girls of the chorus that the management expects them to do their best at all times. He uses a phonograph for this purpose which he has had placed in the prompt entrance facing the back wall so that the sound can be heard on all parts of the vast stage without re-sounding into the audience. Formerly his first assistant stage director, stationed in the entrance, used a code of signals to attract the attention of girls out of step, out of line or out of tune. Now the gentle voice of the skilful director will act as a reminder if any of the army of three hundred pretty girls allows her mind to roam away from the footlights.

It appears that Mr. Burnside has had three records made to suit nearly any contingency that might arise. Parts of the "canned counsel" say "Remember the eyes of five thousand are on you. Smile!" and "Work with the same precision you did the opening night" and "The success of this ballet depends upon you; you're as valuable to us as any principal."

The Diamond Talking Machine Corp., of Rochester, N. Y., was granted a certificate of incorporation by the Secretary of State at Albany, N. Y., recently. The capitalization of the new concern is $10,000, the incorporators being I. Berger and S. and E. Edelstein.

THE QUESTION OF RECORD SERVICE

A Study of the Record Titles, the Work of Various Singers and Other Details Enables Dealer to Better Meet Demands of Customer

"Our system here is to play over every new title that comes in," said a Montreal dealer recently, in discussing some business ideas. "Not only do we try to get a definite idea of the music itself, but of the sentiment of the selection, the record of the artist and a knowledge of the composer. We also endeavor to fix in our minds the names of similar selections or recordings by the same artist.

"We always keep a memorandum of the record numbers that a customer selects and our experience is that the mere act of tabulating the number on a card index fixes in the memory the particular tastes of the customer. Any one can realize the advantage it is to know the musical temperament or preferences of a customer.

"Many customers request us to help them make selections. This requires an intimate knowledge of the record stock as well as of customers, and we know of regular customers that have been developed from mere chance callers by reason of our conscientiously helping them to make a wise choice.

"We do not believe it is good policy to endeavor to sell a customer more records than he or she request. That is to say, as a general policy, but there are the usual exceptions. One who studies his customers soon learns to know the man that will resent your trying to sell him more than he wants and one also soon learns to know the man who will resent your not trying to sell him more than he asks for.

"In a broad way, the dealer who wishes to build up a successful record trade must be prepared to give his customers more than records for their money. He must give them service that can only be given by a thorough knowledge of the goods and of the customers."

ANOTHER COLUMBIA FACTORY

Purchase Large Plant in Bridgeport, Conn., Which Will be Devoted to Record Making

The American Graphophone Co. (Columbia Graphophone Co.), announced last week the consummation of arrangements whereby the company purchased the large factory building at Bridgeport, Conn., which was formerly owned by the Birdsey-Somers Co. This factory is a four-story building which has several acres of land surrounding it, all of which are included in the transfer to the American Graphophone Co. The land involved in this important deal has a frontage of 550 feet on Grant avenue, 323 feet on Summerfield avenue, 621 feet on Barnum avenue and 625 feet on the western side. The factory building is ideally located and equipped and will furnish an invaluable link in the steadily increasing group of Columbia factory buildings.

According to present plans, the Columbia Co. will take formal possession of the new plant about June 1, and it is likely that 3,000 expert workmen will be employed in the factory. This building will be devoted exclusively to record production and the manufacturing facilities at hand will enable the company to materially increase its record production and thus be better able to meet the increasing demands.

WHY THE SALESMAN SHOULD BE PROUD OF HIS WORK

The Selling of Talking Machines Should Be a Profession and the Salesman Who So Regards It Is Climbing Upward on the Ladder of Success

No talking machine salesman can hope to achieve fullest possible success unless he is imbued with a proper sense of pride in his calling. Too many salesmen regard their work merely as a means of making a living. There is no reason why the selling of talking machines should not be regarded as distinctly a profession as is the calling of the doctor or the lawyer. While a collegiate education is not an absolute requisite for a successful salesman, and though the calling carries with it no degree or title, still the real salesman has as much knowledge of his line, gained only by constant study, as has the legal practitioner.

There is a very marked analogy between the salesman and the lawyer. The salesman must plead the case for his particular line, he must convince the jury of his customers that his goods are superior to the ones carried by his competitors.

Both the salesman and the lawyer must depend entirely upon their mental powers to do their work.

Any one can sell newspapers, and it requires but little mental ability to measure off a few yards of calico, or wrap up a couple of collars, but everyone cannot sell talking machines and records correctly.

The *real* salesman believes, and justly so, that he is engaged in a special line of work, that he follows a distinct, dignified, and useful calling, and he takes both pride and pleasure in his work because of that belief.

The man who is proud because he follows and is capable of following a certain line of endeavor, and who takes pride in his work, and in doing it to the best of his ability, will automatically become more successful than the man who feels that he merely happens to be doing certain work because he had no opportunity to engage in other activities, and who believes that so long as he manages to keep his name on the payroll he is accomplishing all that he desires.

The salesman who is proud of his work necessarily has a certain amount of belief in his ability. Pride, rather than the mere lure of a commission, will often force a salesman to tackle an apparently hopeless prospect, and eventually consummate a sale. The salesman who is proud of his work welcomes an opportunity to go after a prospect that some other salesman has given up as being impossible to sell, and every time a sale is made to this kind of a customer the pride of the salesman naturally increases.

Pride is one of the most valuable assets a talking machine salesman can have, for it will make him do things as a matter of course that otherwise would appear to be unnecessary, or even hard to do. Pride will make a salesman keep informed as to the latest developments in his line, so that his customers will find him able to answer all of their inquiries, and answer them authoritatively and truthfully. Pride will keep the salesman on the alert to discover hitherto overlooked prospects and to devise new and original methods of interesting and selling customers.

Pride in his work, and in his line of instruments, will give the salesman an amount of natural enthusiasm which he can impart, in some degree at least, to his customer, thereby adding greatly to the possibility of closing the sale.

The work of the salesman brings him in contact with a class of people who must have sufficient intelligence and breeding to value and appreciate the charms of music. The salesman who feels the proper pride in the dignity and usefulness of his calling will be able to instil similar ideas in the minds of his customers, who will consequently meet and regard him as being on a level of equality with themselves, instead of merely thinking of him as a clerk whose business it was to quote terms and write out order slips.

True pride, justifiable pride, has enabled many a man to overcome obstacles which would otherwise have proved insurmountable. The talking machine salesman who is proud of his work is possessed of a most valuable factor in the accomplishment of lasting success.

ACTIVE CAMPAIGN FOR BUSINESS IN OHIO TERRITORY

Jobbers Representing the Leading Companies Developing Business with Success—Edison Dealers Gather in Cincinnati—2,000 Persons Attend Tone Test Recital—Unprecedented Columbia Demand—Vocalion Trade Shows Increase—Victor Dealers Most Optimistic

CINCINNATI, O., May 3.—A noted gathering of Edison dealers in the Cincinnati territory of the Phonograph Co. took place Monday and Tuesday of this week, the two days' gathering being a succession of events of real interest to merchants dealing in talking machines.

The tone test recital at Emery Auditorium was a remarkable event. There were more than 2,000 persons in the hall to hear Mme. Marie Rappold, assisted by Arthur Walsh, violinist. Quite a number were accommodated on the stage. Those who went with a critical ear came away expressing satisfaction that the voice heard from the tone chamber was the same as the singer who stood before the audience. The program for the evening's entertainment follows:

a. Piangea Cantando, Otello.....*Verdi*
b. Vissi d'Arte, Vissi d'Amore, Tosca.....*Puccini*
Madame Rappold, with Laboratory Re-creations of her voice.

Ave Maria.....*Schbert-Wilhelmj*
Mr. Walsh, with the Laboratory Re-Creations of a Violin Solo, by Mr. Carl Flesch.

The Two Larks.....*Leschetizky*
Laboratory Re-Creation of a Piano Solo, by Mr. Andre Benoist.

a. O Patria Mia, Aida.....*Verdi*
b. Ritorna vincitor, Aida.....*Verdi*
Madame Rappold, with Laboratory Re-Creations of her voice.

Paraphrase on Die Loreley.....*Nesvadba*
Laboratory Re-Creation of performance, by Concert Orchestra.

Dich Theure Halle, Tannhauser.....*Wagner*
Madame Rappold, with Laboratory Re-Creations of her voice.

Meditation, Thais.....*Massenet*
Mr. Walsh, with the Laboratory Re-Creations of a Violin Solo, by Mr. Albert Spalding

A Bedouin Love Song.....*Pinsuti*
Laboratory Re-Creation of a Baritone Solo, by Mr. Arthur Middleton.

Ave Maria.....*Bach-Gounod*
Whispering Hope.....*Hawthorne*
Madame Rappold, with Laboratory Re-Creations of her voice. Obligato by Mr. Walsh.

Immediately after the concert A. O. Peterson, manager of the local branch, marshalled his guests and escorted them to the Sinton Hotel, where a banquet was served; Mme. Rappold and her daughter being the guests of honor. Wm. Maxwell, second vice-president of Thomas A. Edison, Inc., was toastmaster and the health of Mme. Rappold, as well as Mr. Edison, who was hailed as the "Greatest American," was drunk. Verdi E. Fuller had general supervision of the earlier part of the evening's entertainment.

Those to participate in the banquet as well as Tuesday's meeting included the leaders in the social and musical life of this city, as well as many persons of prominence from adjacent towns.

Tuesday's convention brought forth the greatest amount of interest. The dealers came to be instructed and they sat as pupils. Some orators at asking questions were developed. The session was remarkable for the amount of close attention given the leaders by the merchants.

Most of the retailers claim April was not as brisk as anticipated. There was somewhat of a falling off in business all along the line. The merchants made the usual efforts to catch orders and therefore are unable to account for the lack of business during the month just closed.

R. J. Whelen local manager of the Columbia Graphophone Co. reports that he already has enough orders to exhaust the supply for the next two or three months and orders are constantly coming in. He further states: "All the large machines, for which the demand is increasing every day, are coming through promptly, and while there is still a shortage of the smaller machines, the factory has assured us that things will be normal by June 1. We have some twenty odd dealers in Cincinnati and all report good business, which is surely evidenced by the orders they are placing for immediate delivery.

"We have been holding our traveling men in for the past few months but they are now starting out again and report good business all along the line. Outlook for a remarkable year's business is more than favorable and the factory is preparing to handle the increased business which is anticipated."

W. C. Kobin, special Dictaphone representative, spent about two weeks in Cincinnati at the local headquarters at the Columbia Graphophone Co. on West Fourth street, and with the assistance of the local men closed up the month with a boom.

Several of the Columbia artists were soloists at the May festival and considerable interest was manifested in their records on sale at all Columbia dealers. The local Columbia store reports a splendid sale of these records.

Hy. Byars, manager of the Vocalion department of the Aeolian Co., reports a nice increase in April business over the same month of last year. There is a considerable increase in the demand for higher-priced instruments. Indications point to a big May throughout the talking machine trade. Mr. Byars observes that in view of the number of new talking machines coming on the market, it is going to be simply a case of the survival of the fittest. Needless to say Mr. Byars contends that the Vocalion is not going to suffer in the test.

Manager Joseph Dittrich, of the talking machine department of the Rudolph Wurlitzer Co., enthusiastic as ever over the Victor, this morning made the following comment on the trade situation:

"We know of no better way to illustrate the splendid conditions existing in the talking machine business to-day, than to quote the words of a dealer who has just left this office. This dealer was left practically penniless by the great flood of two years ago, and has since overcome all the great obstacles that stood between him and success. In speaking about his requirements in the way of Victrola stock, he said: 'I would no more hesitate in placing an order for a full carload of Victrolas, or for two carloads, as far as that is concerned, than I would have hesitated two years ago in placing an order for six machines.'

"This Victor dealer is located in a town of 13,000 inhabitants and handles Victors exclusively. He has one very strong competitor in the Victor line, and competitors who handle grade machines of various makes. His remarks therefore can be accepted as representing the sentiments of the average dealer under average conditions and further comment is entirely unnecessary.

"The success of the average Victor dealer should be traced not only to the splendid products of the Victor factory and its marvelous and consistent policy, but also to the earnest cooperation that the jobber really extends, and to that splendid medium of information, The Talking Machine World, which is carefully read and treasured by every live up-to-date dealer."

The Knabe Crystola, so far as the territory about the immediate Middle West is concerned, will, hereafter, be handled from the Carew office building, by Manager W. O. Black, as distributor, aided by E. R. Mitchell, formerly retail manager of the Wurlitzer branch at Springfield, O. A complete line of Knabe-Crystolas are handled at the new central office, which overlooks Fountain Square.

WEDDING BELLS IN ASTORIA

Albert I. Ross, talking machine and piano dealer of 212 Main street, Astoria, L. I., N. Y., has announced the recent marriage of his daughter, Miss Ethel E., to Reuben W. Perkal, a prominent builder of Bay Shore, L. I. Mrs. Perkal was long associated with her father in his business as head of the sales staff and was recognized as a competent business woman.

EASTERN VICTOR SERVICE

IS WHAT SUCCESSFUL NEW ENGLAND VICTOR DEALERS USE

IT HELPS THEM TO BE SUCCESSFUL

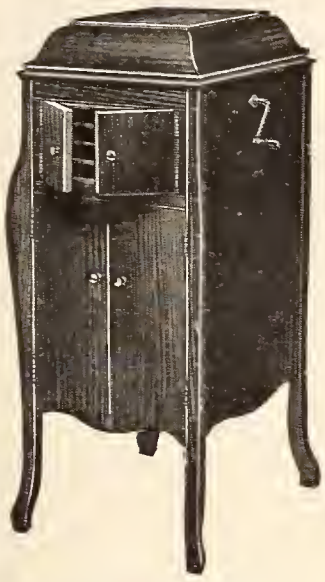
It helps them to attract and hold customers by placing them in a position to give prompt service to their trade, to supply the machine or record wanted, when it is wanted, to make profits.

IT COSTS NO MORE THAN ORDINARY SERVICE

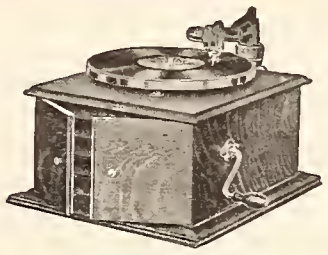
The Eastern Talking Machine Co.

177 TREMONT STREET, BOSTON, MASS.

Largest Exclusive Victor Distributors in the East

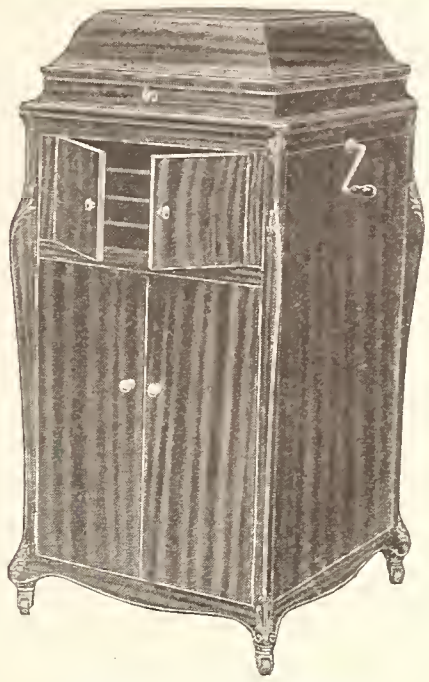


Victrola X, $75
Mahogany or oak



Victrola IV, $15
Oak

Victrola VIII, $40
Oak



Victrola XVI, $200
Victrola XVI, electric, $250
Mahogany or oak

Victor supremacy

The supremacy of the Victrola is as evident in the prosperity of Victor dealers as in the great musical accomplishments of the instrument itself.

Victrola supremacy means dealer success.

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

Important warning. Victor Records can be safely and satisfactorily played only with *Victor Needles or Tungs-tone Stylus* on Victors or Victrolas. Victor Records cannot be safely played on machines with jeweled or other reproducing points.

Victor Distributors

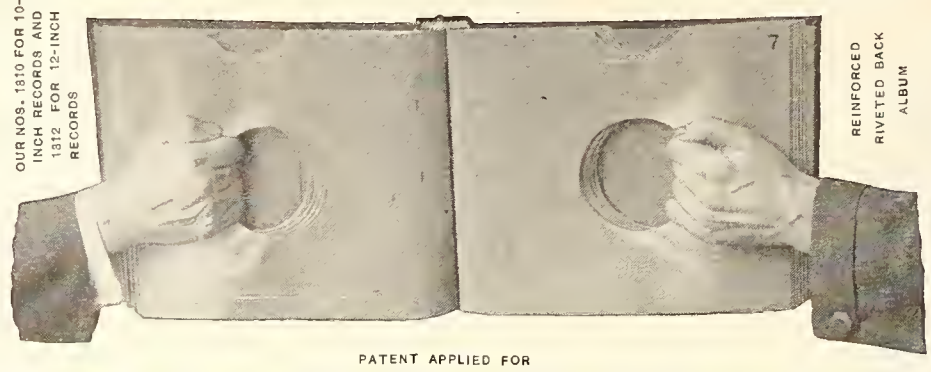
Albany, N. Y.	Gately-Haire Co., Inc.
Atlanta, Ga.	Elyea-Austell Co. Phillips & Crew Co.
Austin, Tex.	The Talking Machine Co., of Texas.
Baltimore, Md.	Cohen & Hughes, Inc. E. F. Droop & Sons Co. H. R. Eisenbrandt Sons, Inc.
Bangor, Me.	Andrews Music House Co.
Birmingham, Ala.	Talking Machine Co.
Boston,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

THE PULLING TEST—THE STRENGTH IS THERE

THE STRONGEST ALBUM MADE AT ANYWHERE NEAR ITS LOW PRICE

The Well-Known "National" Record Albums Are Always the Leaders

The only Safe and Convenient Way to Protect Disc Records



For Durability, Finish and Artistic Design Our Albums Have No Equal

They are made in the most substantial manner by skilled workmen

STRENGTH AT THE STRESS AND STRAIN POINT PRACTICALLY UNBREAKABLE FOR REGULAR USAGE

We manufacture disc Record Albums containing 12 pockets to fit the Victrola Cabinets Nos. X and XI. We also make Albums containing 17 pockets. With the indexes they are a complete system for filing all disc Records.

THESE ALBUMS ARE THE BEST FOR VICTOR, COLUMBIA AND ALL OTHER DISC RECORDS

CORRESPONDENCE SOLICITED
WRITE FOR PRICES

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

TO ENLARGE EXPORT TRADE

Columbia Graphophone Co. One of Many New England Firms Seeking South American Trade—Barrett Makes Address

BRIDGEPORT, CONN., May 8.—Manufacturers here are preparing to enter the South American export field on a large scale. John Barrett, director-general of the Pan-American Union, and one of the greatest authorities in the United States on South American conditions, made a notable address a few nights ago before the Chamber of Commerce on the opportunities in South America which await New England industries. The Columbia Graphophone Co. is already doing an extensive export business in South America, and is but one of the many large concerns in this section of the country that are seeking to establish better trade conditions throughout the South American continent.

MUSIC SHOP REPAIRS COMPLETED

KOKOMO, IND., May 8.—The Music Shop, which has recently been thoroughly altered and repaired, is now one of the most up-to-date talking machine stores in northern Indiana. In addition to enlarging the orginal store by the addition of extra space, two new soundproof booths have been installed and a large and complete stock of records have been put in.

W. F. Nash, of La Grange, Ind., has secured the Columbia Grafonola agency for Nobel County, and will establish a branch store at Kendallsville, Ind., for the sale of the machines and records.

NYACCO

Metal Back Albums Are Supreme

This Trade-Mark Stands for

QUALITY
STRENGTH
DURABILITY

Fully Guaranteed. Send for Sample

NEW YORK ALBUM & CARD COMPANY

23 LISPENARD STREET, NEW YORK

DEALERS' ADVERTISING BUREAU

Established by the Stewart Talking Machine Co., of Indianapolis—Pictures of Interest to Dealers Under Head of Service—Should Stimulate Trade Interest During the Summer

INDIANAPOLIS, IND., May 5.—A dealers' advertising bureau has been established by the Stewart Talking Machine Co., Victor jobbers of this city. As a spur to summer business this bureau offers Victor dealers an art fan elaborately printed in five colors, bearing the dealer's imprint and advertising on the back, a whistle cut in the design of a Victrola XVIII., on which bird imitations can be played and which opens up to display the dealer's name, and an interesting story booklet showing the delights of a summer camp in the possession of a Victrola.

These three different pieces of advertising are designed to appeal to young and old and all classes of people equally strong. The fan is for broadcast distribution at county fairs, carnivals, or any sort of public gathering, appealing generally to all classes of people during hot weather. The whistle appeals especially to children, although it is a novelty which affords almost an equal amount of pleasure to grown folks. The story booklet finds its strongest interest among those people who can afford to spend vacations on the river, or in the mountains, or at a lake, although it has a certain attraction for people indulging in the more moderate luxury of a picnic or a day's outing.

These three items are offered at reasonable cost to Victor dealers all over the country, and the attractive feature is that the Stewart Co.'s advertising service for the whole summer goes with each purchase of any of these articles. That advertising service includes the preparation of system letters shaped to each dealer's needs, newspaper advertising written for each specific case, and a vast amount of printed circulars for house to house distribution.

Large contracts have been issued for the preparation of this advertising material and the Stewart Co. is looking for enthusiastic returns.

Victor dealers for many years have been inclined to overlook the possibilities of the summer market for Victrolas, but with a trained and able advertising bureau directing summer sales efforts in the way the Stewart Co. has planned, bigger profits should be realized in all parts of the country.

NEW NICKEL-PLATING PLANT

The Phonograph Appliance Co. which recently leased a building on Staten Island, has equipped its factory with a complete nickel-plating plant, and the officials of the company state that orders for more than 500,000 pieces have already been received by this department. In addition to nickel-plating this company is producing a universal tone arm, which is meeting with popular favor, and is also making special parts to order.

PLANS FOR NEW CAMDEN LIBRARY

Building to Be Presented to the City of Camden by President Johnson, of the Victor Co., Is of Imposing Roman Ionic Design

CAMDEN, N. J., May 10.—Final plans have been perfected for the new Cooper Branch of the Camden Free Library, which will be erected and presented to the City of Camden by Eldridge R. Johnson, president of the Victor Talking Machine Co. The library will be located in the centre of Cooper Park and will be surrounded by rows of shade trees. The building, which will be 63 feet wide and 108 feet long, will be of Roman Ionic design, and will be enriched by an impressive seven-bay Ionic colonade, the columns of which will stand twenty-seven feet high and will be approached by a flight of steps stretching the full width of the colonade. The main floor will contain the 50,000 volumes which are to be housed in the library, and also the reading room and librarian's office. Flanking the main room will be the children's room and the reference room. The bookcases will run the whole length of these rooms and will be seven feet high. On the second floor will be two rooms for work or for small meetings, a librarians' rest room, and a large lecture room. The building will be of fireproof construction throughout and the most modern system of heating and ventilating will be installed.

PHONOGRAPH AIDS WITH FILM

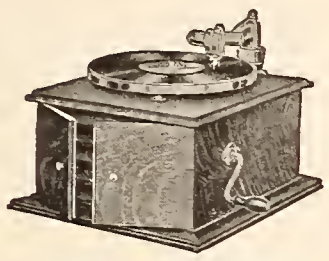
Edison Machine, Placed Back of Stage, Lends Realism to Presentation of "The Stolen Voice" at Theatre in Buffalo—Creates Much Interest

BUFFALO, N. Y., May 5.—A large size Edison record machine was used to novel and splendid advantage at one of the city's most fashionable theatres here on Friday and Saturday evenings. Manager Hyman, of the new theater, Victoria, in an effort to make more realistic a photo-production introduced an Edison machine at the juncture, where Robert Warwick, a famed screen star, is shown singing before a large audience in "The Stolen Voice." The house was darkened and from the back of the stage came the strains of an aria from "Pagliacci."

"I didn't know that Robert Warwick was such a good singer," a theatrical man commented in congratulating the manager upon the novel effect produced. The $250 Edison machine was obtained from the store of Schuler Bros., in Main street, and John Shuler was in the audience when the 2,500 listeners applauded the number.

OPENS BRANCH IN TACOMA

SEATTLE, WASH., May 2.—Hopper & Kelly, who handle the Victor, Edison and Columbia lines at Third avenue and University street, this city, have opened an elaborate new branch store at 945 Broadway, Tacoma.



Victrola IV, $15
Oak

Victrola VI, $25
Oak

Victrola VIII, $40
Oak

Victrola IX, $50
Mahogany or oak

Victor supremacy is lasting

It is built on the solid foundation of great things actually accomplished.

And the success of every Victor dealer increases with every new development of this wonderful instrument.

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

Berliner Gramophone Co., Montreal, Canadian Distributors

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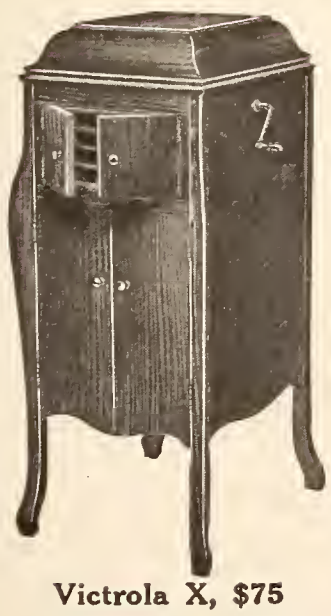
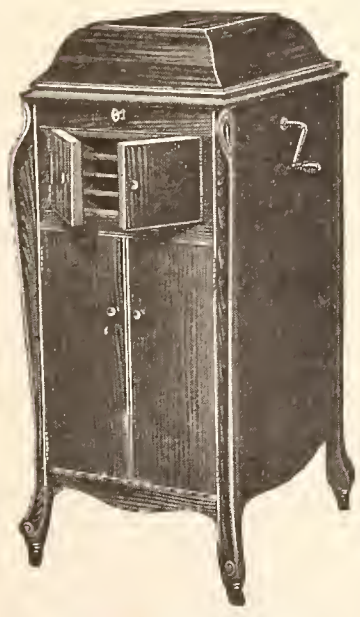
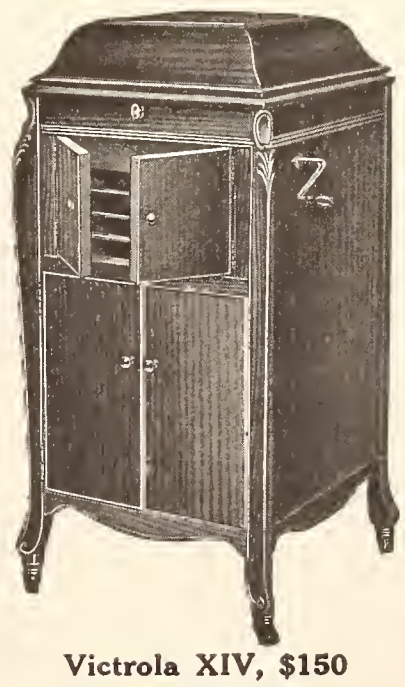


Victrola X, $75
Mahogany or oak



Victrola XI, $100
Mahogany or oak



Victrola XIV, $150
Mahogany or oak

Victrola XVI, $200
Victrola XVI, electric, $250
Mahogany or oak

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

PUBLISHED BY THE ESTATE OF EDWARD LYMAN BILL
(C. L. Bill, Executrix.)

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NEW YORK, MAY 15, 1916

TALKING machine dealers everywhere should become keenly alive to the necessity of impressing on their representatives in Congress, and in the Senate, that they are strongly in favor of price maintenance—in fact, that the upholding of this principle of uniform pricing, which is recognized as an incentive to the promotion of business efficiency among merchants, is of vital interest to the public.

It must be kept in mind that the opponents to price maintenance are exceedingly active in organizing and carrying on a stupendous campaign against the enactment of legislation of this nature. It is significant, however, that E. L. Howe, the executive secretary of the National Retail Dry Goods' Association, which has been opposing price maintenance legislation, stated, after visiting Washington last week, that he had received definite information from an entirely trustworthy source, to the effect that the price maintenance bills now before Congress were likely to receive early consideration. He gave it as his view that unless the opponents of price maintenance took a stronger stand than they had yet done, one of the bills would probably become a law.

Whether these views were set forth by Mr. Howe for the purpose of stimulating the opponents of the measure to immediate and definite action matters little. The point is that talking machine men, as well as their friends, should become alive to the necessity of immediate action. They should utilize all forms of public opinion to emphasize that price maintenance is the very foundation of commercial health in the talking machine industry.

Every man who believes in price maintenance should realize that he must do something to counteract the systematic work of the opponents of the proposed law, which is country-wide in its influence.

There is no question to-day confronting the talking machine trade that is of greater importance than that of price maintenance. Without this policy in vogue talking machine men would find not only a depreciation in their present stock values, but a complete demoralization of their business. The cut-raters, if they had their way, would seriously weaken the protection which is vouchsafed the talking machine trade through the policy of price maintenance. Price cutting would undermine the confidence of the public in the talking machine, because purchasers could not receive that protection which is possible to-day through the sale of standardized articles at a uniform price which insures a quality standard.

Price maintenance means protection for the manufacturer, jobber and dealer. It means price stability and quality, while price cutting would mean the destruction of conditions which would inevitably lead to chaos in the trade.

Too many talking machine men are inclined to inaction in this matter; they believe in the "let-John-do-it" idea, forgetting that their interests are vitally involved, and each individual should see to it that he gets in touch with his Congressman, not merely by letter, but personally, if he can.

He should, as a protection to himself and to the public, take every possible means of bringing his views to the attention of our National legislators and not "pass the buck" along. Action is needed right now, and every reader of The World, no matter where he is located, whether in the small village or in the big city, should act at once.

No subject has come up for consideration in years which has such a deep bearing upon the future of the industry as has this question of price maintenance.

Now is the time for every man to stand up and be counted.

IN these days of heavy record demands the average talking machine dealer is at times quite puzzled as to just how much attention he should give to each record customer, both in fairness to his customer and to his own business. It is to be regretted that the "shopper" has for a long time been quite evident in the talking machine field. There are also many men and women, particularly the latter, who believe that the purchase of a 75 cent record or the promise to purchase one at a later date, entitles them to the use of the talking machine dealer's demonstration room, his machines and records and the time of his clerk, for an indefinite period.

Demonstration rooms cost money. They represent an investment in fixtures, furnishings and rent that will pay a profit, moreover, the occupancy of a demonstration room by a shopper frequently means the turning away of another prospective customer who has not time to wait until the room is vacated.

Just how to act is a puzzle for the average dealer.

The customer who stays an hour and buys one cheap record may not have been impressed by the others tested, and appreciative of the courtesy shown, may come back again and place a substantial order. If the customer is treated with a lack of consideration and practically forced to vacate after what may be considered a reasonable time, many prospective sales may be lost.

Much of the uncertainty may be removed through the dealer studying the tastes of his customers. If he prefers vocal selections it might be a waste of time to try and sell him a number of instrumental records, or vice versa. If his previous purchases are entered in a suitable index the clerk is able to put before him the records that will most appeal to him and thereby develop a minimum demonstration into a maximum sale. The clerk for his part should make a definite attempt to find out just what the customer wants instead of picking records at random. A description of a record will frequently serve to guide a customer as to whether he does or does not want it, and thus save the time necessary to play it. It has been found that a courteous questioning after each rejected record as to the why and wherefore of the objection will not only give the salesman a better line on what the customer wants, but also influence the latter to make a selection promptly and not turn the demonstration into a pleasant free entertainment.

When the dealer sees the prospective customer walk out without purchasing one record, and sees a dozen or more records lying about the demonstration room where they have been tried out, it is often hard to dig up enough courtesy to meet the situation.

THE success achieved by the great operatic stars, both in concert and in opera, must unquestionably be attributed to the tremendous educational value of the talking machine. Through the records these artists have become known the country over—they have, in other words, been advertised so fully and completely that it is no longer necessary to tell who they

are; the owners of talking machine know all about them. The records of their voices have acted as advance agents in conveying a knowledge of their capabilities and their repertoire.

The fact undoubtedly stands that the talking machine has made grand opera stars, and not, as some erroneously think, that grand opera stars have made the talking machine. It is only comparatively a few years ago that talking machine manufacturers succeeded in persuading an artist of international prominence to allow his or her voice to be reproduced. Money was not the consideration, but because the artist considered the proceeding undignified. Now lesser lights are clamoring for the privilege of making records in order that their names and abilities may be advertised to the world by means of the talking machine record. Whether or not the talking machine deserves all the credit of making the career of certain grand opera stars, it is quite certain that there are thousands of persons who have by means of the talking machine been educated to such an appreciation of the world's classical music as to take advantage of any opportunity of hearing them. Furthermore, the managers of famous musicians and entertainers are enabled to visit cities and towns at a profit, where a few years ago they would not have paid the bare running expenses of a single night's entertainment.

THE musical season now coming to a close has been a gold mine for many of the great European artists, whose names and records are well known to talking machine users. For instance, John McCormack, during the past season, has scored a most phenomenal success. In New York alone, the Irish tenor has sung eleven times in public which brought in the enormous amount of $65,000. Since last October he has given seventy concerts on the road, and, according to the manager, the gross receipts of these recitals will pass $300,000, while more than three hundred engagements for other concerts have been turned down.

As for talking machine records of McCormack songs, it is said that over a million and a quarter were sold in the year ending March 1. This item moved a friend to say that "his income from royalties equals and perhaps exceeds the combined salaries of the President of the United States, the Governors of New York, Pennsylvania and Illinois, and the Mayors of New York, Boston and Philadelphia." And yet McCormack remains "a normal human being," who does not believe there is any such thing as "artistic temperament."

IN a lengthy and excellent article on the importance of price maintenance written by Charles B. Klein, of the Klein & Heffelman Co., the piano and talking machine dealers of Canton, O., and which was run in a local paper, Mr. Klein gives the talking machine men a new view of the meaning of price maintenance for their own business by offering an illustration of the sales tactics that would prevail were price juggling countenanced in this industry. Mr. Klein makes the very valuable and impressive point that with fixed prices abolished the talking machine dealer would face an increased payroll for clerk hire of many hundred per cent., while at the same time he would face the question of smaller and uncertain profit. Mr. Klein's handling of the situation, which is to be found in another section of The World this month, is well worthy of study by every talking machine man.

THAT present laws may still be depended upon to offer a check to the price cutter is again proven in the case of a firm of wholesale grocers in Baltimore against the Welch Grape Juice Co. The latter concern refused to sell its product to the grocer, who brought suit under the Clayton Act and the Sherman Anti-Trust Law. At the first trial in the Federal Court, Baltimore, the jury disagreed, but at the second trial they found for the Welch Co. on every count. It is probable that the case will be appealed.

MODERN, live ideas in talking machine retailing are an absolute necessity to success to-day. The well managed sales department must have behind it a capably managed business department, where credits and collections are given intelligent consideration. A good collection system is the life blood of business. Too many overlook this fact.

It is a very pertinent question which a wideawake business man recently asked: "If manufacturers see the necessity of elaborate system to help dealers sell their product, why should they not go a little further and extend the system so that it will help these dealers collect somewhat better on accounts made in selling their goods?"

As this business man points out, the correspondence of the collection department of most houses is still very unscientific and puts that department continually at odds with the selling department. The latter department is conducted on principles of graciousness, of extending help in constructing a business, while the collection department has not advanced beyond the old nagging, scolding or cajoling method. To improve the system of collecting is the way out, says our business friend. Show the dealer how to make collections; how to write collection letters; how to talk to the party who owes a past due account and make him see how important it is to live up to his obligations.

Here is surely a great field for the student of better credit and collection work, which has been so often emphasized by The Credit Man's Bulletin, which is doing fine educational work in this special field. Prompt collections mean as much to a business as efficiency in sales. Why not, therefore, if we have elaborate systems to help the retailer in the later, extend the system to help the retailer in the former?

Take the "guesswork" out of your deliveries by using the

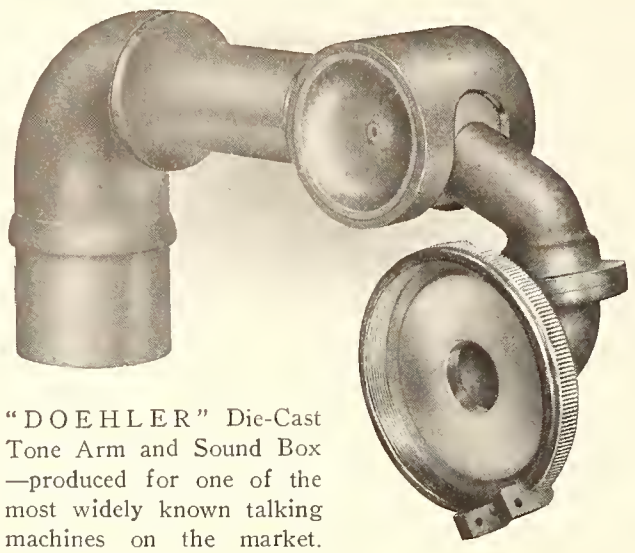
Pearsall Victor Service

of New York

DON'T "guess" any more about receiving your shipments of Victor records or supplies, for our entire equipment is at your disposal. Here is an organization that does nothing else but look out for the interests of Victor dealers; an organization that can't help but make good when you want goods. ¶ You can *sell* more records. Let us help you to do it.

THE SILAS E. PEARSALL CO.

18 West 46th St. (Near Fifth Ave.) New York, N.Y.



"DOEHLER" Die-Cast Tone Arm and Sound Box —produced for one of the most widely known talking machines on the market.

Doehler Die Castings

are particularly adapted to the economical production of TONE ARMS and SOUND BOXES for Talking Machines.

Cast from permanent steel mould, no machining operation is necessary—all parts delivered ready for plating or enameling and assembling.

DOEHLER DIE CASTINGS are used with entire satisfaction by some of the most widely known makers of Talking Machines because of the conviction that "DOEHLER" product is economical, and "DOEHLER" service is dependable.

Send blue print or sample part for estimate.

DOEHLER DIE-CASTING CO.
BROOKLYN. N.Y.
TOLEDO. OHIO.

Producers of Die Castings in Aluminum, Zinc, Tin, and Lead Alloys
Also manufacturers of Die-Cast Babbitt Bearings and Babbitt-Lined Bronze Bearings

INCREASED ACTIVITY EVIDENT ON PACIFIC COAST

After a Busy April, May Has Opened With Excellent Prospects for Larger Sales in Both Machines and Records—Tungs-Tone Needles Popular—Many Stores Enlarging Their Quarters—Many Visitors During the Past Few Weeks—News of the Month in Detail

SAN FRANCISCO, CAL., May 2.—The first part of April was not very brisk in the talking machine business on the Pacific Coast, but the latter half showed signs of greatly-increased activity. Even the week before Easter, which is a poor week in San Francisco ordinarily, the record sales were satisfactory. This was largely due to the new Easter records on the market and the prominent featuring of them by the progressive shops. The month closed with the brightest of prospects, both in the large cities and country districts. There is not quite as much complaint about shortage of stock either in machines or records. Grand opera records had a fair run during the month, which demand was probably stimulated by some high-class musical attractions here.

Cannot Get Enough Tungs-tone Needles

Charles Mauzy, manager of the Byron Mauzy Victor and Columbia departments, says his department is inconvenienced by being unable to obtain the required amount of Tungs-tone needles. Business in talking machines and records is fully normal for the season. The company had a very beautiful Easter window, displaying talking machines in a setting of Easter lilies and old rose plush draperies.

H. Moorey, assistant auditor of the Columbia Graphophone Co., has just paid a visit to San Francisco in the course of a trip over the Western territory. He reports Columbia business flourishing on the Coast.

James J. Black, manager of the talking machine department of the Wiley B. Allen Co., San Francisco, is expected back from his three weeks' trip to Portland in a few days. He went North to introduce certain changes and improvements in the talking machine department in the Portland store.

A Handsome Easter Display

One of the most strikingly beautiful Easter displays in the talking machine line here was that of the Wiley B. Allen Co. The show window was backed with a fan-shaped trellis entwined with vines and showing a profusion of wisteria blooms, orchids and other rare flowers. C. J. Kendrick, representing the Victor Talking Machine Co. on the Pacific Coast, is back in San Francisco, after a trip over his territory.

To Enlarge Department in San Jose

The Wiley B. Allen Co. is preparing to greatly enlarge its talking machine department in the San Jose store. The whole store is to be renovated and re-decorated, but the chief reason for the alterations is to give more prominent space to the very flourishing talking machine department which has long been handicapped by a lack of space. The company is soon to make changes for increasing the efficiency of their talking machine department in Portland also.

Andrew McCarthy, secretary of Sherman, Clay & Co., and head of the Victor talking machine wholesale activities on the Pacific Coast, is in the Northwest on a trip to visit the company's stores at Seattle, Tacoma, Spokane and Portland. The jobbing business in the Northwest is showing a big improvement.

Awaiting Popular Pathé Model

Louis S. Blackey, of the Pathé Pathephone shop in San Francisco, is expecting the arrival of the new Model No. 25, the $25 machine which will play all records. Business here is good and the new store is a marvel of attractiveness. Mr. Burgee, of the traveling force, has left for a trip through the Northwest in the interests of the Pathé.

Mr. Durant, the accomplished musician, late of the Manhattan Grand Opera Co., has taken the agency for the Pathé and opened a fine little shop at Berkeley, Cal. Mr. Durant has just been making some very successful tone tests at his place, which is located at 2213 Bancroft Way.

F. B. Travers, manager of the Sonora Phonograph Co., San Francisco, is making a trip North, covering Portland, Seattle and other points.

Sonora Business Keeps Up Strong

April business in the San Francisco Sonora establishment has held up strong. The company is short on $100 and $150 models just now, but expects adequate supplies shortly. The new $1,000 Sonora Supreme, which was recently shown in New York, has created considerable interest in the trade here. A machine or two of this type will be brought here and demonstrated to the public in the near future.

Mr. Steers, of the Sonora Co., has just returned from Los Angeles and the South. Mr. Steers is president of the local company.

Mr. Parker, of Bush & Lane, who handle the Sonora in Seattle and Portland, has been visiting in San Francisco for a few days on business in connection with talking machines.

Interesting Edison Tone Test

The Edison Shop, San Francisco, had a very interesting tone test musicale on April 20. This was the first of a new series, and proved of even greater attraction to the public than the others. Special invitations were issued and as a result a very select audience was gathered to appreciate the program rendered. At this test the musicians who participated were local people of accomplished talent, and they were most successful in their achievements. Ruth Brown, soprano; Lowell Moore Redfield, baritone, and Eleanor Snodgrass, violiniste, made the tests.

The Edison re-creation Easter music was well received in this market and helped to keep business up to the average during Lent. The present widow display of the Edison Shop has a special attraction at night when the electrical effects are to be seen. A spotlight, which is concealed from view above, plays upon a handsome Edison phonograph and the outside beholder is at a loss to account for the light.

The talking machine department of the Emporium, which is soon to be enlarged and rearranged in accordance with plans for extensive alterations in the Emporium music department, reports a lively business in opera records. The Columbia and Edison machines only are sold in this department.

A lady customer at the Clark Wise talking machine department came in the other day and said, in reference to a phonograph record, of course: "I Want a Little Love, a Little Kiss." The accommodating salesman instantly responded like a gentleman with: "Step right this way, madam."

We Are in the Market

For Talking Machine Notes, Leases and Contracts Held by Responsible Dealers and Manufacturers. Will Pay the Highest Percentage.

EMPIRE SECURITY COMPANY
208 S. LA SALLE ST. CHICAGO

NEW CONCERN IN HAVANA, CUBA

The Universal Music Co. is a new concern in Havana, Cuba, which has opened a store on Neptune street, that city, for the purpose of handling talking machines and pianos. Charles Echemendia and Saturn Huguet are the heads of the company.

EDISON TRADE IN OMAHA

Schultz Bros., Edison jobbers of Omaha, report that the dealers in that section are finding it difficult to get goods enough to meet their demand in both machines and records. The machine demands appear to be heaviest for those phonographs selling for $100 and more.

Detail of Vocalion Salons in Aeolian Hall During "Vocalion Week."

Here Are Shown a Few of the Art Style Instruments Exhibited.

The AEOLIAN-VOCALION

Its Important Place in the Phonograph Industry

IN the period that has elapsed since its introduction, The AEOLIAN-VOCALION has established itself firmly as the leading high-grade phonograph upon the market. In this position it is practically without competition. This outcome was deliberately planned when The Aeolian Company decided to enter the phonograph industry. Through its possession of vital new phonograph patents, its wide experience in acoustical science, and as the result of innumerable laboratory experiments, its ability to produce a phonograph musically far ahead of any upon the market was beyond a doubt—was indeed a demonstrated fact.

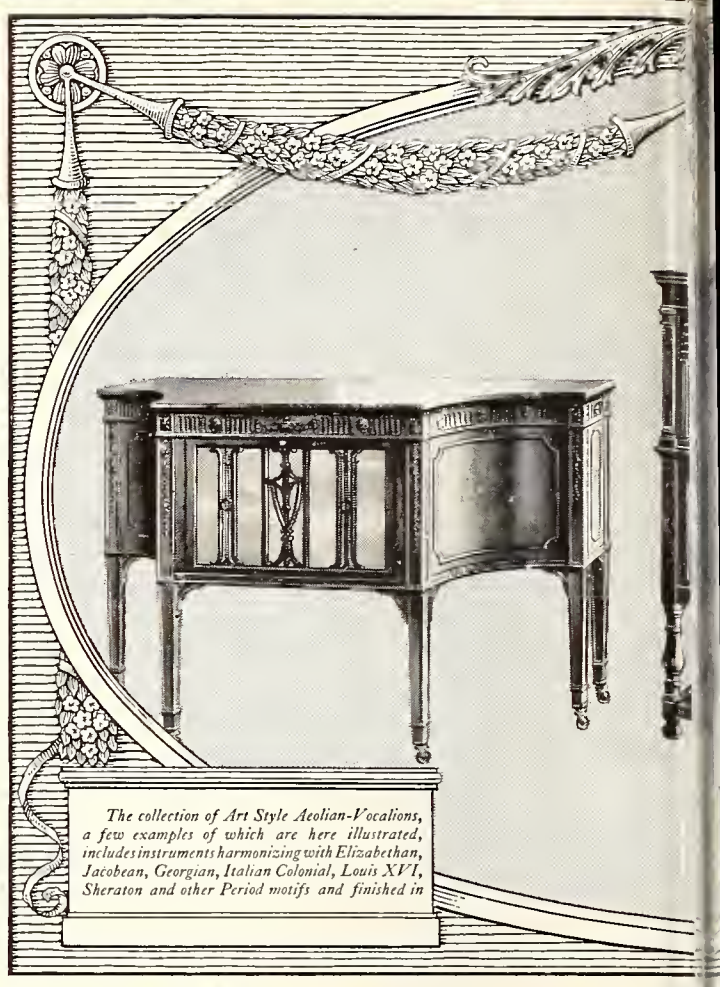
It only remained, therefore, for this Company to utilize its unparalleled facilities for fine case-designing and finishing, to produce a phonograph which from the standpoint of architectural beauty as well as musical excellence should establish a new and higher class or grade.

The extraordinary success of The Aeolian-Vocalion in the past year is the exact measure of The Aeolian Company's success in achieving its purpose. In the phonograph, as in the piano and other similar industries, there is a place and a large and important market for the high-grade product. This place in the phonograph field The Aeolian-Vocalion is filling with signal success.

(*Continued on page 4*)

VOCALION WEEK

VOCALION WEEK, the newspaper announcement of which is here reproduced, was held in New York last month at Aeolian Hall. The exhibition of Art Vocalions, and the four daily recital demonstrations which were the features of the Week, were largely attended and highly successful. While the Aeolian-Vocalion is now generally recognized as the leading instrument of its type, practically no visitors were prepared for either what they heard or saw. The magnificent group of Art instruments aroused the utmost interest, particularly amongst architects and interior decorators who had a special evening given over to them, as well as to visiting dealer-representatives. It is proposed to repeat Vocalion Week in some of the leading cities where the Aeolian-Vocalion is represented.



The collection of Art Style Aeolian-Vocalions, a few examples of which are here illustrated, includes instruments harmonizing with Elizabethan, Jacobean, Georgian, Italian Colonial, Louis XVI, Sheraton and other Period motifs and finished in

VOCALI

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During which the superb ar
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THIS week at Aeolian Hall will he of utmost interest to the music-loving public. Before its close, the now generally recognized fact will be further strongly emphasized that with the advent of the wonderful Aeolian-Vocalion, the phonograph finally emerged from the relatively narrow limits of its earlier development and became a true musical instrument of genuine artistic value and dignified character.

AN ART EXHIBITION

The central attraction of Vocalion Week will be the exhibition of a magnificent group of Art Instruments, wholly beyond and unlike anything heretofore attempted in the manufacture of phonographs.

Here the connoisseur will find genuine objets d'art in furniture—pieces which in design, wood, color and finish reflect the very spirit of the classic periods. No such collection of Art musical instruments has ever been shown before. And the rare beauty of their outward appearance is significant of an equal degree of perfection in their musical and other features.

MUSICAL DEMONSTRATIONS

The second feature of Vocalion Week will be the informal musical demonstrations, taking place each day at specified hours as indicated in the Program.

Just in the measure that this great, new phonograph surpasses in physical art and beauty all previous instruments, so in musical qualities and capabilities it likewise excels. Here, however, written description fails. No

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Art Style Vocalions

The AEOLI

NEW YORK
29 West 42nd St AEOL

Makers of the Famous Pianola — L

rich, brown Oak, soft gray French Walnut, gray and white enamel, black Japanese lacquer and gold, Satinwood, hand decorated, rich figured Mahogany inlaid with Ebony or Satinwood and many other exquisite woods and finishes.

N WEEK

N HALL

musical art reflected in the exhibited and demonstrated

played upon the Aeolian-Vocalion. It means an entirely new fullness, richness, depth and beauty of phonograph tone.

THE NEW PHONOGRAPH FEATURE

And one last feature of this new phonograph will be demonstrated—in some respects the most important of all. This is the feature of *personal control.*

During the demonstration recitals a performer will show how by means of the Graduola — the exclusive and revolutionary expression device of the Aeolian-Vocalion — anyone may render a record to suit his individual taste. A wonderful privilege added to those the phonograph has hitherto conveyed, this means that anyone may give expression to his own music instincts. It means that record monotony is forever banished. It means that when one cares to use it, there may be given to any record a quality of *livingness* and delicate variety of interpretation, that lifts the hitherto stereotyped phonograph performance directly into the realm of genuine expressive musical art.

AN INVITATION

Aeolian Hall opens its doors to you this week. You may be deeply interested or you may never have felt an interest in the phonograph. Here, however, is something that will attract every lover of the beautiful and of music. The exhibition and musical demonstrations are, of course, free. No obligations of any kind will attach to your visit and the Aeolian Company will be genuinely gratified to entertain you as its invited guest.

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COMPANY

HALL BROOKLYN
11 Flatbush Ave.

Musical Instruments in the World

VOCALION CASES

THE cases of the Aeolian-Vocalion set an entirely new standard for the phonograph. Each one, from the least expensive model to the highest priced Art Style, is the embodiment of true art and good taste. Every detail, every door or moulding is dimensioned, shaped, and treated to fulfill its purpose and that of the instrument. All ornamentation is placed to relieve and at the same time to enhance the simple beauty of the plain areas. Throughout the highest art is manifested, both in the elaborate details of the superb Period designs and in the dignity and repression of the simpler models. In all cases, the finish is of the best. Multiple coats of varnish and repeated hand-rubbing and polishing imparting a depth and richness never hitherto found in phonograph cases.

To the MUSIC-DEALER

THE AEOLIAN-VOCALION offers a most valuable opportunity. The number of firms manufacturing phonographs is already increasing. Competition is growing, and popular demand is depending less and less on the glamour of association with individuals and artists, and more and more on intrinsic merit and demonstrable superiority.

The Aeolian-Vocalion is not only far in the lead today, but the whole history of its manufacturers is a certainty of its remaining so. Moreover, this leadership is obvious at a glance even to the least musically cultured. It is apparent in the most moderate-priced "stock" model—it is overwhelmingly evident in the exquisite Art Styles.

The attention of dealers is directed to the two inside pages of this insert. Vocalion Week there treated was one of the most significant events in the recent history of the phonograph. Any intelligent merchant can estimate for himself the value of a clientele attracted by such instruments.

When in addition it is realized that the Aeolian-Vocalion line is the largest in the industry, ranging from instruments at $35 to $3000, and that Aeolian representation is *exclusive*, insuring the dealer the advantage of all the business in his territory, the tremendous value of this representation becomes apparent.

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

THE AEOLIAN COMPANY

AEOLIAN HALL, NEW YORK CITY

CHICAGO OFFICE: FINE ARTS BUILDING, MICHIGAN AVENUE

A complete display of all models of the Aeolian-Vocalion may be seen at this office

Another Detail of the Vocalion Salons during "Vocalion Week"

Copyright 1914, 1915, 1916—The Aeolian Co.

Tone!—**If you think that word is getting worn out, you will find it is only just now coming to carry its full meaning so far as Columbia Grafonolas and Columbia Double-Disc Records are concerned.**

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

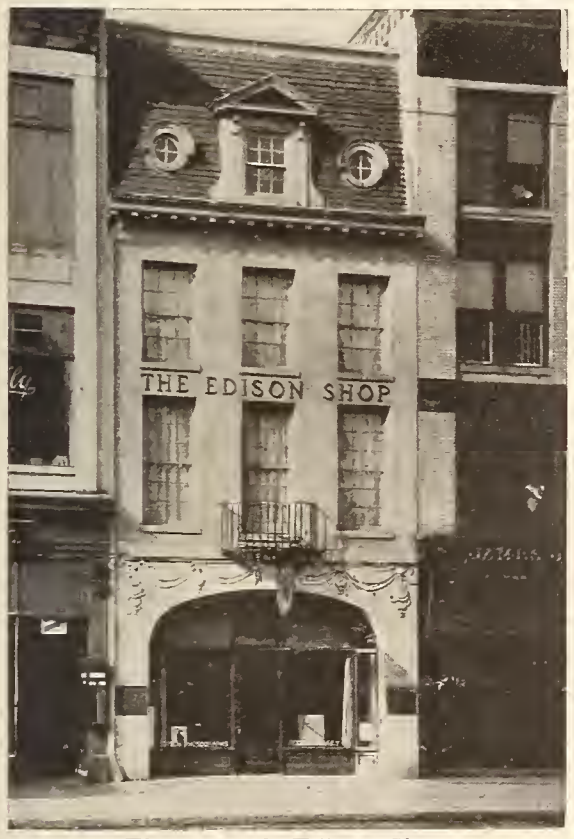
Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

THE EDISON SHOP IN NEWARK

Elaborate Quarters, Coupled with Competent Salesmanship, Is Producing Excellent Results with the Edison Diamond Disc Phonograph in Northern New Jersey—A Novel Sale

NEWARK, N. J., May 6.—April was the best month since December in the Newark Edison Shop. This is not remarkable when one looks over the handsomely furnished shop and talks



The Newark Edison Shop

with the efficient force of salesmen which President Charles O'Connor Sloane, of the Phonograph Sales Co., who runs the store, has gotten together. All the conditions in this well-appointed place are decidedly attractive to trade, and the volume of recent business proves the value of scrupulous care in appearances as well as of dependable goods behind the trade-mark.

The Newark Edison Shop has held many successful tone-tests, with the well-known Edison artists singing, and recently a Newark crowd of 2,000 gathered in the Palace ballroom to hear Marie Rappold in one of these tests. Elizabeth Spencer, Marie Keiser, Charles Harrison, Helen Clark, Vernon Archibald and Arthur Walsh are some of the other singers who have appeared at this shop in tone-tests.

Five Edison salesmen are covering Newark for the Phonograph Sales Co., and four take care of the Montclair branch. A rather novel achievement is the recent sale of an Edison phonograph to a cemetery chapel near New York, for use in funeral services. Business certainly is business. "They held six funerals the first afternoon," said Mr. Sloane, "and were so delighted with the hymns and other service music played by the machine that we hope to sell more for the same purpose."

Main Salon of Newark Edison Shop

TRADE NEWS FROM INDIANAPOLIS

Good Outlook for Pathé Business—Many Dealers Now Handling That Line—Maxwell Pays Visit to Kipp Plant—Other News

INDIANAPOLIS, IND., May 4.—M. P. Tobin, of the Pathé Phonograph Co., Inc., distributors of the Pathé machine in Indiana, is of the opinion that the outlook for Pathé business in the next few months is very good. Mr. Tobin and his two brothers have been putting in some steady work in going after dealers throughout the State since they organized their company several months ago.

Among the dealers signed up are Wolf & Dessauer, of Fort Wayne; H. P. Dahlen, of Terre Haute, and Robert Adair, of Paducah, Ky. Mr. Tobin considers Wolf & Dessauer one of the livest Pathé dealers in this section of the country. They operate one of the leading department stores and are pushing the Pathé machine exclusively.

Mr. Tobin has been carrying on a very systematic advertising campaign that is bringing the Pathé machine before the public in a way that is bound to get results for all the Indiana dealers.

Mr. Tobin has secured the services of R. M. Stevens, of Indianapolis, who has had considerable experience in the talking machine business, to call on the trade.

The results thus far from the retail business in the store at 10 East Washington street, which is the company's headquarters, have been encouraging.

J. L. Peters, of the Fuller-Wagner Music Co., reports that the sale of records continues exceptionally good while the sale of the Victor machines is about normal.

At the Carlin Music Co., the Edison and the Sonora machines are running about even in the point of sales, according to Frank Carlin.

The featuring of the Starr phonograph in the display windows of the Starr Piano Co. is bringing favorable attention to the various interesting features of the Starr machine.

H. E. Whitman, manager of the talking machine department of the Pearson Piano Co., reports that business in April was very brisk. The company has been featuring both the Edison and the Victor machines.

A full line of both Edison and the Victor machines has been placed in the two branches recently opened in Kokomo and Anderson by the Pearson Piano Co.

Walter E. Kipp, of the Kipp Phonograph Co., distributors of the Edison machine, attended the Edison dealers' convention in Cincinnati, which was held May 1 and 2, and proved a most interesting affair.

William Maxwell, vice-president of Thomas A. Edison, Inc., who attended the convention, came to Indianapolis Wednesday with Mr. Kipp. Mr. Maxwell visited the Kipp plant and he made a talk to the Kipp employes, telling of conditions at the factory and advancing helpful suggestions. Mr. Maxwell spoke of the prosperous conditions throughout the country and he praised Mr. Kipp and the employes for the way in which they were handling the Edison business in this territory.

Mr. Kipp said that the Edison business, both from the wholesale and retail standpoints, was very flourishing with the main complaint being on the difficulty to get orders filled fast enough from the factory.

HELPS TERPSICHOREAN ART

With the commencement of the summer season and a corresponding increase in the demand for dance records the following letter received recently by the Columbia Graphophone Co. from Oscar Duenweg, president of the American Society of Professors of Dancing, has a timely appeal:

"Practice is indispensable for a pupil in dancing and doubly necessary for the teacher. I know of nothing more pleasing than a Columbia Grafonola and Columbia double-disc records. In the retirement of your studio, if you will but listen, it will help you to create new combinations of motion, but this is only one of the pleasures in having that obedient musical servant always awaiting your command. I own a Columbia Grafonola for reasons plus."

DON'T FAIL TO ATTEND THE NATIONAL TALKING MACHINE JOBBERS' ASSOCIATION CONVENTION AT ATLANTIC CITY, JULY 10, 11 AND 12. IT WILL BE THE GREATEST EVER!

MARIE RAPPOLD
Prima donna, Metropolitan Opera Company, proving that Edison has Re-Created her wonderful voice in all its richness.

New York TRIBUNE

April 29

. . . "Edison Snares Soul of Music—Mahogany Prima Donna and Rappold Sing as One on Concert Stage—Voice Blending Startles 2,500.

"Mme. Rappold stepped forward, and leaning one arm affectionately on the phonograph began to sing an air from 'Tosca.' The phonograph also began to sing with exactly the same accent and intonation. It is the latest triumph of Edison."

New York EVENING MAIL

May 2

. . . "The immense auditorium of this temple of musical art was crowded to its capacity by a representative Carnegie Hall audience—musically cultured and musically critical."

"Mme. Rappold of the Metropolitan Opera House, and Thomas A. Edison's new phonograph both sang.

"The ear could not tell when it was listening to the phonograph alone and when to actual voice and reproduction together."

CHIPPENDALE—
Official Laboratory Model

Brooklyn DAILY EAGLE

April 29

. . . "Before an audience of some 2,500 music lovers, Thomas A. Edison exhibited the latest child of his inventive brain yesterday afternoon in Carnegie Hall, and the 2,500 sat enthralled under the spell of a wizardry which reproduced for them a human voice with such fidelity that no one in the audience, hearing also the same music at first hand, could tell which was the real and which the reproduced."

Do you know of *any* other instrument that could sustain such a test?

PHILADELPHIA TELEGRAPH

April 28

. . . "Music lovers of Philadelphia heard last night one of the most marvelous achievements of modern science—a reproduction of the human voice so perfect and unerring that it was impossible to distinguish between it and the real voice of the original singer.

"Madam Marie Rappold, prima donna of the Metropolitan Opera Company, of New York, stood beside a mahogany cabinet which enclosed the most recent model of the Edison Diamond Disc Phonograph in Witherspoon Hall and sang in person, while the same song was reproduced from a record made months before in the Edison laboratory.

ARTHUR MIDDLETON
of the Metropolitan, comparing his thrilling basso with Edison's Re-Creation of it.

"Many in the audience leaned forward to catch some difference in the two voices, but there was none. There was a perfect blend of tone and beauty, the one shading into the other. Here the human qualities of Edison's latest invention stood out vividly."

Re-Creation is an unparalleled achievement and a most valuable asset of the Edison dealer.

The Edison Probationary Zone plan allows each dealer ample territory in which to do a profitable business.

Details of this plan may be secured by addressing

Thomas A. Edison, Inc.

279 Lakeside Avenue
Orange, New Jersey

Model B
275—
Sheraton, inlaid mahogany

THE TRADE IN BOSTON AND NEW ENGLAND

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

BOSTON, MASS., May 8,—April business for the most part was good in all the local talking machine establishments, and one of the best indices of good business along general lines is seen in the activities of the various express companies. To care for the deliveries in the Boston district alone, says a newspaper article to-day, touching on the records of express companies, it has been necessary for the American Express Co. to add twenty-three auto trucks, while the Adams Express Co. has added forty-five horses to its equipment within a few weeks, and must soon duplicate the order. Mentioned in the list of heavy importations into Boston are talking machines, and these have been arriving by the carloads, and all this for the one local district alone. Who says business isn't booming!

Elated Over Business Conditions

Manager R. S. Hibshman, of the Vocalion Co., and who also is its president, is highly elated over the business which his house has been doing; and the record made a month ago with the company in the local field only a short time, is being more than duplicated now. In the handsome parlors of the concern at 190-192 Boylston street, there are a number of instruments of unique pattern, and as pieces of furniture they are exquisite adornments to any salon. These, of course, represent the highest priced instruments, but they are the ones which are finding a ready sale at the present time, and both Mr. Hibshman, J. F. Meade, the treasurer, and their competent staff are not finding it at all difficult to interest a select line of customers in these handsome types of machines.

Pardee-Ellenberger Prosperity

There's only one report from the Pardee-Ellenberger Co., and that is the best. Manager Frederick H. Silliman, who keeps in the closest touch with his portion of the New England field, says that the demand for Edison goods is rapidly growing and the spring trade promises to exceed anything ever known.

Plans for New Ditson Building

It is now pretty well known in the trade that the Oliver Ditson Co., the large Boston music house and jobbers in Victor goods, is to move from its present location at 150 Tremont street, into a new building soon to be especially constructed at 178-179 Tremont street, the site of the present Knickerbocker Building, which is to be razed early in June. In the plans for the new Ditson Building special attention is to be paid to properly housing the Victor department, which, under the able management of Henry A. Winkelman, has grown to very large proportions. Good and convenient and complete as is the present department, the one in the new building will be even better, and ample provision will be made for growth for some time to come. In moving further up town this Victor department will be in the very center of the talking machine business, and it will have as its nearest neighbors, the Eastern Talking Machine and the Columbia Graphophone companies, as well as others only a bit further away. In every way the change is to be advantageous. The location will still be opposite Boston Common, which means that apart from the fine view from the front windows there will always be the best of light and air.

Educational Sales Talks

The Business Building Club of the Columbia headquarters continues to hold its regular meetings and at the last conference the employes were given a talk on the value of a man or woman knowng the goods which they are engaged in selling. Salespeople are paid for what they know, it was emphasized, and the more completely they are in touch with their work the more valuable they become to their employer, for this intimate knowledge better fortifies them to talk up the goods. Manager Erisman has always been keen on efficiency and he has around him one of the best business staffs that can be found in the city.

Columbia Managers in New England Meet

A meeting of the New England managers of the Columbia Graphophone Co. was held on Tuesday, April 18 at the Boston office of the company, the managers having been called in by New England Manager Arthur C. Erisman, in whose private offices the sessions were held. This was the first time that the New England men had got together and there was much for them to consider. Those present were George P. Donnelly, of Portland, Me.; R. L. Perrett, of Springfield; R. E. Demarest, of Hartford, Conn.; H. M. Blakeborough, of New Haven, Conn., and J. C. Carr, of Providence, R. I. The problems confronting the local manager were discussed at considerable length and the various hardships to be endured through the inability to get sufficient goods was gone into in detail. The value of an intelligent business-like selling organization was emphasized and the advice and suggestions received from Manager Erisman should prove of the greatest value in the subsequent overtures for business throughout New England, for there are few men in the talking machine business to-day who are better informed on details, who have keener perception or who understand human nature than he. It is Mr. Erisman's intention to have these conferences every six weeks.

More Room for M. Steinert & Sons Co.

With such a growing business as one notes at the Arch street Victor quarters of the M. Steinert & Sons Co., it was necessary to have increased quarters and now that all changes and improvements are completed, visitors find one of the most convenient and best-arranged headquarters of any talking machine house in New England. The principal changes have been effected on the second and third floor, Manager Herbert L. Royer having his private offices on this latter one and quite removed from any interference and not as accessible to outsiders as formerly. All the offices, as well as the bookkeeping department, are on this third floor, which is handsomely finished in light woods. The second floor is a positive delight to customers. At the front are a series of new demonstration booths comfortably fitted up, while at the rear are all facilities for the storage for records with a large counter in front which gives it the appearance of an up-to-date shop.

Advertising Manager Baker a Visitor

Manager Arthur C. Erisman, of the Columbia offices, says that April was the biggest month in the history of his department, and at the rate May has opened up there is a strong likelihood that it too will make a great showing. Mr. Erisman had the pleasure a short time ago of entertaining Edward M. Baker, the Columbia's advertising manager, who came over from New York for a few days' conference and to study the series of advertising programs which Manager Erisman has been at work on and which are to be scattered among the New England dealers. Mr. Erisman himself was over to New York lately in conference with some of the company's officials.

Chickering Baseball Team Ready for All Comers

The Chickering & Sons baseball team is all ready to meet its deadly opponents. The men have been carefully selected from among the Victor and Edison staffs and the team's first game was played on April 19, against the South

RE-CREATION—Edison's New Art, has secured for the New EDISON Diamond Disc Phonograph the stamp of unqualified approval from the cultured music lover who turns a deaf ear toward anything that smacks of mechanical reproduction—the critic who will have nothing short of the actual RE-CREATION of musical sound. Added to this is the fact that every Edison dealer has plenty of "elbow room."

(From a recent advertisement by Thomas A. Edison, Inc.)

We can add to, but not strengthen the truthfulness and accuracy of the foregoing. We can say, however, that two P-E Services are at your disposal—each a separate organization of post-graduate experience.

THE PARDEE-ELLENBERGER CO., INC.

Edison Jobbers for New England, with complete wholesale offices at

BOSTON and NEW HAVEN

It would be a star salesman who could substitute something else for a customer's demand for the new records by Louis Graveure, the season's musical sensation. New recordings in the Columbia list for June.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

Quincy A. A. April 19 is a local holiday in Boston, so all the employes of the Tremont street warerooms were anxious to "root" for their team and went to Quincy in one of the large Chickering auto trucks, the trip out and back being one of the pleasant features of the day. On May 30, in the forenoon, the Chickering team will play the Malden All Stars. In between the established dates of the official games the Chickering nine will play a team made up of talking machine boys from the other houses, to be known as the Talking Machine All Stars.

Busy Month with Eastern Co.

Business at the Eastern Talking Machine Co. headquarters is all that could be desired. April was a splendid month and the scarcity of goods proved to be a serious detriment. Manager Billy Fitzgerald is putting in some hard work on his end of the business and showing results, too. J. A. McNabb, the vice-president of the Eastern, was over here from New York for a few days lately, spending most of his time at the local headquarters.

Recital at Boston Press Club

At a recent meeting of the Boston Press Club, the members were entertained with choice selections on a handsome Edison laboratory model machine which had been kindly loaned the club by the F. H. Thomas Co., in Back Bay. The demonstration was in charge of H. L. Armes, the secretary of the club. The F. H. Thomas Co. has been meeting with marked success lately in disposing of the higher-priced Edison outfits.

Singers Record Acts as Advertisement

That a record of a singer should be of such fine reproducing qualities as to result in an engagement for the singer—is what promises to result from the new records of Louis Graveure, the newly discovered Belgian baritone. Lately Fred J. McIsaacs, who each season manages a series of high-class concerts at Tremont Temple, heard this singer's records in the Columbia warerooms and was so delighted that he exclaimed that he must get that artist for one of his next winter's concerts. So it may be that he will be a feature of next winter's popular course at the Temple.

"THE SCIENCE OF MUSICAL SOUNDS"

Interesting and Comprehensive Volume on Important Subject Written by Prof. Dayton C. Miller—Published by Macmillan Co.

It is doubtful if the science of musical sound has ever been treated quite as exhaustively, and certainly it has never been treated so interestingly as in a new volume lately completed by Prof. Dayton Clarence Miller and just published by the Macmillan Co. The new book entitled "The Science of Musical Sounds" is largely a compilation of eight lectures given by Prof. Miller before the Lowell Institute under the general title of "Sound Analysis."

The work, profusely illustrated, takes the reader by comprehensive steps from the definition of sound itself through the characteristics of tone and pitch, methods of recording and photographing sound waves, analysis of harmonic curves, the influence of the horn and diaphragm on sound waves (a chapter that should be of particular interest to those connected with the talking machine trade) and tone qualities of musical instruments, including the flute and other wind instruments, the violin, the voice, the piano and various combinations of them all.

A special chapter is given over to physical characteristics of vowels, their tone qualities and origin, and to word formation, while still another chapter relates to the science and art of music. "The Science of Musical Sound" is so written that it makes an appeal to the layman as well as to the scientist, and for the student who desires to delve deeply into the science there is offered a most imposing list of general references that in itself makes the book of exceptional value.

TO ABOLISH THE TALKER!

Candidate for Arkansas Legislature Will Wage Relentless War on Talking Machines

BATESVILLE, ARK., May 10.—Horace Perrin, an insurance agent of this town, has announced that he will be an independent candidate for the legislature and his platform consists of a single plank, that plank being the promise that if elected, he will introduce a bill into the State legislature making it unlawful to play a talking machine anywhere in the State of Arkansas! While Mr. Perrin claims that he has been assured of the votes of a vast number of citizens who sympathize with him in his endeavor to still forever the "chords" in talking machine records, the talking machine dealers and owners in the State are laying in new stocks of machines and records just the same, seemingly giving no heed to the storm of destruction which is threatening to break around their defenseless heads and machines at almost any time!

Needling Talking Machines With BAGSHAW Needles

is a big job in itself, for it requires a specialized equipment, a training embracing manufacturing and marketing, including practical knowledge of steel in its relation for proper sound reproduction, and workmen skilled in the art of needle manufacture.

Millions of records are played DAILY, and although our new plant has four times the capacity of our former one, we are having all we can do to fill orders.

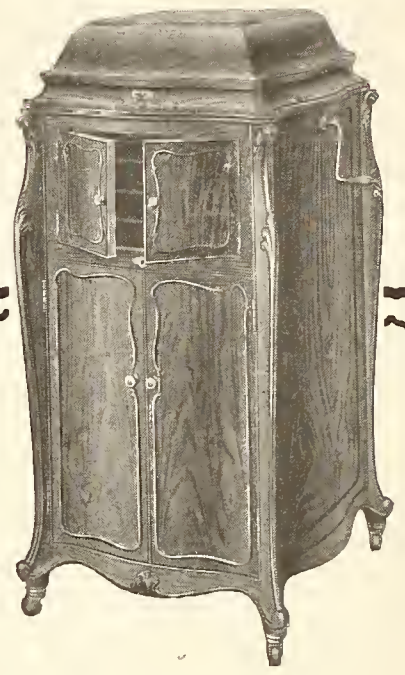
Bagshaw needles were the FIRST steel needles to be made for talking machines; at the start we determined that Bagshaw needles would be the quality leader, and for many years the accepted standard for needles has been embraced in the one word "Bagshaw."

Be particular about your needles. Bagshaw needles will help in demonstrations, in sales of machines and in the development of a tremendous record business.

W. H. BAGSHAW - - - - - Lowell, Mass.
Oldest and Largest Manufacturer Established 1870

The M. STEINERT & SONS CO.

Victor
Distributors



The LARGEST exclusive Victor Store in New England. It must be self-evident that SERVICE made this possible.

Steinert Victor Service

Mr. Dealer are YOU receiving it?

We have the largest stocks of Victor Records in New England. And in every detail of our business ***our*** aim is to make ***Steinert's*** and ***Service*** mean one and the same thing to our customers.

Our Boston telephone number is Oxford 1330.

Place your order to-day
Steinert Service costs no more

M. STEINERT & SONS COMPANY

Victor Distributors

35 ARCH STREET :: :: BOSTON, MASS.

Kathleen Parlow, Louis Graveure, Trio de Lutece, Leopold Godowsky, Marie Sundelius, Henri Scott—a veritable feast of world famous singers and instrumentalists for the lovers of good music. New records by each one of these artists in the Columbia June list.

(Write for "Music Money" a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

FOUNDATION FOR VICTOR BUILDING

Work of Sinking Piles for New Cabinet Manufacturing Building for the Victor Talking Machine Co. Is Progressing

CAMDEN, N. J., May 10.—The work of sinking the piles for the new half million dollar cabinet manufacturing building which will be erected for the Victor Talking Machine Co. at Delaware avenue and Market street is well underway. There will be a thousand of these piles and the cost of sinking them will amount to $25,000, the work being done by the Simplex Foundation Co., of Tacony. The new building will be of reinforced concrete construction, with brick walls, granite base and limestone trimmings and will be six stories in height. It will contain 140,000 square feet of floor space, and will be topped by a tower on the Market street side which will rise to a height of 205 feet, this tower taking the place of the present sprinkling tower, which is to be demolished.

CLOSE BIG SALES MONTH

DETROIT, MICH., May 3.—J. R. Peckham, sales manager of the Pathephone Co. of Detroit, 114 Farmer street, Pathé distributor, reports the closing of a record-breaking month in April, the sales totals far exceeding all expectations, and easily outdistancing any previous month. Several new models of Pathephones are expected to arrive here shortly and Pathé dealers are evincing a keen interest in their advent. Mr. Scarlata, formerly salesman for the Detroit Co., has been appointed traveling representative, and is achieving excellent results.

NEW ARTISTS FOR PATHE RECORDS

Mme. Marie Narelle and Hugh Allan Sign Contracts with That Concern

The Pathé Frères Phonograph Co., New York, announced this week the addition to the company's list of recording artists of Mme. Marie Narelle and Hugh Allan. Both of these artists have signed exclusive Pathé contracts, and their records will be announced in the near future.

Mme. Narelle is an Irish soprano who has acquired considerable prestige as an interpreter of Irish folk songs, Indian and Scotch songs, in addition to a wide repertoire of recognized classical numbers. She accompanied John McCormack upon a recent tour and received hearty praise from the newspaper critics along the route.

Hugh Allan is a baritone who has appeared with prominent opera companies here and abroad, and is well-known in musical circles for his splendid rendition of Neapolitan songs. He has an extensive repertoire and his records will doubtless be well received by Pathé patrons wherever introduced.

WAR RECORDS FOR POSTERITY

According to a despatch from Geneva, Switzerland, Emperor Francis Joseph, of Austria, was recently persuaded to hand his personal ideas about the war down to posterity through talking machine records in German and Hungarian, according to a report in the Swiss newspapers. It is added that the records will not be made public until after the Emperor's death.

HOLD DEBATE ON STEVENS BILL

Talking Machine Men Listen to Interesting Arguments at Kansas City Meeting

KANSAS CITY, MO., May 8.—A "joint debate" on the Stevens bill was the feature of the meeting of the Commercial Club's Public Affairs Committee May 3, at which more than 200 business men were present. C. E. LaVigne, formerly special agent of the Federal Trade Commission, later director of the bureau of investigations of the New York Tribune, now representing the American Fair Trade League, spoke in favor of the legislation now pending, and H. S. Ames, of Dayton, O., took the other side. Charles J. Schmelzer, president of the Schmelzer Arms Co., of Kansas City, distributors of the Victor goods, is the leading exponent of the Stevens bill in the Middle West, and he was largely responsible for the meeting. He sat beside Mr. LaVigne at the speakers' table. Many other talking machine jobbers and retailers were present. Mr. LaVigne spoke fluently and fervently, and made a deep impression. He emphasized that uniform prices for uniform goods, and the development of honest advertising, are the best checks to unfair competition, and the best preventives of monopoly. He gave many specific instances, culled from his experiences in New York, of merchants advertising identified goods at lower than standard prices—and then selling customers other and nondescript goods at higher prices than the same articles could be bought for in legitimate stores.

The Corcoran Ovenshire Co., of Penn Yann, N. Y., is erecting soundproof demonstration booths for talking machines in its store.

Building of the Ditson Company at Boston

DITSON VICTOR SERVICE

The name "Ditson" means music. Music means Ditson. Over 75 years of association with the retail trade of this country give us a knowledge of conditions that is of help to you.

Ditson Victor Service stands foremost in the East. It is for the small dealer, particularly, that we desire most to help, but the small man of to-day soon grows, with intelligent help, to the big man of to-morrow. On our books are many dealers who formerly bought in lots of hundreds and now buy in thousands.

We furnish a complete line of musical instruments, from Accordeons to Zithers, and Books of Music and Sheet Music.

BOSTON
Oliver Ditson Co.

NEW YORK
Chas. H. Ditson & Co.

TALKING MACHINE MEN, INC., MEET

John E. Hunt, Chosen Unanimously, to Preside as President of Local Talking Machine Dealers' Association for Another Year—Other Officers Re-elected—Great Revival of Interest in the Organization—Membership Grows

The annual meeting and election of officers of The Talking Machine Men, Inc., was held on April 26 in the assembly room of the Merchants' Association of New York, and proved a lively session in many particulars, especially in view of the several important discussions on trade topics. The success of John E. Hunt's work as president of the organization was indicated by the fact that he was re-elected for another term by a unanimous vote due, as the nominating committee reported: "to the fact that Mr.

John E. Hunt, Newly Elected President

Hunt has guided us from the stages of infancy, when he had only twelve active members, to a position of real importance, whch was evidenced by the 244 talking machine men who were present at the recent banquet held at the McAlpin Hotel."

Sol Lazarus and A. Galuchi were re-elected secretary and treasurer, respectively, of the association, and J. T. Coughlin will continue as vice-president for New York and H. Jaffe for New Jersey. A. P. McCoy, of the Fulton, Driggs & Smith Co., Waterbury, was elected vice-president for Connecticut.

Following discussions at previous meetings it was decided that the members of the association should select some emblem for display in their stores to indicate that they were members of that body and therefore advocates of price maintenance and fair business generally. Such an emblem will be presented to the association for adoption at an early date.

The revival in interest in The Talking Machine Men during the past few months has been remarkable, and the best indication of its effect was the attendance of nearly 250 talking machine dealers, jobbers and factory representatives at the annual dinner of the association held recently. It has been proven again that there is a real need for an association of talking machine dealers in New York and that there are a surprising number of interesting and important matters that can be brought before and discussed by such a body with profit to all concerned. Much credit is due to the present officers, who have been re-elected, for this revival of interest and it is to be hoped that the plans made for future activities of the association will be worked out to completion.

The considerable number of twenty-six new members was voted through at the meeting. Supplementary to this move of an aggressive tenor the body decided to introduce such new committees as a committee on entertainment, a press and advertising committee, a purchasing committee, and a legislating committee. These new committees are expected to render valuable information to the members of the organization, as well as constructive assistance in the furthering of the organization's progress.

NEW LINE OF "WONDER" MACHINES

Latest Models Equipped with Universal Tone Arm to Play All Makes of Records

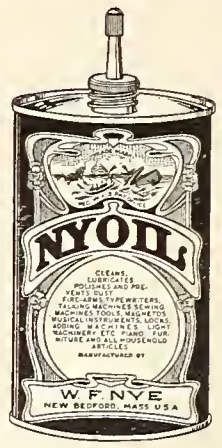
The Wonder Talking Machine Co., 113 Fourth avenue, New York, is now displaying at its showrooms the new line of "Wonder" machines with a universal tone arm and sound box, playing all makes of records. A number of out-of-town dealers have visited the showrooms during the week and are well pleased with the new features of the "Wonder" line. Hugo S. Radt, secretary of the company states that a new electric-driven machine embodying numerous distinctive points will soon be ready.

Samuel Danberg, a former employe of the Carl Hoffman Music Co., of Kansas City, Mo., has opened the Danberg Music Store, 412 East Eleventh street, that city. He handles small goods and talking machines.

The offices of the Crescent Talking Machine Co., which has been located for some time at 99 Chambers street, New York, have been removed to the ground floor of 89 Chambers street, where the company has created a handsome retail wareroom, combining the wholesale offices with it.

Fall in Join the Army of Nyoil Dealers and

You Will Share



Profits With Us

Let Us Submit Our Latest Proposition
WM. F. NYE, New Bedford, Mass.

EDISON DEALERS ENTERTAINED

Over Two Hundred in Northwest Hold Convention in Minneapolis, Enjoy Banquet, Listen to Good Speeches and Tone Test

MINNEAPOLIS, MINN., May 6.—Nearly two hundred Northwestern dealers in Edison Diamond Disc phonographs assembled yesterday at the Radisson Hotel, Minneapolis, upon invitation of Laurence H. Lucker, Edison Diamond Disc phonograph jobber for the Northwestern zone, for a business conference and an Edison entertainment including a tone test with Mme. Rappold, soloist of the Metropolitan Grand Opera Company.

The program for the convention included talks by men from the factory, an automobile tour of the Twin Cities, pleasure resorts and in the evening a tone test by Mme. Rappold. After the tone test a banquet was held in the Gold Room of the Radisson Hotel, at which William Maxwell, vice-president of Thomas A. Edison, Inc., gave a talk on selling tips and the factory policy. V. E. Fuller talked on tone tests, George Silzer, of Harger & Blish, Des Moines, Ia., spoke on advertising, and other men from the Edison factory addressed the dealers on various subjects. During the banquet the motion picture "Voice of the Violin" was shown.

Honan & Eckhardt, of Ansonia, Conn., have taken the local agency for the Reginaphone.

We Fill Your Orders

Records:

You cannot afford at at this time to be without the services of a Jobber who guarantees to fill your orders.

ECLIPSE

Machines:

Almost daily shipments by the Factory and by concentrating our efforts enables our extending unequaled service.

Cleveland is the logical Center between New York and Chicago and our Shipping Facilities are unequaled. You save Time, Increase your Profits and reduce operating expenses.

A TRIAL WILL CONVINCE

ECLIPSE MUSICAL CO., VICTOR Distributors
CLEVELAND

DEALERS MEET IN KANSAS CITY

Retailers of Edison Diamond Disc Phonographs Hold Interesting Convention in That City—Listen to Good Addresses and Tone Test

KANSAS CITY, MO., May 10.—One of the best get-together affairs held in this section of the country for some time was the recent gathering of the Edison dealers of the Kansas City zone. In response to personal letters and appeals sent out by M. M. Blackman, general manager of the Kansas City agency, a large number of the dealers were present at the Edison Diamond Disc dealers' convention held here on May 9.

The feature of the gathering was the tone-test recital in the evening at the Grand Avenue Temple, where Miss Marie Kaiser, the celebrated soprano from New York City, rendered a number of her favorite songs, with Edison's re-creation of her voice to be heard in comparison.

The meeting was opened at the Edison Shop, starting at 9 o'clock in the morning. Personal instruction was given to salesmen and mechanicians by B. B. Dennis and R. W. Bailey, experts in their respective lines, from which the dealers got many valuable pointers.

The afternoon session was mostly devoted to speechmaking and was held at the Muehlebach Hotel. A "How-Do-You-Do" talk was made by Mr. Blackman, which was followed by a short talk by William Maxwell, second vice-president of the Thomas A. Edison, Inc., on the subject: "Edison Diamond Disc Merchandising Methods." Other speakers of the afternoon and their subjects were as follows: "Motors and Motor Troubles," by B. B. Dennis, traveling expert mechanician; "Financing the Dealer's Paper," by R. T. Pritchard, connected with the Phonograph Co., Chicago; "Intensive Selling or the Value of a Man," M. M. Blackman, manager of the Kansas City office, and "The Voice of the Violin," a private showing of the Edison Diamond Disc advertising film.

A banquet in the evening at the ballroom of the Muehlebach Hotel, attended by the dealers, was an extra feature much enjoyed by the guests. This was followed by the tone-test recital at the Grand Avenue Temple.

DON'T FAIL TO ATTEND THE NATIONAL TALKING MACHINE JOBBERS' ASSOCIATION CONVENTION AT ATLANTIC CITY, JULY 10, 11 AND 12. IT WILL BE THE GREATEST EVER!

We Have Made

it our business to know the needs of the talking machine trade in the matter of shipping-room efficiency. Careful study and comparisons have put us in a position to advise intelligently regarding style of packing and shipping costs. The truth of this may be perceived when we say that we make the standard packing case for cabinet machines, because over 75% of the cabinet machines manufactured in the United States are shipped in

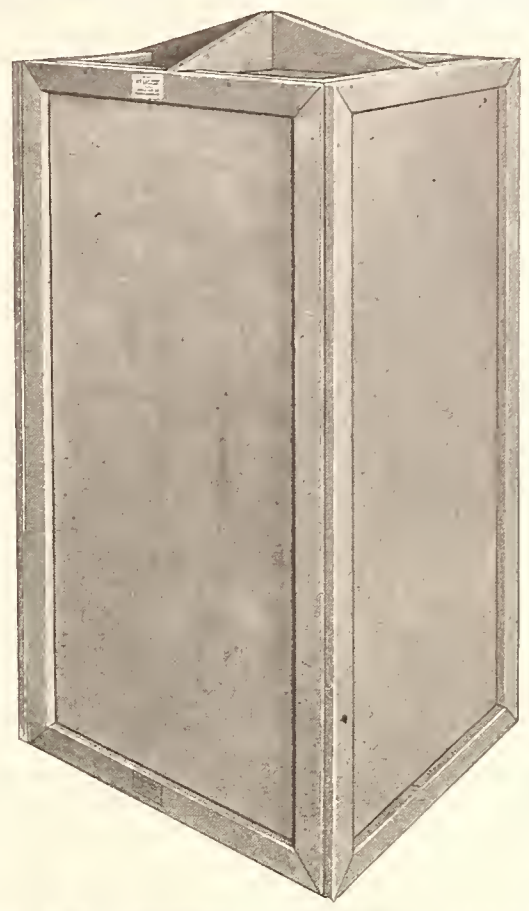
Atlas Packing Cases

(3-ply veneer—clear spruce cleats)

In spite of the steadily increasing demand we are keeping abreast of it by additions to plant and equipment.

WRITE US TO-DAY

NELSON & HALL CO.
MONTGOMERY CENTER VERMONT



NEW DEPARTMENT IN SEATTLE

Grote-Rankin Co. Secures Agency for the Victor Line in That City

SEATTLE, WASH., May 6.—The Grote-Rankin Co. the large furniture firm at Fifth avenue and Pike street, this city, has installed a large and well-equipped Victor department under the management of P. W. Jones, and is featuring this line strongly, both in its advertising and window display.

VICTOR LINE IN PERTH AMBOY

Albert Leon Also Handles the Edison Phonograph in His Department in That City

Albert Leon, a prominent furniture dealer of Perth Amboy, N. J., has secured the agency for the Victor talking machine in that city. Mr. Leon has also for some time past handled the Edison phonograph. C. Arthur Steele is in direct charge of the department.

"JOY BOOTH" AT Y. M. C. A. FAIR

B. M. Joy, of Fort Dodge, Ia., Features the Edison Diamond Disc Phonograph

FORT DODGE, IA., May 6.—One of the features of the Y. M. C. A. County Fair, held recently in this city, was the "Joy Booth" maintained at the fair by B. M. Joy, successor to the Early Music House, and devoted to the exploitation of the Edison Diamond Disc phonograph and records. In addition to the demonstration of records and the distribution of literature during the day, there was held every evening on the vaudeville stage at the fair a tone test with Miss Helen Rudesill, the well-known local singer as the assistant artist. The tone test attracted a great amount of attention and the members of the audiences were registered so that a souvenir of Mr. Edison's life might be mailed to them later. The display also secured excellent results in the way of sales.

FIGHTS FOR THE STEVENS BILL

Julius A. J. Friedrich, Jr., of Grand Rapids, Mich., Working Hard for That Measure—Secures Many Signatures for Petition

GRAND RAPIDS, MICH., May 8.—Julius A. J. Friedrich, Jr., of the Friedrich Music House, this city, is one of the staunch advocates of and hard worker for legislation providing for the maintenance of retail prices on trade-marked goods. Mr. Friedrich, through his personal efforts among the manufacturers, wholesalers and merchants of this city, recently secured forty-six signatures to a petition for price maintenance, the petition being presented to the Chamber of Commerce at a dinner held for the purpose of dscussing that matter.

At the dinner in question there were thirteen speakers, ten of them in favor and three against the proposition. The final vote was unanimous in favor of price maintenance. Mr. Friedrich says that he feels sure the Stevens bill will win out.

The man who prides himself on giving others "a piece of his mind" never seems to secure any peace of mind by the process.

SOMETHING NEW!

No. 25
SAVOY

Gramophone and Mahogany Cabinet to match.

Equipped to play all makes of records and *fully* guaranteed.

This combination will be a *big* seller.

Write now for special proposition

Nanes Art Furniture Co.
Grand Street and East River
NEW YORK

VEECO
? WHAT IS IT ?

To Our Customers!

We are making every effort to give our trade prompt and efficient service.

Our factory is being enlarged in every department, but we can serve you even more satisfactorily if you can anticipate your requirements for the remainder of the year and for

1917

We are at your service

Otto Heineman Phonograph Supply Co.

25 WEST 45th STREET
NEW YORK

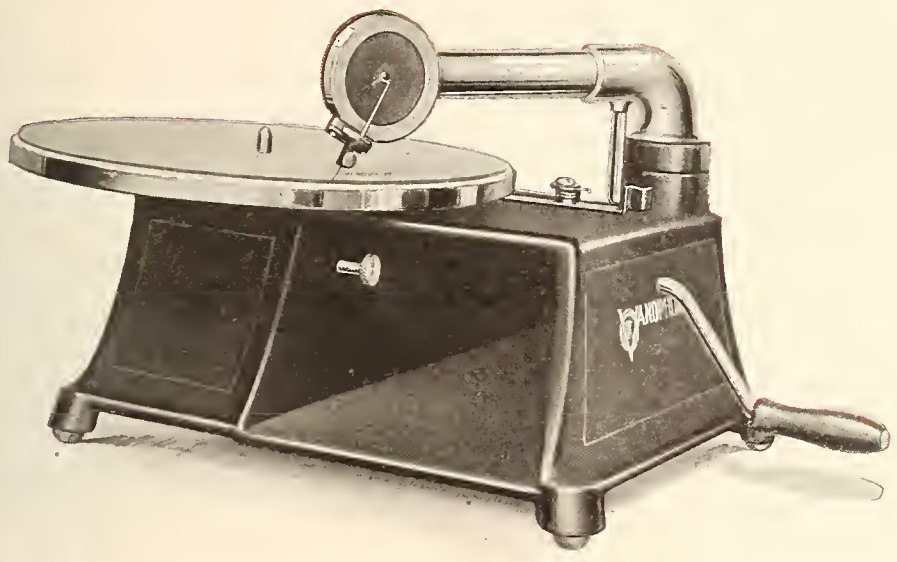
Otto Heineman
President

Otto Heineman Phonograph Supply Co.

25 WEST 45th STREET NEW YORK CITY

CABLE ADDRESS: HOMEFILM, NEW YORK

FOR EXPORT ONLY



VANOPHONE No. 1

CABINET:

Cast iron, enameled in black.

11:9:4½ inches (height, including tone arm, 7½ inches).

Noiseless, one spring straight gear motor; running about 6 minutes with one winding. Soundbox with wonderfully clear reproduction. Automatic stop, 10-inch turntable, all outside parts nickel plated.

Vanophone No. 1.

BOITE:

en fonte, emaillée noire.

28:23:11½ cm. (hauteur avec bras acoustique 19 cm.). Moteur silencieux muni d'un simple ressort, fonctionnant entièrement remonté environ 6 minutes.

Diaphragme d'une sonorité excellente. Arrêt automatique, plateau 25 cm. de diamètre. Toutes parties exterieures nickelées.

GEHÄUSE:

in Gusseisen, schwarz emailliert.

28:23:11½ cm. (Höhe inclusive Tonarm 19 cm.). Ruhiglaufendes, mit einer Feder versehenes Werk. Spielt, wenn vollständig aufgezogen, ungefähr 6 Minuten.

Schalldose mit vorzüglicher Klangwirkung. Automatische Bremse, 25 cm Teller. Alle Aussenteile best vernickelt.

CAJA:

Con fondo negro esmaltado.

28:23:11½ cm. (alto con brazo acoustico 19 cm.). Motór silencioso provisto de una cuerda. Marcha 6 minutos.

Diafragma de efecto acústico magnifico. Freno automatico, Plato 25 cm. diámetro. Todas las partes exteriores niqueladas.

Vanophone No. 2.

BOITE:

en fonte, emaillée noire.

39:29:12½ cm. (hauteur avec bras acoustique 20 cm.). Moteur silencieux muni d'un simple ressort, fonctionnant entièrement remonté environ 6 minutes.

Diaphragme d'une sonorité excellente. Arrêt automatique, plateau 25 cm. de diamètre. Toutes parties exterieures nickelées.

GEHÄUSE:

in Gusseisen, schwarz emailliert.

39:29:12½ cm. (Höhe inclusive Tonarm 20 cm.). Ruhiglaufendes, mit einer Feder versehenes Werk. Spielt, wenn vollständig aufgezogen, ungefähr 6 Minuten.

Schalldose mit vorzüglicher Klangwirkung. Automatische Bremse, 25 cm Teller. Alle Aussenteile best vernickelt.

CAJA:

Con fondo negro esmaltado.

39:29:12½ cm. (alto con brazo acoustico 20 cm.). Motór silencioso provisto de una cuerda. Marcha 6 minutos.

Diafragma de efecto acústico magnifico. Freno automatico, Plato 25 cm. diámetro. Todas las partes exteriores niqueladas.

VANOPHONE No. 2

CABINET:

Cast iron, enameled in black.

15:11½:5 inches (height, including tone arm, 8 inches).

Noiseless, one spring straight gear motor; running about 6 minutes with one winding. Soundbox with wonderfully clear reproduction. Automatic stop, 10-inch turntable, all outside parts nickel plated.

Our New *Export* Catalog Will Be Ready June 1st. Write For a Copy.

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., May 8.—Philadelphia has just passed through another month of remarkable talking machine activity. It was the equal in point of percentage over last year that the trade experienced during the previous three months of the year, and was limited in extent only to the amount of goods that the factories were able to supply.

The shortage of goods is the only complaint that the dealers and jobbers are willing to make, and they have gotten this down to a science wherein they are able to take care of their trade in a way that satisfies them. In the matter of records the supply is a little more satisfactory, and some of the Philadelphia dealers are able to supply the demands upon them almost to a hundred per cent. The reason for this is that they have gotten an almost exact line on what is going to be most salable and they get their work in early.

On Wednesday of last week the Pennsylvania Talking Machine Co. separated its wholesale from its retail end of the business, by moving to the Johns-Mansville Co.'s building at 210 North Broad street. Here the company has taken the entire fourth and fifth floors. The offices of the talking machine department are on the fourth floor of the building, also the offices of the clerical force, the order department and the record department. Manager Eckhardt's office is large and commodious and located at the Broad street front. Adjoining it is the office of C. S. Tay, who has been given the title of assistant manager, and in view of the increased territory Mr. Eckhardt has taken on, Mr. Tay will look fully after the details of the office, thereby giving Mr. Eckhardt time to devote to the trade in the various territories which have developed and grown so very rapidly.

Mr. Eckhardt says the company made the move Wednesday, moving the immense stock of records with amazing ease, everything worked like magic. This concern bought all new equipment for the building. Back of the offices the company has racks that will hold many thousands of records, and the stock and the surplus stock is so arranged that the clerks can lay their hands on any one record almost instantly. This company has a very nice waiting room for purchasers who leave an order, and with remarkable rapidity it will be filled through two sliding doors, the order, the entry into the books and the filling of the order will never suffer the slightest delay in the perfected system. On the fifth floor there is 7,000 square feet of floor space.

On the fourth floor front will be the offices of the Dictaphone department, Manager Westervelt's office being on Broad street and to one end of the Dictaphone school. This will be a new feature of the business. A large room has been set aside for the school with desks upon which are machines, and competent instruction will be given. Back of this room is a very large room for the handling of both talking machines and Dictaphones, as well as the shipping department.

Mr. Eckhardt will place one of the largest electric signs in the city at the front of the building. It will be a flash sign, and will flash alternately Columbia and Grafonola. There will be room on the fourth floor for the carrying of a stock of close to 5,000 talking machines, and the beauty about the new building is the excellent light and other conveniences for the working force.

Messrs. Blake & Burkart, the biggest handlers here of the Edison, report that their business is considerably ahead of last year, and they have no complaint whatever. They are also getting goods in greater quantities and with more regularity. The report from the factory is that they are just as busy as they can be. A. C. Ireton, of the Edison Co., was a recent visitor, as well as Mr. Bryton, of the Edison factory, who is the editor of the house organ of the Edison people.

Blake & Burkart have introduced an innovation that seems to be working out satisfactorily. In their large concert room there are daily social affairs, such as euchres, teas, dances, etc., and the patrons are given the room free from 1.30 to 5.30. The firm furnish the music and everything else necessary for the comforts of the guests, and they are paid through the good will, and they have made many sales on account of this courtesy.

Louis Buehn & Co., who were to have moved to their new building, 835 Arch street, on May 1, have been slightly delayed, and will not move until May 15. Their new building will give them practically double the space they now have. The offices will be on the first floor of the building, in the front portion, and back of that will be a large store room for machines, and in the rear the shipping department. The second floor will be devoted entirely to the record stock, which will be double what it is at present.

Mr. Buehn reports that they have had a very good month in April, which showed a substantial increase over last year. The situation on machines, however, is not very much better, and Mr. Buehn says that they are just as far behind as they ever have been.

Men Behind the Buehn Guns

"Who's Who in Buehn Service" might be the title of this paragraph covering the illustration showing the men who have been responsible for the tremendous growth in the sales of the House of Buehn. Standing from left to right are F. B. Reineck, E. P. Bliss, J. F. Smith, T. Hower and C. W. Miller. Seated is Louis Buehn, president of the organization. All of these men in this group are experts in their particular line.

Todd & Michener, formerly piano men on Columbia avenue, have opened a large piano store at 1306 Arch street, to which they have added Victor talking machines. They carry a full line and a considerable stock of records, and are advertising them extensively. They have a very attractive store and have erected six nicely furnished booths.

MacKintosh Bros., handlers of the Victor, have succeeded A. S. Wilson at Woodbury, N. J.

Alexander Glass, Jr., has opened up very attractive Victor warerooms at Seventy-first street and Woodland avenue.

The Penn Phonograph Co. has enjoyed a highly satisfactory business in April and Mr. Barnhill says that it is the largest April the firm has ever had. The record sales have largely increased. The two records for which the company has the most call at present are Nos. 17,942 and 17,984. The company is very well prepared with records for any orders it may receive, and has also a good stock of machines.

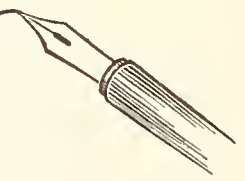
A big fair was recently given in this city for the benefit of the Red Cross of the Central Powers, at which more than $200,000 was secured. Most of the talking machine houses were called upon for contributions, and at Joseph Jacobs' booth alone more than $4,000 was taken in.

Considerable activity is being manifested in Philadelphia to secure the co-operation of the local trade bodies regarding the Stevens Bill. Efforts are being made to have the Rotary Club endorse it. All the jobbers are using their best efforts. Harry Weymann communicated with the Chamber of Commerce, requesting that they take favorable action on the maintenance of a one-price system, and received a reply from the secretary, giving him the assurance that they would vote favorably on the action.

Mr. Baker, of the C. C. Chew Talking Ma-

(*Continued on page* 24)

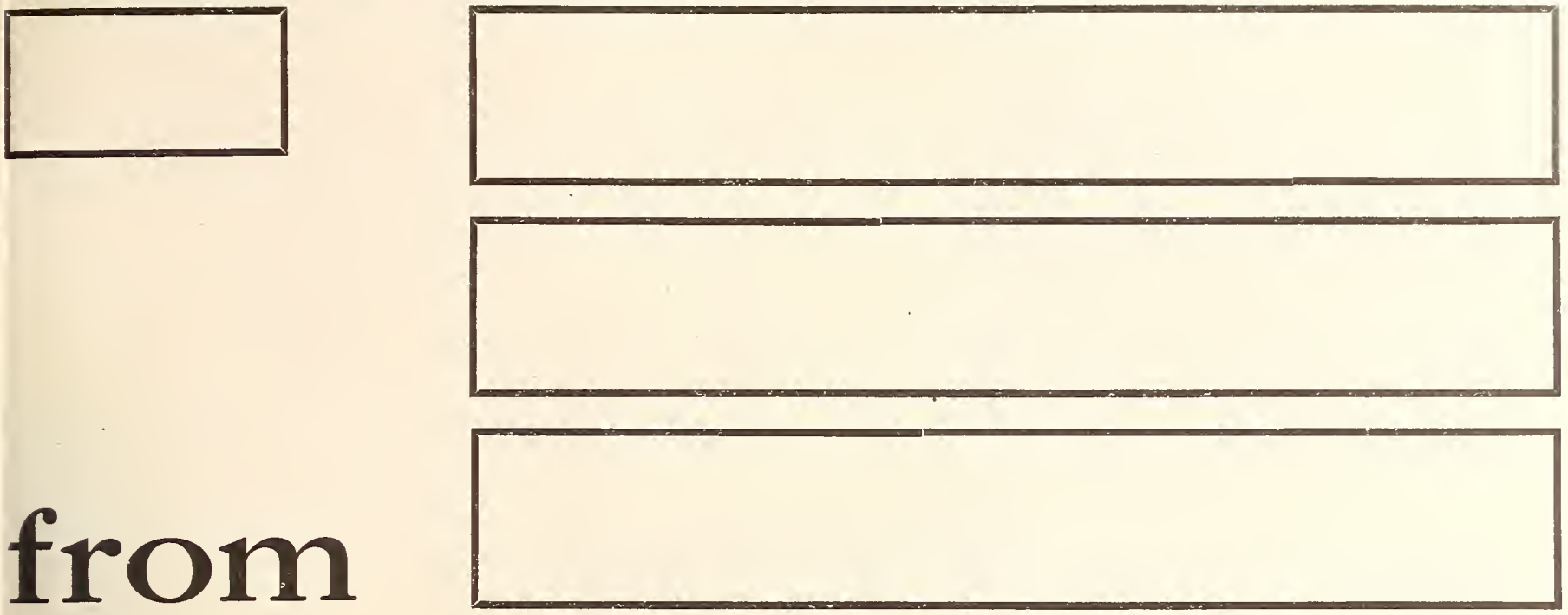
Pen Your Victor Orders to Penn



There are many reasons back of the broad statement above as to why Penn should fill your orders. One is, because Penn can do it, if anyone can. And that's one reason why you see no stock piled up around our storehouse, for every available machine and record goes OUT to our dealers. Put your trust in Penn. We'll work hard to please you.

VICTOR

Penn Phonograph Co., Philadelphia



from 20x60 to 3 times 25x150

THESE diagrams show a tremendous growth in Buehn Service. From 1900, when we had 1200 square feet of floor space, to May 1916, with over *ten thousand* square feet, is a big achievement.

This growth has been secured through effort—an effort to please the people we are working for. A steady continous increase in business, year after year, gives a foundation of permanancy.

So in our new building at 835 Arch Street, we bid you welcome. This is only a few feet away from our previous headquarters and we hope it will be convenient for you to "look us over."

On the first floor are the general offices; private office of our president; directors' room; shipping department and a place for the general storage of about a thousand Victrolas. The second floor is occupied by our Victor record stock, a stock totaling tens of thousands of records, record shipping department and salesmen's headquarters; while the third floor is for storage. Goods come in and go out, easily and economically.

Full details, with illustrations of the new Buehn Building, will appear in next month's World, but in the meantime, come in and see in operation, the Buehn mechanism that helps you to sell more Victor machines and records, by seeing that you actually get them.

THE
LOUIS BUEHN
COMPANY
PHILADELPHIA'S
Exclusive Wholesale
VICTOR DISTRIBUTOR

THE TRADE IN PHILADELPHIA

(*Continued from page 22*)

chine Co., of Camden, N. J., reports the largest Victor business in April in the history of the store and says that there are unusually bright prospects for a big summer business, due to his increased stock and efficiency of service.

H. A. Weymann & Son report that their record stock in the wholesale department is in a most excellent shape and that they can fill up orders almost to the limit. They are filling machine orders that are on schedule as quickly and as fast as the Victor Co. is supplying the goods. He says: "The prospects for the balance of 1916 indicate that it will be a period of the greatest talking machine business that the trade has ever had. It is going to be a banner year from all indications." C. H. Lichty, of Reading, was one of the firm's visitors the past week. The firm's sales force is all on the road and sending in good orders.

The Edison dictating machine has enjoyed a great popularity during April. The business was very much better than last year and ran at least 50 per cent. ahead. Among the firms supplied in April were the General Electric Co., who has the largest installation in Philadelphia, and one of the largest in the country; the Life Insurance Co., the Central National Bank, the Aetna Life Insurance Co., the Charles J. Webb Co., the Yellow Pine Lumber Co., the DeFrain Sand Co., Parkersburg Iron Co., H. A. Hitner & Sons, the United States Cast Iron Pipe & Foundry Co., the J. H. Troup Music House, of Harrisburg, Pa., and L. F. Grammes' Sons, Allentown, as well as many other firms in smaller numbers.

G. M. Austin, manager of the Edison dictating machine, recently had a very commodious office erected for his use just at the rear of the sales rooms; Nelson C. Durand, vice-president of the Edison, was one of his visitors.

Manager Westervelt, of the Dictaphone Co., still has his offices at the Columbia retail warerooms, but is anxiously waiting the finishing of the new department on Broad street. During the last month among the notable installations were: the H. K. Johns-Manville Co., who put in a complete equipment of Dictaphones; the Packard Motor Car Co., the Otto Gass Engine Works, the Drexel Institute, the North Penn Bank, Edward Stern & Co., the Southwark Machine Co., Daucey & Hines, and a great many others. They had the satisfaction of receiving a great many repeat orders from their older users.

STRONG VISITS HEINEMAN OFFICES

Factory Manager of Concern Inspects New York Offices—Modern Methods in Vogue

W. C. Strong, factory manager of the Otto Heineman Phonograph Supply Co., Inc., Elyria,

W. C. Strong

O., was a visitor to the company's executive offices, 25 West Forty-fifth street, New York, this month, spending some time in conference with Otto Heineman, president of the company, relative to enhancing the service and co-operation extended to the Heineman clients.

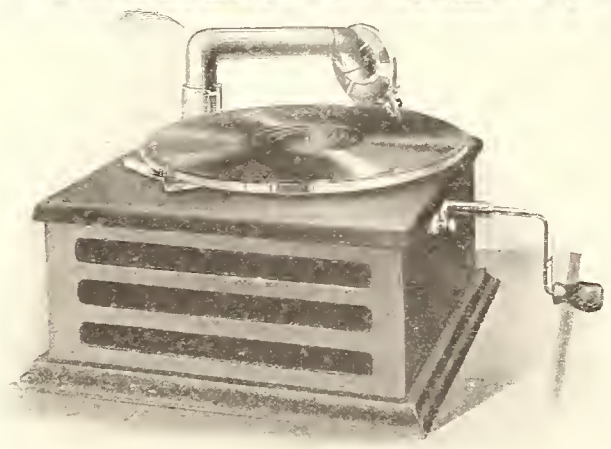
In a chat with The World, Mr. Strong commented upon the many improvements which have been made at the Heineman factory since the first of the year, and the contemplated additions and enlargements which are now under way. These improvements and changes have been made necessary because of the remarkably rapid growth of the Heineman business, and when they are all completed, the Otto Heineman Phonograph Supply Co. will be in a position to materially increase its output, and serve its customers even more efficiently than it has in the past.

Mr. Strong is particularly well pleased with the progress which the company has made in perfecting its products, and stated that every known system of factory manufacture which had proven its worth by actual test is being utilized at the Heineman factory in order to place this plant on a basis of top-notch efficiency.

MAMMOTH VICTROLA IN TACOMA

TACOMA, WASH., May 8.—Sherman, Clay & Co., have on exhibition at their Broadway store a reproduction of a Victor Victrola ten feet high and four and one-half feet square, which will be used for giving popular concerts in Wright Park this summer. The tone volume of the machine is said to be ten times greater than that of the ordinary Victrola but in obtaining this increased volume of sound nothing has been lost in clearness and naturalness. The machine was constructed by B. A. Almvig and F. C. Lindquist, of Sherman, Clay & Co., and so far as is known no talking machine of any kind exceeds it in size.

DON'T FAIL TO ATTEND THE NATIONAL TALKING MACHINE JOBBERS' ASSOCIATION CONVENTION AT ATLANTIC CITY, JULY 10, 11 AND 12. IT WILL BE THE GREATEST EVER!



"WONDER" No. 2
List Price $7.50.
Equipped with Universal Tone Arm and Sound Box
Colonial Mahogany Finish, Cabinet size, 5⅛x12x12.

PHONO CUT
10 inch Double Face. Vertical Cut.
List Price, 65c. Sample Price, 25c.,
F. O. B. New York

ANNOUNCEMENT

WONDER TALKING MACHINES
$5.00 to $20.00
ARE NOW EQUIPPED WITH

Universal Tone Arm
AND SOUND BOX
As Illustrated

Capable of playing either lateral or vertical cut records without any attachment.

Anticipate the demand this will create by placing your orders early!

In connection with this new feature we are offering a large stock of
PHONO-CUT RECORDS
(As Illustrated)
List Price, 65c., at **25 Cents, *F. O. B. New York***

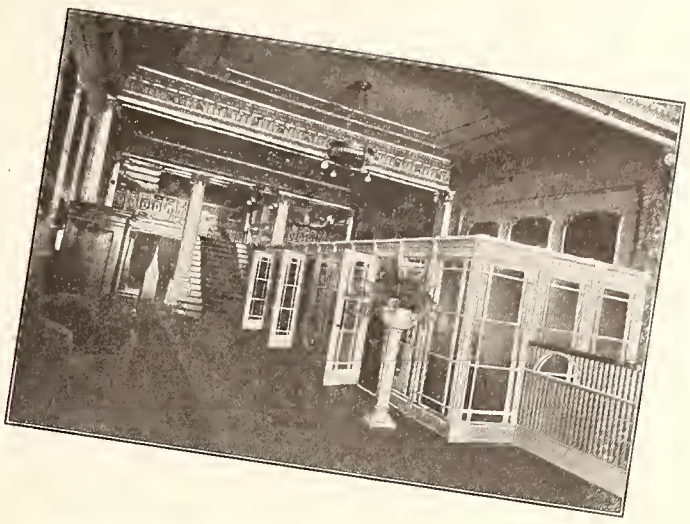
Write for descriptive folders, advertising material and special dealers' proposition.

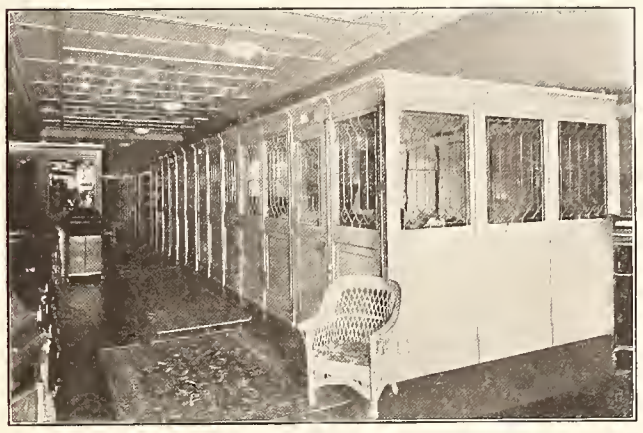
THE WONDER TALKING MACHINE CO.
113-119 Fourth Avenue *(at 12th St.)*, New York
Telephone, Stuyvesant 1666, 1667, 1668

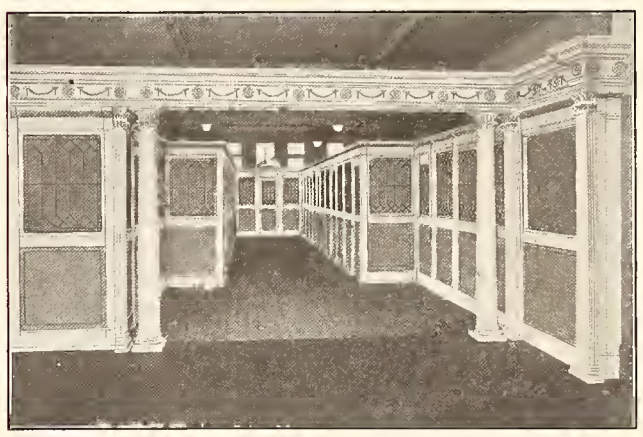
WHICH

DIRT AND DELAY

OR—







The Unico System
of Demonstrating Rooms,
promptly shipped and delivered to
you completely glazed and finished

Ready to quickly install. Patent interlocking construction. Sound-proof and dust-proof features to be had only in Unico rooms make it possible for you to modernize your department in a few days without confusion or costly interruption in business. Simply send us a rough diagram of your space indicating location of Walls, Windows, Columns, etc. We will submit without charge, plans, suggestions and estimates for a complete department or a single room.

Hundreds of dealers from coast to coast endorse the efficiency of Unico Rooms as sales and profit builders. The cost is moderate.
Write to-day

THE UNIT CONSTRUCTION CO.
121-131 South 31st Street - - Philadelphia, U. S. A.

THE TRADE IN NEW YORK CITY AND VICINITY

April proved a good month in the local talking machine trade in every particular, coming up to expectations in all instances, while in many cases the sales totals were much better than had been anticipated. The month as a whole was far ahead of last year and a number of the dealers state that their sales showed an increase over March, which is an unusual condition. The local talking machine industry is enjoying an unprecedented era of prosperity, and judging from all indications this will continue for some time to come.

There is still evident an acute shortage of machines, but shipments in April were somewhat better than during the preceding four months, and with the construction of new buildings and a corresponding increase of manufacturing facilities there is every reason to believe that the dealers will receive better service in the near future. The record situation is excellent, and the majority of distributors state they are filling their record orders on a 95 per cent. to 100 per cent. basis.

Record Trade Increasing

The most noteworthy feature of the local talking machine trade at the present time is the close attention which the dealer is paying to the development of his record business. This is, of course, the most profitable division of the retail field, and the progressive dealer has recognized the fact that he cannot devote too much of his time to machine sales and neglect his record department. The machine shortage which has existed the past eight or nine months has also induced the dealer to properly develop his record sales, and it is gratifying to note that the majority of the local dealers have placed their record business on a more efficient basis than for some time past. New systems are being installed which enable the dealer to keep a close watch upon his record sales, and up-to-date methods are being introduced so that the dealer may at all times cater to the individual requirements of his customers along lines which will produce profitable results.

Success of Efficiency Department

The efficiency department conducted by the New York Talking Machine Co., Victor distributor, is achieving splendid results, and several new ideas which were inaugurated last month have received the hearty approval of the company's dealers throughout the country. This is particularly true of the new electric service which the efficiency department announced to the dealers last month. This service provides for the furnishing of one and two-column electros which feature one or two of the popular selling records in the new list. Last month's electro called attention to the new Victor records "Little Gray Home in the West" and "Listen to the Mocking Bird," and W. D. Marbourg, of the New York Talking Machine efficiency department, states that requests for these electros were received from Victor dealers in every State in the Union and in several parts of Canada. This month's electro will present a cartoon by Herb Roth, one of the leading cartoonists, illustrating the new Victor record "I Can Dance With Everybody But My Wife." The electros are furnished to the dealers at a nominal cost, and their general use is reflected in the increased demand for these special records.

Developing Summer Trade

"April sales were equal to those of March," said R. F. Bolton, district manager of the Columbia Graphophone Co., in a chat with The World. "This is an unusual condition, especially as March was the best month in the history of our business. As a matter of fact April's business was ahead of last December, which furnishes a good indication of the activities of Columbia dealers in this territory. Judging from the reports sent in by our dealers there will be no let up with the advent of the warm weather, as we are receiving large orders for graphophones and records to be delivered on and after July 1. Many of our representatives have already started aggressive campaigns to sell machines for camp, bungalow and boating use, and there is no doubt but that this class of trade will prove a profitable field for this summer for the wide-awake, aggressive dealer. Machine shipments from the factory are steadily improving and the record situation is rapidly approaching normal. A pleasing feature of our business last month was the excellence of our cash collections which were remarkably good for a spring month. Summing up the situation as a whole there seems to be a stability and strength to the local talking machine trade which augurs very well for the future."

Best Month in History

J. F. Collins, general sales manager of the Pathé Frères Phonograph Co., New York, stated this week that the month of April was the best in the history of the company. The local trade was an important factor in this splendid record, as the popularity of the Pathephones and Pathé discs is rapidly increasing in this territory. Mr. Collins states that the demand for the new records issued by the company has far exceeded expectations, and Pathé dealers are enthusiastic in their praises of the records which are now being announced.

Held Monthly Dinner

The sales force of Landay Bros., Victor distributor, held their monthly dinner May 4, at which Ernest John, of the Victor Talking Machine Co., was the guest of honor. Mr. John brought with him the moving pictures taken some time ago at the Victor Talking Machine Co.'s factory and these pictures were shown to the members of the Landay staff. Mr. John explained various sections of the pictures as they were flashed on the screen, and at the close of the evening every one present expressed amazement at the wonderful scenes which had been shown, stating that they had never appreciated the magnitude and tremendous scope of the Victor manufacturing plant. This dinner was the final one of the 1916 spring season, and they will be resumed in September, when the meetings will be held fortnightly until December, and monthly till next May. The value of the Landay sales dinners is unquestioned as they promote a spirit of co-operation which is reflected in the high personnel of the Landay sales force.

New Columbia Dealer

One of the recent additions to the ranks of Columbia dealers in this territory is the Gotham Shop, which opened a very attractive establishment on Monday at 59 Nassau street, in the heart of the downtown business district. This store will handle the Columbia line exclusively, six booths having been constructed for the display and demonstration of Columbia Graphophones and records. Irwin Kurtz, who is at the head of this establishment, is an enthusiastic believer in the future of the Columbia line and is planning an aggressive campaign among the downtown business people.

Activity in High-Priced Models

Raymond Duncan, of the Edison Shop (owned by the Phonograph Corporation of Manhattan), referring to April business said: "We were very well satisfied with our April sales as there was a general activity throughout the month which has even continued in May. Although our complete line is in demand, the $250 Chippendale model continues to be one of our leading designs. Our patrons also seem to be interested in the new lacquer model which we placed in our window last week as soon as it was received from the factory. This design retails for $300, and we have already received a number of orders for it from our customers. Our record trade is excellent, with the better class of records the most consistent sellers."

1916 a Banner Year

The Blackman Talking Machine Co., Victor distributor, closed its fiscal year on April 30, and J. Newcomb Blackman, president of the company, referred to the company's activities as follows: "Our sales totals for the year showed a substantial increase over 1915 and were satisfactory except to the extent that our business would and could have been much larger had we been able to get larger shipments of Victrolas. The business done, however, represents the largest in the history of our business career.

"I believe the coming summer months will

(*Continued on page 26b*)

Room 73
65 Nassau Street
Clifford A. Wolf
MANUFACTURER OF
Diamond and Sapphire
Phonograph Points
New York City
Phone, 2129 Cortlandt

Victor Dealers everywhere have welcomed the new Electro Service for newspaper advertising

This One For June ⟶

You should have it for your advertising on opening day

Electros	Mats
1 column 40 cents	1 column 20 cents
2 " 90 "	2 " 40 "

New York Talking Machine Company

Victor Distributors

119 West 40th Street :: :: New York

I Can Dance With Every-Body But My Wife
One Step

Coupled With

Yaaka Hula Hickey Dula
Fox Trot

MORE Than A Hit!

Victor Record № 35546

RICHARDSON SERVICE N.Y.

TRADE IN NEW YORK AND VICINITY

(*Continued from page 26*)

provide an opportunity which progressive dealers should take advantage of, to shape their policy for the next busy season and that they should consider the advisability of concentrating their efforts on one line. The trend of affairs in the talking machine business, as in most other successful retail shops, is toward specialization. Many people have the impression that the department store is driving the small merchant out of business. One has only to note the great success of the specialty shops to know that this is not true. These shops when managed by the proprietor can and should represent the same efficiency of service, and this combined with the economy made possible by a much lower overhead expense, opens a great opportunity to the small merchants. Specialization in the talking machine business means a concentration of the dealer's capital, thought and efforts on one line, which in many cases has enabled him to give better service and show a correspondingly better profit. The talking machine business must broaden and I am confident that the leading makes of machines will be best sold in exclusive shops. It is this trend in representation that I think the dealer should consider seriously in shaping his policy and putting his shop in order for the business next fall."

Aggressive Victor Manager

William F. Lynch, who was recently appointed manager of the Victor department of Wm. Knabe & Co., is achieving excellent results in this important post. Mr. Lynch is well qualified to handle the Victor trade in the Knabe warerooms as he has had a number of years' experience in the Victor retail business. He states that the Knabe clientele appreciates the higher-priced Victrolas and the better class of records, and he is accordingly concentrating his efforts on building up this particular trade.

Wm. F. Lynch

Enlarge "Talker" Warerooms

S. Baumann & Co., Forty-sixth street and Eighth avenue, have recently enlarged their Columbia department and it is now one of the most attractive and well arranged talking machine warerooms in that section of the city. This company is one of the most successful retail houses in the Times Square district and they have built up a Columbia business which should steadily increase in the enlarged department.

Open New Store

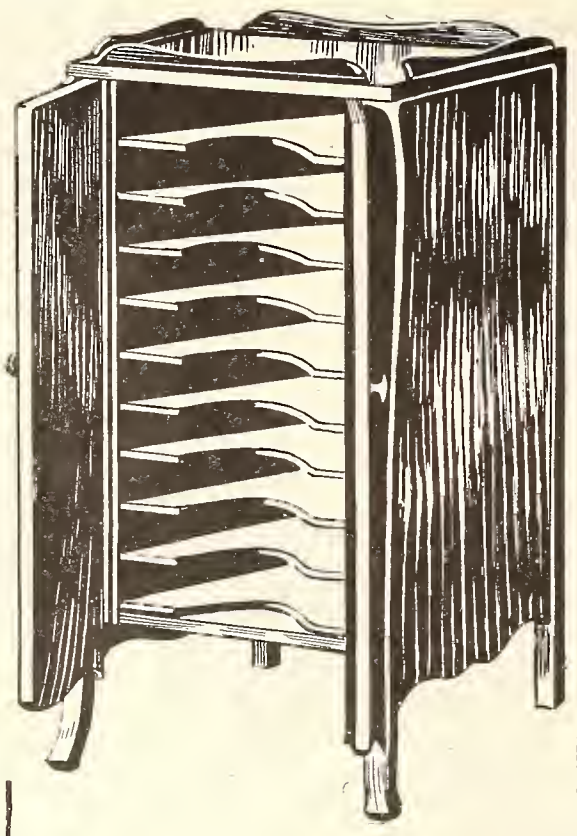
Winterroth & Co., a well-known local piano house, has opened a new store at 609 West One Hundred and Eighty-first street, and is featuring the Pathé line. They are giving the Pathé products aggressive representation and as their store is located in the city's best residential district, there is every liklihood that an excellent Pathé clientele will be developed.

A Visitor from the South

E. R. DuBose, of Chamberlain, Johnson & DuBose, Atlanta, Ga., Victor dealers, was a visitor to New York this week, spending some time at the headquarters of the New York Talking Machine Co., Victor distributors. Mr. DuBose, who was accompanied by Mr. Jones, of their organization, spoke very encouragingly of the present business situation in Atlanta, stating that conditions have shown a steady improvement since the first of the year. The Victor business in Atlanta is gaining rapidly and the company's sales for April were considerably ahead of their anticipations.

Another Pathé Store

Walter Drey & Co., which opened a store at Third avenue and Eighty-ninth street, a few months ago, has opened a new store at 1528 St. Nicholas avenue. This company is featuring the Pathé line as a leader in both establishments, and is also handling the Wonder talking machines.



Every Victor Dealer

Should order these Cabinets at this special price

You will be able to sell these splendid Landay No. 990 Cabinets, very easily. We have never seen a cabinet as well made or as finely finished at the price. They are made to retail at $18.00 and are worth more. We make a special price to all Victor dealers of only

$9.90 each

These Cabinets are made of fine mahogany veneer on all four sides and top. They fit the No. 9 Victrola perfectly, and are also equipped with a special shaped moulding which makes the Victrola and the Cabinet look like one unit.

Do not take our word that the fine appearance of these cabinets will help you sell more Victrola No. 9's, but order a sample at once. If you do not like it, send it back. We will be glad to make a refund.

We have sold several hundred in the past few months and the unanimous opinion is that they are the finest cabinets of the kind yet placed on the market.

Telegraph or telephone us at once. Cabinets will be shipped f. o. b. New York or free deliveries to any dealer in Greater New York.

We show herewith a cabinet with a Victrola 9. This will give you a fair idea of its fine appearance, and its substantial qualities.

Illustration shows cabinet in use with Victrola IX.

Landay BROS. INC.

Victor Distributors Exclusively

563 Fifth Ave., New York, N. Y.

THE POWER OF ITERATION

Getting a Thought Into the Mind of the Other Fellow Again and Again Is Real Advertising

Most of the thoughts that will impress people are thoughts which they themselves have had or nearly had. The thought that pursues the beaten path through the human mind is the thought that oftenest finds a lodging place there.

When we tell a man that which he knows already, he agrees with us and admires our insight. The art is in the telling—in bedecking the thought anew.

Theodore Roosevelt has been credited with having "discovered" most of the Ten Commandments. But he has done more. He has dramatized them.

We knew about the Ten Commandments, but as he staged them, one after another, in new surroundings, their force was impressed upon us anew, for old thoughts are like old friends—they are more welcome.

All of which is merely the iteration of the power of iteration, says Associated Advertising. So many of us want to argue with the prospect in our anxiety to sell him—want to try to get new thoughts into his mind when the old thoughts he has been having all his life can be brought into play and made to dove-tail with that which we want him to believe!

To get the thought into the mind of the other fellow again and again—sugar-coated, maybe, or dramatized—but to get it there again and again until it becomes as familiar as an old friend—after all, that is real advertising.

NEW DIAMOND DISC FOLDER ISSUED

Designed to Be Mailed by the Dealer and Support General Advertising Campaign

An attractive folder in two colors, captioned "Do You Dislike Talking Machines?" has just been issued by Thomas A. Edison, Inc., for the use of their dealers in connection with the campaign of magazine and newspaper advertising now being carried on in the interests of the Edison Diamond Disc phonograph. The folders bear portraits of Julia Heinrich and Jacques Urlus, singing in conjunction with the Edison, tells briefly of Mr. Edison's work in the recreation of music and reproduce a number of favorable newspaper comments on the Diamond Disc machine and records.

THE DANGER OF KNOCKING

It is a generally accepted business principle at the present time that it never pays to knock your competitor or the line of goods that he is selling.

Knocking is no longer looked upon as a favorable means of trying to win business and the knocker generally is viewed with suspicion. A dealer who asserts that the line handled by his competitor is cheap and inferior is usually suspected of underhanded dealing and the customer reasons that a merchant who will attempt to strike a competitor in the back will not hesitate in taking an unfair advantage of one who trades with him. There was a time when these underhanded tactics were indulged in by practically every merchant, but the ethics of modern business demand a higher degree of astuteness and cleverness in selling merchandise.

It is now recognized that it is not necessary to run down a competitor's line in order to boost the goods that you are selling, says the Edison Monthly. Indeed, it is considered that this is the poorest and costliest kind of business policy. It is only necessary to show a customer that your line of goods is superior to the line of your competitor in order to make a sale.

The Sympholion Co. was incorporated at Albany, N. Y., this week, for the purpose of dealing in talking machines and musical instruments. Incorporators, J. W. Nutt, S. W. Case and E. H. Gammans, of 354 Clinton street, Brooklyn, N. Y. The capitalization is $5,000.

THE OPPORTUNITIES IN THE TALKING MACHINE FIELD

Young Man Who Enters the Field To-day Will Find Important Work to Do and a Big Future Awaiting Him—Familiarity with Machines and Records Essential to Progress

The young man who enters the talking machine field to-day as a clerk or a salesman has every opportunity to create a lasting success for himself if he will remember that he must work out success for the store where he is employed, if he would achieve success for himself. The stepping stone to success for the young talking machine salesman lies in making himself valuable to his employer—so valuable, in fact, that his absence from the store will be seriously felt.

The average talking machine store, employing a force of probably a half dozen clerks, offers an unusual opportunity for a young man to become thoroughly acquainted with every phase of the business, an opportunity which does not exist in many other lines of industry where large forces are employed and where the average employe can only master the details connected with his own department. The valuable clerk is the one who knows all about the store's business—he is clerk, window trimmer, card writer, ad writer, assistant manager and assistant buyer—or if he is not actually all of these things, he is possessed of the knowledge and ability to be any one or all of them upon comparatively short notice.

Probably the first position offered to the young man who is desirous of entering the talking machine business is one where his work consists largely of caring for the stock. This position, unimportant as it may seem, offers a very valuable opportunity to obtain knowledge which will be of much benefit to him as he advances in the business. Aside from seeing that the stock of records is well kept, and that missing numbers are ordered promptly in order that the stock may always be full, the young clerk should familiarize himself with the numbers and titles of the multitude of records which are in constant demand.

His work will also give him a comprehensive knowledge of the titles and composers of not only the standard classical compositions, but also of the more popular numbers, and by endeavoring to learn something concerning these compositions and the men who wrote them the stock clerk can obtain a fund of musical knowledge which will not only be of great value to him, but which also will afford him real pleasure and satisfaction.

After becoming familiar with the records—the goods which he eventually will sell, if he advances—the clerk should endeavor to master the rudiments of salesmanship. He should cultivate a neat and pleasing appearance, he should master the art of approaching prospective customers in a pleasant and affable manner. He should become thoroughly imbued with the thought that he is there to please the customer and to give the customer whatever the customer may desire. Having mastered these details his attention should be directed to creative salesmanship—to the art of creating a desire in the mind of the customer for records which otherwise would not be sought for. Here the knowledge which he has obtained in the record department will be of inestimable value. Having once sized up the musical taste evinced by the customer, his knowledge of records and of selections will enable the clerk to suggest other records similar to the one for which the customer asks, and in this way the young salesman's order book will show figures which are greatly in excess of the amount which would be shown had the customer simply been sold only those records for which a direct inquiry was made.

Next should come a knowledge of talking machines themselves. The making of talking machines has developed into an almost exact science, and the young salesman should thoroughly ground himself in the basic principles which enter into their making. He should learn something about the construction of motors, tone arms, sound boxes, turn tables, reproducers, needles and reproducing points, and should understand their relative importance in regard to the machine as a whole.

He should not only become thoroughly familiar with the particular machine which is being handled by his firm, but he should also know something about all of the larger competing lines, so that he may talk intelligently and authoritatively to the prospective customer who may be prejudiced in favor of a machine not sold in the store. And most important of all, he should remember that the true salesman never finds it necessary to knock a competing machine. If the talking machine is a good and useful article, then all talking machines must be of at least some value. If every salesman handling a single make of machine was to claim that all machines except the one he sold were of no value, the customer, if he but made the rounds of the different salesmen, would speedily come to the conclusion that all machines were of no value, for in the course of his travels every machine on the market would have been represented to him as being of little good and practically worthless.

This brand of salesmanship belongs to a bygone age. The modern salesman should work on the theory that all talking machines are useful, that they all are capable of furnishing enjoyment and pleasure to their owners. If the salesman will but keep this idea firmly in mind, he can speedily convince the prospective customer that a talking machine is a good thing to have. and once having clearly made this point the proficient salesman will not find it hard to point out the points of excellence contained in the particular machine which he is selling. Here is where a knowledge of the different makes of machines is absolutely essential in order that the salesman may point out, without knocking, but merely for the purpose of comparison, the differences represented by the different standard makes.

Having learned these things the young man should next direct his attention to the routine work of the store. He should keep himself posted on up-to-date follow-up methods. He should become familiar with the many ways whereby the customer may be kept interested in the new records which are constantly being produced, he should study means whereby prospective customers may be created, and he should give careful attention towards the maintenance and increasing of the idea of service to his customers, so that they will appreciate the fact that his store is seeking in every possible way to aid them to get the fullest satisfaction and enjoyment out of the talking machines which they possess.

These briefly sketched ideas are the fundamentals which will enable the aspirant for success in the talking machine field to climb upward and onward, with increasing pleasure to himself and increasing benefit to his concern. These are the steps which have been used by those men who to-day are successful in the talking machine industry, and these same steps must be trod by the new recruits who would emulate the success of those who have preceded them.

INCORPORATED

Flemish-Lynn Phonograph Co., Hackensack, was incorporated with the Secretary of State of New Jersey on May 3, to deal in phonographs and acquire patents for same. Capital, $2,500,000. Edward O. West, Cornelius H. Zeliff, Hackensack, and Burt C. Suydam, Woodbridge, are the incorporators.

BUY YOUR

SAPPHIRE NEEDLES

WHILE PRICES ARE LOW

Prices are advancing rapidly on jewel points, so stock up today. We have a tremendous stock of needles at low prices, and can guarantee immediate delivery.

Supertone supplies are made right and are the ideal needles for securing good music.

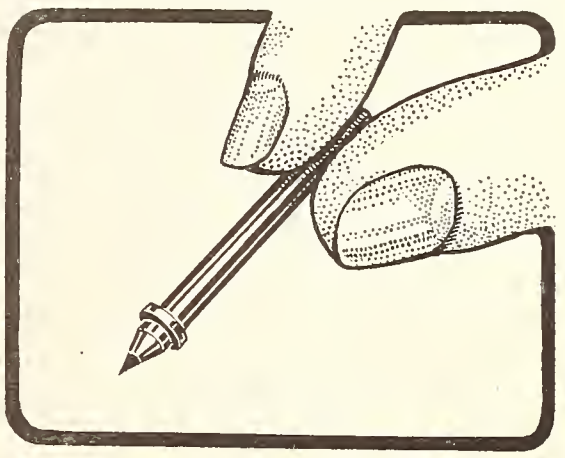
Don't delay but write today for prices

Supertone Talking Machine Co.
8 West 20th Street NEW YORK

VEECO

See our advertisement

PAGE 47 this May ISSUE



Sapphire Needles

Jewel Points

for the reproduction of hill and dale cut records.

Here is a sapphire needle that is made scientifically, with true regard for its utility as the connecting link between the record and the phonograph.

Made with a high ideal of jewel craftsmanship—pretty, durable, and exquisitely and perfectly fashioned to draw even the latent powers from the favorite compositions of your customers.

Capacity of our equipment is in the thousands daily, and we can make deliveries as agreed. These readily retail for $1.00.

We make these in full and half tone.

WHOLESALE PRICES

Samples, 30 cents each. $2.50 a dozen. Special discounts in hundred and thousand lots.

A. F. Meisselbach & Bro.
Congress Street NEWARK, N. J.

THE Victrola

Brings the world's best music to your home

SIZE OF BOOKLET 3¼X7 IN

SIZE OF FAN 7⅝X8⅞IN

SIZE OF WHISTLE 2½X4½ IN

Your Summer Business

Summer trade is getting ripe. How are you planning to pick it?

We have made plans for you. Order a quantity of art fans and Victrola whistles to be passed out at public gatherings and send our story booklet to a special list of prospects. With the filling of every order for this special literature goes advertising service for the whole summer. That means we will prepare free of charge for your use system letters, newspaper advertising, and all sorts of direct literature marked with your name and your personality. Our bureau's skillful work will make business boom for you.

The art fan is handsomely printed in five colors on the face and bears the dealer's own name on the back. The whistle appeals to young and old alike; it is shaped and colored like a Victrola XVIII and opens to display honest arguments and the dealer's name. The story folder is prepared for encouraging sales of portable Victrolas; it tells an enthusiastic story of camp life in which the hero is a Victrola VI. The dealer's name appears in tasteful type.

Offer Good Until June Fifth

The uncertainty of paper prices forces us to set a time limit on quotations for this advertising. Until June 5th you may take advantage of this offer at the following prices and be assured of prompt delivery and the service of our advertising bureau for the whole season.

PRICES: Whistles $9.80, Fans $7.40, Story Booklets $1.85—lots of five hundred. These quotations are for the material at actual cost, so that for larger quantities prices may be estimated in same proportion. Prices include charge for printing a dealer's name on each piece.

Order advertising now. Benefit by double offer.

Stewart Talking Machine Company

Victor Goods Exclusively

Indianapolis, Ind.

It is a significant fact that most of the popular artists of the day sing the real hits of the day for the Columbia. Witness "Where Did Robinson Crusoe Go With Friday on Saturday Night," Al Jolson's greatest hit sung by Al Jolson himself (Columbia Double-Disc Record A 1976).

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK
Note the Notes

LIVELY NEW ASSOCIATION WORKING IN PORTLAND, ORE.

Interest on Deferred Payments and a Standard of Valuation for Second-Hand Machines Some of the Subjects to Be Handled by New Organization—All Lines of Machines in Demand in Pacific Northwest—Changes Among the Managers and Salesmen—General News

PORTLAND, ORE., May 6.—Many happenings of interest have taken place in talking machine circles of Portland during the past month, many of which give indications of a great increase in the volume of this business in the immediate future.

One of the most important of these is the formation of the Portland Retail Talking Machine Dealers' Association. The first meeting of this association was held at the Portland Chamber of Commerce, at which time the following officers were elected: E. B. Hyatt, of the Hyatt Talking Machine Co., president; Perry Graves, of the Graves Music Co., secretary and treasurer. One of the chief objects of this association is to foster a spirit of business cooperation among the dealers in this vicinity. Many interesting topics were brought up for discussion, the principal one being a proposal to charge interest on installment accounts or deferred payments. However, this was not decided upon until the second meeting, which was held May 1, when it was decided after May 15 interest would be charged. L. D. Heater, manager of the Columbia Co., was elected vice-president, and an investigating committee was elected to investigate complaints among the dealers, also the same committee was empowered to compile a list of old-type machines and the value of the various types when taken in exchange toward new machines. By this, the association hopes to correct the evil of price cutting, by an overallowance on old machines, making this allowance uniform among the dealers. It is confidently expected that all members will derive great benefits resulting from the activities of this association. J. J. Black, manager of the Wiley B. Allen Co., San Francisco, Cal., who has been in Portland for the past two weeks, was greatly instrumental in drawing the dealers together and much credit and thanks are due him for his successful efforts in this connection.

L. D. Heater, manager of the Columbia Graphaphone Co., has been conducting an extensive selling campaign among the country dealers in Oregon territory, personally interviewing a number of them and to date has received some very fine orders. Mr. Heater informs us that the business shows a marked increase over the previous years and his prospects for the summer season are of the brightest.

A. Burroughs, traveling salesman for the Columbia Graphophone Co., has just returned from a successful trip in Southern Oregon and is now transferred to the Los Angeles store.

The showrooms of Messrs. Lipman Wolfe & Co. have been remodeled and several new demonstrating rooms added. This company will in the future carry a complete line of Victor and Columbia goods, under the able management of Miss F. Isaacs, thus making this department of their large store one of the most important in the city.

E. E. Deffenbaugh, late retail salesman for the Columbia Graphophone Co., has assumed the management of the talking machine department of the Bush & Lane Piano Co., who handle the Grafonola, Victrola and Sonora machines. The business of this department has already greatly increased and Mr. Deffenbaugh reports rosy prospects for the future. E. J. Borgum, who lately filled this position, has left to devote his energies to the piano business.

Mr. Hartman, formerly manager of the Meier & Frank Co.'s talking machine department, has accepted the management of the Hopper & Kelly's new department in Tacoma, Wash. This vacancy is being filled by C. D. Johnson, who formerly handled the talking machine line for the Seiberling Lucas Music Co.

The Reed-French Piano Co., which has heretofore been an exclusive Columbia dealer, has now added the full line of Edison talking machines and with both complete lines it can expect a prosperous business.

E. B. Hyatt, owner of the Hyatt Talking Machine Co., one of the largest and best established concerns in the city, who handle a complete line of Victrolas, Grafonolas and Edisons, states that he has had a large increase in this business in the past year and prospects look good for the coming season.

The Eilers Talking Machine Co. has added a live talking machine man to its force in the person of I. E. Jessen, formerly with the Wiley B. Allen Piano Co. Mr. Jessen will act as manager, and from his past record will undoubtedly increase the business of his department. Miss Kathryn Crysler, late manager of the Eilers Talking Machine Co., was married on April 27 to Geo. Hatchkiss Street, popular singer and vocal teacher. Their many friends wish them much happiness.

The talking machine department of Graves Music Co. has made almost a complete change in their sales force with the exception of Manager Perry Graves, and they now have some good live boosters. They have also made a change in their store which gives them an entrance on Morrison street as well as Fourth street, this giving them more window space.

C. P. Little, manager of the Victor department at Sherman, Clay & Co.'s store, tells us of a steady increase in business.

The Pacific Phonograph Co., representative of the Edison line, is conducting a most successful campaign among the dealers and has added several to its list. Under the auspices of the Eilers Talking Machine Co., a most wonderful demonstration concert and tone test was held at the White Temple, Miss Elizabeth Spencer singing together with a re-creation of her voice upon the Edison phonograph. The Edison Co. has also been holding a school for the benefit of its dealers, instructing them in the assembling and repair of its machines. D. W. Schwab, manager, says that the attendance at these classes shows how greatly the dealers and their employes have appreciated this interesting innovation.

The Schwan Piano Co., handling the Columbia line exclusively, reports a fine business for the past month.

Miss Baker, in charge of the H. Jennings & Son Columbia department, reports the largest month in her department since its installation last November.

DON'T FAIL TO ATTEND THE NATIONAL TALKING MACHINE JOBBERS' ASSOCIATION CONVENTION AT ATLANTIC CITY, JULY 10, 11 AND 12. IT WILL BE THE GREATEST EVER!

Phonographs

Universal Tone-Arms,

Motors, Cabinets, etc.
For the Trade

R. A. Smith Mfg. Co.
26 Cortlandt Street **New York City**

THE RECORDING TROUBLES OF THE OPERA STAR

In Singing for the Records, Things, Vocally, Are What They Are and Not What They Seem—Some Recording Secrets the Average Man Doesn't Appreciate—The Story of the Cuckoo

Last month Talking Machine World readers were given some inside facts regarding the experiences of the "old guard" of recording artists such as Steve Porter and Billy Murray, in the making of records, mostly of a popular nature, and herewith are presented some new and unusual facts regarding the same general subject of recording, with the grand opera artists to the fore.

With the records selling at about a dollar the purchaser is chiefly concerned with the music itself and little with the singer, beyond desiring that the singing is good. When it comes to high priced records, however, those listed at several dollars, the purchaser is deeply interested in the artist who did the recording and is therefore unusually critical regarding his work. If the dealer could understand all the difficulties of high-class recording and explain all those details to his customer, certain particular selections would take on a new interest—an interest direct from the laboratory.

When The World representative stepped into the Columbia laboratory the other day Andres DeSegurola, of operatic fame, was singing. Standing near the screen which shuts off from chance visitors the mysterious method of actual recording, the well-known singer was throwing himself entirely into this new art—an art quite different from that of the stage—that he might produce the most perfect possible rendering of a song which in record form would go out all over the world and be played before all manner of people, from the "mighty potentates of civilized Europe and the semi-barbic East," to the near-cannibal kings of those South Sea Isles. The same beautiful airs that stir a super-civilized opera audience in New York will delight the eager ear of the dusky warrior squatted beside his smouldering camp fires. The savage may not comprehend the nice shades of musical tone that Signor DeSegurola strives so earnestly to impart to his singing, but the rendering will give a precise feeling intended by the composer.

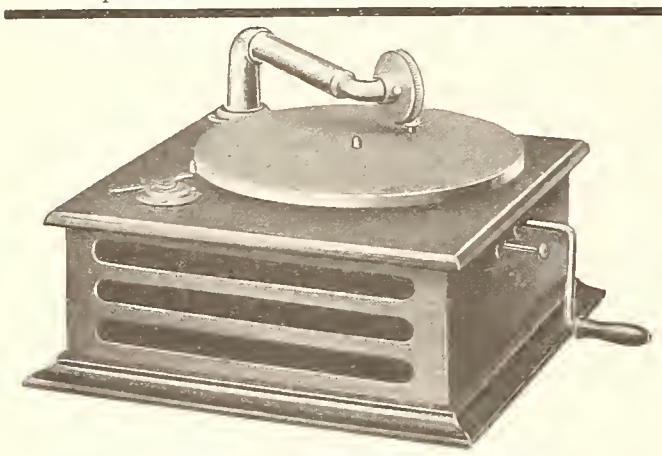
These things artists such as DeSegurola know, and it is for the satisfaction of the keenest critic, as well as for the pleasure of the average music lover, that he works so unremittingly. With these ideas in mind—with this ideal before him as he sings into the mouth of a tin horn—is it at all remarkable that the artist can detach himself absolutely from his surroundings and put his entire musical self into the making of a record? He forgets the laboratory with its almost comical combination of high-chairs, on which the violinists, 'cellists, French horn artists and all the rest of the accompanying orchestra members sit. He knows subconsciously that even as he is putting his whole mind on the singing, each of these musicians is concentrating likewise on his own musical contribution; and so under the expert, even inspired guidance of the leader, the music is recorded through the half-dozen horns that convey it to the delicate surface of the wax test-record. The performance is at first sight strange; it is even laughable—until the observer considers what the result is to be and how indeterminately wide will be the effects of the finished record.

Along the line of what may be termed musical efficiency in record making, Vernon Stiles, who recently signed with the Columbia Co., expressed convictions and a purpose even more fully fitting to the new art than the average recording singers' comprehension has enabled him or her to understand.

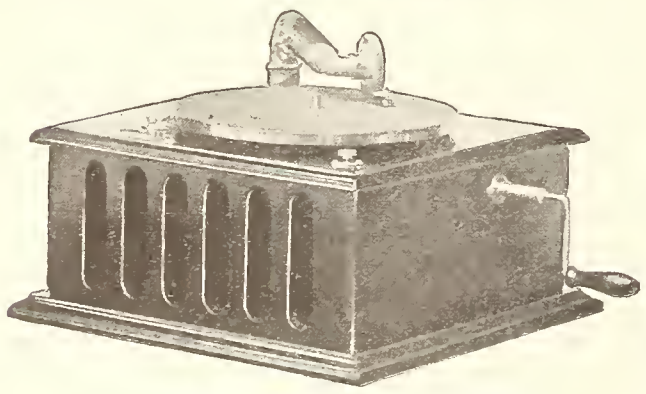
Absolutely Perfect Singing Essential

"I used to be a scientific farmer," said Mr. Stiles. "I learned that in cultivating one vegetable or another, or one fruit or another, methods had to be adapted to circumstances. You can't produce the same good results, in even slightly differing climates, with identical methods. Soil, water supply, sunlight, length of seasons, all have to be considered. So in singing for the recording devices so marvelously worked out by our mechanical geniuses, methods must adapt themselves to conditions and to mechanical laws. Singing that sounds perfect from a stage in such a great auditorium as that of the Metropolitan Opera House, may reproduce very imperfectly from the record. Acoustics, volume of sound, pronunciation, determine the quality of tone when the receptive process is reversed and the needle reproduces faithfully what the singer has given forth. The slurred sibilant, for instance, a final "s" left off a word in a song, is often unnoticeable in the concert hall, but let a singer slur a sibilant when recording for the talking machine and he will either have to try again or give up. The average conditions under which talking machine records are played—in relatively small rooms or halls, and in comparative quiet—necessitate the perfect enunciation of every syllable. Listening to a record in your home, you can fairly feel the personal presence of the artist himself. It is the difference between talking with a man face to face, gazing into his eyes and observing every change of expression, and sitting anywhere from twenty to two hundred feet away from him in the theatre, forum or opera house.

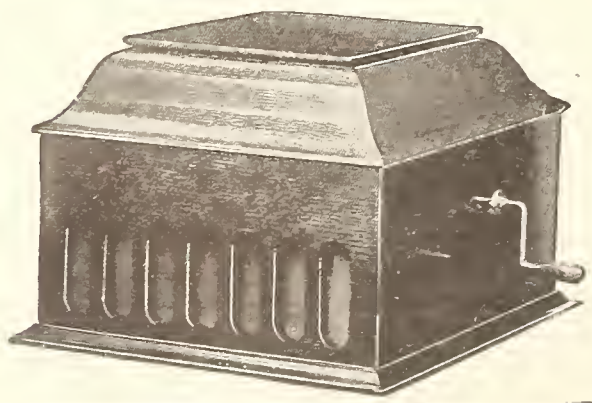
"My first records were a revelation to me. I had realized something of the difference between recording and concert singing, but lack of actual experience resulted in surprising tonal effects. At times my voice burst forth with great harshness; at other times the enunciation was imperfect, though in this latter respect I had done fairly well. It is a fascinating study for any one with patience plus a desire to achieve perfection. The theatrical value of personality in appearance, of course, has no value, just as in moving pictures the voice contributes nothing to the effect. Musical tone—faithfulness to the



STYLE 1. RETAIL PRICE, $10.00



STYLE 2. RETAIL PRICE, $15.00



STYLE 3. RETAIL PRICE, $30.00

READY FOR SHIPMENT

A LEADER

Place Your Orders AT ONCE for the

Trade Sensation

A Cabinet Talking Machine with four shelves for record albums and selling for

$35.00 Retail

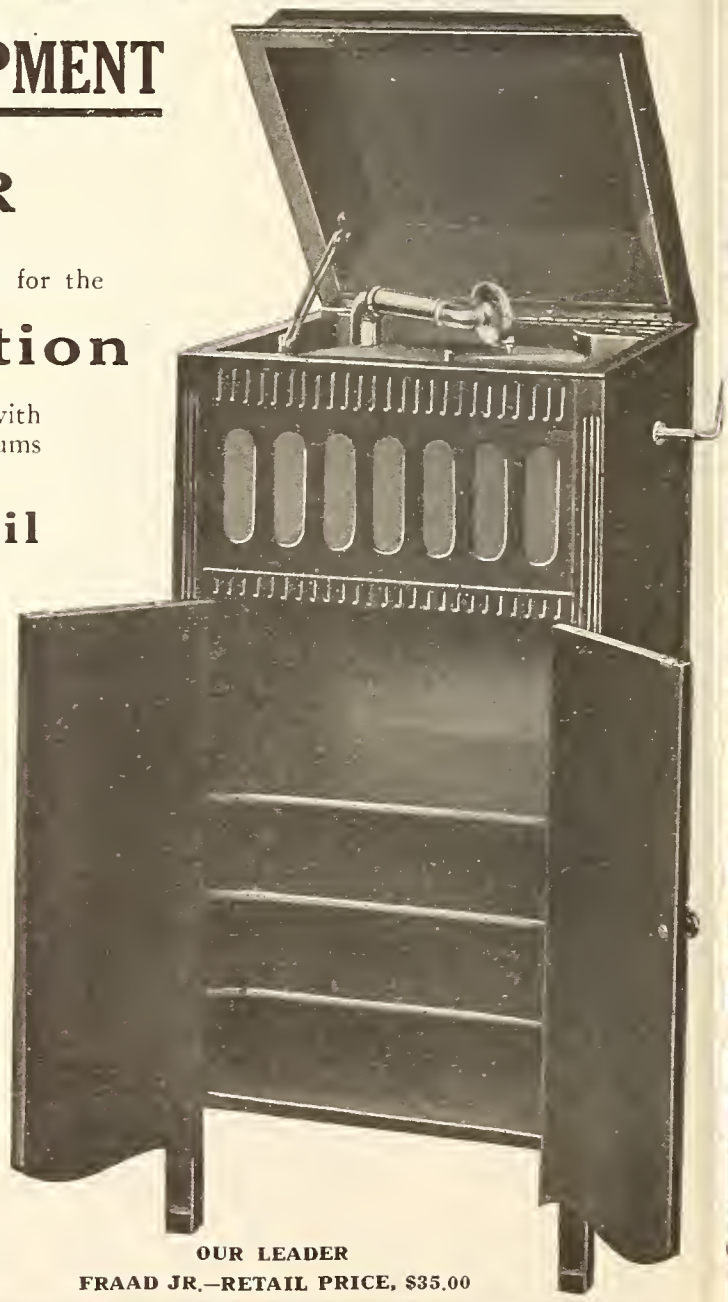
PLAYS ALL RECORDS

Dealers are making real money with the Fraad "Junior"

The Fraad Line of Talking Machines includes models from **$10 to $100.** Every machine perfect in finish, construction and tonal qualities. Fully guaranteed. Exclusive territory becoming scarce. Have you reserved yours?

Write for Catalogs

Fraad Talking Machine Co.
225 Lexington Avenue, New York City
Phones {5106 / 5821} Murray Hill
Showrooms: 1160 Broadway



OUR LEADER
FRAAD JR.—RETAIL PRICE, $35.00

composer's idea alone—matters. They said to me when I first stood before a recording horn, 'Forget that you have sung in a dozen different lands in half a dozen languages, and concentrate so absolutely on this one song that your tones, your interpretation, may be all that you can make them."

"It is no doubt true that the artistic temperament makes trouble for the director," said another singer, whose records sell widely, "but as a matter of fact when even the extremely temperamental arist comes to realize how much depends on painstaking patience, no one is more anxious than he to work hard and to follow the suggestions which the director offers out of his experience and his knowledge of the new art."

The Adventure of the Cuckoo

A humorous side of serious recording came suddenly to light one morning when Lucy Gates was singing a little song called "The Cuckoo Clock," by G. A. Grant-Schaefer. The orchestration provided for imitations of the cuckoo's call by the piccolos, but the distribution of the orchestra made it impossible for the piccolos to approach the recording device so that the "cuckoos" would have sufficient volume in the places, where they were scheduled for solo business. So a little pneumatic cuckoo instrument shaped like two blackboard erasers fastened back to back, with a sort of accordion effect between them, was brought into play, and one of the musicians who wasn't otherwise employed stood beside the singer, and, holding the innocent-looking device in the throat of a horn, squeezed one end at the proper moment. A cuckoo in flesh, or in the feathers, lays more stress on one of its two simple notes than on the other; but the cuckoo machine did not know which note to favor, and favored the wrong one. Also it outraged its manufacturer by failing to sound like the bird, accent or no accent. Lucy Gates laughed. The record had to be made again. This time the cuckoo was still more unnatural and developed a squeak with rare burlesque possibilities. Miss Gates refused to be serious. The performance was temporarily halted while the entire orchestra offered suggestions on the proper squeezing of a cuckoo machine. One after another essayed to shame nature with the instrument—and did. Finally mechanical genius came to the aid of art, and a gentleman who sat on one side of the highest high-chairs got down and fixed the bird with a nail. Then the record-making proceeded, with the result that if this cuckoo song as finally perfected is ever played in a forest, or wherever cuckoos themselves live when not employed in popping in and out of grandfathers' clocks, no doubt a large flock of the wierd birds will come and nest in the talking machine.

COLUMBIA PUBLICITY

To Feature Prominent Artists in National Publicity—Columbia Sign for Dealers

Beginning with the advertising appearing in next month's national magazines, the Columbia Co. is inaugurating a new thought in general publicity which combines both co-operation and attractiveness. This advertising will feature two of the famous and most prominent artists who record exclusively for the Columbia library. It is planned to make the advertising in each magazine different and distinctive, and to continue this series indefinitely. Such well-known artists as Oscar Seagle, Louis Graveure, Corinne Rider-Kelsey and Felice Lynne will be featured in the first month's series.

The Columbia Co.'s advertising division has prepared for free distribution among Columbia dealers, a large muslin sign measuring two and one-half by five and one-half feet, and displaying the popular Columbia "notes" with the inscription "Columbia double-disc records." This sign is suitable for use in many ways, and is particularly adaptable for display in windows, store interiors and at fairs, carnivals, etc.

Edw. M. Baker, advertising manager of the Columbia Co., has been visiting the Columbia headquarters in near-by territory.

TALKER MUSIC BY WIRELESS

Boston Wireless Operator Sends Music Produced by Edison Diamond Disc Phonograph Over a Radius of Two Hundred Miles

BOSTON, MASS., May 10.—The sending of music through the air by wireless has become an accomplished fact and has been developed to a practical basis by Harold J. Power, of the American Radio and Research Corporation, who is in charge of the wireless station at Tufts College, this city. Mr. Power has been very successful in his experiments in this connection and music sent by his station has been picked up by steamers two hundred miles and more to sea. The most astonishing results have been secured during the past fortnight or so.

In his experiments Mr. Power uses an Edison Diamond Disc phonograph for the purpose of producing the music, and declares that the purity of its tones have had much to do with the success of the experiments.

Operators at various stations along Cape Cod and any number of amateur wireless operators around Boston have reported that they heard quite clearly the music in the air.

Speaking of his invention, Mr. Power declared that he believed the time was not far distant when the experiment station at Tufts College would be able to play "The Star Spangled Banner" to the Kaiser's radio operators stationed at Berlin.

He said that soon he would try playing grand opera to wireless operators at sea and would make use of such voices as Emmy Destinn, Marie Rappold, Jacques Urlus and Anna Case for their entertainment.

Edison Diamond Disc Phonograph in Use in Wireless Room at Tufts College

Service and Success

Victor dealers who realize that the successful retail Victor store is founded on *service,* will find it profitable to let this organization assist them in developing their business.

WILLIAMS CO. SERVICE

will enable the Victor dealer to give his customers real service from every standpoint. Many a customer has been lost because of a shortage of certain records at a time when they were most needed. Perhaps our service will help you retain the good-will of some patrons.

Every member of this organization stands ready to co-operate with our dealers at all times. Our experience is at the service of Victor dealers, for we believe in the old adage "Service Spells Success."

May we not serve you?

G. T. WILLIAMS CO., *Victor Wholesale Exclusively*

217 Duffield Street :: Brooklyn, N. Y.

Frederick's
THE HOUSE OF SERVICE

Victor Distributors

at Pittsburgh, Pennsylvania

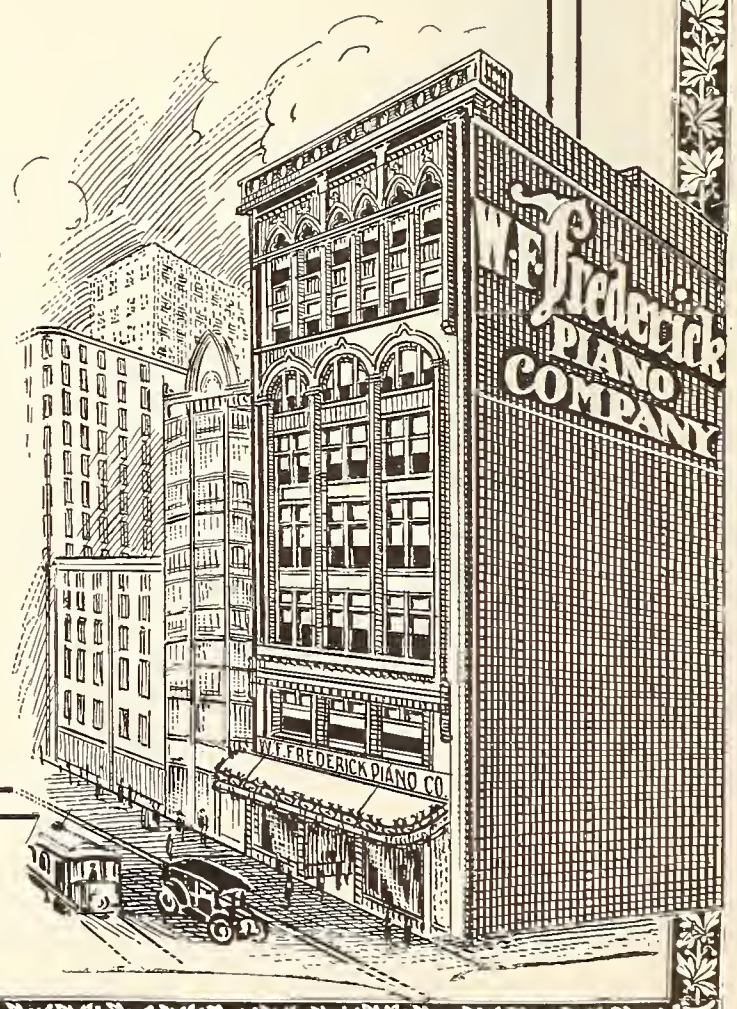
THE Victor Talking Machine Company has arranged with *Frederick's* to distribute Victor Products from Pittsburgh, thereby greatly enlarging their wholesale representation in the city. Victor dealers in Pittsburgh and District may now more nearly supply their rapidly growing demand through the home distributors without the delay and expense incident to shipments from distant points.

In keeping with our fixed policy of operating only in a large way, we have installed at Pittsburgh perhaps the most modern and commodious Victor Jobbing Department to be found in any city in the country, and have made every necessary preparation to render a service of real helpfulness to our dealers.

We solicit a personal visit and a thoughtful comparison of our facilities with the next best you know of. Meantime a mail or phone order will prove that we deliver value beyond the mere cost of merchandise billed.

W. F. FREDERICK PIANO CO.
635-637 SMITHFIELD ST.
PITTSBURGH, PENNSYLVANIA

We shall be glad to place your name upon our mailing list to receive the trade letters and service bulletins published by our Dealer Service Department.



FIRE NO HANDICAP TO MAYER

Progressive Piano Dealer of Paris, Tex., Replaces Burned Store with Corrugated Iron Headquarters for Victor Victrolas

When Ashley B. Cohn, vice-president of Hardman, Peck & Co., New York, visited Texas upon his recent trip, he spent some time at Paris, Tex., where Henry P. Mayer, head of the

Ruins of H. P. Mayer's Store

music house bearing his name, had conducted one of the most up-to-date piano and Victrola warerooms in the Lone Star State.

Mr. Cohn reached Paris just after a fire had devastated the entire business section of that city, and destroyed practically every retail store of any prominence, including Mr. Mayer's es-

The New Store—Mr. Mayer in Doorway

tablishment. Mr. Mayer has handled the Hardman, Peck line for many years, being one of the oldest accounts on the company's books, and as he had made it a point to carry a representative stock at all times, his loss in the fire totaled approximately one hundred pianos and player-pianos, with a large amount of musical merchandise and a substantial stock of Victrolas and Victor records.

Although his warerooms were completely destroyed, Mr. Mayer with characteristic Western energy and pluck started to look about for a new store within an hour after the fire was under control, and in the course of a day and a half was established in the warerooms shown in the accompanying photograph. The exterior of the store is constructed of corrugated iron, and although the interior hardly allows Mr. Mayer sufficient room for display purposes, he is planning to utilize it as temporary headquarters until he can arrange for the construction of a new building.

In the illustration shown, Mr. Mayer may be seen in the doorway of his new home with a violin in his hand, the latter being the only portion of his stock saved, aside from one Hardman piano which defied the fire, smoke and water.

TRANSFER
NAME-PLATES

We make the Name-Plates and Transfers for the largest talking machine manufacturers in this country and for dealers in every State.

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

Samples, Suggestions and Sketches Furnished FREE

THE MEYERCORD CO.
LARGEST MANUFACTURERS OF
DECALCOMANIA
TRANSFER NAME-PLATES
CHICAGO

FILING SYSTEMS FOR FOLLOW-UPS

Suggestions of Value for Those Who Have Not Paid Attention to Following Up People to Whom They Have Sold Talking Machines

The dealer who does not keep the names and addresses of the people to whom he has sold phonographs or records and who does not make every effort to induce instrument owners to maintain their interest and remain steady purchasers of records is neglecting a profitable branch of his business. To make it profitable, however, it is not sufficient merely to keep the names of those to whom you have sold machines. It is essential that you have a definite plan by which you can follow them up and, by consistently calling their attention to the activities in the talking machine world, keep their own interest in music and phonographs in a state of activity.

In order to show a customer from the very beginning that you give service it is a good plan to have a filing system by which you can keep informed as to the likes and dislikes of your various customers as far as phonograph records are concerned. The card to be used in connection with this system should contain spaces for the name and address of each person who has bought a machine or records from you. Further, it should have classifications relating to the variety of records preferred by the person whose name it contains. At one glance you should be able to learn whether the person listed prefers classical or popular music; vocal or instrumental music, and the names of his favorite singer and composer. Other useful classifications will suggest themselves as the dealer gives the subject consideration and the system may be so handled that the dealer will have at his command a complete catalog of the musical preferences of every person who has ever bought a phonograph or records at his store.

A customer, knowing that the information he has given you is on file, will expect occasional notifications from you and, when they come, he will regard them more as a personal favor on your part than as part of a scheme to keep him an active record purchaser. The notifications you send will be based on the contents of the monthly list of new records or such special lists as may be sent out from time to time. Where there are records on the lists that seem to meet the desires of certain of your customers, as these desires are indicated on the cards in your filing system, you will do well to send such customers a few lines on a postal card, calling their attention to the fact that you have received some new records by their favorite singer, composer, etc. Where customers have telephones it would be better to use this method of communication, says the Edison Phonograph Monthly, for it brings you into direct personal touch and has proven very effective wherever it has been tried.

REVENUE TAX RULING

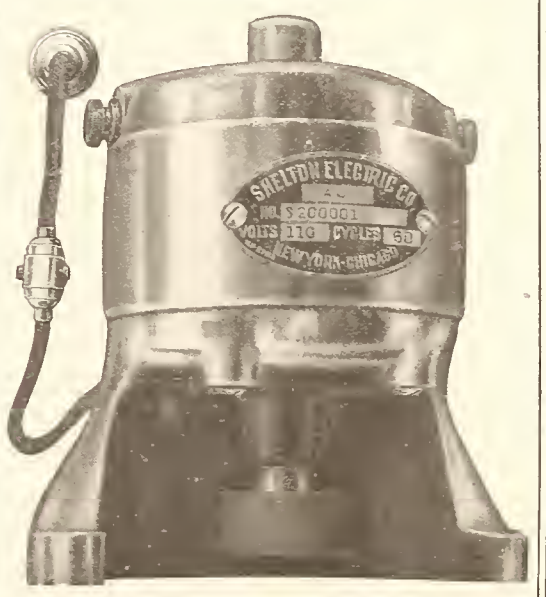
Bank Acceptances Do Not Require Stamps, Says Commissioner Gates

WASHINGTON, D. C., May 1.—The Acting Commissioner of Internal Revenue, David A. Gates, has decided that revenue stamps are not required on bank acceptances, and the Federal Reserve Board has instructed the banks of the reserve system that stamps are no longer needed on drafts, acceptances, overdrafts and post-dated checks. The text of the decision follows:

"In view of the decision made by the Supreme Court of the United States in the case of the United States vs. Isham (17 Wall, 496), that 'the liability of an instrument to a stamp duty, as well as the amount of such duty, is determined by the form and face of the instrument, and cannot be affected by proof of facts outside of the instrument itself,' this office is of the opinion that drafts, acceptances, overdrafts and post-dated checks are not taxable under the above act as promissory notes, even though they are used in such a way as to perform some of the functions of a promissory note."

If you can make the customer feel your enthusiasm about the goods you can induce him to buy. If you have no enthusiasm you cannot make sales.

Only One Answer!



Retail Price $17.50

If a customer should ask to have his phonograph electrified, what would be your answer?

There is only *one* answer—

The Shelton Electric Phonograph Motor

Why?

Because this motor electrifies perfectly all the leading types of machines without even changing a screw, and also preserves the spring motor.

Write our nearest office or factory for special proposition

Shelton Electric Co.
NEW YORK: 30 East 42d Street
CHICAGO: 30 East Randolph Street
BOSTON: 101 Tremont Street
SAN FRANCISCO: 62 Post Street
Factory: Fort Wayne, Ind.

Our New Standard List is Ready

It is a Successful Record Sales Stimulator

Are you using all our dealers' efficiency ideas?

Here's a Partial List:

Colored Letter Heads
Monthly Supplement Envelopes
Personal Monthly Letters
Monthly Window Displays
Radium Flash Window Sign
Personal Follow-up Letters
Window Record Easel Display
Farrar Week Circular
Delivery Envelopes
Ropene Stock Envelopes
Tamaco Stock Record Book
Record Classifying System
Record Code Label System
Fritz Kreissler XVIII Circular

**You put yourself among the dealers we undertake to serve—
you'll secure these helps and many others**

Chicago Talking Machine Co.

Victor Distributors

12 North Michigan Avenue, Chicago

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager
HENRY S. KINGWILL, Associate

World Office
Consumers' Bldg., 220 South State St., Chicago
Telephone: Wabash 5774

CHICAGO, ILL., May 10.—The talking machine business this month has kept up its remarkable pace proportionately—that is while naturally showing some falling off due to the rapid approach of gentle summer—it still shows a big, round, whooping increase over the corresponding period of last year.

The old and established companies seem to be still pressed to the utmost to fill their orders notwithstanding the flood of new machines coming on the market, who also seem to be getting quite a lot of business. A new factor has entered the situation in that a few—it must be admitted—a very few of the debutantes are getting away from a slavish imitation of the case designs of the old companies and are striking out along lines of their own.

Lyon & Healy in New Quarters

Lyon & Healy are now installed in the company's new building at the northeast corner of Jackson boulevard and Wabash avenue, and visitors agree that it is one of the finest things that the music trade can boast of. The various departments are settling rapidly in their respective accommodations, but the department to first complete the work of removal and get back to actual business was Department H—the Victor section.

Manager L. C. Wiswell, of the talking machine department, has made his plans so well that, like a modern military body, the members of that division marched into the new building, each to his respective place, and were able to begin active work almost at once. The department occupies the entire second floor as well as considerable space upon the first floor and a large part of the ninth.

The retail machine department is on the main floor and directly to the left of the Wabash avenue entrance and, although the furnishings have not yet been entirely installed, it is plain to see that they will be very handsome when completed. The retail record department is located in the front half of the second floor. There are twenty-three private record rooms that are arranged in such a fashion as to offer easy ingress for either the patrons or the young women who sell the records. Especially constructed doors, double windows and a system of electric lights which indicate what rooms are occupied and what room desires attention from the sales force, are some of the unique features of this thoroughly modern department. There is a special service department comfortably furnished at which saleswomen explain installment contracts and how to open a regular account. There is also a credit and adjustment room, where records can be returned for credit or adjustment and repairs arranged for. Some idea of the size of the record department can be gained from the information that the record counter stretches almost sixty feet straightaway. To the east of the record department come the general offices, including Mr. Wiswell's private office, and behind that, on the Jackson boulevard side, are the wholesale sales department. Running parallel to these sections and toward the inside of the building is the record stock room, where an immense stock can be handled with a minimum of trouble and a maximum of facility. The records are kept in sectional racks which are elastic and which can be adjusted to the demand for the various sections. On the ninth floor space has been apportioned, where certain of the machine stocks are kept. In addition to this space there is a special warehouse arrangement which permits of the immediate reshipment of machines and avoids the necessity of being hauled to the main building.

The concert hall, in which will be continued the Victor concerts and which drew thousands of people to the old building, is located on the ground floor and immediately off the Jackson boulevard entrance. It will accommodate over 200 people. It is beautifully decorated in delicate shades of green and white and doubtless will be patronized by even greater crowds than were always present at "Victor Hall."

"Naturally I am very much pleased with the change," said Mr. Wiswell to The World. "We have got what we have wanted for so many years—that is plenty of space. On the second floor alone we have an acre and we will now be able to work out some ideas of service which have been of necessity postponed until now."

Talking Machine Co. of America Organized

The Talking Machine Co. of America has opened offices on the eighth floor of the Steger Building, and has begun active work on the manufacture and distribution of the "America" line of talking machines. D. J. Clark is one of the prime movers in the enterprise.

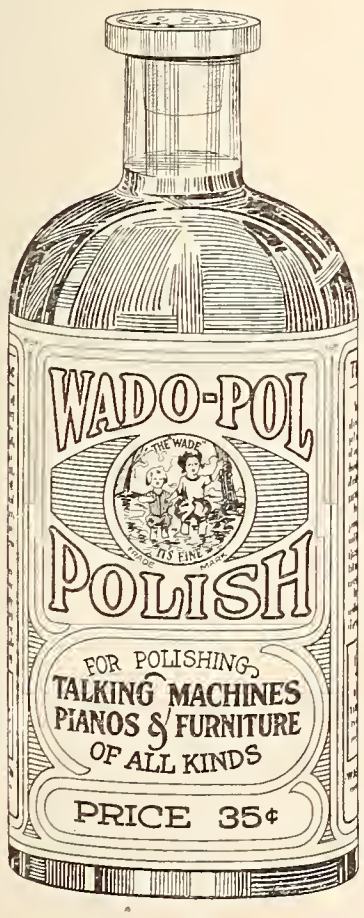
Can You Solve This Puzzle? We Have Given Up

A piano trade publication of Chicago, which recently incorporated a talking machine "section" in its columns has perpetrated the following:

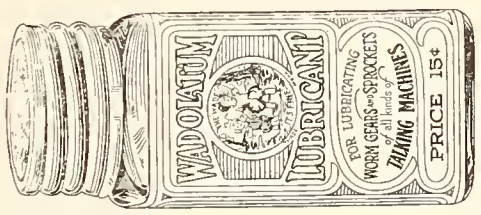
"A high-class Edison Grafonola was put to extraordinary use the other night in a Buffalo motion picture house, when it was made to represent the voice of one of the movie actors, Robert Warwick, appearing in 'The Stolen

(Continued on page 37)

Wade & Wade Accessories For Talking Machines



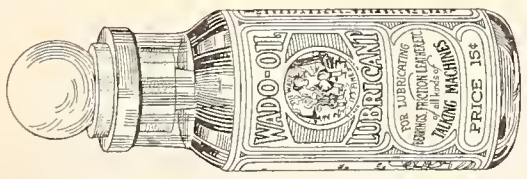
The **Wade Polish** leaves a perfectly dry, hard, glossy finish.



This is the **Grease** for the spur gears and worm gears, and eliminates the gritting and grinding noise.

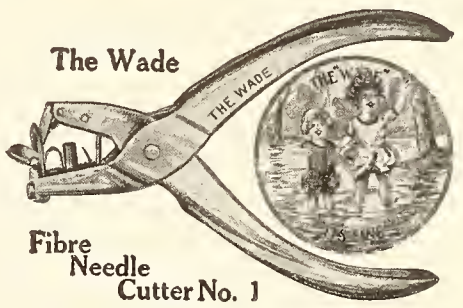
We also manufacture a light grease to be used in spring barrels to prevent the springs from sticking and releasing irregularly. This grease does not get hard or dry out.

Further information upon application.

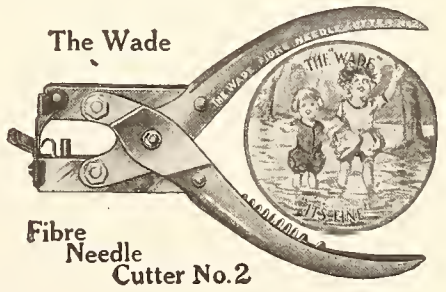


Notice the Patent Dropper

This is the **Oil** for close-fitting bearings on Talking Machines, typewriters, or any other fine machines.



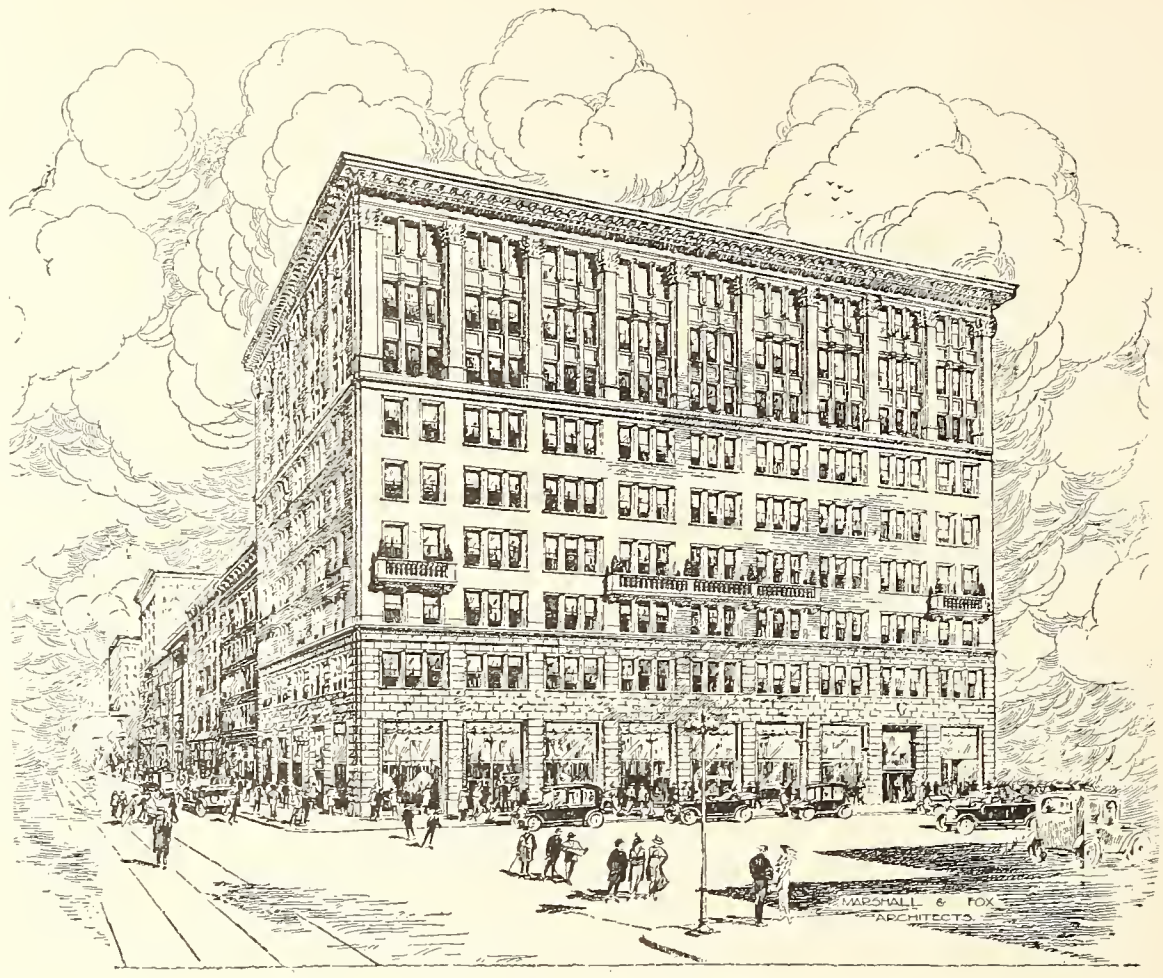
The New Improved No. 1 Wade Fibre Needle Cutter in which the upper and lower blades work parallel to each other.



The No 2 Wade Cutter is still as popular as ever and the demand for them steadily increases.

Get your orders in at once for Wade Accessories
A trial order will convince you that we have the accessories the people want

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



New Lyon & Healy Building

Wabash Avenue *at Jackson Boulevard*

Here is a fitting home for Victrolas and Victor Records. Here are modern, improved facilities which assure the utmost promptness and care in filling and shipping orders.

For instance, a great spiral conveyer connects all floors of the building with the shipping room; as soon as a package is made up, it is delivered almost instantly, to the waiting auto-truck and started on its way to you.

This splendid building enables us to carry larger and more complete stocks. Daylight floors, 96 x 171 ft. in size, are devoted solely to the sale and display of Victrolas and Records.

Here you find them in a perfect setting. Advanced ideas, the fruit of unequalled experience, will be found in our methods of SERVICE.

These splendid modern facilities assure SERVICE, such as you appreciate, such as will assure you of the increased patronage of the people of your community.

Lyon & Healy

Chicago

Victor Distributors

Voice.' In this film there is one scene, where Mr. Warwick is supposed to be singing before a large audience. When this scene was reached the film stopped while the Victrola was quickly put in place, and the audience enthusiastically applauded the introduction of the talking machine in the picture. An aria from 'Pagliacci' was played and sung."

Perhaps it's an effort to be impartial, but in that case what about the Pathé, the Sonora and a dozen others. Perhaps they've "scooped" us and there's been a merger and we never even heard the rumors. And then again, the exchange editor may have been careless in reading his clippings. "The last theory is the most specious and I feel sure, my dear Watson, that this one will prove correct. At any rate, a most interesting case."

A Publicity Specialist

Gabriel Andre Petit has opened a studio at Room 324 Athenaeum Building, Chicago, where he will devote his time to designing trade-marks, letterheads, catalogs, transfers and case designs for the music trade. Mr. Petit has enjoyed a thorough education in the art schools of Chicago and Paris, and in addition has had practical experience in the music trade.

"Golden Tone" Needle Launched

H. L. Harris, president of the Supreme Sales Co., of South Wabash avenue, Chicago, has completed arrangements for the marketing of the company's "Golden Tone" needle and has begun active work on its promotion.

"The material of which our needle is made," said Mr. Harris, "is a mineral product, which is cut the same as a diamond, and which has practically the same degree of hardness. Its toughness and its elasticity, together with the nature of its composite material, creates a perfect tone transmission. Temperature has no effect upon it and its use permits the user to secure any degree of volume. We are offering our goods to the dealers in what we consider the most attractive form for sales and display that has ever been witnessed in the accessory division of the talking machine industry. Each needle is packed in a small jewel box the same as a ring or any other piece of jewelry. We have made up a large supply of our goods and hope to be able to take care of all of the sample orders, at least, immediately."

Empire Talking Machine Co. Moves

The Empire Talking Machine Co., 429 South Wabash avenue, Chicago, has moved from the third floor of the same building to larger quarters upon the fourth floor. The new location provides facilities that have been much needed for several months past, for the growth of this company has been a remarkable one.

President John H. Steinmetz is busily engaged with the work of preparing a new line of case designs, each one of which has evoked a great deal of admiration from those who have been privileged to see the models.

The Talk Sing Co., Incorporated

The Talk Sing Co., of Chicago, which was recently incorporated with a capital stock of $25,000, by E. F. Driver, John W. Hake, Erwin W. Scott, Dudley F. Dorsett and others, is a concern that will manufacture advertising novelties in which are embodied talking machine mechanisms. The novelties are in the form of dolls, etc., which call attention to cigars, etc.

Incorporated

The Chicago Hinged Cover Support & Balance Co. has been capitalized by Frank E. Levanseler, James L. Abbott, Leonard J. Hall and others, with a capital stock of $25,000. The movement is necessitated by the rapid growth of this unique business. The company makes a hinged balance and cover support that is now being widely used by talking machine manufacturers. It has proved to be very popular and has come to be referred to in trade parlance as "the cover that needs no catch."

Announces New Motor

H. T. Schiff, president of the Vitanola Talking Machine Co., after six months of arduous work, has announced the perfection of an electric motor that apparently solves all of the difficulties that hitherto existed in this direction.

"The theory of the device is grouped around a pivot," said Mr. Schiff, "which operates upon the rim of the turn-table. This pivot is equipped with a spring contact device that automatically absorbs any inaccuracy in the diameter of the turn-table. The device has been tried out on currents varying from eighty-five to 285 volts, and absolutely no difference has been observed in the result. The motor operates with either direct or storage battery at a remarkably small expense, so that it can be used on goods designed either for country or city trade. Although the motor runs 2,000 revolutions a minute, the speed is absorbed by the small perimeter of the pivot. The device is also equipped with a mechanical governor to take up any other possible difference in the strength of the current. The motor is very simple and durable and we anticipate a great success with it. We also have on hand a large supply of high-grade nickel-plated Swiss motors, which we have been able to secure in sufficient numbers to supply outside manufacturers."

New Interview with Farrar

In their monthly bulletin of Helpful Hints and Happy Hunches, the Chicago Talking Machine Co. includes a neat folder descriptive of an interview with "the woman of records and reels," as Geraldine Farrar is therein dubbed. Miss Farrar told Mr. Ellis, of the editorial staff of the Chicago Talking Machine Co., that she was quite infatuated with her Carmen pictures.

"They give me an opportunity to act the part of Carmen, as I think it should be acted without having to think of saving my breath and strength for singing the lines," quotes the diva.

"Did they have to take the scene of the fight in the cigarette factory more than once?" asked the interviewer.

"No, indeed!" was the reply. "Once was quite

(*Continued on page* 38)

Just what you are looking for

Simply Wonderful **Wonderfully Simple**

Electrical Engineers Astonished

They said it could not be done

We have revolutionized some of the oldest principles of electricity. We have invented **an electric phonograph motor,** running at a **perfect, even, steady speed,** without the use of condensers or transformers, and can regulate the speed fast or slow, without the use of rheostats.

Praised by everyone who has seen it

"PLAYRITE"

Electric Phonograph Motors

7 REASONS Why You Should Use "PlayRite" Electric-Motors

BECAUSE:

1. *NO MORE SPRING TROUBLES.*
2. They are guaranteed to run perfectly, regardless of variation in electric current.
3. Practically noiseless.
4. Positively won't burn out or blow fuses, or give *any* trouble.
5. Cost less than *one cent per week* to operate.
6. *GUARANTEED against any defects for 1 year.*
7. Motors are furnished complete, with 12 inch turntable, 10 feet of extension cord, plug, speed regulator and brake, ready for installing into cases.

Furnished, either for direct or alternating current—*QUICK DELIVERY*

SPRING MOTORS We have on hand for immediate delivery 2000 Mermod Nickel-Plated and Polished Swiss motors, style H. V. B. complete with 12-inch turntables, playing seven 10-inch records at one winding. Also 1000 cheap single spring motors for immediate delivery.

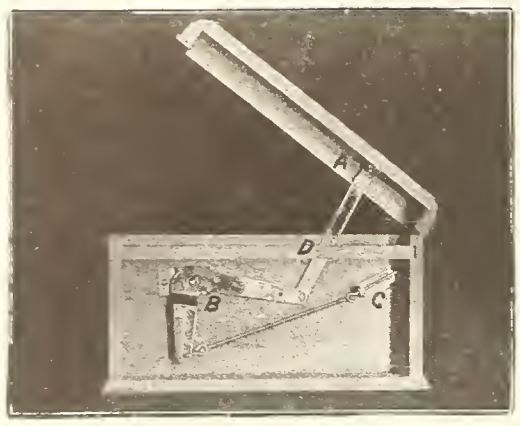
AMERICAN PHONOPARTS COMPANY

Offices and Warerooms: 208-210-212 South Wabash Avenue **CHICAGO**

WE ALSO SELL COMPLETE ELECTRIC OR SPRING MOTOR PHONOGRAPHS—WHOLESALE ONLY

THE COVER WITHOUT A CATCH

THE COVER THAT NEEDS NO CATCH



Showing How It Operates

IT needs no catch simply because it catches itself. That is, it is self-controlled. Its own weight, reacting upon itself through simple mechanical principles, robs it of its weight. Thus it makes fingers, records and the top itself safe from being shattered by dropping.

Simple, safe and easily applied. An effective talking point and a great feature.

CHICAGO HINGED COVER SUPPORT & BALANCE CO., 144 S. Wabash Ave., CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 37)

sufficient, fortunately. The poor young actress who took the part of the cigarette girl was laid up for three days after my fight with her. And the scenery—well, I absolutely demolished it. They would have had to make the setting all over if they had had to retake the scene. However, they had four cameras taking this particular scene, so they secured a good picture the first time."

Then the scribe, who, by the way, was going through his novitiate with remarkable eclat, lead Geraldine out on the subject of Victor records. She averred that they had been a splendid help and inspiration to her and that she deems them wonderful reproductions of her voice. In response to a request she promised to send a list of her favorite records. This she did a few days later and here they are: Wonnevoller Mai (Come Joyous Month of May)—87,127; Annie Laurie—88,052; My Old Kentucky Home—88,238; Believe Me If All Those Endearing Young Charms—87,025. Operas: Tosca-Vissi d'arte d'amor—88,192; all records of "Carmen" and "Butterfly;" two records with Mr. Fritz Kreisler playing the violin obligato: Mignon-Connais-tu le pays?—88,538, and Mighty Lak' a Rose—88,537.

Columbia Staff Meetings

About the 18th of each month the sales staff of the Chicago branch of the Columbia Co. has a banquet at the Palmer House. Those present include the district superintendent, the Chicago manager, the various salesmen and the heads of all departments having anything to do with the marketing of Columbia goods. They not only discuss general matters, but go over the advanced bulletin for the following month, get the ideas of the different members as to the amount of business they will do and place the order with the factory at Bridgeport accordingly. They also discuss the monthly sheet sent to all the branches in which the criticisms of the various numbers are asked for, together with any suggestions as to desirable records, etc. Manager C. F. Baer is very enthusiastic regarding the advantage of these meetings and cites many instances of the beneficial results both direct and resulting from the general spirit of co-operation and bon camaraderie.

Getts Piano House Adds Victor Goods

The Chicago Talking Machine Co. has just made an important new account in the Getts Piano House, of Grand Forks, N. D., one of the most energetic music concerns in that section. George W. Getts, head of the business, was a Chicago visitor this week.

Majestic Co. in New Quarters

The Majestic Talking Machine Co. has completed removal into its new quarters on the fourth floor of the McClurg Building, 218 South Wabash avenue. Commodious offices have been built as well as display rooms and a concert hall. There are also sound proof rooms, where the entire line can be displayed and demonstrated. The work of factory organization has now been completed and Sales Manager Oscar J. Kloer is now taking care of the applications which the company has received.

Wade Products in Big Demand

S. O. Wade, of Wade & Wade, reports that he is very much pleased with the way that the fibre needle cutter business keeps up—also the big demand they are having for their oil, greases and furniture polish, especially the spring barrel lubricant, which is proving a wonderful success in eliminating the sticking of the springs.

Tel-A-Tone Co. Established

W. C. Beckwith and A. F. Anderson have organized the Tel-A-Tone Talking Machine Co., and have opened offices on the sixth floor of the Republic Building. The company will be incorporated for $10,000 and will make a line of machines ranging in price from $40 up.

Velvatone Talking Machine Co. Organized

The Velvatone Talking Machine Co. has been incorporated with a capital stock of $100,000 to manufacture a complete line of talking machines which will range in retail price from $50 to $250. Offices have been opened on the fourth floor of the building at 330 South Wabash avenue, and active work on the production and the distribution of the line has already begun. C. H. Bartholomee, who has been connected with the piano and music trade all his life, has been chosen as president and treasurer. T. D. Huff, a prominent attorney, is vice-president. Paul B. Armstrong will act as secretary, a position for which he is especially fitted following his wide experience in the piano trade. Mr. Armstrong was for a long time head of the piano department of Sears, Roebuck & Co.

Columbia Items

H. A. Yerkes, recently appointed district superintendent of the Middle Western territory succeeding W. C. Fuhri, now United States manager, leaves next week on an extensive trip. Mr. Yerkes is getting well initiated into his new duties and in so far as he has been able to survey the field he has been highly satisfied not only with the volume of business coming to hand from all Columbia branches and jobbers in his division, but for the prospects of an unusually large year's business.

DEALERS

Ask for our new and unique proposition.
Of interest alike to new and present dealers.

Most Complete **Pathé** Stock in the United States

Promptest Deliveries *Best Service* *Heartiest Co-operation*

Address the

PATHÉ PATHEPHONE COMPANY
OF ILLINOIS
17 N. Wabash Avenue, CHICAGO

REPAIR PARTS
BOUGHT AND SOLD
Charles Bryan
25 W. Lake St., Chicago
Expert Repairing a Specialty

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 38)

Edward M. Baker, advertising manager of the Columbia Co., spent several days at the Chicago office this week.

In order to care for the steadily increasing local wholesale trade and to work the city more intensively, several changes have been made in the sales force. P. G. Winters, who has formerly had the loop district, will cover the extensive North and South side territory, especially that known as the lake front territory outside of the loop. This includes some of the best dealers in the city and Mr. Winters will undoubtedly be able to do much creative work. This will render great assistance to Edward Blimke, who has had practically all the territory outside of the loop and will enable him to cover more thoroughly the great number of dealers still under his charge.

F. F. Dawson, formerly of the Lincoln Grafonola Co., Columbia jobber, of Lincoln, Neb., has been secured to look after the loop wholesale trade. He is a man of long and practical experience and is rapidly forming acquaintances with the big loop dealers.

Clifford Ely, who has heretofore confined himself mostly to the East, will now give the majority of his time to Chicago and the Middle Western district in selling and promotion work. He will make his headquarters at the Chicago office.

Additional space has been taken on the seventh floor of the building at 12 North Michigan avenue, by the company, giving them almost double the amount of room at present occupied by the machine stock.

A. A. Stevenson, inspector in the Dictaphone factory at Bridgeport, is now at the Chicago office in the course of a trip among the Columbia branch stores and the Dictaphone agencies. He is both giving and getting points on repair and installation matters and the Chicago office is joyfully taking advantage of his long experience and skill.

A large number of new Columbia dealers have been established the past month in the territory covered by the Chicago office. Here is a partial list: W. W. Jacobs Music House, Hoopston, Ill.; Hunt's Drug Store, Wautona, Wis.; W. W. Doyle, Beardstown, Ill.; Waldheim & Co., Milwaukee, Wis.; John T. Gill, Fairbury, Ill.; Maysville Furniture Co., Maysville, Wis.; Henry Baer, Whitewater, Wis.; F. A. Thompson, Schulzberg, Wis.; Ward Beauchamp, Andrews, Ind.; Grossman Bros., Argon, Ind.; Bruett Piano Co., Madison, Wis. Also the following new Chicago new accounts: Naples Jewelry Co., 925 South Halsted street; Griffin Music Co., 627 South State street; J. Oehl, 2305 Milwaukee avenue, and Simon Bros., South Chicago, Ill.

Personals and Visitors

Among the visiting dealers the past month were A. K. Andrews, Jr., of the J. L. Hudson Co., Detroit, Mich.; E. P. Taylor, president, and H. G. Power, manager, Taylor Carpet Co., Indianapolis, Ind.; J. S. Mitchell, secretary of L. S. Donaldson Co., Minneapolis, Minn.; J. C. Baxter, Davenport, Ia.; J. Heyman, Heyman Co,, Grand Rapids, Mich.; W. Wiegand, Wiegand Bros., Racine, Wis.; J. Friederick, Friederick Music House, Grand Rapids, Mich., and W. E. Bernard, Springfield, Ill.

D. C. Preston, manager of the talking machine department of Donaldson's department store, Minneapolis, Minn., was here on his way to the East, where he expected to spend a few days at the Victor factory at Camden. Mr. Preston said that business was good and that the new baby, which recently made its advent at his home, was excellent. Continuing his conversation, he said that collections were picking up and that the new baby was also picking up everything in reach of its dainty fingers.

Arthur D. Geissler, of the New York Talking Machine Co. and the Chicago Talking Machine Co., spent several days in the city after a brief sojourn at French Lick Springs, Ind., and left for New York early this week.

A. G. Barnett has been appointed assistant to B. H. Jefferson, advertising manager of Lyon & Healy.

Miss Young, who has also been with the advertising department of Lyon & Healy for a considerable length of time, was married recently. Her name now is Mrs. Kohler.

Orotund Progresses and Moves

Compelled by the steadily increasing amounts of business received by the Combination Attachment Co. on their Orotund sound box and attachments for playing hill and dale records, the company has moved from its old location on Michigan avenue to larger and more centrally located quarters at Suite 524, Republic Building, at Adams and State streets. General Manager William Tures says that they are daily establishing agencies and adding dealers to their lists and it appears that 1916 will prove a very memorable one for the Orotund.

Aids the Key Hitters

Chicago is encouraging the fair typists to type to the rythm of syncopated melody, as will be observed from the following, swiped bodily from the Chicago Examiner of April 15.

"Business men, take notice. If your stenographers are slow in their typing, put some canned music in your office. For it was demonstrated yesterday before the annual conference of schools affiliated with the University of Chicago that typists can work faster to ragtime music than otherwise.

"Twelve girls of the Hyde Park High School sat at typewriters before the conference. A fast one-step was played on the phonograph.

"'Rat-ta-tat-ta-tat-ta-tee-dee-dle-dum,' went the music.

"'Dear Sir: Your letter received, and in reply,' wrote the girls in record time.

"Miss Frances Perlstein, a teacher at the school, said she had discovered the new use for ragtime music by observing a pupil seated by a window from whence strains of a hand organ floated in. The pupil wrote much faster, Miss Perlstein declared, while the music was going than when it had stopped. This led to further experiments, and now it is proposed to put a phonograph in the school room."

To Make Talking Machines

The announcement of the Brunswick-Balke-Collander Co. that they are prepared to make talking machine cabinets for the trade, is a matter of unusual interest. The great plant at Dubuque has a capacity of 400 machine cabinets a day and the factory at Muskegon, Mich., can turn out 200 a day. The Dubuque plant is devoted entirely to the manufacture of talking machine cabinets. There are four one-story buildings over 800 feet long and over 100 feet wide, giving a total floor space of about 400,000 feet. This remarkable plant is literally a daylight factory, with saw-tooth roofs, and has a remarkable equipment of the latest modern machinery and equipment, including the latest type of varnish dry kilns, varnish spraying devices, etc. The plant and its grounds cover eighty acres and 5,000,000 feet of lumber are kept constantly on hand. The plant has its individual

(*Continued on page* 41)

Majestic PHONOGRAPHS

General Offices:
Majestic Phonograph Co.,
McClurg Building 218 So. Wabash Ave.

"Made in CHICAGO"

With Five (5) New Patented
IMPROVEMENTS

Affecting EVERY VITAL part of a Talking Machine and which reproduces *all* perfect disc records

"Natural as Life"

with very little or no "surface noise."

The Majestic improved features are:

Voluminous (not tense) Tone
Majestic Reproducer *Majestic Tone Arm*
Majestic Modulator *Majestic Automatic Stop*
Majestic Double, Triple and Quadruple Tone Chamber

PRICES

$100 $150 $200 $225 $250 $300

AGENT'S TERRITORIES now being allotted. Contract deliveries guaranteed.

Built by
MAJESTIC PHONOGRAPH CO.
McClurg Bldg. 218 South Wabash Ave.
CHICAGO, ILL.

The "Orotund" Sound-Box

Attention! Talking Machine Dealers, Jobbers & Mfrs.

The "Orotund" Sound-Box improves the tone of any talking machine. It positively reduces the scratching surface noise, as well as eliminates the hard, metallic, thin, nasal tones and produces mellow, rich, smooth music.

"Remember! The Sound-Box is the heart of the talking machine!"

The "Orotund" combination can be fitted to play any make of disc record on any disc talking machine, producing superior results to any other condition.

Samples to Dealers—No. 1 "Orotund" for playing lateral-cut records, nickel or gold finish $2.50

No. 2-V or 3-C "Orotund," with jewel points and elbow, complete for playing hill and dale cut records on the high-grade machines $3.50

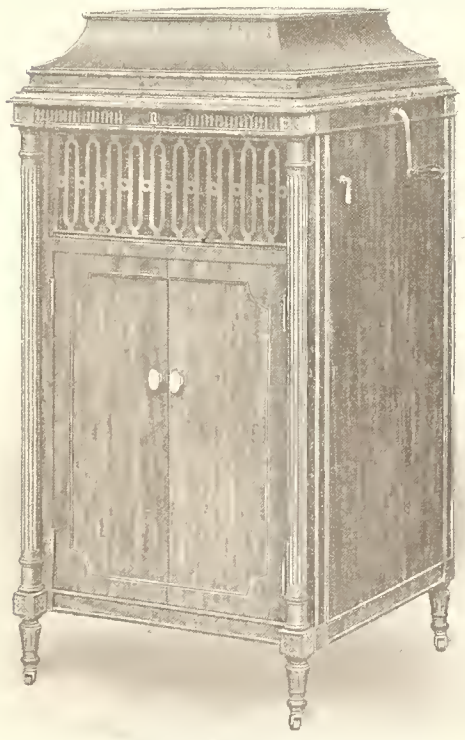
IMPORTANT—Mention the make of record and machine on which you wish to use the outfit.

Attractive discounts in quantities.

Combination Attachment Co. 524 Republic Bldg. 209 So. State St. Chicago

STYLE 100 (QUEEN ANNE), PRICE $100
May be had in Mahogany or Oak Casing
Height 43 inches
Depth 22 inches
Width 21 inches

STYLE 200 (ADAM), PRICE $200
Comes Cased in Mahogany, Oak or Burled Walnut as desired
Height 50 inches
Depth 24½ inches
Width 23 inches



STYLE 150 (LOUIS XVI), PRICE $150
Mahogany, Oak or Burled Walnut Casings, as desired
Height 49 inches
Depth 26 inches
Width 24 inches

"Built by Tone Specialists"

SUCCESS in the talking machine field to-day must rest on one condition alone—*definite merit.* Talking machine principles are neither mysteries nor monopolies, but their successful application rests on *scientific understanding* backed by long experience in musical instrument *building.* These truths are positively exemplified in

The MAGNOLA

the talking machine produced under the auspices of the M. SCHULZ CO. who for a quarter-century have built highest grade pianos and player-pianos and whose record is unequalled for consistent high endeavor and acknowledged success.

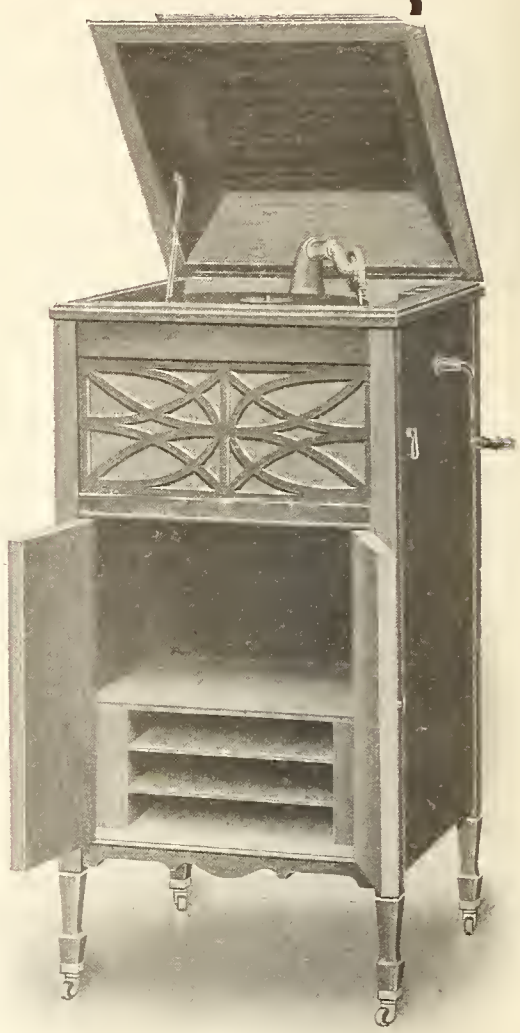
The MAGNOLA represents no alleged new discoveries in acoustics or physics. It is the embodiment, rather, of principles tried and proven and its excellences rest on the *perfected* application of these principles.

The Wonderful Magnola Tone Reflector

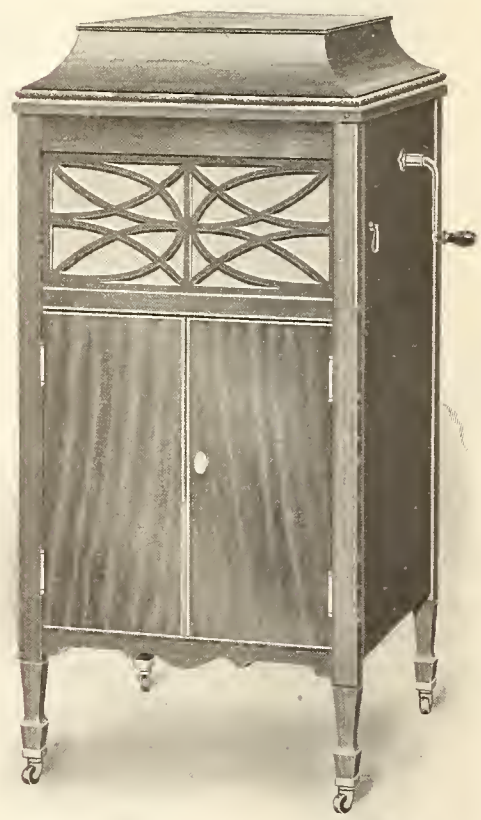
secures absolute clearness of reproduction extending to every syllable of a song or speech, every note of every instrument in a band or orchestra. The MAGNOLA plays all disc records—lateral or hill and dale cut—with equal facility.

Case Designs—The illustrations on this page plainly show the fidelity to period and beauty of appearance of our case designs. The eminent designer whom we secured to draft the architectural features of our cases has fully lived up to his reputation.

Catalog and dealer proposition are yours for the asking. Get them from



STYLE 75 (SHERATON), OPEN, PRICE $75
May be had in Mahogany or Oak Casing
Height 43 inches
Depth 21½ inches
Width 20½ inches



STYLE 75 (SHERATON), CLOSED

THE MAGNOLA
TALKING MACHINE COMPANY

OTTO SCHULZ, *President*

General Offices:
711 Milwaukee Ave.

CHICAGO

One of Our Helps to Dealers. Window Sign Printed in Six Colors

QUALITY—and that alone—
is winning a permanent place in this industry and making a genuine asset for the dealer of the

EMPIRE

line of talking machines.

Every bit of wood or metal that goes into our product—every design that is added to our line—is chosen from the standpoint of *quality*.

The accompanying illustration shows our window sign for Empire dealers. The public is learning that it stands for talking machine *quality*. Take the line on now—while you can get it.

EMPIRE TALKING MACHINE CO.
JOHN H. STEINMETZ, President
429 SOUTH WABASH AVE. CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 39)

electric plant. Nine hundred men are employed at the Dubuque plant alone.

Martin Nystrom, the superintendent of the talking machine cabinet and piano case department of the immense corporation, has been associated with it for eight years, and previous to that had many years' experience as superintendent for one of the leading piano factories during which he obtained a wide reputation as an artistic and original case designer.

W. J. Bristol Dies

W. J. Bristol, president of the Pathe-Pathephone Co., of Illinois, died April 15, after a short illness. Interment was at Rockford, Ill. The company will continue under the direction of the same interests as heretofore, R. E. Rundell continuing as sales manager.

Stewart Capacity Increasing

The factory output of the Stewart Phonograph Corporation is now mounting up to a tremendous figure and orders are being filled far more rapidly than ever before. The same remarkable commercial management that has built the Stewart-Warner business up to its high standing in the motoring world is making itself felt in the talking machine division of the Stewart interests. Work is now being carried on at a systematic high speed and wholesale orders, which hitherto have been obliged to wait quite a length of time before being filled, are now being taken care of in a very few days.

Six Best Sellers

The six best sellers in the Victor library this month were: "Wake Up, America" and "Are You Half the Man Your Mother Thought You'd Be"; "Luana Lou" and "Some Sort of Somebody"; "I Can Dance with Everybody But My Wife"; "Listen to the Mocking Bird," Gluck; "The Old Refrain," John McCormack, and "Kangaroo Hop Fox Trot" and "Merry Whirl One Step."

The six best Columbia sellers were as follows: Prologue from "Pagliacci," Louis Gravieure and Vision Fugitive, from "Herodiade," Louis Graveure; "Just You" and "A Little Love, a Little Kiss," Maggie Teyte; "When Cupid Calls" and "On the Shore at Le Lei Wi"; "Sweet Cider Time When You Were Mine" and "Give a Little Credit to Your Dad"; "So Long Letty" and "Cumberland" and "Ladder of Roses."

The six best sellers in the Pathé list for May were: "So Long Letty" and "Rackety Coo," from "Katinka"; "The Ladder of Roses," from "Hip, Hip, Hooray" and "Pretty Edelweiss," from "Alone at Last"; "I Hear You Calling Me" and "She's the Daughter of Mother Machree"; "You'll Always Be the Same Sweet Girl" and "Robin Adair"; "A Perfect Day" and "Underneath the Stars"; and "A Little Love, A Little Kiss" and "Kangaroo Hop."

The Edison six best sellers included, "Girl Who Smiles" and "Universal Fox Trot" "And the Great Big World Went 'Round and 'Round" and "When I Get Back to the U. S. A."; "Ai nostri monti," Il Trovatore; "Nightingale Song" and "Sleep and the Roses"; "Could the Dreams of a Dreamer Come True" and "Cohen at the Telephone."

Goodwin at Excelsior Springs

C. E. Goodwin, manager of the Phonograph Co., returned this week from a vacation spent at Excelsior Springs, Mo., where he enjoyed golf and other forms of "re-creation." While in Missouri. Mr. Goodwin took the opportunity to call on M. M. Blackman, head of the Edison jobbing interests in Kansas City.

Upon his return to Chicago Mr. Goodwin said: "I returned to find our April record showing a very nice increase over April of last year, and an especially large volume of sales on model C-250. This model is in Chippendale and one of the handsomest things we put out.

"We have re-engaged Marie Kaiser for 'tone test' demonstrations, beginning May 11." Madam Marie Rappold demonstrated the Edison in a tone re-creation concert held at the Women's Club in Evanston, recently. The affair was under the auspices of the North Shore Talking Machine Co. and was highly successful.

Hillman's Department Reorganized

The talking machine department of Hillman's department store has been reorganized and taken over by the National Talking Machine Sales Corporation. This concern is a large Boston syndicate, which operates between seventy and eighty talking machine departments in large stores throughout the country. The concern handles the Edison, Columbia and Victor lines, but as a rule only two lines in any one department.

Hillman's department has been placed in charge of G. G. Campbell, a man of wide experience in this line of work. He is assisted by Russell Hicks. Over 1,200 square feet have been placed at his disposal and nine large soundproof booths are being completed. The department, under Mr. Campbell's direction, will shortly institute some sale plans which will undoubtedly make it a big factor in the downtown talking machine trade.

BUY CHASE & WEST LICENSE

The Chicago Talking Machine Co., Purchases Stock and Good-Will of Victor Wholesale Business of Chase & West, Des Moines, Ia.—Will Work State Intensively

CHICAGO, May 4.—Announcement is made by the Chicago Talking Machine Co. of the purchase of the Victor jobbers' license of Chase & West, Des Moines, Ia., together with the entire wholesale stock and the good will of the business. Harry L. Woodward, who has been with Chase & West almost since the inception of the business, has gone with the Chicago Talking Machine Co. and will cover his old territory in Iowa and Illinois. Chase & West will continue as Victor retail dealers, will buy exclusively of the Chicago Talking Machine Co., and have written a strong letter to their former wholesale customers recommending them to deal with the purchasers and saying very fine things about the company's service. The deal was consummated the latter part of last month by Messrs. Dan Creed and R. J. Keith, of the Chicago Talking Machine Co., who spent practically a week in Des Moines for the purpose. Messrs. West and Linn, the proprietors of Chase & West, will greatly enlarge the retail Victor department and will add several new booths. C. N. Reindfleisch and W. O. Welker, who have traveled for Chase & West in the past, will be retained and added to the retail staff of that firm.

INCORPORATED

The Seaboard Sales Co., Cleveland, O., dealing in talking machines, has been incorporated with a capitalization of $25,000.

VEECO
Can be installed by anyone in five minutes

COLUMBIA REC

For Sum

YOU would prefer to read three definite words about record deliveries right now than forty pages about demand and prestige—even if Shakespeare wrote every line of it.

We know it, and here are those three words.

ORDERS FILLED PROMPTLY.

This is the first time in two years we could print those three words, and they look good to us.

Now please take time to read the rest of this before you begin telegraphing.

TAKE THIS PREDICTION AS DATING FROM ABOUT JUNE 5.

We wanted to make the announcement a month ago—everything looked safe and sure and every-

RD DELIVERIES

Demand

body was wanting to know. But we waited until we could discount every possible delay—and now you can go to it.

We had to turn things inside out to get this far, if you care to know. Extensions, amounting to several millions of dollars, have been made, and one entire modern factory building bought outright and turned over to record work, rather than wait for more new buildings to be completed.

This will be a fairly busy summer for Columbia dealers. You will be able to enjoy yourselves considerably better making deliveries than you have for quite some time explaining why you couldn't. Your understanding patience has been as much appreciated as your enthusiastic boosting.

Fine Cases For the Manufacturing Trade

One of the largest manufacturers of Pianos in the Middle West, operating a large plant that is known as a model factory, will consider contracts for the making of cases for talking machine manufacturers. Wide experience, unusual buying facilities (especially with reference to lumber and veneers) and unquestioned financial standing.

Address: M.A. 10, Talking Machine World, 220 State St., Chicago

REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

JUMP SPRINGS
(Continued)

There are many other causes for jump springs other than improper lubricating as outlined in my article in the April issue.

As an illustration I will select the Victor V Motor Type A. M., which has the triple spring cage in which two main springs are placed in a one-piece cage, the cage with gear being separate. The part numbers I use are those of the Victor Co. in their repair part catalog for this motor.

The spring hooks (3065) in the sleeve (1670 A) may have become forced or strained out of place to such an extent that they will bind on the spring cage shaft (3050 A) so that the springs will be prevented from unwinding freely—causing jumps. **Remedy**—File off backs of hooks with a round file.

The spring cage caps (No. 3011, No. 3012 A and No. 3048) when replaced by incompetent repairmen are very often bent inward by being hammered too hard; of course they will then press against the springs and prevent them uncoiling properly—the result is jump springs. In this particular type of motor it very often happens that the two inside caps (No. 3011-No. 3048) have become dished or bent so much that the edges of the two spring cages will touch and scrape against each other in revolving—another cause for jumps. **Remedy**—Use Victor Tool No. 1489 to replace the inside caps Nos. 3011 and 3048 and use a rawhide hammer for all the pounding necessary to replace the outside cap No. 3012 A.

The brass bushing (3026) in the barrel arbor bracket (3025) when jammed up tight against the cap (3012 A) forces the winding ratchet (3017 A) against the casting hanger and binds the entire cage—causing jumps. **Remedy**—Alway allow a little end play for the cage; be sure that this little brass bushing is not set in too close to cap.

If a new gear (3006) has been put on the single cage (3005) be sure that the heads of the gear rivets (3007) do not extend above bottom level of cage so that the spring in uncoiling will catch on them—causing jumps.

If these several points are carefully taken care of and the proper lubricant is used there is no reason why you should be troubled with jump springs in this type of motor.

A Special Word of Help to all Victor Dealers

Be sure and tighten up the 1024 screw in turntable spindle gears on all new machines which you unpack. They seem to have an inclination to persist in unscrewing themselves—allowing the gear to drop until it catches on teeth of spring cage—in many cases spoiling both gears on your first attempt to run the machine.

In my article for next month I will write a few lines on the causes of spring jumps in the motor of the present Victor Victrola 9 Type F, which seems to have been giving dealers some trouble of late.

"EDITOR, Talking Machine World:

"Dear Sir—The dealer from whom I purchased my Victrola advised me to write to you for your opinion about the way it runs. It makes a knocking noise while playing and will not play one 12-inch record through unless I rewind it. I have had this machine about two years but have never had it repaired."—J. O., Kingston, N. Y.

ANSWER.—Knocking noise is caused by lack of graphite in spring cages. If machine has a double or triple spring motor the cause of its not playing a full record is no doubt because one spring is broken. Motor should be thoroughly cleaned and graphited at least once a year. Advise sending same to your nearest dealer."—A. H. Dodin.

"EDITOR, Talking Machine World:

"Dear Sir—I have recently repaired several Columbia motors, single spring type, and in two of them have replaced broken springs but cannot make them play a 12-inch record. What is the cause of this? Both new springs that I used were of Columbia make."—D. K.

ANSWER.—Columbia springs are made in different lengths. It is very important that you always replace with the same length spring. They are always stamped on one end with a number. Put in a new spring of the same number and you should have no trouble.—A. H. D.

"EDITOR, Talking Machine World:

"Dear Sir—Can you tell me if the shape of the governor ball makes any difference in the running of a motor?"—M. B., Newark, N. J.

ANSWER.—No difference—it being understood

"THE CONQUEROR"

"LEADS THEM ALL"

Size: 17½ x 17½ x 8¼ inches Solid oak or mahogany finish

LIST PRICE, $15

Plays all makes of records

We also make three other up-to-date styles. *Prompt Deliveries* guaranteed

LIBERAL TRADE DISCOUNTS **INVESTIGATE NOW**

FRANZ BRÜCKNER MFG. COMPANY

105-107 EAST 29th STREET, NEW YORK

No talking machine dealer can legitimately expect to be taken seriously as such if he is not showing the Columbia Electric Grafonolas to his customers.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

that all the balls on governor are the same size, weight and shape. The shape of the ball in some cases will depend upon the amount of space you have in which to place governor, in relation to the casting, and should be determined at the time of designing the motor.—A. H. Dodin.

A VISITOR FROM SWITZERLAND

Frederic Hermann Thorens, a member of the firm of Hermann Thorens, Ste. Croix, Switzerland, arrived in New York last week for a short visit. Mr. Thorens will visit the firm's patrons in this country, and acquire an intimate knowledge of conditions on this side of the Atlantic. Hermann Thorens manufactures parts of talking machines, the most important item of its business being the production of talking machine motors.

The Hannah Drug Store, at Mangum, Okla., has taken on a full line of Victor Victrolas and records. Several sales have been made.

CHICAGO BRANCH FOR OPERAPHONE

Record Manufacturers Open Offices in the Insurance Building, That City

The Operaphone Manufacturing Corp., manufacturers of the Operaphone records, with headquarters at 300 Fifth avenue, New York, has opened a branch in the Insurance Building, Chicago, Ill., for the purpose of taking care of the Western trade. H. H. Brunt and D. W. Harris will be in charge of the Western office.

The Operaphone Corp. has also opened a downtown branch at 102 Chambers street, under the management of H. F. Thornell.

SECURE THE VICTOR AGENCY

Watkins Bros., Bristol, Conn., have secured the local agency for the Victor talking machines and records, having bought the stock of Quality Bassett, who will confine his efforts in future to the Edison line.

GRAFONOLAS ON SPECIAL TRAIN

Three Columbia Machines Find Place on Exhibit Train Sent Out by Government

WASHINGTON, D. C., May 9.—When the special twelve-car train of educational exhibits on preparedness, operated by the Government, left this city recently for a tour of the country, three large Columbia Grafonolas and a liberal supply of records were to be found in one of the cars, for the purpose of providing entertainment and attracting attention to the exhibit. When the President and Mrs. Wilson visited the train before it left they were greeted with an impromptu concert on the Grafonola, with "Hail to the Chief" as a feature.

DON'T FAIL TO ATTEND THE NATIONAL TALKING MACHINE JOBBERS' ASSOCIATION CONVENTION AT ATLANTIC CITY, JULY 10, 11 AND 12. IT WILL BE THE GREATEST EVER!

THE Cleanrite TRADE MARK RECORD BRUSH
Patented September 26 and October 2, 1906
September 10, 1907

RECORD BRUSH
Price 25 cents

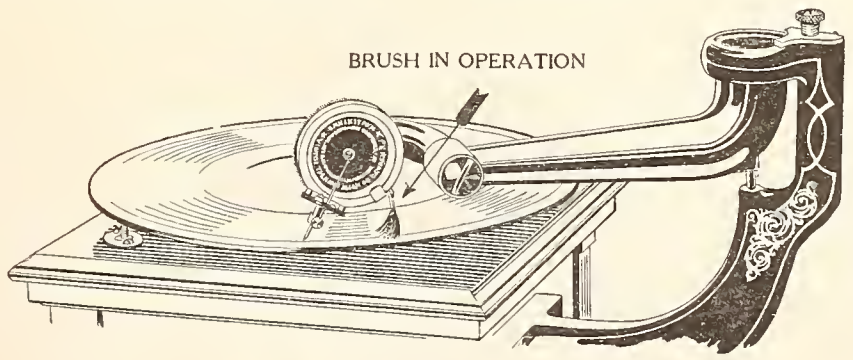
What Causes That Grinding Sound?

Have you ever been asked this by a customer?
Do you know that it is caused in most cases by dust and grit lodging in the record grooves?
It cannot be removed by cleaning the face of the record, as the trouble is not on the surface.
The Cleanrite Brush penetrates every sound wave and thoroughly removes this disturbing element.

Easily Attached

Liberal Discount to Jobbers and Dealers

BRUSH IN OPERATION



Works Automatically

Sample and Price List Mailed on Request

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

Blackman TALKING MACHINE CO.
97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK
Victor Distributors

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

AN EPOCH—
Revealing A New Era Musical!

AT LAST—
Re-Creation, Not Reproduction!

THE GOLDEN TONE—

Noiseless and Everlasting!

NEEDLE that will play any and every record!

A needle Supreme for All machines!

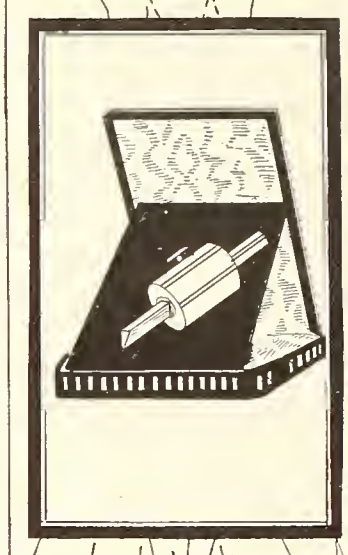
A needle that means the absolute abolition of all harsh, scratchy, screechy tones, to say nothing of the annoyance caused by the troublesome necessity of changing points. A needle with which you are able to hear REAL MUSIC, such as has never before been produced by any machine in the world.

A needle paramount in every particular scheme of reproduction in that it is adaptable in fulfilling every possible requirement. Like the chameleon it becomes instantly acclimated to the color scheme—to the touch and tone of any melody or musical maneuver.

A needle that **Re-Creates!**

And it never wears out!

And it is sold under just that guarantee and certificate of warranty.



THE ACID TEST—

The Proof of Supremacy!

YOU can adjust the **Supreme Golden Tone Needle** at any time, graduating it from the softest, sweetest and most mellow tone to the full volume of a brass band.

This tone shading possibility permits of effects never before thought of, projects sound pictures never before conceived and transmits all tones unadulterated, unblemished and true to nature.

It is distinctive and remarkable.

It transplants you to another sphere—another world, wherein all things are melodiously beautiful and rapturously perfect. You marvel and are enchanted.

It makes you live the music!

And who knows best your desires, wishes, whims and fancies?

The Golden Tone opens the way to perfect Re-creation of symphonies and other pretentious forms of music, which could never even be attempted with reproducing points known in the past.

DEALERS!

The most remarkable proposition ever offered you is the exclusive sales rights in your territory on this heaven-sent invention. Write Quick—Wire Now!

THE SUPREME GOLDEN TONE NEEDLE

$5.00 Retail

A Musical Miracle!

DEALERS!

This sensational little instrument needs little or no sales talk. It sells itself—for the proof is in the hearing. And it plays Any Record—Any Machine!

THE Supreme Golden Tone Needle is a scientific miracle. It does not "ride" but **Simply Floats Over The Record Without Wear**—with effects so exquisite that once you have played it, you will never again be satisfied with any other needle.

Address all communications to the

Supreme Sales Co.
207 So. Wabash Ave.
CHICAGO
U. S. A.

ITS beautiful, faultless tone—so natural and life-like that it absorbs you—and its ability to adapt the renditions of all artists, all melodies, all everything to acoustic conditions of any room or area makes it Supreme in the field of reproduction.

BIG TRADE BODY IN PITTSBURGH

Talking Machine Men Interested in Central Mercantile Council, Organized to Eliminate Trade Abuses, Etc.—Supporting the Price Maintenance Measures—Trade Active

PITTSBURGH, PA., May 8.—The talking machine dealers of this city have come forward with other business men's associations to form a central trade body which promises to be one of the most effective and far-reaching of its kind ever attempted here. A meeting was held recently and a temporary organization was formed under the name of the Central Mercantile Council of Pittsburgh. Among the organizations represented were the Talking Machine Dealers' Association of Pittsburgh, the Pittsburgh Credit Men's Association, the Retailers' Board of the Chamber of Commerce, and some fifteen others. The purpose of the new trade body will be to take up trade abuses, to obtain favorable legislation, local, State and national, and to remedy any troubles now exsting in the various lines of business. A resolution was adopted assuring the Chamber of Commerce of the organization's support of the Ashurst-Stevens bill in Congress. The official purposes of the body are to be defined by a committee appointed with instructions to report to the different trade bodies which are represented. L. Friedl, local manager of the Columbia Graphophone Co., was appointed on the committee, to which is also entrusted the task of forming a permanent council.

The Victrola department of the W. F. Frederick Piano Co. is doing a fairly satisfactory volume of business, Manager George Hards reports. This department is pushing the record end of its business in a very aggressive manner, and the result has been a nice gain each month. One of the large windows of the Frederick store has been given over to a unique exhibit, consisting of an attractive arrangement of machines and large reproductions of records, measuring five feet in diameter. This display is one of the most striking featured here in some time.

French Nestor, manager of the wholesale department, and George Hards, manager of the retail department of the W. F. Frederick store, left on May 9 for a visit to the Victor factory and to a number of dealers and jobbers in New York City. They will remain away about a week.

The Talking Machine Shop, in the Jenkins' Arcade Building, has furnished the latest Edison Diamond Disc phonograph to the William Penn Theatre, Northside, Pittsburgh, one of the finest motion picture houses in the city. This instrument is being used in connection with momentous photo dramas, and has proven a decided success. Special records, in keeping with the action of the plays, have been supplied, thus adapting the music to the needs of the pictures in an unusually successful manner.

Manager C. Fred Newman, of the Boggs & Buhl Victrola department, reports a marked increase in business over April a year ago, and states that a steady gain is shown in both instrument and record sales. The annual "remnant sale" of Boggs & Buhl is stimulating trade in the talking machine section this week by bringing into the store an extraordinarily large number of patrons. Several new salespeople have been taken on recently.

A recent event of note was the marriage of Emil Hadd, manager of the McCreery & Co. Victrola department, to Miss Hazel Dunn, formerly associated with the talking machine section of the Schroeder Piano Co. and the McCreery department. Mr. and Mrs. Hadd have been made the recipients of the best wishes of their many friends in the trade.

May, Stern & Co., the prominent local furniture house, has opened a Columbia talking machine section in their handsome new store at 914-920 Penn avenue, Pittsburgh. An entire floor is devoted to the new department, five handsome parlors having been installed.

The Talking Machine Dealers' Association held a business session on Monday evening, May 8, which was well attended by the trade. Discussion of the question of sending records on approval was continued from the previous meeting. Among other matters brought up was the plans for the annual outing of the association, to be held in July. Several new members were taken into the organization.

Talking Machine Moving Covers Insure Safe Handling

Khaki, Felt Padded

Made to fit any style Talking Machine **$5.00**

Lyon & Healy

Chicago, Ill.

Manufacturers of Talking Machine Covers

Special Inducement to Jobbers

SOUND-BOX THIEVES ACTIVE

Joseph H. Mayers, head of the International Phonograph Co., with stores at 196 East Houston street and 101 Essex street, New York, reports four Victor Exhibition sound-boxes used for demonstration purposes were recently stolen from machines in his stores, three of the sound-boxes being taken in one day. Unfortunately, Mr. Mayers has no record of the numbers of the boxes, but reports the thefts as a warning to other dealers in New York to be on guard.

THE EDISON ELECTRIC ILLUMINATING COMPANY OF BOSTON
General Offices, 39 Boylston Street.
Boston, Mass.

April 10, 1916.

The Victor Electrical Equipment Co.,
248 Boyleton St.,
Boston, Mass.
Attention of Mr. Davis.

Dear Sirs:

For the past two weeks you have been demonstrating in our Boyleton Street windows the Veeco motor, which is used for the operation of victrola and other talking machines electrically.

Our investigation of this device, made during the period of the demonstration, has proved to us that it is mechanically an excellent product and is commercially valuable. We, therefore, would like to make arrangements with you to carry this motor as a part of our regular merchandising selling plan and will request you to see Mr. C. H. Crockett, our Purchasing Agent, as soon as possible in order to make a suitable arrangement for its sale in our nineteen different offices.

This is the only electric talking machine motor which we have yet seen that has been demonstrated to us as being both mechanically and commercially successful.

Please give this matter your immediate attention in order that the sale may start as soon as possible.

Yours very truly,

Supt. Appliance Department

Dictated W.G.Steteon
LHS

STOP! LOOK! LISTEN!

Did you see our full page Advertisement in the April issue? If not, **READ THIS**

Now write for our catalogue which tells WHY you should handle

VEECO

It is the first and only practical and complete electric drive for talking machines. It completely replaces the spring motor and eliminates all its troubles.

Just press the button. VEECO does the rest.

VICTOR ELECTRICAL EQUIPMENT COMPANY
248 Boylston Street, Boston, Mass.

This Model $200

This Model $100

This Model $25

The Reaso
Appreciat

T
PATH

Progress

The buying public is quick to appreciate improvement in any f of endeavor and anxious to be benefited thereby. This is the rea for the sudden growth of distribution and popularity of the Patheph and Pathé Discs. The nation wide recognition of these improveme has been capitalized upon by many business men who have been sighted enough to appreciate the remunerative possibilities in sel Pathephone and Pathé Discs.

The famous Pathephone and Pathé Discs are the most rema able phonograph developments since the original phonograph it They command a new respect for phonographic music. One of most remarkable features of the Pathephone is its departure fr the use of the sharp metal needle. On the Pathephone, there ***no needles to change*** when playing Pathé Discs.

Pathé Sapphire Ball

The highly polished Sapphire Ball which is used to reproc Pathé music, cannot dig nor wear the disc and after being pla over a thousand times, there is no wear that can be noticed e with the use of the microscope. The polished round ball and semi-circular groove in which it travels, are two of the secret ***really natural*** sound reproduction.

The source of the music is at the ball, from which it is carried to resonant all-wood tone chamber. The Pathé Sapphire Ball and wood tone chamber are likened to the violin. The ball reproduces music and the Pathé tone chamber or sounding board amplifies strengthens it just as the violin string produces the music and the v wood tone chamber increases and amplifies its tone.

The Pathé Tone Control allows a perfect adjustment of ***vol*** according to the will or mood of the player.

PATHÉ FRÈRES
28 WEST 38th

for Public
n of the—

PHONE

This Model $225

Pathé Discs

Pathé Discs are recorded in every musical centre in the world by ists of international and American fame—such artists as Ruffo, ıratore, Cavalieri, Fitzui, De Cisneros, Slezak, Weil, Ober, Urlus, rvis, Boninsegna, Koralek, Giorgini, Constantino, Lauder, Sammarco. e enormous Pathé Disc repertoire is kept strictly up to date. Nothing spared in the construction of these records to make them the most rable, and at the same time, the truest to the artists' original rendi-ns. They are most practical because they never lose their musical e qualities—they *never* wear out. They are the largest discs made. e large disc makes possible long sound waves. Long sound waves e truer music. Prices 65c to $4.00. All double-faced, including eratic selections.

Pathephone cabinets are all artistically and conservatively designed, nished in all of the popular finishes. Prices $15 to $225. Pathephones $25 and up are *equipped to play all makes of disc records per-tly.*

Pathé Dealers

Many successful music dealers are selling the Pathephone and Pathé scs, both of which are proving a source of steady income. In a very ort length of time, Pathé service and co-operation have helped to velop small agencies into big Pathé distributors:

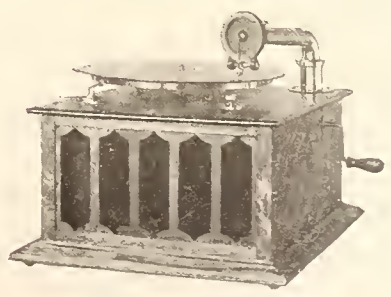
The Pathephone is a winner because it requires but little more than monstration to sell it. Its wonderful tone and many other merits instantly appreciated by the prospective buyer. You should lose no ne in writing to learn more about the Valuable Pathé Franchise that aits live dealers.

Write to-day and let us tell you more about the famous Pathephone d life-like Pathé Discs.

Pathephones and Pathé Discs

A combination of French inventive genius and American Manufacturing brains

This Model $50



This Model $15

ONOGRAPH CO.
CT, NEW YORK

NEW MANAGER FOR EDISON WORKS

C. E. Fairbanks, a Man of Wide Experience, Takes Important Post on May 1—Tells of First Experience with the Phonograph

C. E. Fairbanks, formerly works manager for the Gilbert & Barker Manufacturing Co., of Springfield, Mass., assumed a similar position with the Thomas A. Edison phonograph works on May 1, where he will have under his direct supervision over 3,500 employes.

While in Springfield, Mr. Fairbanks was president of the Executive Club and vice-president of the Aero Club, of that city, and became widely known through those connections. He leaves a host of friends in Springfield who have

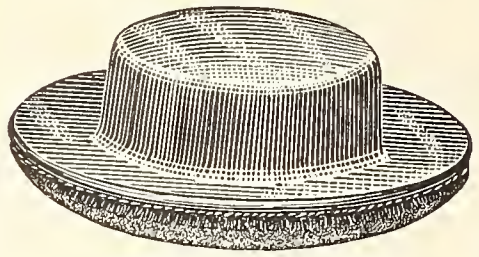
C. E. Fairbanks

extended him best wishes for success in his new position.

In reference to his connection with Thomas A. Edison, Inc., Mr. Fairbanks had the following to say:

"My coming to the Edison phonograph works is somewhat accidental in itself, and yet I cannot help but go back to a winter's night thirty-one years ago. At that time I was living on a farm. Through the weekly newspapers and the talk of my elders I had heard of the wonderful talking machine. There was some division of opinion as to whether it was newspaper talk or in reality would do what was claimed for it, namely, talk. The opportunity to verify the statements came to me when an exhibitor brought one of these machines to a near-by town. I went on horseback with others to hear it. We each paid 50 cents for the privilege. Everyone was, of course, impressed with the marvelous fact that this piece of mechanism had a human voice. I stayed after the crowd left and helped pack it up, so that I might get a near view of it. Of course it was wonderful that such a machine could have been invented, but only a superman could do that. He was not of the earth, earthy; he somehow belonged, in my opinion, at least, above in the clouds. I was more interested in the mechanism—the various parts that some man had fashioned and put together, so that it might have a soul, and that night I determined to 'make things,' and now thirty-one years afterward, I find myself in this bee-hive of 'making things' under the leadership of this superman who gave a soul to a machine. Others may have chained the lightning, and made steam and other forces our obedient servants, but only a superman could devise a means for catching and preserving forever and sending out again, that intangible individualistic expression of the soul—the human voice, and to-day the phonograph is even more wonderful than it was thirty-one years ago. Now it has not only a soul, but an educated one. It is easy to catch the spirit which prevails here, and our slogan will be 'quality first.'"

"Standard" Record Cleaner



Price, 50 Cents, List
Patented June 2, 1914

ARTISTIC AND ATTRACTIVE

Grips the record surface and clings as if on rails.

Extended brush area cleans record with one sweeping circuit.

Send 10 cents in stamps for a sample cleaner. Write on your business letter head only. Place regular orders through your jobber.

STANDARD GRAMAPHONE APPLIANCE CO.
173 LAFAYETTE STREET NEW YORK

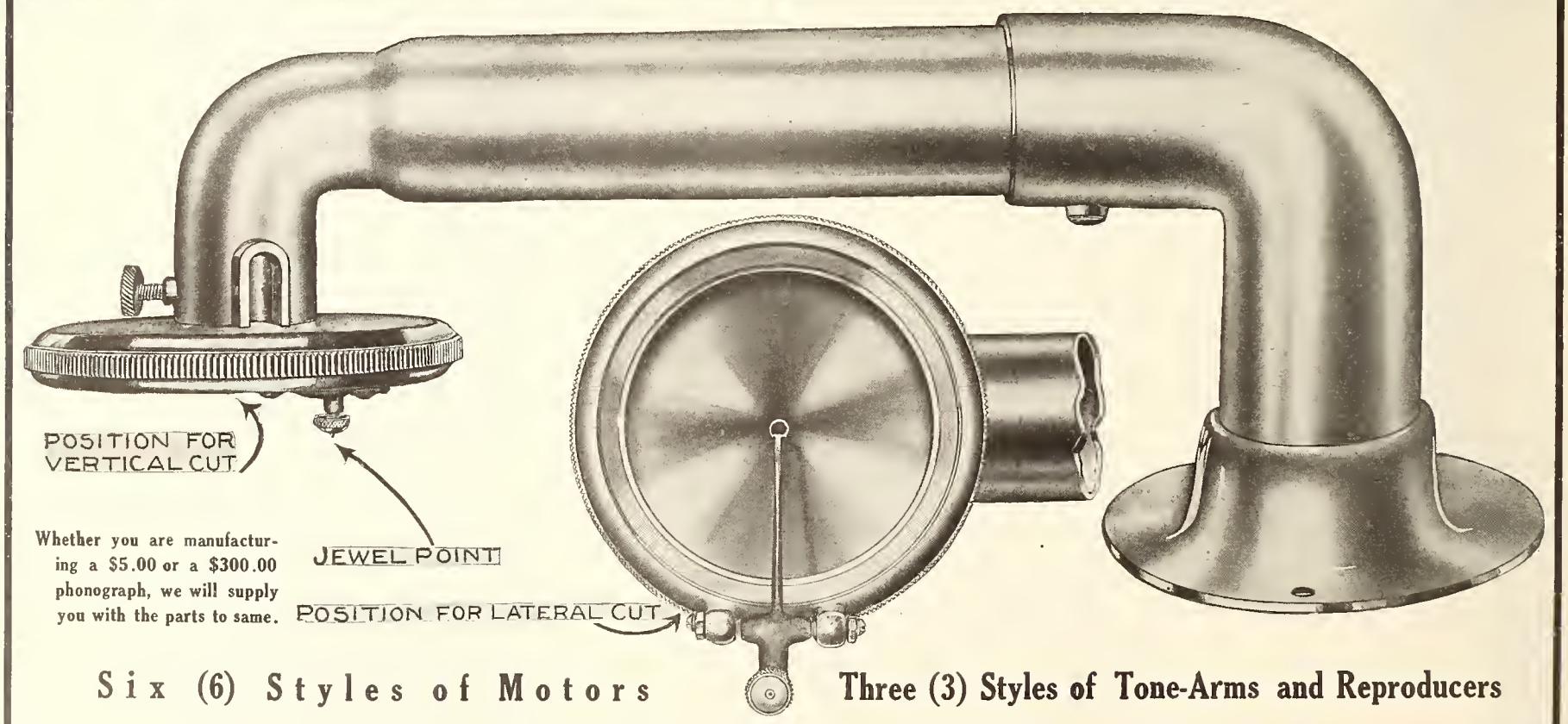
We also manufacture the Simplex Record Cleaner, Price 15 cents, list.

FORMAL OPENING IN LANCASTER, PA.

Lancaster, Pa., May 9.—One of the interesting musical events in this city recently was the formal opening of the new store of the Home Music Co., at 9 North Queen street, which was spread over two days, Saturday and yesterday, and attracted much attention.

The new company handles the Columbia Grafonolas and records exclusively, and the store is elaborately equipped and handsomely fitted up to take care of trade of the better sort. In connection with the formal opening the Home Music Co. carried artistic full page advertisements in the daily papers.

W. F. Duffold & Co. are conducting a handsome talking machine store at 318-320 East Washington street, New Castle, Pa., handling a complete line of Columbia machines and records.



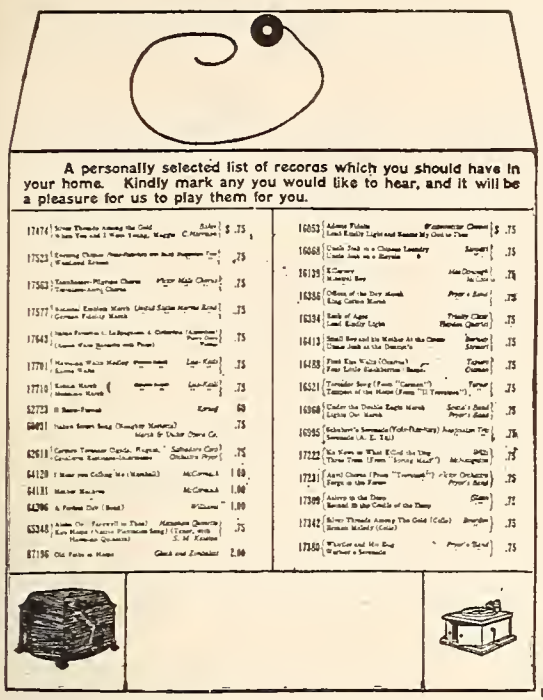
Whether you are manufacturing a $5.00 or a $300.00 phonograph, we will supply you with the parts to same.

Six (6) Styles of Motors **Three (3) Styles of Tone-Arms and Reproducers**

READY FOR DELIVERY

Our famous No. 1 complete outfit, consisting of motor playing nearly two 10" records with 10" turntable; reversible tone-arm, with sun-rayed diaphragm sound-box, at $2.50, for quantity users.

Independent German-American Talking Machine Co., Inc., 56 BLEECKER ST. NEW YORK



BEE CROFT

Do You Know That Record Delivery Envelopes Are Cheaper Than Wrapping Paper and String?

SAMPLES AND PRICES ON APPLICATION

Record Delivery Envelopes
Record Stock Envelopes
Catalog Supplement Envelopes

Perfection Record Holders
Long Cabinets
Needles
Peerless Locking Plates

CLEMENT BEECROFT, 309 W. Susquehanna Ave., PHILADELPHIA

"SUPREME" SONORA INTRODUCED

Recital Held on Tuesday Afternoon, April 25, to Demonstrate $1,000 Instrument

The formal introduction of the new "Supreme" Sonora phonograph which sells at $1,000, took place at the Sonora Salons, 668 Fifth avenue, New York, on Tuesday afternoon, April 25, before a most select audience.

Miss Queenie Smith Dancing to Music of Supreme Sonora

In sending out the invitations to the demonstration, George E. Brightson, president of the Sonora Phonograph Corp., declared that the newest instrument would prove a revelation to those who heard it for the first time and before the conclusion of the program, those who attended agreed with him.

One of the particularly interesting features of the program was the exhibition of dancing given by Miss Queenie Smith, premier dancer of the Metropolitan Opera House Ballet School, to the accompaniment of music from the "Supreme" Sonora. Refreshments were served to the audience during the intermission. At the end of the Salon, a stage specially arranged with reference to its acoustic properties was set up, whereon the Sonora was placed. The novel arrangement and stage setting can be seen in the photograph shown herewith. The setting was simple, but very artistic, and won favorable comment.

ENTER TALKING MACHINE FIELD

The Franz Bruckner Mfg. Co., 105 East Twenty-ninth street, New York, which is well known in the musical instrument industry as a violin manufacturer of many years experience, has entered the talking machine field, and is manufacturing a line comprising four machines. At the present time, the company is specializing on the sale of a $15 model, known as the "Conqueror."

The Melophone
TALKING MACHINE COMPANY, INC.
380 - 382 - 384 Lafayette Street, New York

Manufacturers of reliable motors for reliable phonographs and of the Melophone and Liberty Phonographs

ANNOUNCE

The removal of their General Offices and Display Rooms to the Building at Nos. 380-382-384 Lafayette Street, at the corner of Great Jones Street, City of New York, N. Y.

NEW TERRITORIAL SUPERVISORS

The sales department of Thomas A. Edison, Inc., has announced the appointment of two additional territorial supervisors. Both have already left for their posts.

Lewis Albert Zollner is to supervise the Chicago, Milwaukee, Minneapolis, Des Moines and Sioux City zones. He is a graduate of the University of Wisconsin, and has had considerable sales experience, his last previous connection being with the Singer Sewing Machine Co. at Port of Spain, where he was managing salesman and auditor. Charles R. Lee for the present will supervise the Atlanta zone which was recently established by the Edison Co.

BIG OPPORTUNITY

An established Victor business for sale privately. Record sales alone $4,000 to $5,000 annually. Town of 10,000 people, Southern Pennsylvania. Centrally located. Low rent. Owner's failing health cause. Address "B. A. H.," care Talking Machine World, 373 Fourth avenue, New York.

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Business opportunities 25c. per line.

YOU NEED THIS MAN—A pioneer inventor and expert in talking machine field, who is capable of and has equipped recording laboratories, pressing plants, designed successful motors, etc., has some propositions that should interest many of those in the trade and those who plan to enter it. Knows the production end thoroughly and is in possession of some money making plans. Now connected with one of leading companies. If you are interested in a big proposition, write at once for details. Address "Box 317," care The Talking Machine World, 373 Fourth Ave., New York City.

VICTOR STOCK FOR SALE—$300 worth clean stock of Victor machines and records, will sell at cost price and ship anywhere. Address "Box 319," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE—Victor and Edison agency and general music store in best 20,000 city in Southern Wisconsin. Store in exact center of city. Town growing fast. Poor health reason for selling. Great future for live wire. Address "Box 320," care The Talking Machine World, 373 Fourth Ave., New York City.

MANAGER WISHES TO COMMUNICATE—Expert talking machine department manager with seven years' successful experience in the talking machine business. Thoroughly understands mechanism of all makes of talking machines. A-1 salesman, manager or both, having road experience, now employed. My age is 27. Open June 1 for good proposition, with large retailer or jobber, willing to go anywhere. Address "Box 318," care The Talking Machine World, 373 Fourth Ave., New York City.

YOUNG SALESMAN wants position selling phonographs. On the floor or canvassing. Salary and commission preferred. Address "Box 321," care The Talking Machine World, 373 Fourth Ave., New York City.

MR. MANUFACTURER: Can you use a high-grade phonograph salesman, one who has had several years road experience? Retail store management would interest. Now employed. Address "Box 322, care The Talking Machine World, 373 Fourth Ave., New York City.

AN ALL AROUND talking machine man with a thorough knowledge, to take charge of a manufacturing talking machine plant. Desires position with reliable firm; will go anywhere. Best of references. Address "Box 323," care The Talking Machine World, 373 Fourth Ave., New York

YOUNG MAN, eight years experience in all branches of the Victor line, is open for reliable position. What have you? Also state salary if I fill the bill. Address "Box 324," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED: Young man, 25 years old, wishes connection with live firm as inside and outside salesman. Familiar with all the leading machines. Moderate salary and commission. At present employed but wishes to make a change. Good references. Will go anywhere. Address "Box 325," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED: A young man, 19 years old, experienced in the talking machine line, can do shipping, assembling, purchasing parts and repair motors. Address "Box 326," care The Talking Machine World, 373 Fourth Ave., New York City.

ENTER TALKING MACHINE FIELD

New Talking Machines Produced Under Auspices of M. Schulz Co. Officers Show Variety in Case Designs and Some New Features

CHICAGO, ILL., May 8.—The new talking machines of the Magnola Talking Machine Co., a corporation officered by the principals of the M. Schulz Co., one of the large piano manufacturing concerns in the country, are now on exhibition at the company's general offices and wholesale warerooms at 711 Milwaukee avenue, this city. The case designs and cabinet work are excellent, as twenty-five years' experience in piano case production can not but have its effect on a product of this nature. While there will probably be other models introduced later, those at present ready for announcement include styles ranging from $75 to $200 in retail price—all cabinet machines. There's one in the Sheraton style, another in the Queen Anne, an Adam design and a beautiful Louis XVI. retails for $150. It is furnished in either mahogany, oak or burled walnut.

There are a number of special features about these machines, but one on which the company puts particular stress is the "tone reflector," built in accordance with science of sound board construction. All types of Magnolas are equipped for playing both lateral cut and hill and dale records.

REPORTS GROWING DEMAND

The Fraad Junior Proving a Live Feature of the Fraad Talking Machine Co.'s Line—Lease Two Additional Floors on Broadway

The Fraad Talking Machine Co., 1160 Broadway, New York, reports that there is a steady increase in the demand for various machines manufactured by that company particularly the Fraad Junior, the small sized full cabinet machine introduced recently.

The Fraad Co. in order to handle the business properly has made arrangements to take over the two upper floors of the Broadway address, where at the present time they occupy the store and basement. The extra space will be used for the storage and assembling of machines. Daniel Fraad, president of the company, is now giving his full personal attention to the business with excellent results.

Recently a fire in the basement of the Fraad store threatened for a time to wipe out a large part of the stock on hand, but by quick work the flames were confined to one section of the basement and the loss limited to a few hundred dollars.

INCREASE INSTRUCTING STAFF

The mechanical instructing staff maintained by Thomas A. Edison, Inc., for the benefit of Edison dealers has been increased by the addition of two new instructors. George A. Cummings has been assigned to territory on the Coast, and E. E. Bedford will care for the dealers in the Atlanta zone. Both are skilled phonograph mechanics, and their work will be very advantageous to dealers who appreciate the importance of understanding how to handle the mechanical difficulties that arise in their business.

The members of the staff of the Edison mechanical instructors are now distributed as follows: Edward Trautwein, Bangor, Boston, New Haven, Albany and Syracuse zones; J. E. Knipper, New York, Philadelphia, Williamsport and Richmond zones; James Finlayson, Cleveland, Cincinnati, Detroit, Indianapolis and Pittsburgh zones; E. B. Bedford, Atlanta zone; A. E. Schiller, Chicago, Milwaukee, Minneapolis, Des Moines and Sioux City zones; D. Lawson, St. Louis, Kansas City, Omaha, Denver, Ogden and Helena zones; Joseph McCloskey, New Orleans, Dallas and El Paso zones; George A. Cummings, Los Angeles, San Francisco, Portland, Seattle and Spokane zones.

Keeping Pace With the Times

Requires alertness and an occasional jump. Both are necessary in the long run for success.

Lack of alertness on the part of the Distributor, sometimes causes the Dealer to fall behind.

Have you been able to hold the pace? If not, now is the time for you to jump.

The going has never been so hard or the pace so fast as during the past year. Notwithstanding this fact, our dealers have been able to keep abreast of it.

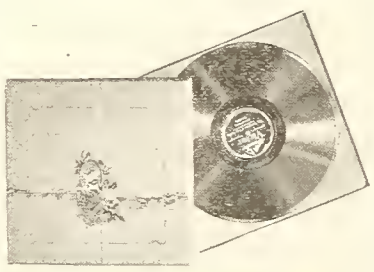
There must be a reason. There is, and a good one.

We are always on the alert

Blackman Talking Machine Co.
97 Chambers St Near Church St. New York
Victor Distributors

FOR XMAS. VICTOR BUSINESS

Along with the widespread Victor activity comes an interesting new enterprise in the nature of a specially designed wrap for paper boxes in which records for Christmas trade are sold. Holly-decorated boxes for this purpose have already been used, but the special wrap, showing the design reproduced herewith, will interest enterprising dealers, particularly as it is said that they have official approval. These novel box-wraps are manufactured by Augur, Swyers & Machold, Printing Arts Building, New York City, and sold either direct to the dealer or to the box-maker.



Artistic Christmas Box

The Pettit Jewelry Store, of Downs, Kans., has added the Pathé Pathephone to its stock.

Just Received

Big lot of Swiss Motors, tone arms, and sound boxes. Also handle U.S.A. motors. Complete stock. Orders filled same day received.

B. OLSHANSKY

1216-1222 So. Jefferson Street CHICAGO, ILLINOIS

SEE PAGE 46

VICTOR CO. ANNOUNCES 10% WAGE INCREASE

All Factory Employes of the Company, with Exception of Executives, to Participate in Increase —Generous Action Entirely Voluntary on Part of the Company

CAMDEN, N. J., May 12.—Not so very long ago the Victor Talking Machine Co. voluntarily put into effect a new working schedule which served to reduce the hours of the employes without change in the wage scale. This act resulted in an increase of considerably over a million dollars annually in the payroll of the company. Hardly had the favorable comments over this generous action of the Victor Co. died down, however, than there was issued, under date of May 11, a notice of a general 10 per cent. increase in the wages of all factory employes, with the exception of certain executives, and which became effective on May 8. The increase was an entirely voluntary act on the part of the Victor Co., and was made without solicitation. It simply reflects, to a marked degree, the spirit with which the Victor Co. has always dealt with its employes and the success of which is indicated by the loyalty of those employed by the company and the practical absence of the usual labor troubles that frequently bother large manufacturers. The notice sent out by the company, and which explains in detail the reasons for the increase, is as follows:

NOTICE

After a thorough and lengthy consideration of the subject the Victor Co. has found it practicable to decide upon an increase of 10 per cent. in wage rates of all factory employes except in the offices, the superintendents, foremen and straight time employes.

Change effective May 8, 1916.

This increase is made possible by the increase in demand for Victor goods and the splendid response to the company's appeal for efficient co-operation by its employes upon the occasion of the recent change to an eight-hour day. It must be borne in mind, nowever, that the Victor Co.'s products are not among the commodities that rise in retail price when the cost of manufacturing increases. Owing to the general increase in the cost of materials, the cost of manufacturing has been greatly increased durthe past year, but the company does not receive any more money for its goods.

VICTOR TALKING MACHINE CO.

RIGHT TO TRADE MARK ABSOLUTE

B. V. D. Co. Wins Friendly Suit Over Label—Judge Hand Decides Issue Placed Before Him by Agreement with New York Merchandise Co.—Decides Advertisements of Other Goods Must Not Refer to Branded Article

Judge Learned Hand, in the United States District Court, last week handed down a decree that the use of the "B. V. D." label in any manner in advertising other merchandise of a similar character was contrary to the rights in the trade-mark of the B. V. D. Co., a decision of interest to the talking machine trade.

The decree was made after a hearing in the Federal Court Building on April 28, on a motion by Briensen & Schrenk, solicitors for the complainant New York Merchandise Co., composed of Philip Waslansky, Victor Price and Joseph Hattenbach. The case was placed before Judge Hand for final adjudication by the mutual consent of both companies, and without the formalities of a court procedure.

It was stated at the hearing that the New York Merchandise Co. had advertised its goods in catalogs, placards and other mediums as being similar to the B. V. D. article, of having the same style as the B. V. D. Complaint against this practice was made by the B. V. D. Co. and the matter was carried before the court.

Judge Hand said: "The B. V. D. Co. is the sole and exclusive owner of the trade mark 'B. V. D.' and as owner thereof it is entitled to be protected against the use by others of expressions such 'B. V. D. Styles,' or 'Same Style as B. V. D.' or other like or similar expressions when used in catalogs, announcements, advertisements or placards in referring to underwear bearing other labels than 'B. V. D.'

"The defendants having heretofore issued a catalog in the name of the New York Merchandise Co., in which underwear not bearing the B. V. D. label and not made by the B. V. D. Co. was offered for sale as 'Men's Crossbar Nainsook Drawers: same style as 'B. V. D.,' two dozen of a size in a box. Special,' shall not hereafter issue any other or further catalogs or circulars containing said expression, 'Same style as B. V. D.,' or any similar expression.

"Further decreed that the defendants notify every person or concern to whom said catalogs have heretofore been sent or issued to the effect that the phrase 'Same style as B. V. D.' is withdrawn with respect to the men's crossbar nainsook drawers offered on page thirty-three of the original catalog, and that dealers having heretofore purchased such merchandise are cautioned not to use the trade-mark 'B. V. D.,' either alone or in such phrases as 'B. V. D. style,' 'Same style as B. V. D.,' or similar expressions as representing merchandise purchased from the New York Merchandise Co."

Philip Waslansky said this week that the adjudication made by Judge Hand was a result of a friendly suit agreed to by both companies in an effort to settle the controversy without recourse to litigation. The company would withdraw its advertisements of such nature and would notify its customers of the change, he said.

EDISON PUBLICITY IN THE HERALD

The New York Herald in its anniversary number, published May 7, contained a full page devoted to Thomas A. Edison and the many products which his factories in West Orange are producing. A full history of the experiments necessary to perfect the Edison Diamond Disc phonograph was given, besides a general description of the phonograph and its ability to re-create music. Other Edison products such as the Edison dictating machine, and Edison motion pictures, were described.

OPEN VICTOR DEPARTMENT

M. Friedman & Co., located on Post street, San Francisco, have opened a Victor talking machine department, half of the first floor being devoted to a display of Victor machines and records.

Your Best Customer

Buys liberally when you provide

A SIMPLE FILING SYSTEM
which files and finds
THE RECORDS Wanted, Instantly
It adds to the enjoyment of his Record Library

This Unit ——→

Holds 600—10 or 12 inch Records in 2 sections. Music Folios, Player Rolls, etc., in one section. Records, Needles, Catalogs, etc., in Base Drawer. Every number is visible, therefore filing and finding is instantaneous. Special Guides and Index Numbers make it as simple as A. B. C. A sample Unit will prove these facts.

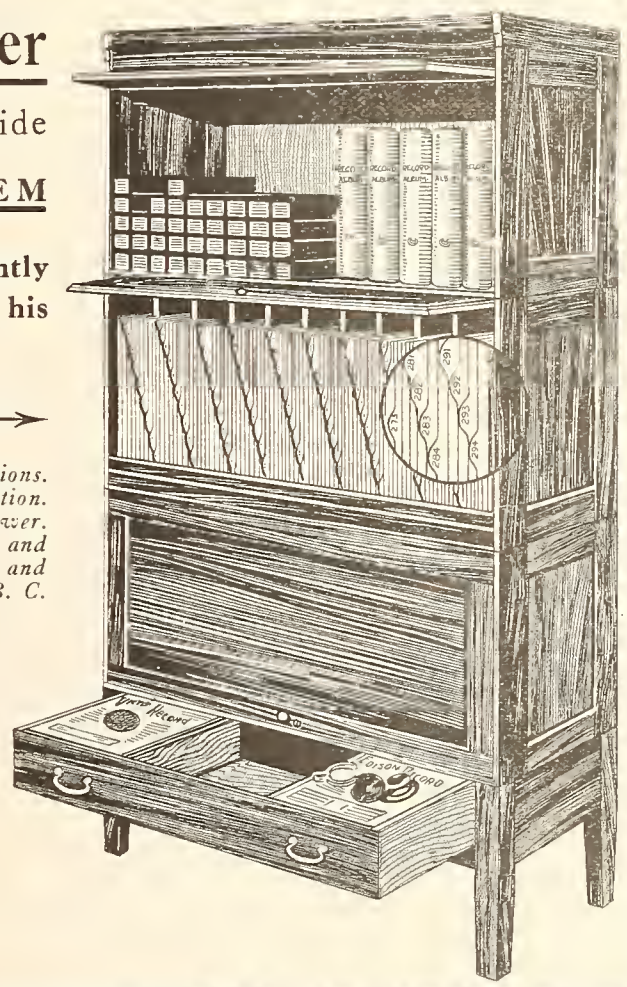
ORDER TO-DAY

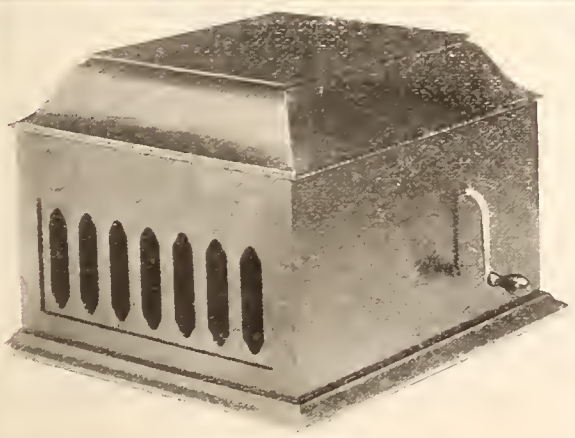
A Special Model for Dealers' Stock
(All makes of Records)

Guaranteed to increase your sales, save your time and space

Write for Special Proposition

Ogden Sectional Record Cabinet Company
LYNCHBURG, VA.





MUTUAL No.3--$25.00 Retail
Width, 15½ inches, depth, 17½ inches, height, 13¼ inches

One of our most successful sellers

The machine that is guaranteed to play any record without any special attachments or special needles.

Write for illustrated catalog and best dealer discounts

We make a complete line of high-grade machines retailing from $7.50 to $50.

MUTUAL TALKING MACHINE CO.
47 West 42nd Street New York

REPAIRS

All Makes of Talking Machines Repaired Promptly and Efficiently

TALKING MACHINE REPAIR AND SALES CORPORATION
ANDREW H. DODIN, President
25 East 14th Street New York
TELEPHONE, STUYVESANT 292

ENCOURAGING TRADE.

Methods of the Australian Commission Prove Satisfactory

Trade commissions for junketing purposes are largely things of the past. The dominating idea now is to put into the field men who know how to study markets and bring or send back home knowledge that may be of direct value to those interested. One of the most satisfactory efforts made by foreign countries to develop trade with the United States has come about through the Government of New South Wales, Australia. A special commissioner was first sent to America some twenty years ago. Following this a trade commission was appointed and an office established in San Francisco. The past two years have proved to be so satisfactory, as demonstrated by the San Francisco office, that the Government has given that office authority to establish branches in any of the States of this country or Canada in which they deem it wise to do so. The work of these offices is described as follows:

1. To generally supply information about all matters regarding Australia.

2. To do whatever seems advisable in the direction of securing sale for Australian products in this country.

3. To put American business men in touch with Australian business men so that mutually beneficial trading may be brought about.

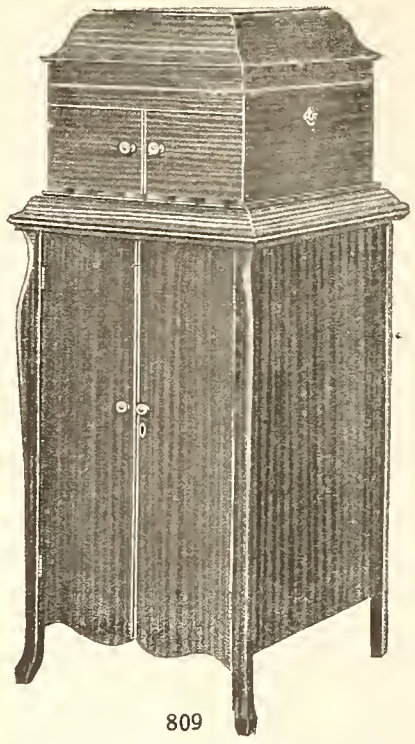
The cost of the San Francisco office and the New York branch is about £7,000 a year, but the trade results have been so far in excess of the cost that the policy of the Government is to extend the commission's operations.

ELECTRIC BULBS FOR NEEDLES

An ingenious substitute for a talking machine needle was discovered recently by some sailors in the United States Naval Station at Guantanamo Bay, Cuba. A group of the seamen had ordered a machine from the United States, but when it arrived, found that no needles had been sent with it. They were bemoaning their inability to play the records which came with the machine when a sailor appeared carrying a number of electric light bulbs. Out of curiosity he started the machine and pressed the tip of one of the bulbs against the record. The record began to play very distinctly and the machine was operated for several days in this manner, until some needles were secured. What happened to the records after they had been subjected to this "electric light" form of playing is not stated. Necessity has been the mother of some strange children, but it is doubtful if tungsten bulbs will ever successfully rival Tungs-tone needles!

DON'T FAIL TO ATTEND THE NATIONAL TALKING MACHINE JOBBERS' ASSOCIATION CONVENTION AT ATLANTIC CITY, JULY 10, 11 AND 12. IT WILL BE THE GREATEST EVER!

SCHLOSS BROS. LATEST CREATION
The "Cabinetmatch"



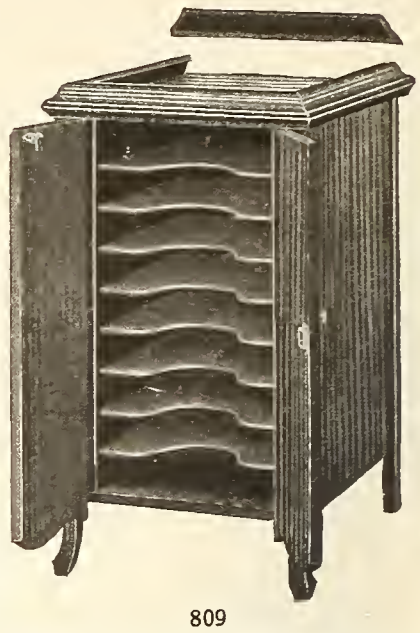
809

Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Nickel-plated trimmings. Lock and key. Height, 33 inches. Top, 22¾x19¼ inches. Holds 192 twelve-inch records. Matches new Victrola IX. Highest type of cahinet, hoth in construction and finish.

Ready for Immediate Delivery

SCHLOSS BROTHERS
637-645 West 55th St.
New York

Phone:
Columbus 7947



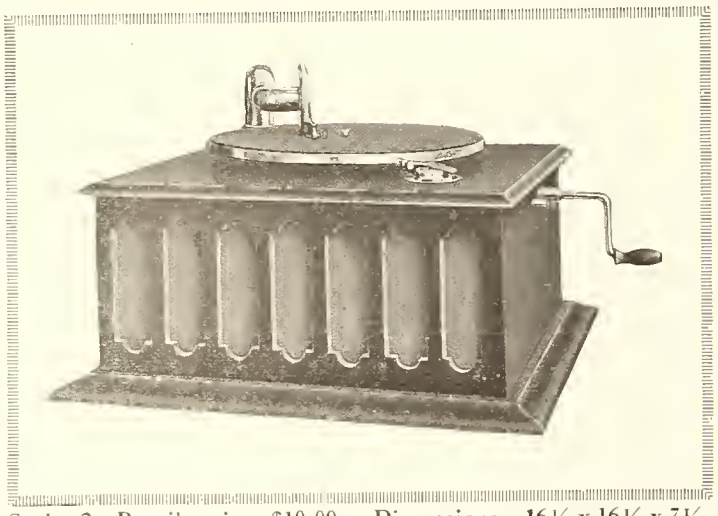
809

Showing interior shelf-construction, with removable moulding so machine can easily slide in, giving a perfect "Cahinetmatch" appearance. Finished shelves. Average weight crated, 80 pounds.

800

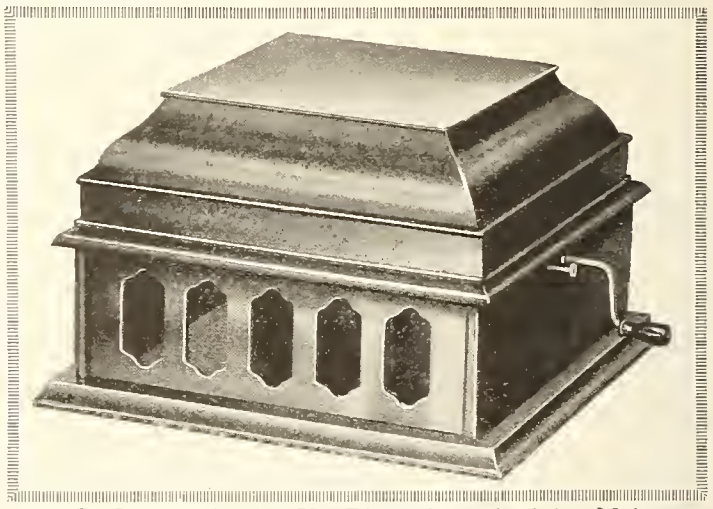
Same cahinet, without moulding. Matches Columbia Favorite. All finishes.

THREE NEW TRITON MODELS
New Standards of Talking Machine Values



Style 2—Retail price $10.00. Dimensions, 16½ x 16½ x 7¼. Mahogany finish. Strong single spring Triton motor.

Style D—Retail price $30.00. Dimensions 18x22x14. Mahogany finish. Strong worm drive, double spring motor.



Style C—Retail price $17.50. Dimensions 16x16x11. Mahogany finish. Strong single spring Triton motor.

All TRITONS are equipped with reversible tone-arms, playing ***all*** makes of disc records with a mere turn—without any attachment.

Cabinet work of standard grade, well finished.

BETTER DISCOUNT TO DEALERS
Exclusive territorial arrangements for dealers and jobbers

TRITON PHONOGRAPH CO.
41 UNION SQUARE NEW YORK

UNUSUAL ACTIVITY IN CLEVELAND

Electric Grafonolas in Great Demand—Prospects for Summer Business Very Good—Mme. Rappold Gives Edison Diamond Disc Tone-Test—Other News of the Month

CLEVELAND, OHIO, May 8.—The unusual activity prevalent in the talking machine industry in this city has not waned during the past month; in fact, from the various reports there are many methods used to keep the industry alive. Many industries have voted a wage increase to their employes and the city is in a very prosperous condition.

Many dealers and jobbers report a shortage in goods and, in view of the fact that many dealers are already placing orders, the jobbers are very optimistic.

The Grafonola department of the Wm. Taylor & Sons Co. enjoyed another excellent month's business during April, and Manager T. A. Davies says that there was an enormous increase over the same month last year.

Manager G. E. Norton, of the Grafonola department of the G. M. Ott Piano Mfg Co., says that the electric Grafonolas have been in great demand during the past month. He says that he expects a heavy summer business.

The Columbia Graphophone Co., under Manager Madson, had the second largest month's business in the history of the company. Many merchants have already placed their fall orders and but for the shortage in goods a most phenomenal business would have been consummated. Manager Madson in his short history with the Columbia Graphophone Co., of this city, has built the business until it is in the front rank. The Home Furniture Co., of Toledo, is about to open a new Grafonola department and H. R. Goldy, formerly with the Columbia Graphophone Co., will be in active charge.

H. Fraiberg, the prosperous Columbia dealer, has opened a new store in the east end.

The Phonograph Co., of this city, Edison Diamond Disc distributor, reports a very good month's business. Many tone tests have been given recently, the most prominent being by Mme. Marie Rappold, Metropolitan Opera star, at Columbus May 3.

During the past month four special mechanics, of the White Auto Co., of this city, purchased Style C 250 Edison Diamond Disc phonographs from the Phonograph Co.

The Starr Piano Co. is building a new phonograph factory in Richmond, Ind., a beautiful structure 255 feet long and 55 feet wide and six stories high.

The Collister & Sayle Co., of this city, Victor distributor, reports business very good, although there has been a marked shortage in goods. Manager H. A. Dorn says that the record business is exceptionally good.

The Eclipse Musical Co., extensive Victor distributor, reports an enormous increase over the same month last year. General Manager C. K. Bennett took a business trip to Akron, and E. B. Lyons attended to important business in Toledo and Detroit. All the dealers throughout the territory report satisfaction with the excellent service extended them.

The Hueter Jewelry Co., Victor dealer, is planning to increase the space for the Victrola business. Manager Hueter says that he anticipates increased business and since he believes in "preparedness" will be ready for the increasing demands.

"Music for Everybody"

Operaphone Records

The only popular priced records on the market.
Retail at 35 cents.
Are 8 inches in diameter.
Are double sided.
Play only with a *tapering* or *Operatone steel needle.*
Have more music than the 10 inch records of other makes.
These records are made by what is known as the "Vertical" or "Up-down" cut, and are especially designed to be played on vertical cut record playing machines.
Play on all lateral cut record machines with a small attachment required to change position of reproducer; attachments are simple to use and inexpensive.
Our catalogue is up to date; has 72 numbers, 144 different selections.
Twelve new numbers, 24 selections, are added each month.
The records are of unusual quality; and merit attention from a musical and artistic standpoint.
The songs are by popular and well-known artists.
The records are the product of our own laboratory and factory. Dealers: Write for full particulars and catalogue and latest list.

Operaphone Manufacturing Corporation
Office: Fifth Avenue Building, Madison Square, New York

SOME HISTORIC RECORDS

Are Those Made by Edwin Booth Now the Property of His Son-in-Law

Ignatius Grossman, the son-in-law of Edwin Booth, has in his possession one of the most valuable sets of phonographic records in the world, for they contain the voice of the great actor himself. Not very long before his death Booth recorded Hamlet's soliloquy, one of Iago's great speeches, and Richelieu's famous "Curse of Rome."

An endeavor was made by an official of Thos. A. Edison, Inc., to induce Mr. Grossman to take the records out of the storage warehouse in which they are carefully preserved, and to play them in his presence. The object of the experiment was to determine whether or not these original records could be used to make new reproductions—whether the voice could be transferred to the regular master records. But it was found that the voice, though wonderfully clear and distinct was too faint for recording purposes. There was, however, the same magnificent quality which has made countless numbers sit breathless and spellbound until the last echo had rolled away. What a wonderful thing it would have been if the public could once more have heard perhaps the greatest Hamlet of them all moralize upon the evils of inaction, the villainous Iago uttering his poisonous sentences and the great Cardinal defying the mandates of his king.

THE UNITED TALKING MACHINE CO.

The Secretary of State at Trenton, N. J., issued a certificate of incorporation to the United Talking Machine Co., of Newark, on May 6. The capitalization of the concern, which will manufacture and deal in talking machines, is $125,000. The incorporators are W. L. Glorieux, T. Frederick Crane, Leopold Singer and Irvington and Andrew Martin, of Newark.

VICTOR CO ISSUES ANNUAL REPORT

CAMDEN, N. J., May 1.—According to the annual report of President Johnson, made public at the recent annual meeting of the Victor Talking Machine Co., the undivided profits of that concern for the year ending December 31, 1915, amounted to $14,605,483, an increase of $4,713,045 over the undivided profits for the previous year. This increase is almost equal to the capitalization of the concern, which is approximately $5,000,000.

MELOPHONE CO. LEASES LOFT

The Melophone Talking Machine Co. leased a loft at 380 Lafayette street, this city, from the L. J. Carpenter Co., for a term of years, the deal being closed last Saturday.

Trade An
Extrao

A Remarkable Triumph In Talking Machine Production

There's something new just starting in the talking machine business and it's so big that everybody—both old and new in the trade—will sit up and rub their eyes.

Next month—June, 1916,—The Domestic Talking Machine Corporation will put out a brand new line of talking machines. This line is not only new, but it is distinctly ***different*** from anything heretofore shown.

We are making this announcement to the trade so that live dealers will be advised what's what when they see our big consumer advertising which has already been placed with several big national magazines.

A Different Sound-Box

The sound box of the Domestic is nothing less than a talking machine triumph. Made in our own plant, under our own patents, the **Mozart,** we believe, reproduces clearer and more musically than any other, absolutely irrespective of price.

The Wonderful Motor

The domestic will be equipped with the Silent-Service Motor, a masterpiece of our own design and construction. It operates quietly, evenly and with the smoothness of a fine watch.

Large ALL WOOD Cabinets

The cabinets will be made entirely of wood, inside and out—sound chambers and all.

There is no tin, steel, cast iron, or other metal employed in the Domestic Cabinet to rattle or rasp.

Strictly High-Class Finish

There is nothing cheap or ordinary-looking about the Domestic. High polished selected oak or mahogany, to harmonize with the finest furniture, heavy nickeled trimmings, every detail perfect throughout.

6 Reasons for the Assured Success of This Unbeatable Line

1. The men back of the Domestic are men who are known by their accomplishments and who are experienced talking machine people. They know the business absolutely.

2. The Domestic plant is strictly modern in all departments. Ideal conditions prevail where workmen are encouraged to do their utmost.

3. **Everything entering into the Domestic is manufactured complete in our own plant (except woodwork which can be obtained more advantageously from specialists in this line.)**

4. The Domestic plant is equipped with the most modern machinery, tools and dies that money can buy, much of it having been designed exclusively for the production of the Domestic.

5. The Domestic plans and equipment contemplate the largest output yet attempted in the low-priced field.

6. The Domestic merchandising methods are so perfected that everybody in any way associated with our product is assured of close co-operation, big returns and an absolutely square deal.

Domestic
TALKING MACHINE

ouncement
dinary!

The Low Prices and Great Values of the Domestic Will Startle Everybody

The biggest surprise of the year will be the retail prices of the Domestic line. They play and look, even down to the minutest detail, like machines costing 150% to 300% more. Nothing so attractive has ever been offered, and unless there is a manufacturing revolution, it will never be surpassed. And the consumer will not get it all either. The profit will come quickly and easily and will be such as to make it more than a winning line for any live dealer.

Music lovers who have expensive machines will take a Domestic down to camp with them this summer.

People who can't afford a luxury-priced machine and who wouldn't have a *toy* will buy a Domestic on sight and sound.

Everyone who hears the Domestic side by side with other machines will buy the Domestic on merit.

Big Advertising Campaign Is Starting

We are not asking dealers to stock up on our promises to advertise—we're advertising ***first.*** The contracts have already been placed.

The first big Broadside will appear in June—it will be an ad with a wallop.

Other big magazines will follow. It will be big display, and results should be correspondingly big.

Proposition to Dealers

Well-established, reputable dealers can make a very profitable connection by acting immediately. Our contract will prove a very valuable franchise, as we anticipate limiting the number of our dealers so that each will harvest by returns. We urge immediate action.

DOMESTIC TALKING MACHINE CORPORATION

HORACE SHEBLE, *President*

33rd AND ARCH STREETS, PHILADELPHIA

Domestic
TALKING MACHINE

EDISON TONE TEST AT CARNEGIE

Over 2,500 Invited Guests Hear Marie Rappold and Arthur Walsh Demonstrate the Re-Creation of the Tones of the Voice and the Violin —Audience Proves Enthusiastic

One of the most elaborate tone tests of the Edison Diamond Disc phonograph and records yet held in New York occurred on Friday afternoon, April 28, at Carnegie Hall, under the auspices of the Phonograph Corporation of Manhattan. Invitations were sent out to a select list of people and the result was that the large auditorium was filled with between 2,500 and 3,000 people, a number of prominent society members occupying the various boxes.

The artists who took part in the tone test were Marie Rappold, soprano, and Arthur Walsh, violinist, and a demonstration of the re-creation of the voice and the violin tone by Thos. A. Edison aroused the enthusiasm of the audience, which was offered numerous opportunities for making strict comparisons between the tones as developed by the artist and as reproduced by the Diamond Disc phonograph. A large number of Edison Diamond Disc dealers in the metropolitan district were also present at the tone test.

EDISON DISC DEALERS DINED

Guests of Phonograph Corporation of Manhattan at Banquet at Hotel McAlpin—Messrs. Wilson and Maxwell Speak

On Friday evening, April 28, the Phonograph Corporation of Manhattan entertained about one hundred and fifty of its dealers in the metropolitan district at a banquet at the Hotel McAlpin, where in addition to a number of interesting addresses a motion picture film "The Voice of the Violin" was shown. Among those who made speeches during the evening were Wm. Maxwell, vice-president, and C. H. Wilson, general manager of Thos. A. Edison, Inc. Several dealers present also made short speeches, every one of them of a most enthusiastic nature.

THORPE ELECTRIC MOTORS
FOR TALKING MACHINES (Operates on all currents)
29 West 34th Street New York City

FOLK AND COUNTRY DANCES

Special List of Music for Such Dances Just Announced by Victor Talking Machine Co.

The Victor Talking Machine Co. announced this week a special list of folk and country dances played by the Victor Military Band. These new records consist of a collection of old English country dances, collected by, arranged and recorded under the direction of Cecil J. Sharp, England's well-known authority upon old English dances, and a new list of folk dances by Elizabeth Burchenal, one of America's leading exponents of folk dancing. A special order blank listing these new records was sent out to Victor dealers this week.

WILLIAMS WITH ACKERMAN & CO.

The business of the late G. L. Ackerman, conducted at 537 Linden street, Scranton, under the name of Ackerman & Co., Edison jobbers, is to be continued under the management of Alfred V. Williams, formerly manager of the phonograph department of Stoehr & Fister, Scranton.

INSTALL SOUNDPROOF ROOM

The warerooms of the Christman Piano Co., 753 Sixth avenue, New York, were considerably enhanced in attractiveness this week by the construction of four soundproof demonstration rooms which will be used for both player-pianos and talking machines. Three of the rooms will be used for demonstrating the Edison Diamond Disc phonographs and records and Columbia Graphophones and records, and the fourth room will display the new Christman player-grand.

ARRANGE FOR NEW WINDOW DISPLAY

The Victor Talking Machine Co. will shortly announce to the trade a new store or window display, consisting of a mammoth "Victor Dog," which will be most attractively designed. The size and appearance of this "dog" will make it a welcome addition to the Victor dealer's establishment.

TAYLOR TO HANDLE EDISON LINE

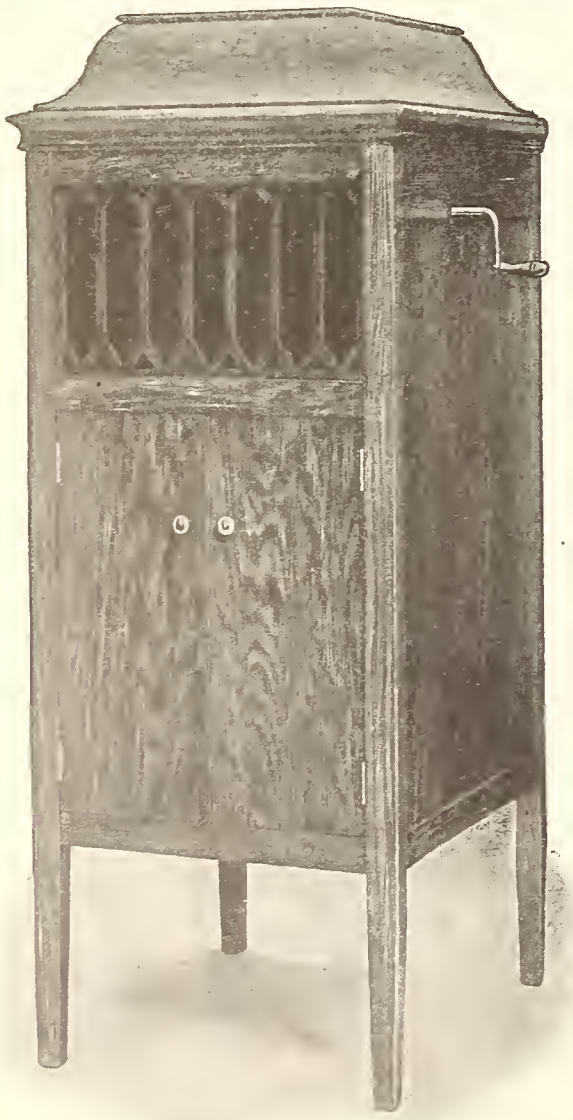
E. E. Taylor & Co., of Olympia, Wash., who have conducted a piano business in that city for the past twenty-five years, recently disposed of their entire stock of pianos at special sale and made arrangements to handle Edison Diamond Disc and Diamond Amberola phonographs and records exclusively at the old stand.

RECOVERING FROM OPERATION

CAMDEN, N. J., May 1.—M. H. Holden, head of the employment department of the Victor Talking Machine Co., who underwent an operation for appendicitis last week, is on the road to a speedy recovery. The operation was performed by Dr. Paul M. Mecray, chief surgeon of the Cooper Hospital, who states that it was entirely successful.

RETURNS FROM WESTERN TRIP

Arthur D. Geissler, vice-president of the New York Talking Machine Co., New York, Victor distributor, returned last week from a trip through the Middle West. Mr. Geissler, who spent some time at Chicago, commented upon the healthy condition of the Victor business throughout the country, which is reflected in the tremendous demand for all Victor products.



MODEL 55—RETAIL PRICE, $55.00
DIMENSIONS:
Width, 18½ inches. Depth, 24½ inches. Height, 45½ inches.

Artophone Success

The Consequence of Exceptional Tone Quality

¶ The ARTOPHONE plays all makes of records.

¶ The ARTOPHONE is sold direct to the dealer by mail. Are you taking advantage of this saving?

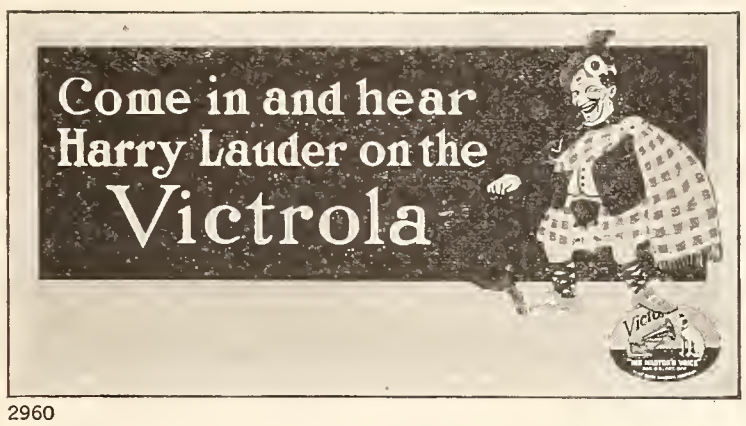
¶ We have valuable, exclusive territory available for live dealers. Write today for literature and our very attractive dealers' proposition.

¶ It is advisable to use ARTOPHONE quality, soft, medium and loud steel needles; also ARTOPHONE Sapphire Points, ARTOPHONE Sapphire Balls and ARTOPHONE permanent Diamond Point Needles.

THE ARTOPHONE COMPANY
452-454 N. Boyle Avenue ST. LOUIS, MO.

VICTOR CO. ISSUES NEW SERIES OF STREET CAR ADVERTISING CARDS

In order that the millions of people who travel daily on the street cars of the country may be duly impressed with the importance of the Victrola, whether or not they see the big Victor announcements in the many magazines, the Victor Talking Machine Co. has prepared a series of four new street car cards printed in brilliant colors for the use of the dealers. The four cards, which are illustrated herewith, divide interest between machines and records, and where twenty-five or more cards are used by a dealer they will be supplied with his imprint prominently featured on them.



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2962

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2963

Four New Victor Cards for Street Car Advertising

UNIQUE EDISON DEMONSTRATION

Some Clever Ideas Used by Local Dealers to Demonstrate the Edison Diamond Disc

For uniqueness in demonstrating the New Edison Diamond Disc phonograph and presenting its possibilities to the public, James O. Thornton, Edison dealer at Hamilton, Mo., seems to take the prize.

Just recently this progressive town of Hamilton held its winter Chautauqua in the Knights of Pythias Hall. Mr. Thornton was called upon to furnish some of the program. How he complied with the request is best stated in his own words:

"At the back of the platform we hung a large American flag behind which we put a C-250. For the band number on the program we had about twenty young fellows, all Hamiltonians, so arranged on the platform that the Edison could play freely. Each fellow had his real instrument, his music rack and his music, and to all appearances it was a real musical organization about to begin its program. As conductor, I took my place after the band had assembled, made a brief announcement to the audience, turned to my band, tapped the music rack for attention, raised my baton and off we went. We used Record No. 50145—'The American Patrol March.' Many in the audience confessed afterwards that they would not have known but that it was a real band. During the rendition every member of the band, with serious face and demeanor, imitated as best he could the action required to play his particular instrument. It was a distinct hit. Every one thought it was a real band playing.

"After this we gave a violin solo, using the recreation of 'Ave Maria,' by Carl Flesch. This was posed and acted by one of the boys with a violin with twine strings. The lights were dim, the young fellow entered into the spirit of the selection, and in the dim light it was impossible to believe anything else than there was a real artist performing on a priceless Strad for our delectation. The illusion was perfect. Many in the audience said that they were deceived. It takes gravity and serious attention to make the action a success. We are going to use this stunt in our demonstration visits to other towns in the near future.

"Then we gave what might be called an old playlet. It was 'An Old Sweetheart of Mine.' We used Record No. 50211, by Harry E. Humphrey. For this we hung portieres for a background, in front of which was a small table bearing an old-fashioned oil lamp with a shade, the lamp lighted, the auditorium in darkness. When the lines 'Turn it low to rest me of' were reached, the young fellow who sat smoking at the table turned out the oil lamp. At the same instant a spotlight was turned upon him, remaining until the close. Then the portieres were parted to admit the wife, who stood still until the words 'To greet the living presence of that old sweetheart' were reached, when he extended his arms to her and she flew into them. Then all lights were instantly extinguished for about five seconds to give them time to leave the stage, after which the full light was again turned on. It took splendidly. The Edison certainly did itself proud and I advise other Edison dealers to try something of the kind. Everybody in Hamilton is talking about the New Edison."

It's better to believe all you say than all you hear.

SUCH IS FAME

One of the Parsons picture houses showed a current-event picture last week. Among the events was a glimpse of Caruso, the noted tenor, leaving America. When the smiling face of Caruso was thrown on the screen a young woman turned to her father and said: "Father, who is Caruso?" The father scratched his head and thought at length and finally said: "Why, don't you know? He was shipwrecked and cast up on an island." "Oh, yes, I do remember reading about that," said the daughter.—Kansas City Star.

The Boston Book Co., manufacturer of talking machine record albums, has been granted a certificate of incorporation by the Secretary of State at Albany, N. Y.; the incorporators being Henry and Lillie Gelbspan and Julius Alter, of Brooklyn, N. Y. The capitalization of the concern is $2,500.

DECALCOMANIE
• NAME PLATES •
FOR PIANOS, TALKING MACHINES, ETC. SEND COPY FOR PRICES. SKETCHES FREE.
GLOBE DECALCOMANIE CO.
JERSEY CITY, N.J.

THE PREMIER CABINET CO.
Makers and Distributors of the
Premier
TALKING MACHINES and CABINETS
Williamsport, Pa.
CHICAGO, ILL.
WILLIAMSPORT, PA.
GOSHEN IND.

Music Both Sides

Actual Size **25c**

Made under U. S. Patent 639452. Other patents pending.

The Emerson Reco is a Universal Reco

because it play: with the soun box in eithe position.

(No attachments necessary except on one positive feed machine)

VICTOR H. EMERSON

When Victor H. Emerson Says He Will Solve a Phonographic Problem—He Does It

In the Phonograph Industry he speaks with the voice of authority. His rare inventive genius backed by 17 years experience as General Manager of the Recording Department of one of the largest phonograph companies has made his achievements possible.

Some months ago he promised that he would produce a record which could be played on any type of Phonograph, vertical or lateral. He said, "I will produce a universal record."

He has done exactly that thing. It is no longer a theory, it's a fact. We are producing these records in increasing volume. Our production is not a promise. it's a reality.

The possibilities of this 25-cent record business are tremendous. Small investment, satisfactory profits, quick turnover are the merchandising advantages of the Emerson proposition.

The Emerson 25 cent Records, full 7 inch, music both sides, are in a class by themselves. Playing three-fourths the time of a standard 10-inch record. Never before has such a record value been offered the public at such a price.

Remember, the Emerson Records are universal and can be played on all types of machines without an attachment (except one with a positive feed). They produce equal tone volume whether the sound box is in the vertical or the horizontal position.

This, Mr. Dealer, is your opportunity to add a line of popular-priced records on which you make a quick turnover and a liberal profit. Order from the list on the opposite page—it includes the very selections the public are waiting to buy. Be the first to feature Emerson Records in your locality. Order to-day and we will deliver immediately. There are no attachments needed with Emerson Records.

The Emerson 10c Record
(Universal Type)
The greatest of all 10 cent phonograph records. List of 50 numbers ready.

Emerson 25c Records; Dealers' Prices

16 cents each in broken packages; 15 cents each in standard packages of 25 records of one number. F. O. B. New York

THE EMERSON PHONOGRAP

Emerson 25c Double-Disc Records

inches, Music Both Sides—can be played with sound box in either position

Playing three-fourths the time of a standard 10-inch record

POPULAR SONGS

720 — SHADES OF NIGHT.....Henry Burr
(Gilbert & Friedland.) Tenor Solo with orch. accompaniment.
M-O-T-H-E-R .....Henry Burr
(Johnson & Morse.) Tenor Solo with orch. accompaniment.

744 — SHE'S THE DAUGHTER OF MOTHER MACHREE, Manuel Romaine
(Ernest Ball.) Tenor Solo with orch. accompaniment.
I MISS YOU MISS AMERICA.....Manuel Romaine
(Gilbert-Roberts) Tenor Solo with orch. accompaniment.

743 — ARE YOU FROM DIXIE.....Burr & Campbell
(George L. Cobb.) Tenor Duet with orch. accompaniment.
IT'S ALL A DREAM.....Burr & Campbell
(George L. Cobb.) Tenor Duet with orch. accompaniment.

735 — MY OWN IONA.....Manuel Romaine
(Gilbert-Friedland-Morgan.) Tenor Solo with orch. accompaniment.
EVELYN from "Pom-Pom".....Henry Burr
(Hugo Felix.) Tenor Solo with orch. accompaniment.

738 — WAKE UP AMERICA.....H. James
(Jack Glogau.) Baritone Solo with orch. accompaniment.
DIXIE .....H. James
(Dan. Emmett.) Baritone Solo with orch. accompaniment.

725 — I LOVE YOU, THAT'S ONE THING I KNOW, Henry Burr
(Gilbert & Friedland.) Tenor Solo with orch. accompaniment.
NO ONE BUT YOUR DEAR OLD DAD, Manuel Romaine
(Murphy & Marshall.) Tenor Solo with orch, accompaniment.

742 — LET'S BE READY.....Henry James
(Ruby Cowan.) Baritone Solo with orch. accompaniment.
MARCHING THROUGH GEORGIA.....Henry James
(Henry C. Work.) Baritone Solo with orch. accompaniment.

722 — I LOVE A PIANO.....M. J. O'Connell
(Irving Berlin.) Tenor Solo with orch. accompaniment.
ONE STEP MAN.....Metropolitan Military Band
(L. Bennett.)

DANCE RECORDS

740 — MY OWN IONA (Fox Trot).Metropolitan Military Band
(Gilbert-Friedland-Morgan.)
ALOHA OE (Waltz).....Metropolitan Military Band
"Farewell to Thee"—Hawaiian Love Song, Liliuokalani.

730 — I LOVE YOU, THAT'S ONE THING I KNOW
(One Step) .....Metropolitan Military Band
(Gilbert & Friedland.)
OLD FOLK'S RAG (One Step), Metropolitan Military Band
(Wilbur Sweatman.)

727 — TICKING LOVE TAPS (Fox Trot from "Suzi"), Metropolitan Military Band
IDA FOX TROT.....Metropolitan Military Band
(L. Bennett.)

712 — CASTLE WALK (One Step).Metropolitan Military Band
(Europe & Dabney.)
CASTLE VALSE CLASSIQUE, Metropolitan Military Band
Arranged by Ford Dabney from the famous Humoresque by Dvorak.

719 — OMAR KHAYYAM (One Step), Metropolitan Military Band
(S. Romberg.)
SHAKESPERIAN LOVE (Fox Trot), Metropolitan Military Band
(Hugo Frey.)

HUMOROUS SONGS AND SKETCHES

737 — MATRIMONIAL DIFFICULTIES....Golden & Marlowe
Darkey Comedy, orch. accompaniment.
PREACHER AND THE BEAR.....Arthur Collins
(Joe Arzonia.) Darkey Comedy, orch. accompaniment.

731 — JOHNNY GET A GIRL.....Collins & Harlan
Comedy Duet, orch. accompaniment.
BAKE DAT CHICKEN PIE.....Collins & Harlan
(Frank Dumont.) Darkey Comedy, orch. accompaniment.

729 — TURKEY IN DE STRAW.....Billy Golden
Darkey Comedy, banjo accompaniment.
RABBIT HASH.....Billy Golden
Darkey Comedy.

STANDARD AND PATRIOTIC SONGS

732 — THE ROSARY.....Henry Burr
(Ethelbert Nevin.) Tenor Solo with orch. accompaniment.
BEN BOLT.....Henry Burr
(Nelson Kneass.) Tenor Solo with orch. accompaniment.

739 — A PERFECT DAY.....Henry James
(Carrie Jacobs-Bond.) Baritone Solo with orch. accompaniment.
LOVE'S OLD SWEET SONG.....Henry James
(James L. Molloy.) Baritone Solo with orch. accompaniment.

733 — LAST ROSE OF SUMMER.....Henry Burr
(Thos. Moore.) Tenor Solo with orch. accompaniment.
DRINK TO ME ONLY WITH THINE EYES, Henry Burr
(Ben Jonson.) Tenor Solo with orch. accompaniment.

728 — AMERICA, MY COUNTRY, 'TIS OF THEE, Henry James
(Henry Shaw.) Baritone Solo with orch. accompaniment.
COLUMBIA, GEM OF THE OCEAN.....Henry James
(David T. Shaw.) Baritone Solo with orch. accompaniment.

734 — COME BACK TO ERIN.....Henry James
(Claribel.) Baritone Solo with orch. accompaniment.
BONNIE WEE THING.....Henry Burr
(Robert Burns.) Tenor Solo with orch. accompaniment.

STANDARD INSTRUMENTAL RECORDS

715 — LA CZARINA, Mazurka Russe, Metropolitan Military Band
(Ganne.)
LA SERENATA.....Metropolitan Military Band
(Braga.)

717 — OVER THE WAVES WALTZ, Metropolitan Military Band
"Sobra las Olas." (Rosas.)
BLUE DANUBE WALTZ....Metropolitan Military Band
(Johann Strauss.)

741 — DIE WACHT AM RHEIN...Metropolitan Military Band
(Wilhelm.)
SOLDATENLIEDER MARSCH, Metropolitan Military Band

New Selections Added Monthly to Our List

OMPANY—3 West 35th St., New York

THE VICTROLA UTILIZED IN REST-ROOM OF CHALMERS CO.

Proves a Great Source of Pleasure and Education to the Employes of This Prominent Automobile Manufacturing Concern Located in Detroit

DETROIT, MICH., May 6.—The Victrola is being used to good advantage in the rest room of the Chalmers Motor Co., of this city. The accompanying photograph shows the Victrola in this rest room, and judging from the interest which is being manifested in the selection of the next Victor record, the instrument is a source of considerable enjoyment.

A number of the leading local manufacturers have purchased Victrolas for use in rest or recreation rooms, and they state that the instruments not only provide unlimited entertainment but the wide diversity of the Victor record library is being reflected in the growing appreciation of music which is apparent in many instances among the employes.

Showing the Victrola in Use in the Rest Room of the Chalmers Motor Co., Detroit, Mich.

Leroy Wedd and Fred C. Windmayer have opened a talking machine store in Atlanta, Ga., handling the Victor and Edison machines. Sheet music will also be carried.

Don't use big advertising space just so people will consider you a big advertiser. Use the amount of space you can afford to use and stop there.

NEW CREDIT MEN'S ASSOCIATION

Organization for the Protection of Conditional Credit Men Incorporated

The Conditional Credit Men, Inc., was granted a certificate of incorporation recently by the Secretary of State, Albany, N. Y. This association was formed for the protection of all conditional credit men, regardless of whether they do business under conditional sales agreements, chattel mortgages or lease contracts. It will take care of all legislative matters. Retail dealers in all lines will be asked to join the new association, including piano and talking machine dealers.

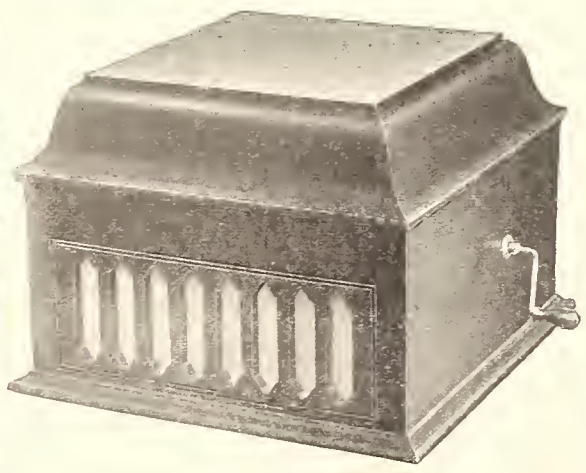
The attorney for the Conditional Credit Men, Inc., is Clarence M. Davis, a New York lawyer, who spent some time last month at Albany opposing obnoxious legislation which would injure and inconvenience retailers selling under conditional sales agreements.

The incorporators are George Farrar, representing the Brunswick - Balke - Collender Co.; Alexander H. Babcock, who is a temporary incorporator and will be replaced by a representative of the Herring-Hall-Marvin Safe Co.; Stuart H. Walker, representing Hall's Safe Co.; Charles A. Spencer, representing the Hobart Manufacturing Co., Troy, O., and Frank J. Shetter, of the U. S. Slicing Machine Co., Laporte, Ind.

Mr. Davis states that while it has not been definitely decided, it is the opinion that the membership fee will be $15 per year.

MECHANICALLY PERFECT
Castle
THE INSTRUMENT WITH THE CRYSTAL TONE
TRADE MARK

Talking Machines
Now Sold by Leading Dealers



Style E
RETAIL PRICE, $25.00

Elegant mahogany finished cabinet; perfect in style and finish. Dimensions, height, 13 inches; width, 18 inches; depth, 19 inches. Double spring worm gear, noiseless motor; plays four ten-inch records with one winding. The Castle Universal Tone Arm and Reproducer play any and all makes of records without extra attachment. Equipped with twelve-inch turn table, speed regulator, speed indicator and brake.

"There is a reason for everything" is an old adage. But there are many reasons why Castle Talking Machines should appeal to you.

A "Castle" agency solves the "heavy investment" problem. The profits are unusually attractive; the investment required is small; the instruments are fully guaranteed. Castle Talking Machines sell every day in the year, because the demand for them is well established. Castle Talking Machines play all styles of records without extra attachments. Leading dealers are reaping the benefits of being "Castle" agents. Why not you?

Choice territory is still open. Write at once for full information, including agency plan.

CASTLE PHONOGRAPH COMPANY
Fifty-three Maiden Lane *General Offices* *New York*

MME. RAPPOLD TOURING FOR EDISON

Prima Donna Giving Series of Tone Tests With Edison Diamond Disc Phonograph

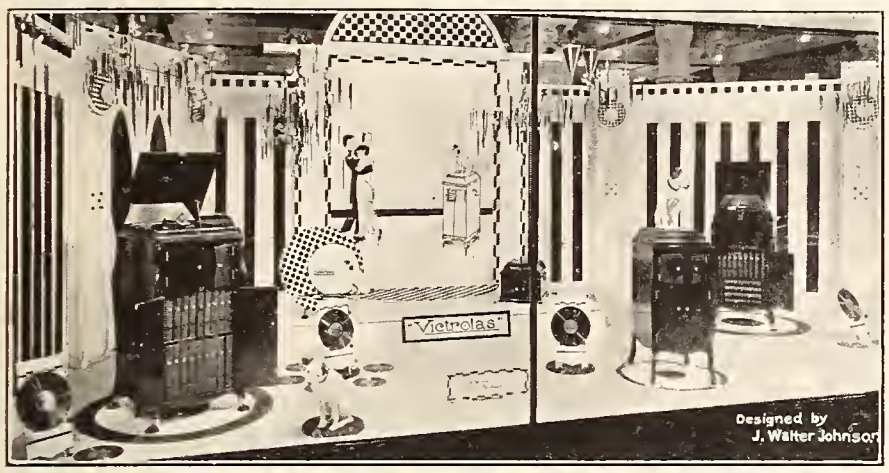
Madam Marie Rappold, prima donna soprano of the Metropolitan Opera Co., has been giving a series of tone tests in connection with the Edison Diamond Disc Phonograph. On April 25 she appeared at Carnegie Hall, New York City; on the 26th at Rochester, Philadelphia on the 27th, Newark on the 28th, at Cincinnati on the 1st of May, Chicago on the 4th, Minneapolis on the 5th, and her further itinerary included St. Paul on May 8, Birmingham on May 10, with Dallas, San Francisco, Denver and Toronto to follow. Her demonstrations have been received with great interest and enthusiasm and have been a decided boost for the Edison Diamond Disc phonographs everywhere.

The Columbia advertising department has just prepared for the use of Columbia dealers a new series of attractive car cards of unique and original design. These cards present an artistic set of illustrations which, by reason of their distinctiveness, are well calculated to attract the favorable attention of passengers.

DON'T FAIL TO ATTEND THE NATIONAL TALKING MACHINE JOBBERS' ASSOCIATION CONVENTION AT ATLANTIC CITY, JULY 10, 11 AND 12. IT WILL BE THE GREATEST EVER!

ARTISTIC WINDOW DISPLAY MADE BY PORTLAND HOUSE

PORTLAND, ORE., May 5.—This is a black and white window display installed a short time ago by J. Walter Johnson, display manager of the Wm. F. Powers Furniture Co., of this city, which attracted a good deal of attention and proved a big ad for their Victrola department.



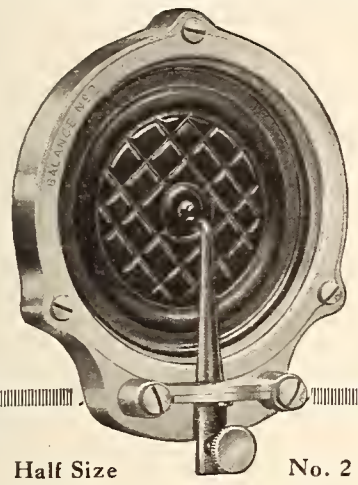
Black and White Window Display of the W. F. Powers Furniture Co.

The background was ideal for showing merchandise of this kind. Notice how the machines stand out—and the picture doesn't do the display justice either. The W. F. Powers Co. has only been in the Victrola business since Christmas, but has had a good many attractive displays which reflect credit on the creative ability of Mr. Johnson, who is a firm believer in the value of window displays to increase sales.

TO DISTRIBUTE STARR PHONOGRAPH

Starr Phonograph Sales Co. to Open Offices at 56 West Forty-fifth Street, New York—Will Cover Large Territory—Officers of the Company Are Men of Wide Experience

The Starr Phonograph Sales Co. has leased a loft on the fourteenth floor of the building at 56 West Forty-fifth street, New York, and will act as distributors for the territory embracing New Jersey, New York and New England, with the Starr phonographs and records manufactured by the Starr Phonograph Co., of Richmond, Ind. Henry Gennett, president of the Starr Piano Co., is also president of the Starr Phonograph Sales Co., of which F. W. Abendschein will be vice-president and manager, and F. Elliott Wood, secretary and traveling representative. The new quarters will be opened about May 20. An active selling campaign will be started as soon as the new offices are opened.



Half Size No. 2

Balance Sound Box

The **NEW** No. 2M Balance Sound Box, with the **IMPROVED** Metalloy Diaphragm is a revelation for tonal reproduction. Several of the largest phonograph manufacturers have adopted it.

Send for Sample

List Prices
Nickel Plated - - $3.50
24-k. Gold Plated, $4.00
Substantial discount to the trade

We also manufacture in addition to

SOUND BOXES
SAPPHIRE NEEDLES
(for hill and dale cut records, samples 30 cents each)
TONE ARMS
MOTORS

A. F. Meisselbach & Bro.
Factories: Prospect Street and Congress Street
Office: 29 Congress St., Newark, N. J.

GRAFONOLA VANQUISHES HARMONICA

Lisbonites Now Trip the Light Fantastic to the Strains of a Columbia Grafonola

From a dealer in Lisbon, O., C. W. Ourant, comes this excellent story:

"Lisbon boasts of a small social club, where the swains and benedicts took their sweethearts and wives once or twice a week for an impromptu dance. The music for these affairs was furnished by a one-piece orchestra made up of the common or garden variety of harmonica known as the mouth organ. On state occasions the town band officiated.

"Weekly and semi-weekly dances stretching over a period of years is more than the constitution of an ordinary mouth organ can bear. One night, in the middle of a dance, with a last despairing A sharp squeak played in B flat, it gave up the ghost. Great sorrow on the part of the club and business of appointing a committee to go down to Ourant's next day and purchase a new mouth organ.

"The committee duly waited on Mr. Ourant, told him of their sorrow and that they wanted to adopt another mouth organ to take the place of the defunct one. Mr. Ourant immediately scented a Columbia prospect. He told the committee that he did not carry harmonicas, but he had something which was infinitely better, a Columbia Grafonola and an ample supply of Columbia dance records. While the committee went into conference, Mr. Ourant put a catchy dance tune on one of his machines, says the Columbia Record. The conference ended there because you can't confer when your feet insist upon waltzing.

"Our friend Ourant explained to the club members the advantages of a Columbia over a harmonica, and showed them just how much they could save by dispensing with the band entirely. Five minutes' talk ended with the purchase of a $35 Grafonola, and $15 worth of records. Enthusiasm reigned supreme. The committee insisted upon carrying the machine along with them and toting the records as well.

"Result, $50 rung up on Mr. Ourant's cash register and a live addition to his mailing list of an actively dancing club and Columbia enthusiasts."

TO MAKE TALKING MACHINES

MARION, O., May 10.—A new concern, which has been incorporated by T. J. Hartle, W. W. Klinefelter and C. G. Smith, has been organized here and will manufacture talking machines. The company will operate under the name of the Eclipse Mfg. Co., and has been capitalized at $10,000.

The Victorlina Phono. Co., formerly located at 261 Broadway, New York, has changed its name to the Mascot Talking Machine Manufacturing Co., and has moved to new quarters at 66 West Thirty-seventh street.

SOSS
Invisible Hinges

THE SOSS INVISIBLE HINGE TRADE MARK SOSS MANUFACTURING CO.

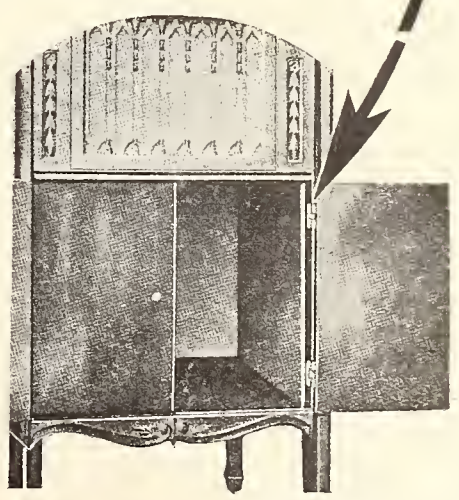
emphasize beautiful wood finishes on

Talking Machines
Music Cabinets
Pianos
Player Pianos and Benches

They are simple, strong and durable and an improvement on any class of of cabinet work.

When you fail to see an unsightly Hinge protruding you know SOSS is the answer.

Write to-day for catalogue T.



Soss Manufacturing Co.
435-443 Atlantic Avenue, Brooklyn, N. Y.
BRANCH OFFICES:
Chicago—160 North Fifth Avenue.
Los Angeles—224 Central Bldg.
San Francisco—164 Hansford Bldg.
Minneapolis—3416 2nd Ave. So.
Detroit—922 David Whitney Bldg

The Columbia Folk Dance Records issued by the Columbia Educational Department are played by full military band, not merely on a solo instrument. No wonder they are getting Columbia into the schools!

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

HOW THE BIG MONEY IS MADE

Some Interesting and Pertinent Facts on Business Development Offered in the "Voice of the Victor"—No Such Thing as a Dull Season for the Really Live Dealer

"How the 'Big Money' Is Made" is the title of the following interesting and pertinent editorial, which appeared in a recent issue of the "Voice of the Victor," and which is well worth the careful consideration of all talking machine dealers:

"You will help a child on a climb, but on a level stretch you don't need to. Your business is the child of your brain and the way to climb a hill is not to sit down and think about how steep or how long it is, but to throw out your chest and 'beat it' at a good lively clip. It's a lot more fun to get to the top and then sit down for a few minutes to enjoy the view, than it is to waste those few minutes in dawdling up the road.

"Everything is relative in this world—including hills. On the prairie a fifty-foot elevation looks like quite a hill, but out among the Rockies a fifty-foot elevation isn't a hill—it's only a bump.

"Everything is relative. The Victor dealer has learned that there is no such thing as a dull season, but it would be idle to deny that there is less business done some months than others. That's the time to help your 'child.'

"April and May are not summer months by any means, but they're near enough to it so that they afford the best possible opportunity for maturing summer plans and setting them in motion; but don't overlook the fact that spring is here now.

"'Christmas comes but once a year' is true enough; but so do taxes, birthdays and the good old summer-time. You can make this summer or this spring most anything you please, but once it's gone by you can't make anything of it.

"It can be the best and most successful summer or spring you have ever known, provided you wish to make it so. When a man wants a thing badly enough he will get it. When he doesn't, he won't—and shouldn't.

"That may sound rather like a platitude, but it's worse than that—it's a fact. Every man is a sort of idea factory, and no factory produces anything if the machinery stands idle. One 'factory' may be less well equipped than another and the thing to do then is not to be scared at the other fellow's equipment, but to get busy and work overtime.

"What's more, no factory can deliver the goods until it has spent time, effort and money in preparing the goods for delivery; after that it's easy to cash in.

"There was an exceedingly wide-awake dealer in talking to us just now. Jerome Ackerly, of Patchogue, N. Y. A live wire. It was a pleasure to quit writing for a few minutes and talk to him.

"'You know,' he said, 'in retail business, if there's something that ought to be done to-day, but doesn't get done—it's gone—lost! You never will get around to it again.'

"That's precisely the point. If you don't make the most of this summer or this spring, while it's here, there will be no chance to make up the loss. The year's fat profits can be pulled down quite considerably if May, June, July and August is loafing time in your store.

"This will be the most wonderful year in the history of the trade. Look around. The conditions are right for a world-beater. There are probably fewer idle men to-day than there have ever been before. You will see smiling faces to-day, where a year ago you were greeted with a frown. Prosperity is in the air as, indeed, it ought to be, for this country has received a most extraordinary influx of wealth, the effects of which are just becoming apparent. Given such conditions, together with a greatly increased output on our part, and it is evident that the Victor dealer's cash register will be playing the liveliest tunes that ever were heard.

"It won't be safe to assume that you'll be able to get everything you want in the line of goods. It takes time to build new buildings and equip them with machinery, and here at the factory we can watch the steady piling-up of business so that we can make a very accurate forecast.

"Victor dealers will have a lot more goods to do business with; trade conditions are vastly better than they have been in years. We know almost to a dollar how much business each individual dealer does. We see and know so many hundreds—or thousands—of our dealers who have made the Victor line a source of rich profit. We know their methods. We know that if an opportunity ever gets by them it's an accident, and that is why it is that we urge every dealer to make the most of every season, every month, every hour, every day. There's big money in it, and we want every single dealer to get his full share."

Mr. Manufacturer. Why Not You?

The other fellow is equipping his machines with the

VICSONIA

Increasing their selling value by giving the trade the BEST medium for reproducing Edison Disc Records on other machines.

Rich, Full, Natural Tones that are unequalled.

Get Busy—Write or send your representative to see us—We can give you the BEST.

Prompt quantity deliveries.

Best Tones and Right Prices.

Do It Now.

VICSONIA MANUFACTURING CO.
W. M. SEYMOUR, *Sole Agent*
313 East 134th Street **New York City**

EDWIN G. SCHLOSS HAS GOOD TRIP

Finds Trade Conditions Very Satisfactory in the Middle West

Edwin G. Schloss, the general manager of Schloss Bros., well-known talking machine cabinet manufacturers, returned recently from an extended trip through the Middle West, going as far as Chicago, St. Louis and Louisville and visiting intermediate cities. In addition to placing large orders for supplies, Mr. Schloss has considerable occasion to use his own order book for he found things very active, despite the upset condition in certain cities due to strikes or impending strikes. Last week Mr. Schloss made a flying trip through the New England States.

DON'T FAIL TO ATTEND THE NATIONAL TALKING MACHINE JOBBERS' ASSOCIATION CONVENTION AT ATLANTIC CITY, JULY 10, 11 AND 12. IT WILL BE THE GREATEST EVER!

THE TRADE IN THE SOUTH

The continued progress which the Southern States have made both in agricultural and industrial affairs is strikingly reflected in the increased activity which is shown in the talking machine trade all through the Southern section of the country. In Kentucky the crop outlook, while not as good as might be wished, will be overcome somewhat by the increased acreage which was planted. More stock is being raised in this section than hitherto, which is a helpful factor.

Manufacturing activity in Tennessee continues strong. The corn planting season is about over, and nearly 15 per cent. more land has been planted this year than ever before, the land being unusually well prepared. The small fruit crop is excellent and wheat and clover promise big results.

In Alabama the mining industry is active, a larger cotton acreage is in sight, and the handicap of a diminished fertilizer supply is being rapidly overcome. The strawberry crop is abundant and early vegetables are growing nicely.

Rain is badly needed in Georgia, though long staple cotton is doing well. The boll weevil has made its appearance, but no serious damage is expected; in fact, the general outlook is steadily bettering.

Crop conditions in Florida are good, though lack of rain has cut down the vegetable and strawberry output. The citrus harvest was good, the citrus canker now being under control. More attention is being given all the time to the raising of cattle, with very favorable prospects in this direction.

Ninety per cent. of the cotton has been planted in North Carolina, though lack of fertilizer will cut down the yield of crops. The tobacco crop is not exceptional, due to lack of rain. The Texas wheat crop is looking well, though the weather is rather cool for corn and cotton, most of the latter being planted by now.

The lumber industry in Mississippi has had a decided boom and the excellent showing in pedigreed live stock and the cotton and corn crop, have resulted in prosperous times in this section. The cane crop in Louisiana is good and the growers are jubilant over the prospects of a tariff on sugar. There has been plenty of rain in this section, which has benefitted everything except strawberries, which have been rendered unfit for shipment thereby.

Conditions in northern Virginia are good. Wheat is making good progress, the corn planting is well under way, and the live stock has come through the winter in good condition The potato crop in the east shore section was started late and is not above the average. The lack of potash is being felt and rain is needed badly. Backward weather will delay the crops somewhat.

The diversification of crops is becoming apparent more and more throughout the entire South, and the experiences of recent years have taught planters the inadvisability of depending solely on the cotton crop. The general industrial conditions are much better than they have been for some years and the talking machine trade is profiting directly and materially thereby. The love for good music is firmly inculcated in the Southern mind, and the people generally have been quick to appreciate the opportunity which the talking machine affords for a fuller indulgence in the pleasure of musical entertainment, all of which seems to assure the permanency and prosperity of the talking machine trade in the Southland.

WHY SOUTHERN VICTOR DEALERS SHOULD ORDER NOW

By Frank W. Corley, General Manager, The Corley Co., Inc., Richmond, Va.

Your experience as a Victor dealer insures the knowledge that this product is over-sold during most every month of the year, but particularly are you aware of the very acute shortage that exists during the fall months. With the country in its present prosperous state, you can appreciate that this condition will be more in evidence this year than heretofore, and therefore you can expect the largest trade in the history of your business during the coming fall months.

With this in view, the question resolves itself into a problem, and if you expect to profit by this general trade condition, it is obvious that the problem of obtaining the goods must be solved. In our opinion, the only solution to this is to place your orders now for June, July and August deliveries, and although we cannot promise or guarantee a definite delivery of these orders, especially on certain styles, it is certainly more probable that you will obtain the goods in time for fall trade, than if you waited and placed the orders at a somewhat later date.

At the same time that your order is placed for machines, attention should also be given the record stock and equipment. It should be remembered that the standard records are equally as salable stock as machines, in fact, from 50 per cent. to 70 per cent. of the talking machine business to-day is in records and this percentage is increasing constantly, hence, these standard selections should be ordered in advance for this trade, in proportion to the machines. Thousands of dollars are lost every year by the dealers' inability to supply records of this character. Your foresight in having them in stock, will mean extra profit in your business.

The profit on records is the same as on machines. Our opinion, based on a careful study of the business in the past and at the present time, leads us to believe that from now on, the record department will be the key on which the success or failure of the talking machine dealer hinges.

CONDITIONS IN SAVANNAH

Manager of Talking Machine Department of Lindsay & Morgan Co. Tells of Fifty Per Cent. Increase in Business

SAVANNAH, GA., May 7.—Chatting about business B. F. Reusing, manager Victor department, Lindsay & Morgan Co., this city, says: "Our business for the twelve months prior to March 31, 1916, was about 50 per cent. ahead of the same period of the previous year. The sale of Victrolas seemed to run to $100, $150 and $200 styles of machine, though we did sell a number of the smaller types, and, taken altogether we feel that we had a satisfactory year.

"The Victor business at the present time in Savannah is a little bit slow, because this is just between seasons, and it is slow in all mercantile lines in the city at the present time. However, present indications are that the month of May, 1916, will greatly exceed that of 1915, and we are laying our plans for a much larger year than the one we just closed."

The Houston Music Co., of Houston, Tex., carrying the Victor and Edison lines, reports a constantly increasing trade. The store is in charge of Harry H. Houston, general manager, assisted by P. H. Lamb.

We Admit—"There's a Reason"

If you are looking for close co-operation—

you'll find OUR VICTOR SERVICE QUICK and satisfactory in every way

LOW FREIGHT RATES, FULL AND COMPLETE STOCKS and ADVANTAGEOUS LOCATION for prompt deliveries, enable us to replenish your stock QUICKER—and at LESS SHIPPING COST to you.

Proof on the First Order

THE HOUSE THAT MADE RICHMOND MUSICAL

The Corley Company

The South's Leading Victor Distributors

213 East Broad Street, Richmond, Va.

RUSH ORDERS—

Records and Supplies—filled immediately. Complete stock of Foreign Records. Victor Repairs by factory-trained experts. Free Advertising Ideas and advice.

THOS. EGAN TO RECORD FOR PATHE

Popular Irish Tenor Signs Contract to Make Records Exclusively for Pathé Frères

The Pathé Frères Phonograph Co., New York, has received many gratifying letters from its dealers throughout the country relative to the company's addition to its lists of artists of Thomas Egan, the popular Irish tenor. Mr.

Thomas Egan

Egan signed a contract recently to record exclusively for the Pathé library, and his first records will be ready in the near future.

The name of Thomas Egan is well and favorably known throughout Europe, as he appeared at the leading opera houses on the Continent and in Great Britain, where he achieved unusual success.

HERMAN HELPING SONORA DEALERS

Assistant Sales Manager of the Sonora Corp. Helping to Create Better Business

One of the younger generation of talking machine men is A. J. Herman, who has been with the Sonora Phonograph Corp. almost since its inception. He is assistant sales manager of this organization and believes that much of his ability is the result of coaching on the part of Geo. E. Brightson, president, and Jos. Wolff, secretary.

A. J. Herman

Mr. Herman makes a specialty of giving service to dealers, cooperating with them in every way to assist them in securing the greatest profit from their sales.

Although a comparatively young man, Mr. Herman has witnessed the recent tremendous development in the talking machine industry. He is of the opinion that the surface of the market is just about being scratched, and that possibilities for the future are unlimited.

Chancey Glenn, proprietor of a piano store on Scioto street, Urbana, O., and who also has the Edison Diamond Disc agency for this section, has added a sheet music department to his store.

What was good enough for our fathers may be good enough for the present generation, but we are not satisfied with it.

SALES AIDS FOR COLUMBIA DEALERS

Interesting and Valuable Volume, Compiled by the Columbia Co.'s Advertising Department, Featured Window Displays Prominently

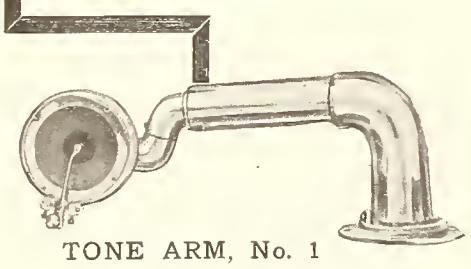
The Columbia Graphophone Co.'s advertising department has just issued a number of selling helps for its dealers which can be used to excellent advantage. These include a handsome window display featuring special records from the latest list, a new window transparency and music on Columbia records. The new window display is intended to last from two to three months, and new cards featuring monthly records will be sent to the dealers for insertion in the display cut-out. The new window transparency is designed in gold and blue, and its striking conception makes it of distinct value from an advertising standpoint.

The employes of the American Graphophone Co.'s factory at Bridgeport, Conn., were the guests of the company at a complimentary dance tendered them as a house-warming incidental to the occupancy of the new addition to the Columbia factories in that city. The dance was a signal success, the factory fire department having charge of all the arrangements, and paying careful attention to every detail. The guests included the employes, their wives and friends.

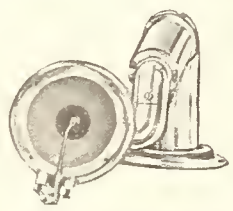
The Bureau of Foreign and Domestic Commerce reports that an inquiry has come in from Siberia from a dealer who desires samples and price lists of talking machine disc records used to teach the English language to Russians. Full information may be obtained by addressing the Department at the district office, Room 409 Custom House, New York City, mentioning foreign trade opportunity No. 20,844.

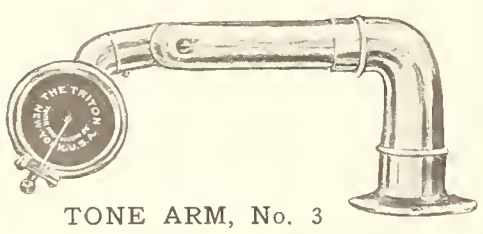
WANTED—Thoroughly competent phonograph man to take charge of assembling. Must have a technical and practical knowledge of all phonograph parts and be fully acquainted with and able to detect imperfections. Only those who can fill these requirements need apply, stating age, experience, references and salary expected. Address "A," The Talking Machine World, 373 Fourth Ave., New York City.

Triton Supplies for Manufacturers

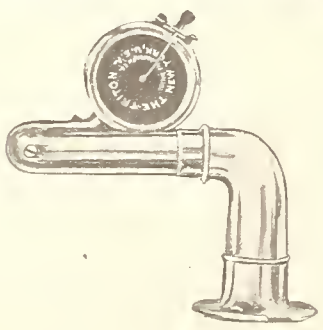


TONE ARM, No. 1





TONE ARM, No. 3



We are manufacturers of motors, tone arms, sound boxes and other accesssories for Talking Machines.

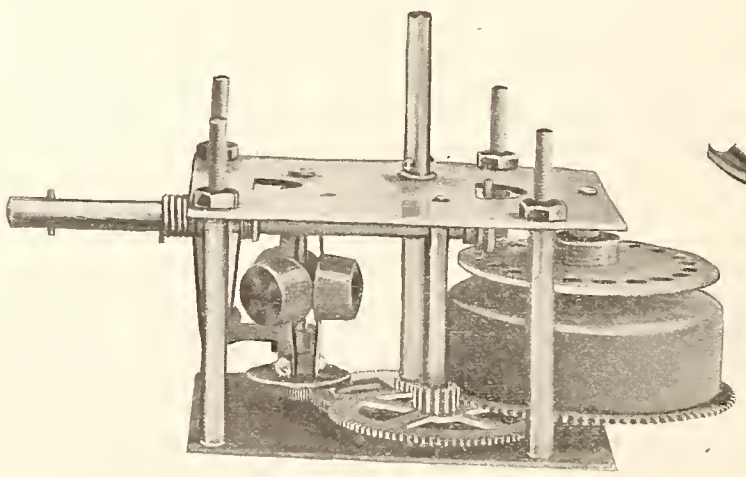
Herewith are shown two types of *Triton Motors,* No 1, a single spring motor, and No. 3 motor, a double spring worm drive. Both are well made, and are good value for their respective uses.

Tone Arms, two styles, No. 1 and No. 3, both UNIVERSAL tone arms, playing any type of record with a mere turn without attachments. Tone Arm No. 3 works on swivel and can be turned up after record is finished playing.

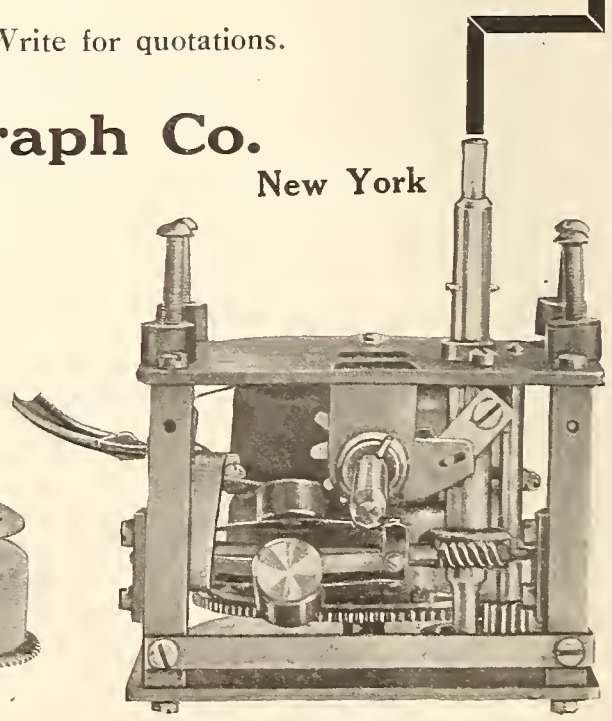
Immediate deliveries on quantity orders. Write for quotations.

Triton Phonograph Co.

41 Union Square **New York**



TRITON MOTOR, No. 1



TRITON MOTOR, No. 3
Double Spring Worm Drive

TALKING MACHINE TRADE IN ST. LOUIS IN FINE SHAPE

Increasing Demand for Better Class of Machines and Records—The Musical Standing of the Talking Machine Appreciated—New Columbia Managers—Many Dealers Visiting Jobbers—New Pathé Accounts Opened—Victor Repair Service—Edison Publicity

St. Louis, Mo., May 7.—The talking machine business in St. Louis is in better shape at this writing than for many months. Supplies of both machines and records are coming through in excellent shape, trade is increasing in leaps and bounds and the selling situation is very generally satisfactory. Collections, too, are very good, in fact seldom have they been better. There also is an increasing demand for the better class records, the kinds that people become attached to and which make for the continued use of the talking machines instead of the craze while a popular song lasts.

There are fewer complaints this month. There is said to be something of a shortage of the small machines, such as are in demand at this season for club houses and summer homes, but this need is not serious.

The most interesting development of this year has been the acceptance of the talking machine as a musical instrument by musicians and a willingness to accept it for concert numbers where excellent, human talent was not obtainable. This was noted last month in the concert of Profs. Kunkel and Kroeger, two of the best known pianists and teachers in this city. This entertainment was given according to program and Mark Silverstone was on the program for a talk on the Edison Diamond Disc phonograph which was used. These two ultra-ethical musicians praised the machine's part in their program. This recital, because of the standing of the two chief performers, was properly reviewed in the musical columns and the phonograph was mentioned.

In this connection might be mentioned the advertising for the Aeolian-Vocalion, which is attracting considerable attention in this section. This advertising is placed squarely on the musical qualities of the machine. The control of the tone also is strongly mentioned.

The announcement by Manager Irby Reid, of the Columbia warerooms, recently, that Ben F. Philipps had been made retail manager, was a welcome one to the talking machine circle, for the trade likes to see a man rewarded for exceptional performances. Mr. Philipps long ago made his reputation as an outside

B. F. Phillips

C. R. Salmon

salesman and for years has maintained a pace that few others, if any, have equaled in this town. Mr. Philipps has been with the Columbia Co. for eleven years. He came to St. Louis from New York during World's Fair year, when just a boy, and has been making his way since. He was the first talking machine salesman in this community to buy an automobile for his own use in his business, and he says that he found this a very profitable venture. He would bring his prospects into the warerooms at his or the customer's convenience and when immediate delivery was demanded he would take both customer and machine back home at the same trip and stop long enough to start the machine going. On clean-up days, he could visit all of his kickers in a few hours, iron out the troubles and still have time to sell a few machines in addition.

Another Columbia hustler is C. R. Salmon, manager of the wholesale department, who has been with Manager Reid for several years. He traveled for a while but recently has devoted his time entirely to the office work and looking after the chief city customers. Mr. Salmon has won for himself a place as one of the well qualified machine men of this jobbing center.

Manager Reid, of the Columbia Co. is much pleased with his new territory, Memphis and vicinity. This territory formerly bought in Atlanta, which was not at all satisfactory to the trade, which is naturally St. Louis trade territory. The first month's dealings with the Memphis dealers has been entirely satisfactory. Practically all of the shipments so far have been by river, which saves the Memphis dealers more than half of the freight cost on these shipments.

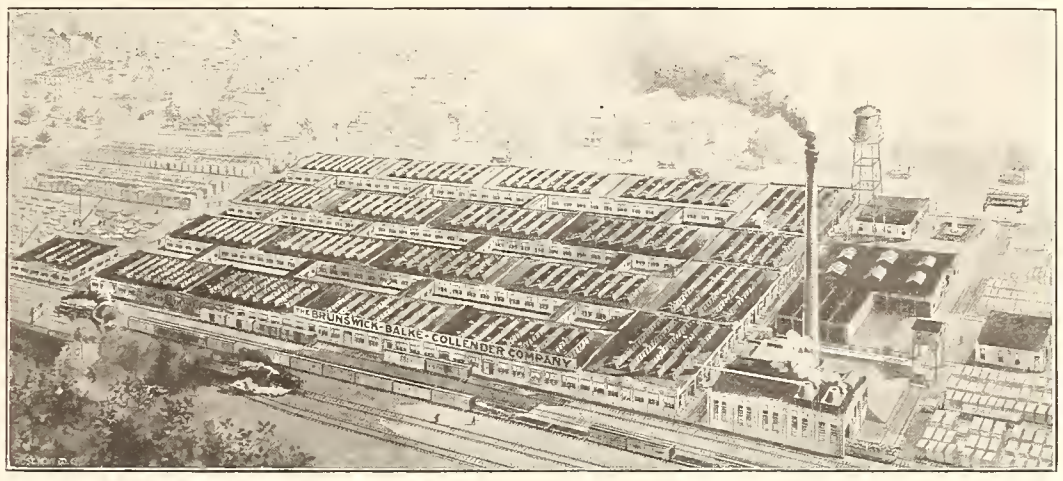
Miss Margaret Suddendorf, recently with the Aeolian Co.'s music roll department, is a new floor saleswoman at the Columbia warerooms. Miss Suddendorff is familiar with the Columbia line, having sold the machines and records in Minneapolis.

Kleekamp Bros. Piano Co., Grand avenue and Arsenal street, is a new Columbia dealer. This firm recently has sold Victors exclusively. Another new dealer is Luther T. Adams, of Herrick, Ill., a piano dealer.

Samuel Fields, manager of the talking machine department of the Gus Blas Dry Goods Co., at Little Rock, Ark., was here for several days the first of the month, buying Victor and Columbia machines for his store. The company has found the Arkansas capital an excellent point for retail trade and has been doing a heavy business for several years.

Mark Silverstone, president of the Silverstone Music Co., Edison jobbers, is planning a trip to the Edison factories late this month. He had planned to leave the first, but was delayed through changes being made at the store. Following the changes in the office force through

(*Continued on page 66b*)



This enormous factory devoted exclusively to the making of

Talking Machine Cases

We guarantee the highest class cabinet work and prompt deliveries.

Let us figure on your requirements

The Brunswick-Balke-Collender Co.

623 Wabash Avenue, CHICAGO

Largest Manufacturers of CABINETS in the World

TALKING MACHINE TRADE IN ST. LOUIS IN FINE SHAPE

(*Continued from page 66a*)

which R. L. Wilson was placed in charge of the office and selling floor, and Mr. Peden made wholesale manager, some material changes were found necessary. The last of these is the entire rearrangement of the record stock rooms on the third floor to make room for the rapidly increasing library. By the time this is completed Mr. Silverstone believes that he will have an organization that will continue to run smoothly regardless of his daily presence.

The Edison machine recently appeared on the street placards. The advertisement is placed by the Silverstone Co., but it does not say so. Sales Representative Mitchell, of the Silverstone Co., arranged the first of the month to give a musical recital on the Edison before the Illinois School Teachers' convention at Jacksonville.

The Concordia Music House on Pine street, this city, recently advanced themselves into Class A as Edison dealers. Zwick & Bro., of West Frankfort, Ill., are new dealers.

Wholesale Manager Peden reports a letter from an Illinois dealer who had just concluded a cash sale of an Edison disc and a cylinder machine to the same customer.

Lawrence Lucker, an Edison jobber at Minneapolis, recently was a caller at the Silverstone warerooms. He was talking when one of the salesmen entered the room and the latter recognized his voice from having heard it on the Edison jobbers' record and called him by name. Mr. Lucker was making a social call, being anxious to see how other Edison jobbers conducted their business.

The Victor repair expert was a visitor to local dealers last month and his calls were very welcome. Speaking of this branch of the Victor service, Val Reis, of the Smith-Reis Piano Co., said: "We found the presence of this mechanical expert of benefit to every person in our talking machine department. Practically every employe had questions that the expert was needed to decide definitely and authoritatively. The clear understanding of these points has put new life into every one of the force. It really surprised me to see how many questions the record department could raise and I realize fully how much better the machine salesmen must feel, now that they are qualified to answer fully some questions over which they had doubts themselves."

J. W. Medairy is in charge of the talking machine department at the Stix, Baer & Fuller Dry Goods Co., since the retirement of C. B. Noon. Mr. Mediary is a talking machine enthusiast and is endeavoring to push his department to the front. He sells Victors and Edison Diamond Disc machines.

R. H. Gordon, of the Pathephone Co., says that his company is more than satisfied with the new accounts being opened in the St. Louis trade territory. He says that most of the accounts are opened by request of the prospective dealer and that he and his force of salesmen have had little time to search for prospective retailers. In many instances the new dealers are merchants who have been persuaded to stock a few cheap machines and have become tired of these and at the same time have realized the possibilities of selling standard machines.

The growth of the record business, in this trade district, Mr. Gordon says, is a continual surprise and now that the factory shipments are more liberal, he is meeting all demands of this sort and the office and shipping room force is kept going at top speed.

Charles Balmer, one of the best known piano salesmen in the city, and one of the veterans, has transferred his energies to the talking machine field and is a floor salesman at Nugents' Dry Goods Co. talking machine department, where Columbia and Edison disc machines are sold.

WARNING NOTICE

Mr. Harry J. Watson is reported to have recently been in Toledo soliciting subscriptions for The Talking Machine World. We hereby give notice that Mr. Harry J. Watson is not and never has in any way been associated with our journal.

The Talking Machine World.

EMERSON PHONOGRAPH CO. CHANGES

Transfers Manufacture and Sale of $3 Phonograph to Another Company—Will Concentrate on Record Business in Future

The Emerson Phonograph Co. announces that it has discontinued the manufacture and sale of the $3 phonographs direct, but has turned over this proposition to the Flemish Phonograph Co., Brooklyn, N. Y., whom it has licensed to manufacture and sell a similar machine at the $3 price. The Emerson Co. will in the future devote its energies to the making and merchandising of its ten and twenty-five cent records and will also bring out the Emerson Electrolier Phonograph, which was recently demonstrated publicly for the first time.

VICTOR CO. PAYS EXTRA DIVIDEND

Common Stock Is Given Dividend of 25 Per Cent. in Addition to Regular Dividend

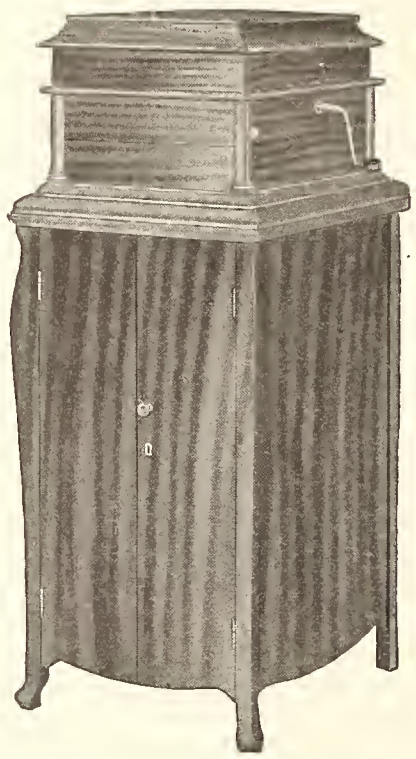
CAMDEN, N. J., May 1.—The Victor Talking Machine Co. declared an extra dividend of 25 per cent. on its common stock last week. This dividend is an extra one, and is in addition to the regular quarterly dividend of five per cent. An extra ten per cent. dividend was declared in January, this last dividend being the largest one ever paid by the concern. Dividends on the common stock so far this year amount to 45 per cent. The last reported bid for the stock is $1,025 per share, with no stock offered.

Kalder & Scattergood, of Sturgis, Mich., has been incorporated to manufacture talking machine accessories, with a capitalization of $1,000.

LONG CABINETS

WELL MADE THROUGHOUT

These With Others Comprise the



D 77

Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19⅛x 22⅝ in. Holds 192 12-in. Records. For Victrolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Shelf. Average weight, crated, 80 lbs.

D 79

Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19⅛x 22⅝ in. Holds 192 12-in. Records. For Victrolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Shelf. Average weight, crated, 85 lbs.

ELEGANTLY FINISHED

Most Complete Line of Record Cabinets

PROMPT DELIVERIES ON ALL ORDERS

Write for Illustrated Catalogue

THE GEO. A. LONG CABINET CO.,

HANOVER, PA.

The time has gone when the public would buy a record by the name of the artist. Absolutely, the tone is what tells now—which is a condition peculiarly satisfactory to us.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

WELL-EQUIPPED FOR BUSINESS

Domestic Talking Machine Corporation Has a Modern and Well-Equipped Plant in Philadelphia for Producing New Line of Talking Machines—Backed by Men of Wide Experience in the Trade and Its Development

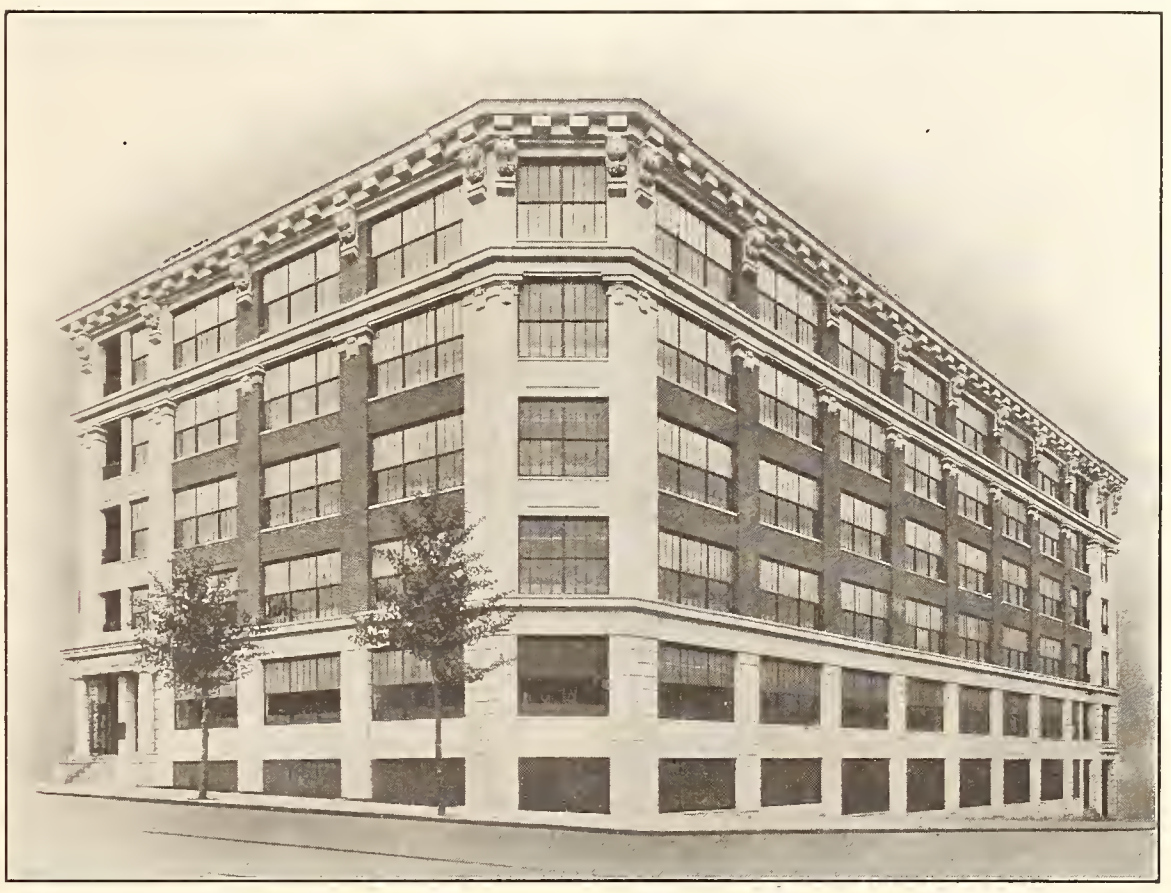
PHILADELPHIA, PA., May 8.—The Domestic Talking Machine Corporation, the organization of which was referred to in The World recently, announces that it is now ready to market the first of the machines from its factory in this city.

The company begins business under most favorable auspices, for in addition to a well-equipped plant, the men directing the affairs of the corporation have been large factors in the talking machine trade in the past and understand what is required and how to produce it.

Evidence of the fact that the Domestic Talking Machine Corp. has come to stay, and grow as it stays, is found in the large modern plant of fire-proof construction, fully equipped and designed to promote manufacturing efficiency to a high point. The machinery now installed has been especially designed and is believed to represent the last word in that line.

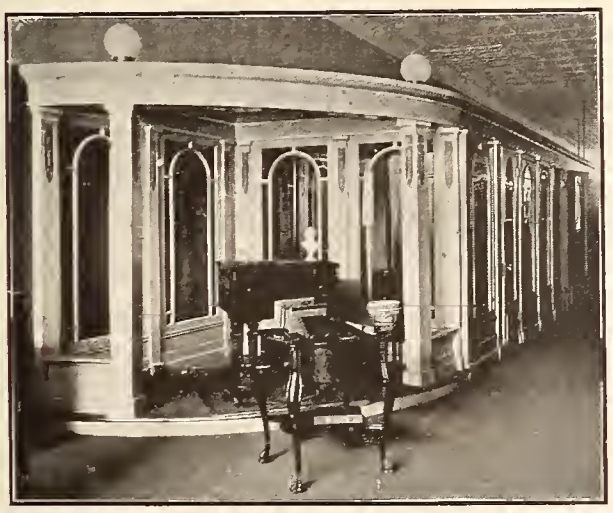
The business has been thoroughly departmentized, both in manufacturing and selling, and each division is under the personal direction of men who have spent years in the various divisions of the trade. All parts of the Domestic machines, except the cabinets, will be made under one roof, thus assuring the maintenance of a specified fixed standard in construction.

The Domestic Corp. also announces that plans have been made for a national advertising campaign of large proportions which will start in the magazines for June, the advertising being of the sort calculated to bring business direct to the dealer.



Factory of the Domestic Talking Machine Corporation

Van Veen Sectional Bed-Set Demonstration Booths



A Recent Van Veen Installation for Columbia Graphophone Co., N. Y.

Any one can erect booths as easily as a bed (no skilled labor required). One of our leading designs shown herewith. Booths shipped on short notice *anywhere*. Room sizes, any multiple of 3 feet, one of our standard section sizes. High-grade finish, will match your sample if desired.

A department is devoted to specially designed booths to match the architecture of showroom interiors, and will furnish designs and quote prices promptly if furnished with elevation drawing or photograph of interior. Sound-proof construction. Mail your requirements for prices and descriptive circulars.

ARTHUR L. VAN VEEN & CO., Marbridge Building Broadway and 34th Street, New York

A. H. MAYERS OPENS NEW STORE

Adolph H. Mayers, the well-known local talking machine dealer, held the formal opening of his new store at 783 Ninth avenue, near Fifty-third street, on Wednesday of this week, Mr. Mayers having removed recently from 790 Ninth avenue, where he had been located for a number of years, to the new address. Mr. Mayers, who specializes on the Victor line, also conducts a retail store at 1983 Broadway

CONGRATULATIONS

Max Landay, of Landay Bros., New York, Victor distributors, is receiving the congratulations of his many friends in the trade upon the arrival at his home on Easter Sunday of a baby boy, who has been christened Robert Bruce Landay. Mr. Landay is now the proud father of two sons, Donald Malcolm Landay already giving indications of rivaling some of the Victor Co.'s world-famous vocal talent.

The shortest and best rule for the achievement of success is this: "Get results!"

DON'T FAIL TO ATTEND THE NATIONAL TALKING MACHINE JOBBERS' ASSOCIATION CONVENTION AT ATLANTIC CITY, JULY 10, 11 AND 12. IT WILL BE THE GREATEST EVER!

Jewel Needles

DIAMOND, SAPPHIRE, AGATE

For All Types of Records

Our methods of grinding needles are the most scientific known, producing a most uniform and highly polished product.

We manufacture ALL parts of Talking Machines

Dixon Manufacturing Co., Inc.
295 FIFTH AVENUE NEW YORK

GATELY-HAIRE HOUSE-WARMING

Recently Opened Warerooms of Albany Victor Jobbers Are Commodious and Up-to-Date

The Gately-Haire Co., Inc., the energetic Victor distributor, in Albany, N. Y., of which John

New Quarters of Gately-Haire Co.

L. Gately is president, recently house-warmed its new quarters, located near the Albany station of the New York Central. The accompanying illustration shows the beauty of the exterior of these warerooms and wholesale quarters, this being taken at the time when an Easter window display was showing.

Two floors and basement are occupied by this concern, the first floor being the general retail warerooms; the basement, the wholesale department, where are stored the machines and records, the second floor being devoted to the general offices, ladies' rest room and several private offices. No idea as to the length of these quarters can be gleaned from this picture, the length being nearly two hundred feet, thus giving the company all the elbow room it needs at present.

A NEW VICTORY FOR FIXED PRICES

Welch Grape Juice Co. Wins Out in Suit Brought Against It for Refusing to Supply Product to Price Cutting Concern

The principal of price maintenance in retail sales has again been upheld by the Courts and although the decision will be appealed as it stands, it is a most interesting one. The case was that of Frey & Co., wholesale grocers of Baltimore, Md., who brought suit against the Welch Grape Juice Co., under the Clayton act and the Sherman anti-trust law, based on the refusal of the Welch Co. to supply its products to the jobbing house, which cuts prices on its goods. The case was tried twice, the jury disagreeing on the first occasion and finding for the Welch Co. in every particular at the second trial.

The case was submitted on two counts. The first rested on the question of whether or not there existed, in the light of the first clause of the Sherman anti-trust law, an agreement, understanding or combination, between the Welch Grape Juice Co. and its jobbing distributors, by which the resale price of its product was fixed; and if such were the fact, whether the grape juice company cut off Frey because he cut the resale price and refused to enter into such illegal combination, agreement or understanding.

The second count was under the Clayton act and referred to the jury the question of whether or not the Welch Co. had discriminated against Frey by returning a certified check accompanying its demand for grape juice in January, 1915, accompanied by a letter in which the company not only refused to sell him at the jobbing price, but offered to let him have goods if he wished them at the retail price. This letter, it was contended by the Welch Co., was simply a polite way of refusing to deal with Frey as a jobber.

The Frey Co. has always insisted that it means to test the merits of this case to the finish. It still has two similar cases pending, respectively, against the Beechnut Packing Co. and Cudahy & Co., and whether it will rest its fate on the trial of those cases or carry an appeal in the Welch case to the Supreme Court is not yet stated.

All of the stock in the Des Moines Talking Machine Co. has been bought by B. Van Stight and J. L. Heilsing, who have formed a partnership in its ownership.

What Do You Need?

Universal Tone Arms

Special Metal Parts to order

First Class Nickelplating

We assemble metal parts of all descriptions.

Our plant is prepared to handle *quantity* orders for the above. Capacity of nickelplating plant 1200 pieces per hour. All work guaranteed.

Let us figure on your requirements

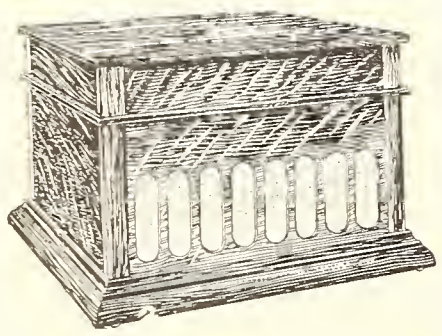
Phonograph Appliance Company
30 Church Street, New York

TO RECORD FOR THE PATHE CO.

The Pathé Frères Phonograph Co., New York, announced last week the consummation of arrangements whereby the Stanley Quartet will record exclusively in the future for the Pathé record library. The first records by this quartet will appear shortly.

The Stanley Quartet is well known in musical circles, and recently appeared at a dinner of the Music Club, given at Delmonico's, before a distinguished gathering of famous artists, including Kreisler, Gadski and others. James Stanley is the leader of the Stanley Quartet, the other members being Joseph Mathieu, Louis MacMahan and Flora Hardie.

James P. Bradt, general sales manager of the Columbia Co., returned to his desk last week after a fortnight's stay at Old Point Comfort, Va. Mr. Bradt is in the best of health and spirits, and apparently benefited considerably from his stay in the Sunny South.



$15.00 to $200.00

Rich Cabinet Work, Built To Suit the Most Fastidious

"THE CRESCENT"

All Talking Machines in One

The Only Complete Universal Line That Will Play All Records of Any Make

Write for Terms and Territory Today

Crescent Sales Company

Distributing Agents

PROVIDENCE RHODE ISLAND

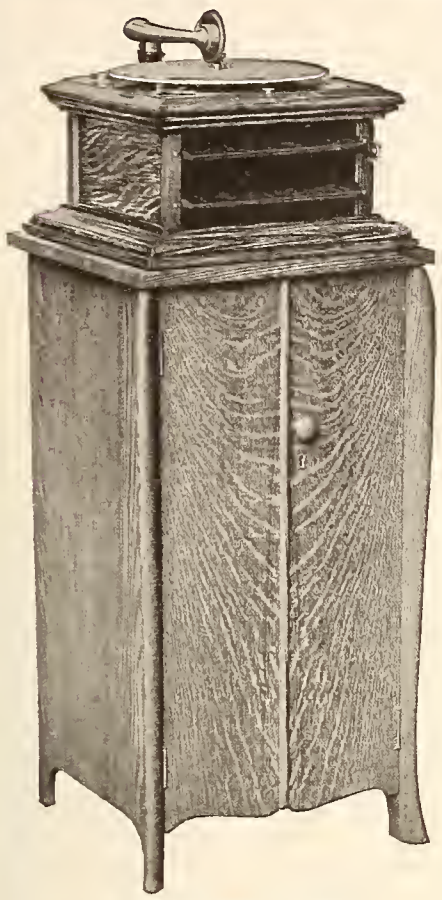
35c.

is the Price of the most popular Double-faced Record on the Market.

"The Crescent"

plays longer than any 75c. Record.

24 New Selections Just Out



No. 404 Udell Cabinet
With Columbia Eclipse

Height 32 inches. Width 17 inches. Depth 17 inches. Quartered Oak Front. Mahogany Front. Holds 208 Records.

This style is also fine with
Victrola VI

UDELL
RECORD
Cabinets

play a leading part in the sale of a Talking Machine outfit. This is true because a portable machine and a library of records *without* a Udell Record Cabinet is *not* complete.

Put it up to your customer and ask him where he is going to file his records and where will the machine set. Of course, people buy what they see—so have your machines on *Udell* cabinets. You not only get the profit on the cahinet hut you are making a better record buyer. The importance of that cannot be overstated. A hetter record buyer because he takes some pride in the care and filing of his records. He knows just what he has because of the system used in filing.

The large capacity of a *Udell Record Cabinet* makes a consumer want to fill it up.

Yes, it's a mighty good proposition for *you* to push *Udell* cabinets.

You can get pictures and prices by writing to

The Udell Works
1204 West 28th Street
Indianapolis, Ind.

TRADE IN SOUTHERN CALIFORNIA

Shortage of Stock Being Rapidly Remedied—Near Approach of Vacations Will Increase Demand for Outing Machines—Recent Sales of Importance—Some Staff Changes

Los Angeles, Cal., April 29.—April has been a very successful month for all local talking machine dealers, although hardly up to the standard set by the preceding months.

Nearly all dealers are now supplied with all models and all finishes of talking machines, something they have not had for over six months. There is still a shortage, however, in their record stocks, as it seems nearly impossible to obtain some of the best of the standard sellers. All of the jobbers are promising full stocks by June 1, and on account of the diminishing of business during the summer months, the dealers should all be ready for the fall rush with full catalogs.

The vacation months are drawing near, and already has the demand begun for the outing machines. The absolute certainty of fine weather in Southern California from now until October makes this district the most popular one of the country for the "talkers" as an outside amusement and it is a common sight to see an auto party making for the beach or mountains with a talking machine as an entertainer.

J. W. Boothe, manager of the piano and talking machine departments for Barker Bros., is in the East, where he is visiting the piano factories whose lines he handles, as well as the talking machine factories and also some of the larger retail stores. Mr. Boothe will return about May 10.

Jack Reeves, formerly with Sherman, Clay & Co., Victor jobber, in Los Angeles, has returned from a trip around the world, and is making a short stay in our city.

One of the recent notable musical events was the appearance of the celebrated Italian tenor, Guido Ciccolini, at the Orpheum during the last two weeks. He is making records for the Edison Diamond Disc at present.

Miss Alice Brown, who has been with the Columbia Co. for the last fifteen years as manager of their retail department, is now with the Southern California Music Co.

The Wiley B. Allen Music Co. has been doing a fine business this last month, especially in the XI. and XIV., fumed oak.

FEATURING LATEST SONORA MODEL

An unusual and elaborate catalog has been issued by the Sonora Phonograph Corp., of 57 Reade street, New York, which is exclusively devoted to the latest achievement of this house, the thousand-dollar Supreme model. No expense has been spared in the creation of this volume, the printing being of the most artistic quality. The work was planned by the officers of the Sonora Corp. and created by the Redfield Advertising Agency, of New York, which is co-operating with the Sonora Corp. in the promotion of publicity. Some striking paragraphs from this volume follow:

"With any type needle—sapphire, diamond, steel or multi-playing—the Sonora Supreme will play any disc record with the living warmth and the human tone of the original harmony. The range of melody it opens is boundless.

"The parts of the Sonora Supreme are perfectly co-ordinated, for only by flawless arrangement of the parts can perfection of the whole be attained. The art of phonography is based on the art of mechanics. A machine capable of reproducing the lightest tone-shade and the most vigorous harmony must be a machine with a supreme mechanism.

"Such is the Sonora Supreme. In its devices for tone-rendition and tone-control it is unique, a masterpiece of the new phonography."

The Durable Phonograph Co., manufacturer of phonographs, talking machines, etc., has been incorporated by J. O. Murphy, Russell Goldman and A. G. Thaanum, of New York City.

Sonora

Multi-Playing Jewel
Needle

GIVE the record a *chance!*

Don't complain about the scratchy sound when it is the needle that is at fault.

The Sonora multi-playing jewel needle lengthens the life of the record. It saves the bother of constantly changing needles.

FAR harder than steel is this jewel needle. Without losing its effectiveness it can be used over and over. The beauty of the sound is materially improved by its use, because it fits the record exactly and this is essential for accurate sound reproduction.

Sells readily for $1. It is guaranteed to give thorough satisfaction in daily service for three months. This is a profitable article for you to handle.

Write in today for dealers' prices and information

Sonora Phonograph Corporation

GEORGE E. BRIGHTSON, *President*

Makers of Sonora Phonograph and Sonora Multi-playing Jewel Needle

57 READE STREET NEW YORK

Columbia Records TRADE MARK Note the Notes

Since the Columbia line of Electric Grafonolas were introduced their steady increase of popularity has been one of the healthiest features of the industry. Write for the circular featuring these instruments.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

HOW PRICE MAINTENANCE SAVES MONEY FOR RETAILERS

Chas. B. Klein, in Live Article in Support of Stevens Bill, Explains That the Juggling of Prices on Machines Would Necessitate Hiring of More Expensive Salesmen

The effect on the talking machine trade if the Stevens bill or a similar measure fails to pass and the price cutter becomes the dominating power, has been ably set forth in an interesting article on price maintenance written by Chas. B. Klein, of the Klein & Heffelman Co., Canton, O., the prominent piano and talking machine dealers. Mr. Klein states that he has had twenty years' experience in selling pianos under the "any old price plan," and he therefore appreciates the maintenance of prices on talking machines.

Mr. Klein's article, which in its entirety is too lengthy to be used, is being run in instalments in the Sunday edition of the Canton Repository. He sums up the situation which would prevail in the talking machine field were fixed prices eliminated, in the following excerpt:

"The leading makes of talking machines are now sold to the consumer by the retailer at a uniform price all over the country. You can send a ten-year-old boy into any store in the country, who are authorized agents for the best-known makes of talking machines, with $200 cash in his pocket to buy a machine and he will do as well as you could yourself. He will pay neither more or less than $200 for a $200 phonograph or talking machine. The price and models being standardized, no dealer could vary the price or substitute other models without detection.

"But who would think of sending a ten-year-old boy to buy a $200 article not standardized, and which had no uniform fixed price?, such, as for instance, a piano. If the uniform fixed price was removed from Victor and other talking machines, the bars let down and each dealer privileged to fix his own price and the price cutter given full play, what would happen? What would be the effect on the consumer and on the dealer and on the sales people? If the manufacturer could not devise some plan to control the resale price by special contract with the retailer or by establishing his own selling agencies in every selling center, this is what would happen and would be necessary if the retailer was to get the same net margin on sales he is now getting.

"First, the manufacturer would have to destroy all means of identifying the present models and the prices now attaching to them. The, at present, $200 model, for example, would be given a different shape or appearance in the case design, and the dealer would then mark it to sell at, say, $250.

"Then when Mr. Shrewd Buyer came in and asked for a price reduction because he is a prominent citizen or because of the prestige added to the establishment by having such a substantial citizen as a customer, he gets it for, say, $190, but only on his sacred promise not to tell any one; then when Mr. Plain Citizen or Working Man came in to buy the same model, and not being an adept in the noble art of dickering, he pays $225 or $240, and in some cases $250.

"After a while the Plain Citizen discovers that he has paid $20, $30 or $40 more for the same machine than did the other citizen.

"He goes back to the store in just rage and the poor talking machine salesman, who is perhaps a mere boy, and has had no other experience than selling at a uniform price, his sales methods being heretofore as free from subterfuge as that of a postage stamp salesman, trembles and makes a feeble attempt to explain and fix up matters, but fails utterly.

"The customer goes out storming, denouncing the whole concern as a crooked bunch, and vowing never again to buy another cent's worth at that store, and proceeds to advertise the fact and to tell his friends all about it.

"Then the dealer sees a great light; he now realizes that the cut-price game requires different handling than does the fixed and uniform price plan. He now realizes that while he has heretofore under the uniform price plan run his phonograph or talking machine department profitably with the aid of a young, inexperienced and low-price salesman, he now requires a veteran, and one who is experienced with this particular method of salesmanship, one who has the qualities of a Hannibal ready at all times to meet the surprises of any sudden exigency or situation. His salary will be more than he has been paying the inexperienced salesman, but he must have him; he figures that he will get enough extra price over and above what the young and inexperienced salesman would get to more than make up for his extra cost. He finds and hires his man and gives him full charge.

"Mr. Jones comes in and buys the same type of machine sold to the prominent citizen, but Jones pays $200 with a promise not to tell any one about the cut-price. Later on Brown comes in and also buys a machine of the same type and pays $240, with a promise not to tell any one about the cut price. Later on Brown discovers that he paid $40 more for the same machine than did Jones. He, like the plain citizen, gets angry, and justly so, as he thinks, for did not that lying salesman tell him that $240 was a very special and confidential price, not made to everybody? He goes back intending to clean up that store and to denounce that salesman as a liar to his face, and make him own up and confess his perfidy.

"But Jones is not dealing with the boy salesman as did the plain citizen, he is now against the real thing, a product of the cut-price system. The conversation runs something like this:

Brown (trembling with rage)—"Say, didn't you tell me that $240 was a very special and confidential price for that machine I bought?"

Salesman (in a soft, musical voice)—"I did."

Brown—"And didn't you tell me that no one ever bought that same machine for less than $240?"

Salesman (pleasantly)—"That's exactly what I said."

Away with the Winding Crank!

"If only we didn't have to wind all the time."

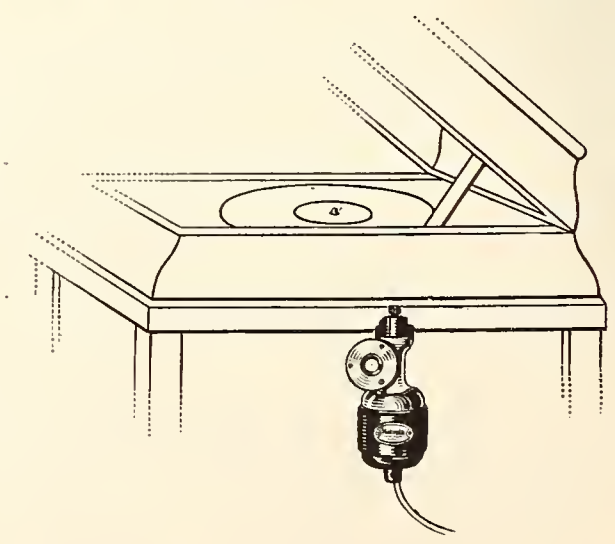
How many times your customers have said this!

The Motrola does away with winding by hand—makes complete the enjoyment of every selection.

Simple to attach—just unscrew the winding crank and put the Motrola in its place. Connected with electric current it winds automatically, insuring true tone and even time. Costs practically nothing to run. It can't get out of order.

Be one of the first to have a Motrola for demonstrating purposes.

Prices and all other information sent on request



JONES-MOTROLA, Inc.
171 Madison Avenue **New York, N. Y.**

Brown—"Didn't you sell Jones that same identical d——d machine for $200?"

Salesman (looking at Brown like a fond mother looks at her baby)—"No, I didn't."

Brown (screaming with rage)—"WHAT?"

Salesman—"Now look here, Brown, I didn't think you were that kind of a man. I liked you because I thought you intelligent and a gentleman, and when I learned that your father and my father used to go to school together, I just went the limit on price and gave you a $250 machine for $240, and I was called down good and proper by the head of the house for doing it—and now that is all the thanks I get from you for doing it."

Brown (puzzled)—"But didn't you sell Jones this same machine for $200?"

Salesman (looking at Brown triumphantly)—"No, I didn't sell Jones the same machine for $200, but I did sell Jones a second-hand machine of the same type for $200."

Brown (weakening)—"But I saw the machine and it looked as new as mine does."

Salesman—"Yes, exactly so; you see we used it for demonstration purposes, besides it was out on trial several times. I had the case all polished up and made to look like new, but the works are badly worn. Jones didn't notice that, and he thinks it is new, but for heaven's sake, Brown, don't tell Jones about it. He is not cheated, for he has his money's worth."

Brown (apologetically)—"Well, I just told my wife that you didn't look like a man who would take any unfair advantage of me, but just to keep her satisfied I promised her I would come in and see you about it the next time I was uptown."

Salesman—"I am glad you came in and gave me a chance to explain."

Brown—"I didn't intend to ever spend another dollar in this store, but I see that I was mistaken, and by the way, my neighbor is going to buy a machine and I am going to tell him not to buy it of anyone but you, because I know you will treat him right."

Salesman—"I appreciate your kindness, but for heaven's sake you didn't tell him what you paid for your machine, did you?"

Brown—"No, I didn't."

Salesman—"Well, don't tell him. Just say to him that you paid $250 and when I sell him I will just hand you a 'five spot' for your trouble."

Brown—"Thanks, I am glad I came. I will caution my wife not to tell anybody about Jones' machine."

"But later on Brown's wife told a dear friend in strict confidence about Jones' second-hand machine, that friend told another in strict confidence, that friend another, and finally some friend told Mrs. Jones in confidence, because she felt that it was her duty to do so.

"Jones hears of it and is furious, like Brown, he goes back to the store to clean up things and make that salesman look like 30 cents, but he is also reckoning without his host. Here is the way Jones cleans up things:

Jones—"Did you sell me that machine for new?"

Salesman (gaining time to marshall his wits)—"That is a funny question. What makes you ask that?"

Jones (angrily)—"There is nothing funny about it. You sold me a second-hand machine for new, didn't you?"

Salesman—"Who told you that?"

Jones—"I didn't intend to tell you, but I found out that you said to Brown that mine was a second-hand machine."

Salesman—"I am glad you came in and gave me a chance to explain. You know, Jones, you promised not to tell anyone how much you paid for your machine; besides I had trouble with the head of the house. He didn't want to let your sale go through because we were losing money on it, but I got him to consent when I explained that your good-will and influence was valuable to the house, but that's what I get for trying to treat you right. You see, it was like this: When Brown came in with blood in his eye, kind-of-sudden like, I had to do something, and do it darned quick, so I just told him that your machine was second-hand to keep him satisfied. What else could I tell him? But I am surprised at you. I thought you had more confidence in my honesty than that; besides you have the reputation of being an expert mechanic. Can't you see that your machine is new, absolutely new?"

Jones—"I didn't tell a soul about the price. If anyone told it, it must have been my wife. I said to her I didn't believe that it was a second-hand machine, but just to keep her satisfied I promised her I would come up and see you about it. I see your position and don't blame you for saying what you did, but I will keep this confidential, and say, by the way, I am going to bring up a friend who wants to buy a machine like mine. My wife didn't want me to bring him up until I saw you about that second-hand business. She was afraid you would cheat him, but I will explain it to her and it will be all right."

"Jones and Brown are fooled. If any more talk of their being cheated reaches them they will just 'say nothing and look wise,' each one feels a secret satisfaction in having received a better deal than did the other and each one feels grateful to that salesman and will recommend him to their friends and maybe after many years they will make up and spend their remaining days trying to figure out who was the goat. Under the Stevens bill this salesman could not sell a $200 model for $240, and neither could he represent and sell a second-hand machine for a new one, thus the consumer is protected.

"This kind of salesmanship talent is rare and costs the dealer more than the other kind, but the dealer adds the extra cost to the average price he receives for his machine, and again the consumer pays the retailer the retailers' cost plus a fair profit and plus the cost of the waste or lost motion resulting from price cutting.

"To prove that this kind of salesmanshp is rare and in great demand, I need only cite the notorious fact that all over this country there is a crying demand by piano dealers for salesmen, real salesmen, who can make good in the cut-price system. Did any one ever hear of a crying demand for salesmen who could make good in the sale of standardized articles, with uniform price, such, as for instance, talking machines?

"The result is that when the average consumer buys a $200 article under the cut-price plan he pays the dealer a larger average gross margin of profit than he pays to the dealer when he buys under the present uniform price system. In other words, the expense per cent. of selling a $200 non-protected article is much greater than the expense per cent. of selling a $200 talking machine under the uniform price plan.

CONTRACT FOR NEW PATHE FACTORY

Large Seven-Story Building to be Erected on Grand Avenue, Brooklyn, N. Y.

The Pathé Frères Phonograph Co., New York, has awarded the contract for the erection of a seven-story factory building, one hundred feet by eighty-five feet, on Grand avenue, Brooklyn, N. Y. Work is already under way, and the contractors have received instructions to rush the building to completion.

This additional manufacturing plant was made necessary by the remarkable strides which the Pathé Frères Phonograph Co. has made in the past year. The new building will be up to date in every particular, and will afford the company an opportunity to materially increase its production in every department.

KNOWLEDGE to guide you is the basis of our service. All theories have been eliminated and when you have the co-operation of Gately-Haire Service, you get the essence of what has been secured by close contact with retail merchandising for many years.

Just specialize in records for a month, as a test, and note the big jump in your sales. By using

GATELY-HAIRE
Victor Record Service

you get an assistance that can be measured by the yard stick of actual results. We believe that G-H Service is the best; we believe that you can order anything from us and it will be delivered, if it is obtainable anywhere; and you will share our belief after we fill your FIRST order. Our service is extending over a big radius, for Albany is ideally located as the hub of one of the best business worlds in the country.

Repeat our slogan: "Albany—for capital service"—and remember that we'll back it up.

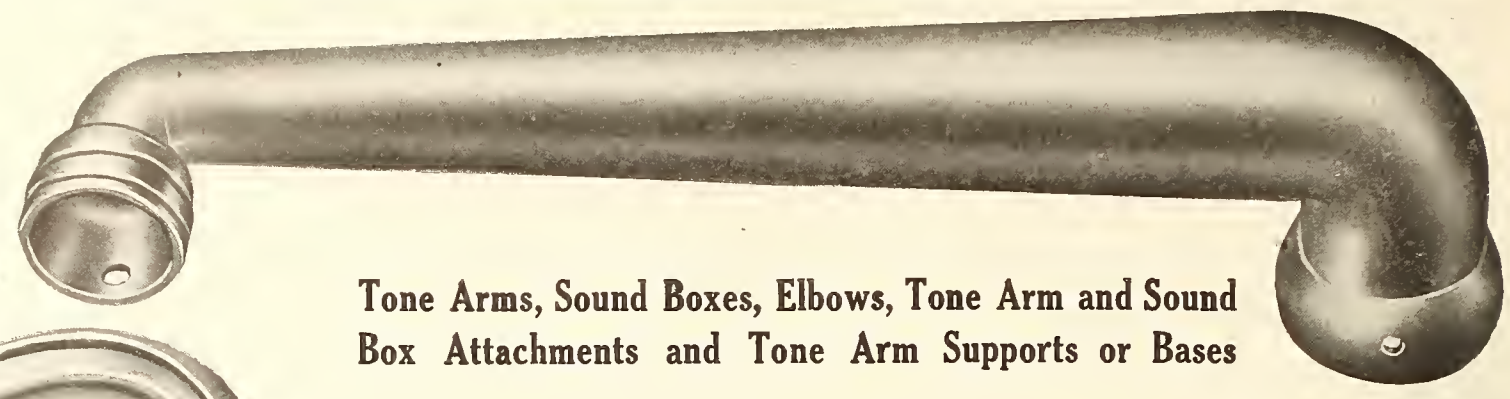
The Gately-Haire Co., Inc.

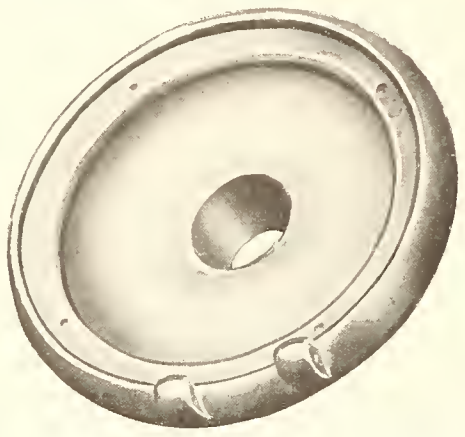
John L. Gately, President Claude B. Haire

ALBANY

(That's enough)

TRADE MARK.





Tone Arms, Sound Boxes, Elbows, Tone Arm and Sound Box Attachments and Tone Arm Supports or Bases

may be die-cast by the Acme process, when used in quantities, giving you a beautiful and accurate product at less cost than if the same parts were made out of tubing or sand castings. The parts have a perfect finish and fit and are delivered by us unplated, but otherwise ready for assembly. We have had years of special experience in phonograph work, and will co operate with you in the matter of design when desired. Submit models for estimate, stating quantities you will order.

ACME DIE CASTING CORPORATION

Bush Terminal Building 5, 35th Street and 3rd Avenue **Brooklyn, N. Y.**

KANSAS CITY PROVING BUSY TALKING MACHINE CENTER

Using Victrola for Concert Work—Smith, Barnes & Strohber Has the Columbia Line—Featuring Billy Sunday Records—Means & Pearson Co. Makes Change—Other Items

KANSAS CITY, Mo., May 6.—Conditions in the local talking machine field continue to be excellent. The Easter trade was very good, notwithstanding the demands of the fair sex for new apparel. Practically every dealer in town declared that the business was holding up in great shape. While other industries seem to be affected by the late spring which this territory is experiencing, the talking machine folks are doing volumes of business. The cry now is that of the past five months—"We want more stock!"

E. J. Scheusler, who has been connected with the Nowlin Music Co. for some time, is now located in Des Moines, Ia., connected with Davidson Bros.

S. R. Holdren, formerly connected with the Wells Music Co., of Paola, Kans., has returned there after an absence of some time in North Dakota, and has opened a store handling Victrolas.

The Means & Pearson Piano Co., 1217 Grand avenue, has sold its rooms at that place to the E. B. Guild Music Co., of Topeka, Kans., and that firm is now located there. The Victrola franchise, which Messrs. Means and Pearson had at that place has been retained by the Guild Co. The room has been altered and redecorated and is now one of the most attractive piano and talking machine rooms in the city. Messrs. Means and Pearson immediately opened a store at 205 East Tenth street, and have taken on a Columbia franchise.

When the announcement was made that the Smith, Barnes & Strohber Piano Co. was to make Kansas City a distributing point for the Southwest territory, much interest was aroused as to whether or not they would carry talking machines. The curiosity was satisfied when two classy little booths were installed on the first floor, which are to be devoted to demonstrations of the Columbia machine. In addition to this there are two more on the second floor. George T. Johnston, who is the local manager, will have charge of this department, pending the appointment of a manager.

John F. Ditzell, manager of the talking machine department of George B. Peck's Co., is very much gratified with the results his department is receiving from the invitations sent out urging the broader use of the Victrola for concert work. And to Mr. Ditzell, one exceptional point is the fact that many are coming in unsolicited, which leads him to believe that the Peck Co.'s offer is appreciated by the public.

The Wunderlich Piano Co., which handles the Victor machine, recently presented one of the most novel window displays seen here for some time. The entire exhibition was built on Indian relics. The floor was covered with striped red and black blankets, familiar to every squaw. Pictures of Indian maidens were set on dark brown pedestals in the window. Large Indian shields, eight old Indian flutes and an old ceremonial drum composed the unique part of the display. A brown Victrola XVI. was in the background.

The Starr Piano Co. at Kansas City has been invited by a group of manufacturers to participate in a series of demonstrations that will continue until all grocery and food stores of Kansas City are visited, the piano company to supply the entertainment feature of the program with phonographic music. The other members of the group are food manufacturers; the demonstrations will be given in the afternoons, 2 to 9, and each grocer will send out invitations to his own patrons. There will be four a week.

D. W. McKenzie, president of the Playerphone Talking Machine Co., Chicago, Ill., recently paid a visit to the local field. He was placing agents in the Southwest territory.

With the addition of a large piano department to the Jones store Co., immediately adjoining the Victrola department of that company, much needed room was gained, for when the piano department was built, four new booths were put in for Victrola and record demonstrations. Harry Bibb, manager, has been pleading for more space ever since Christmas, but on May 1 got the first additional inch. This will make seven booths for use, and allows more floor space for exhibition purposes. The week preceding Easter was, according to Mr. Bibb, "The best since the holidays."

Two local talking machine houses which are featuring the Billy Sunday records are the George B. Peck Dry Goods Co., and the Schmelzer Arms Co., both Victrola dealers. The famous evangelist came to Kansas City on May 1 for a visit of seven weeks, and no sooner had he landed here than these two firms began exploiting the records of the songs made famous by Mr. Rodeheaver, the Billy Sunday songster.

When Billy Sunday came to Kansas City on May 1, the Schmelzer Arms Co. packed up a Victrola XVIII., and sent it out to the mansion where the Sunday party is staying. The first record played for Mr. Sunday was "An Old Country Fiddler Hears Billy Sunday," and the athlete evangelist enjoyed it so much that he requested another hearing of it immediately. Along with the machine, which will remain at the Sunday residence until the party departs, was sent a large selection of records.

Truetone Combination Sets

MADE IN U. S. A.

Five different tones, each tone packed separately. 200 in a metal box, 5 boxes in a convenient container holding 1000 needles, retailing at 75c.

Five of these containers packed in a carton and sent prepaid to dealers anywhere in U. S. for $1.50, and postage on 2½ lbs.

(Cash with order on sample lots)

NEW YORK DISC NEEDLE CO.

110 WORTH STREET, NEW YORK CITY

Truetone TRADE MARK

Highest Grade Ever Made

SEND FOR SAMPLES AND PRICES ON OUR COMPLETE LINE

FREIGHT EMBARGO HITS MILWAUKEE

Talking Machine Men Suffer Greatly Through Holding Up of Shipments from the Factories —Big Real Estate Boom in Progress—Opera Season Helps the Record Trade

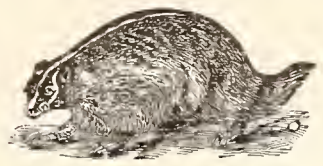
MILWAUKEE, WIS., May 10.—The ever-increasing difficulty experienced by Milwaukee talking machine dealers in getting stocks of machines and records from the East, because of the acuteness of the freight embargo and car shortage situation, is the only unfavorable feature of an exceedingly good business condition. For a time the embargo resulted only in delaying deliveries, but instances have come to notice where deliveries are not being made at all. The express lines have been resorted to by dealers to get immediate delivery of the goods needed most, but it is obvious that profits are rather short when express bills are considered.

The Railroad Commission of Wisconsin has interested itself in the car shortage situation and a few days ago issued an appeal to the railroads, shippers and receivers, to co-operate more closely with a view to making the best of the conditions brought on by embargoes at Eastern terminals. The commission says there is much waste by reason of the failure of shippers to load cars up to the maximum weights. Small loading actually amounts to the loss of services of many cars, and cars are precious.

"Business is fine and getting better" is the report from every talking machine dealer. The bouyant spirit in business generally is reflected in the large increase in sales. Competition is keen and with the entrance of new manufacturers into the field, competition will grow even keener. The business done by representatives of the low-priced machines does not seem to have affected the business of the regular dealers to an appreciable extent. It is figured that people who buy the cheap boxes probably would never buy a regular machine. However, the effect of the cheap goods may turn to good advantage, for each purchaser is a future prospect for a real talking machine.

Milwaukee's prosperity may be noted from the building inspector's report showing that building operations during the first four months of 1916 were $2,000,000, or nearly 100 per cent. in excess of the volume of the same period of 1915. Talking machine dealers see a prospect in every new home that is built. Likewise, the numerous large hotels, clubs and similar buildings being erected this year furnish plenty of prospects, for to-day no institution of this kind is complete without a battery of talking machines.

The two-day engagement of the Boston Grand Opera Company in Milwaukee, May 1 and 2, created fine business in Columbia records, many of which are made by artists of this company. Artists who had been little known previously were brought into the public eye, and Columbia dealers used newspaper display space to good advantage in connecting up the Boston singers with Columbia records.



PERSONAL SERVICE

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

Why not communicate at once with us?

BADGER TALKING MACHINE CO. 135 Second Street MILWAUKEE, WIS.

VICTOR DISTRIBUTORS

The Edison Shop, the retail branch of the Phonograph Co., of Milwaukee, Edison jobber, has added two salesmen to its local staff and is greatly extending its retail business. The new men are H. Fuerstenau and Walter Junkerman, young men of the "live wire" type who have lost no time in getting things under way.

James Schoonmaker has been appointed manager of the talking machine department of the Boston Store, in this city, under the policy of the management to make a feature of the music departments. About $5,000 is being expended for remodeling the space occupied by the department, and for new demonstrating booths, record cabinets and other accessories. It is planned to make the department one of the most inviting places in Milwaukee. Mr. Schoonmaker has been associated with the Boston Store organization for several years, and the appointment as manager is in the nature of a promotion for merit.

The Edmund Gram Music House, 414-16 Milwaukee street, is now devoting its talking machine department to the sale of the Aeolian-Vocalion and the Columbia, which was taken on shortly after the Gram house contracted with the Aeolian Co. for the exclusive representation in this city. Paul Seeger, manager of the talking machine department, left May 3 for the East to spend some time at the Aeolian plant and to rest. He is accompanied by his wife and plans to make a short tour of large Eastern cities before returning to Milwaukee. There was an interesting contest at the Gram house for the honor of being the "first purchaser" of an Aeolian-Vocalion. The palm went to Bernard Fahy, of the Concrete Builders' Association, who was just fifteen minutes ahead of Miss Catherine Grothey, of Chapman's, in closing the purchase. The Gram house is experiencing the effect of the freight embargo and can hardly get enough machines to supply the demand.

The Badger Talking Machine Shop, "Milwaukee's Exclusive Victrola Store," moved into its new quarters at 425 Grand avenue, on May 1, and at this time is still busy with the arrangement of stocks and the hundred and one other things that go with moving. The new store is one block west of the old location, 312 Grand avenue. It affords more than 7,500 square feet of floor space, divided into two floors and basement. The advertisements announcing the removal say that this is "The largest exclusive Victrola store in America." The feature of the new store is the recital hall, which seats 300 comfortably. On the main floor are the general and private offices, twelve demonstration booths, reception and waiting room, cashier department and ticket office, and stock rooms for records. There are four extra large booths on the second floor, supplementing the large recital hall. The basement is devoted to receiving and shipping, repair and inspection departments. The Victor jobbing business is still conducted at the old stand, 135 Second street. Harry A. Goldsmith, secretary of the company, is enthusiastic over the condition of business in both retail and jobbing lines, and like others, says the only disquieting feature of the situation is the difficulty in getting enough machines and records to go around.

The Sonora line made its first bow to the public of this city, or a select portion thereof, on the evening of April 25, when Charles J. Orth, 274 West Water street, gave a recital before the members of Daniel Webster Council, 1472, Royal Arcanum, and their friends, in Odd Fellows' Hall. Mr. Orth used the Sonora phonograph and player, and was assisted by Mme. Anne Janzer, soprano; Evelyn Winter, violin, and Harry Ransom, whistler. The phonograph's part of the program aroused great enthusiasm. Mr. Orth plans to repeat the program before Garfield Lodge, Knights of Pythias, later this month, and has many calls from fraternal organizations.

W. W. Warner, the well-known piano and talking machine dealer of Madison, Wis., who died recently, left an estate valued at $240,000. Charity is liberally recognized in the disposition of the funds.

NEW COMBINATION OUTFIT

The Nanes Art Furniture Co., New York, manufacturer of Savoy gramophones, has placed on the market a new combination outfit, consisting of the No. 25 Savoy, with a cabinet to match. This combination has met with popular favor in the short while it has been on the market, and the factory is working steadily to keep pace with the orders.

The St. Louis (Mo.) Star recently published a photograph of the downtown store of Hellrung & Grimm, agents for the Pathé Pathephone, with a description of the Pathephone and a short history of the concern.

SATISFACTION—QUALITY AND PROFIT

Will be found in handling

No. 30

The PERFECTROLA

A HIGH-GRADE MUSICAL INSTRUMENT

SEVEN MODELS

Retails from $10.00 to $100.00

Correspondence solicited with desirable dealers

Milwaukee Talking Machine Mfg. Co.

416-418 4th ST., MILWAUKEE

Chicago Salesroom
The Perfectrola Co.
160 N. 5th Ave.

Kansas City Salesroom
Wm. E. King
Traders Building

No. 55

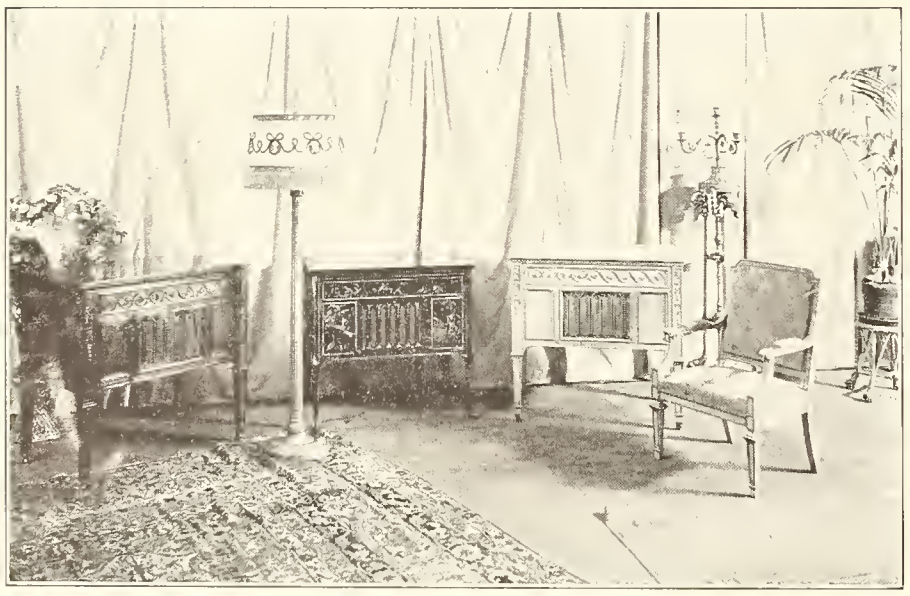
AEOLIAN-VOCALION WEEK PROVES A GREAT SUCCESS

Special Advertising, Displays and Demonstrations Features of the Week—Salons at Aeolian Hall Beautifully Decorated—Special Art Styles of Vocalions Attract Attention

Aeolian-Vocalion week, which was introduced recently by the Aeolian Co., New York, proved to be the most successful event which this company has sponsored in quite some time. During the past year or two the Aeolian Co. has launched numerous special weeks devoted to distinctive musical programs or featuring new lines of instruments, and every one of these "weeks" has been successful from every standpoint. Aeolian-Vocalion week, however, far outdistanced its predecessors from every standpoint, and materially enhanced the prestige of the Aeolian Co. in the phonograph and artistic worlds.

Vocalion Salons During Aeolian-Vocalion Week

Aeolian-Vocalion week introduced to the public an exhibition of a group of original Aeolian-Vocalion art styles, accompanied by a musical program rendered four times daily. Large-sized advertisements appeared in all of the daily newspapers announcing Aeolian-Vocalion week, and the dignified and quality character of this publicity served to impress the general public that Vocalion week would be an event of more than passing interest. Illustrations of a few of the more popular Aeolian-Vocalion art styles were presented in the newspaper advertising, and a cordial invitation was extended to everyone to visit the Aeolian salons at Aeolian Hall, where the musical program would be presented free of charge.



A Group of Art Styles

Visitors to the Vocalion headquarters on the third floor of Aeolian Hall found the salon beautifully decorated, with the art instruments, twenty in number, grouped around the floor, according to the art periods they represented. An old-fashioned Colonial garden had been constructed at one end of the salon, adjoining which was a reproduction of a typical music room in a country home, furnished with an Aeolian-Vocalion, a Pianola and other appropriate furniture. In this garden the musical program was given, the artistic beauty of the scene making a fitting background for the entertainment, which was under the supervision of Gerard Chatfield, of the Aeolian recital department.

In addition to the twenty art style Aeolian-Vocalions, there was also on exhibition the complete regular line of Aeolian-Vocalion models, the entire display representing a group of phonographs ranging in price from $35 to $2,500, one of the most comprehensive talking machine exhibits ever shown.

The art instruments were divided into three groups; the instruments in group one harmonizing with the furniture of early English character, such as Elizabethan, Jacobean, William and Mary and others. Included in this group were instruments in gray, French walnut, gray oak and rich dark brown oak. Group two comprised instruments suitable for rooms with furniture of Louis XVI. or Adams character. This group included one of the most beautiful Vocalion styles on exhibition, a model in Japanese black and gold lacquer, which won the admiration of all the visitors. Group three presented instruments designed to harmonize with Adam, Sheraton and Hepplewaite furniture. Among these instruments were a Style R Vocalion in mahogany and shaded satin wood inlay. Another instrument of striking beauty was a white enamel Aeolian-Vocalion which was made to order for a prominent local financier. These art styles of Vocalions represent advanced ideas in the realm of distinctive phonograph design construction. The company is utilizing the service of a staff of skilled artists and decorators to make the Aeolian-Vocalion a musical instrument of distinctive character, and last week's display emphasized the remarkable strides which it has made in the past year.

In addition to the presentation of a musical program four times daily, the company repeated the program three nights during the week in response to the requests of many patrons who were unable to be present in the day time. All of these concerts, afternoon and evening, were attended by capacity audiences, who were enthusiastic in their approval of the Vocalion's musical and distinctive qualities.

One of the week's special events was Friday night's program, when a large number of architects and decorators were present as the company's guests. B. G. Knight, of the Aeolian art division, who has been an important factor in the production of Aeolian-Vocalion art styles, made an interesting address at the commencement of the program, which was keenly appreciated by the professional men in attendance.

The program for Aeolian-Vocalion week was as follows: "Spanish Dance No. 2," record by Pablo Casals, Miss Louise V. Stallings, demonstrating the use of the Graduola; "Angel's Serenade," soprano selection by Miss Stallings, accompanied by the Aeolian-Vocalion; "Primrose," petit ballet in three episodes, by Miss Ruth Cramer, danseuse, the Aeolian-Vocalion furnishing the music; "Spring's Singing," by Miss Stallings, with Pianola accompaniment.

Miss Stallings Demonstrating the Graduola

EDISON DIAMOND DISC IN HAVANA

Exclusive Agency for That Line Secured by the Harris Bros. Department Store

The exclusive agency for the Edison Diamond Disc phonograph in Havana, Cuba, has been secured by the big department store of Harris Bros., which has given over a very large department to that line with Adolfo Arango and A. Guzman in charge. The Edison Diamond Disc phonograph has been particularly well received in Havana and frequent demonstrations have been held.

DEATH OF GEORGE BLACKMAN

George Blackman, a brother of J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, Victor distributor, died suddenly on April 20 from pneumonia. Mr. Blackman had been associated with the talking machine industry a number of years ago, and was well known in the local trade. He is survived by a wife and child. The funeral services were held on Sunday, April, 23, from his late home.

The Rinker Book & Stationery Co., of North Platte, Neb., is featuring the Victor line of machines and records with great success in that territory.

VEECO
Stimulates your entire business and increases your record sales

AN ELABORATE OPERA WINDOW

Eilers Music House, in Spokane, Marked the Arrival of the Boston Opera Co. in that City With $1,500 Display of Machines and Records

SPOKANE, WASH., May 2.—During the recent visit of the Boston Opera Co. to this city, the Eilers Music House presented one of the most attractive window displays which has been shown in the local talking machine trade for some time past. The company featured the Columbia line of graphophones and records to excellent advantage, and the accompanying photograph will give a fair idea of the originality and effectiveness of the display.

Attractive Window Display of Eilers Music House

It is stated that this window featured about $1,500 worth of goods. The gown on the figure in the window is valued at more than $500, and the tapestry to the left in the picture and the vase in which the flower rests are both articles of considerable value and were appreciated as such.

One of the striking features of the display is a Columbia electric Grafonola, which has achieved signal success in this territory. This window sold Columbia graphophones and records in addition to providing an ideal publicity medium.

RECORD ANNOUNCES ELOPEMENT

Denver Girl Breaks the News to Her Parents by Means of a Talking Machine Disc

DENVER, COLO., May 8.—A new use for the talking machine has been discovered by a young lady here. Miss Hazel Israels eloped recently with Robert Christ, of the Triangle Film Co., and instead of notifying her parents of the elopement by a telephone or telegraph message, the young folks bought a record of a song ending with the words, "Goodby, everybody, I got married to-day," and sent it to the bride's parents. The record was delivered at the Israels' home while a dance was going on there, at which the guests had been worried over the non-appearance of Miss Israels. The record served to explain her absence and the soothing effect of the music produced the forgiveness of her parents.

TALKING MACHINE EXPORTS

The Figures for February Presented—Exports Show Increase for the Month

WASHINGTON, D. C., May 8.—In the summary of the exports and imports of the commerce of the United States for the month of February, 1916 (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following figures relating to talking machines and supplies are set forth:

Talking machines to the number of 4,575, valued at $105,892, were exported for February, 1916, as compared with 1,470 talking machines, valued at $36,880, sent abroad in the same month of 1915. The total exports of records and supplies for February were valued at $64,930, as compared with $40,672 in February, 1915. For the eight months 25,140 talking machines were exported, valued at $748,530, and records and supplies valued at $566,038 were sent abroad for that period.

TALKING SIGN CO. INCORPORATED

The Electric Talking Sign Co., of New York City, was issued a certificate of incorporation by the Secretary of State at Albany last week. The concern will manufacture electrical display advertising devices. The capitalization is $150-000, the incorporators being C. A. Gardner, A. S. Reid and O. M. Rogers, of 608 Dearborn street, Chicago, Ill.

SPEEDING UP THE WESTERN UNION

Scientists have discovered that music will make hens lay more, make cows give more milk and even typists run their machines more swiftly. This good work should continue until a portable talking machine for messenger boys is produced.

THE REEL RECORD CABINET

REAL

WITH REVOLVING HOLDER FOR STORING RECORDS
Patents Pending

THREE OR FOUR TIMES THE CAPACITY OF ORDINARY CABINETS. INDIVIDUAL SHELF FOR EACH 10" OR 12" RECORD. ALL RECORDS ACCESSIBLE AND MAY BE REMOVED AND REPLACED WITH FACILITY BY REVOLVING THE TIERS OF SHELVES.

WE ALSO MANUFACTURE TO ORDER

COMPLETE CABINETS READY TO INSTALL TALKING MACHINES

THESE MAY BE EQUIPPED WITH ORDINARY SHELVES OR WITH "REEL" REVOLVING RECORD HOLDERS.

PIANO, PLAYER AND TALKING MACHINE DEMONSTRATING ROOMS

MODEL "A"
Capacity 150 10 in. and 50 12 in Records

Other Models With Varying Capacities up to 500 Records

THE FEDERAL EQUIPMENT CO.

320-340 WEST STREET :: CARLISLE, PENNA.

Columbia Records TRADE MARK Note the Notes

Do you know that our Foreign Record Department issues records in thirty-eight (38) different languages, and that thousands of Columbia dealers in this country are making good, regular money on these records?

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

BALTIMORE BUSINESS ACTIVE DURING PAST MONTH

Cohen & Hughes Open Exclusive Victor Store—Have Also Taken Lease on New Building Now Being Erected—Columbia Headquarters Now Doing Wholesale Business Exclusively—Big Demand for Aeolian-Vocalions—New Warehouse for National Piano Co.

BALTIMORE, MD., May 5.—Several very important events marked the April business in Baltimore, which was very good in all quarters and gratified those dealers that were able to get sufficient machines and also pleased others, who were only able to get part of their demands.

One of the big events of the month was the opening of the exclusive Victor store by Cohen & Hughes, on North Charles street. This establishment is one of the finest in point of arrangement and attractiveness that Baltimore boasts of. Its location, as well, is one of the best and it gives the Victor line another fine place in one of the most important thoroughfares in the retail shopping and downtown business district. White enamel booths with Colonial furniture and potted plants give the place a very restful atmosphere. The front of the store has the first half circular show window effect in Baltimore. The new glass permits those on the outside to have an unobstructed view of what is going on within and those in the store also have a clear vision of the outside. Each of the booths carry the Victor models and a full line of Victor records is also on hand. A handsome lounging room with easy chairs greets the visitors at the entrance. Henry Little is in charge of the branch, which was the third Cohen & Hughes store to be opened in Baltimore.

Another noteworthy announcement was that by Cohen & Hughes for a new building at 220 and 222 North Howard street, which will house the various lines carried by the firm and especially a big stock of Victor goods, for the firm is Baltimore's largest Victor distributor. The structure will be a five-story affair with basement and the lot is 30 by 100 feet, while the building will be 70 feet deep. The new location will place the firm in another ideal spot in the very heart of the retail shopping district. The firm has taken a fifteen-year lease on the structure and the rental for the period is said to be $175,000. I. Son Cohen, who trades as Cohen & Hughes, is well pleased with both of his recent ventures.

Howard Weber is on a tour of Pennsylvania and Arthur Wertheim is touring in the South with the Victor lines for the firm.

A. J. Heath, manager of the Columbia headquarters at Baltimore, is a most happy man due to the volume of business done in April. "Last month," said Mr. Heath, "was the greatest April business we ever did and it is only sligthly behind December of 1915, which is the greatest month's business ever done in Baltimore. We are looking forward to a good May business, for we expect to receive a big shipment of machines."

This was the first month that the Columbia headquarters did not do any retail business and by devoting itself to the wholesale end greater results were accomplished. Mr. Heath believes it is the best move that could have been made when the headquarters gave up the retail store for now he and his force are in better position to handle and take care of the wants of the Columbia dealers.

James P. Bradt, general sales manager of the Columbia Co., spent several days in Baltimore and was highly pleased with the business being done here. At one time he was in charge of the Baltimore headquarters and he feels proud of the record his "old spot" is making.

Oden Jester, who was in charge of the retail floor for the Columbia Co., is now the city salesman for the headquarters. P. W. Peck is looking after the Carolina territory for the Columbia Co. from the local headquarters.

Wonderful sale was had in records during the month by the Columbia line, especially with A 5793, the prologue from "Pagliacci" and Vision Fugative from "Herodiade.

W. C. Roberts, for E. F. Droop & Sons Co., Victor distributor, reports April business ahead of the same month last year, but still wants more machines. He has a big stack of orders for Styles 10 and 11 and is hoping for a big shipment of them this month and he feels that this May will go ahead of last year. Edward H. Droop, of the firm, visited the Victor headquarters during the month. William Reiser, of the Droop salesforce, made a tour of the customers in Pennsylvania.

Both the wholesale and retail talking machine business with H. R. Eisenbrandt Sons, Inc., is booming, reports Albert Eisenbrandt. He says that they are selling all the machines they can get their hands on. The establishment is very busy and all the employes are being kept on the move.

The Sanders & Stayman Co., sole representatives of the Aeolian-Vocalion in this section, reports that the demand for these machines continues big. William B. Turlington, the manager, says that almost all the machines being sold are of the higher price.

Jess Rosenstein, of the National Piano Co., Pathé distributor, is highly gratified with the business being done by his line. His new warehouse, which adjoins the rear of his salesroom, is rapidly nearing completion and this will give him added facilities to handle the line. New customers are expected to be announced shortly. Records are also coming in well and the Pathé dealers are well satisfied with the line.

With William Knabe & Co., the Victrola business was fair during April, reports Milton Boucher, the manager of the department. Records of the songs used by the Billy Sunday workers have been selling exceptionally well since the evangelist left Baltimore.

John M. Dean Corporation
Putnam, Conn.

Manufacturers of

Talking Machine NEEDLES

Dean Service covers every essential need in talking machine needles. Needles furnished in bulk or in special packages. Quality needles only.

GOOD BUSINESS IN DETROIT

Real Estate Boom Has Not Affected the Talking Machine Trade—Dealers' Association Holds Meeting to Discuss Approval System—Friedrich Working for Stevens Bill

DETROIT, MICH., May 9.—No doubt everybody in the trade by this time has heard more or less about the wonderful real estate boom in Detroit—the wonderful prosperity of the motor car industry—and how these industries are making inroads upon the piano and other lines of trades, where merchandise is sold on the instalment basis. However, the writer after a thorough investigation can report that this prosperity is in no way affecting the talking machine business. During the month of April dealers more than held their own on machine business while the demand for records was stronger than ever. The "proof of the pudding" is the fact that every dealer has fond difficulty in getting more records of the popular hits.

The Detroit Talking Machine Dealers Association had a very interesting meeting in April at the Hotel Cadillac, devoting most of the evening to a discussion of whether or not the approval plan is a good plan to continue. There is quite a change among the dealers on this subject as compared to a year ago. The writer can remember last year, when most any dealer would tell you that it was really necessary to sell records on approval—because they did not have enough booths to take care of all the people that would otherwise come down. But at the present time, the dealers feel just the opposite; they contend that while the approval plan does sell more records, it also carries with it a lot of evils and additional expenditures. Summing up this problem, suppose by the elimination of the approval system, dealers do not sell as many records, they must remember that they won't have as many expenses either, so that their net profit will really be as great—if not greater.

The association held another meeting Monday evening, May 8, at the Hotel Charlevoix. Previous to the meeting, they sat down to a fine banquet as the guests of A. A. Grinnell, a director in the hotel company, and also treasurer of Grinnell Bros., who are the Victor distributors in Detroit.

The Independent Talking Machine Shop, 302 Liggett Building, Detroit, has recently opened up for business selling a talking machine at $59.75.

Julius A. J. Friedrich, Jr., of the Friedrich Music House, Grand Rapids, Mich., has been doing some very effective work in that city for the passage of the Stevens bill. The Association of Commerce recently held a meeting to thoroughly discuss this bill. Mr. Friedrich passed around a petition sent him by the Victor Co.. and succeeded in getting forty-six prominent business men to sign it in one day. When the bill was voted upon by the organization it passed unanimously. There wasn't a single argument given as to why the Stevens bill should not pass.

E. K. Andrew, of the J. L. Hudson talking machine department, Detroit, has made several business trips during the past thirty days. His first trip was through the East and his second trip was through the Middle West. Mr. Andrew wanted to learn what the other cities were doing and he benefited greatly.

The Columbia Graphophone Co. has moved its wholesale branch in this city from 114 Broadway to 401 Woodward avenue. It can well be proud of these new quarters which are ideal for the purpose. Wholesale business only will be transacted in the future by the Detroit branch. District Manager Mills and City Sales Manager Lind are very much pleased with the change and say that the new quarters cannot fail to serve as an inspiration to all those connected with the Columbia branch.

Max Strasburg, now at 74 Library avenue, says that business is coming along nicely and that he is exceedingly well satisfied with the change in locations.

WE MAKE

Tone Arms and Sound Boxes

For all makes of Talking Machines

ALSO

Attachments for Victor, Pathé, Edison and Columbia Machines

Let us tell you about them before placing your orders

The Union Specialty and Plating Company

SPECIALISTS IN PHONOGRAPH PARTS

409 Prospect Avenue, N. W. CLEVELAND, O.

W. W. Gunn, who recently opened a music store at 794 Woodward avenue, is handling the Sonora phonograph. This phonograph is now being distributed in Detroit by dealers on both the east and west side.

Harry C. Shea has tendered his resignation as manager of the Pathephone Co., of Detroit, 114 Farmer street, and has been succeeded by J. R. Peckham, formerly in the talking machine business on the Pacific Coast. Mr. Peckham will have the active management of the wholesale as well as the retail business. The Pathephone Co. has the Michigan wholesale selling rights for the Pathephone.

Clarence Gennett, treasurer of the Starr Piano Co., also maker of the Starr phonograph, was in Detroit on April 28.

Frank Bayley will hereafter be located at 114 Broadway, Detroit, having taken a lease on the former premises of the Columbia store. Mr. Bayley is a live-wire Edison dealer and he says he is selling more of them every month.

The Ecco Talking Machine Co., 224 Twenty-first street, Detroit, is busy manufacturing its new machine which retails at a low price.

R. B. Alling, manager of the Edison Shop and the Phonograph Co., of Detroit, reports that retail and wholesale business is quite up to expectations and that the number of State dealers is constantly getting larger and larger. Mr. Alling is after "quality" dealers in preference to "quantity."

NEW EDISON CUT CATALOG

Thomas A. Edison, Inc.. have just issued a new catalog of advertising cuts for dealers' use in connection with their advertising in newspapers, programs, leaflets, etc. This new catalog covers over 150 subjects, including cuts of every model of the New Edison and the Edison Diamond Amberola, together with special display cuts of home scenes including a New Edison or Diamond Amberola, portraits of Mr. Edison, portraits of the various Edison artists, dance cuts, etc.

Pathé Service At Its Best!

Our Motto: "Serve the Dealer"

Pathé

No Needles to Change

We are equipped and organized to give our dealers *real* service in their Pathephone and Pathé disc orders. We carry a complete stock of Pathé records. Our dealers receive their records when they want them; no sales are lost. Our machine stock is complete at all times.

Let us send you full details

Pathephone Co. of Detroit

PATHÉ DISTRIBUTORS

114 Farmer Street Detroit, Mich.

Columbia Records TRADE MARK Note the Notes

Columbia Double-Disc Records A 5794—A 5788—A 5804—a few dance records that a majority of Columbia dealers are finding hard to keep in stock.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

A FRANK DISCUSSION OF THE "ON APPROVAL" EVIL

The Handicap to the Talking Machine Trade Represented by Sending Records on Approval Is Explained by the Following Article—The Sealed Record Plan Discussed

Much has been said recently in The World regarding the growing evil of the "record-on-approval" policy which has grown to such dimensions in the talking machine trade. An interesting article on this subject, which appeared in Printer's Ink, makes a special appeal because of its timeliness. It reads:

"Almost without exception every trade is troubled more or less by bad buying habits. 'Our customers demand it' it the usual explanation given. Goods on approval, cancellation of orders in progress, returned goods, trade-outs, too long credits, 'rush' orders, unnecessary sales on installments, etc., are some of the privileges which are most commonly abused, and which frequently grow into bad buying habits. 'Customers demand them'—and the customer is king. Therefore they persist in spite of the fact that they are individually recognized as detrimental to the interests of both buyer and seller alike . . . .

"Manufacturers in many different lines will be interested in the efforts which are being made in the talking machine trade to overcome the habit originally encouraged by a few over-zealous dealers, of demanding records on approval. By slow degrees the practice has grown, until leading distributors assert that it constitutes an actual danger to the future development of the industry. The life of a talking machine record—so far as perfect reproduction of sound goes—is limited. Each time a record is played its period of usefulness is shortened, and a record which has been out on approval half a dozen times without finding a purchaser is not going to give perfect satisfaction to the man who does finally buy it. If he gets three or four of these partly worn-out records he loses interest in his machine, and stops buying records altogether. That is the most serious thing that can happen, for the prosperity of the talking machine industry is coming more and more to depend upon continued record sales.

"It does not help matters, in so far as the goods-on-approval question is concerned, that the talking machine dealers got themselves into their present predicament by zeal in promotion work. As the talking machine trade developed it was but natural that dealers in all parts of the country should push the demonstration of their instruments in the home just as the demonstration of sewing machines, carpet sweepers, vacuum cleaners, etc., has long been carried on along the same lines. Indeed, in the case of home entertainers of the phonograph class there was an especially good reason for home demonstration in that such an instrument almost invariably displays its tonal qualities to better advantage in the environment of a private residence than in a store, devoid of satisfactory acoustic properties and with the distracting noises of street traffic, etc., nearby.

"In many instances it has not been the custom to confine the home demonstration of an instrument to the presentation by an outside salesman; rather has the prospect been encouraged to receive the musical treasure box into his home for a few days—preferably 'over a holiday' or during a 'week end'—and to try it in his own way, at his leisure and in the company of members of the family, neighbors and friends. For such a try-out, a collection of records must needs be sent with the instrument and a customer educated to this method of selection at the outset very naturally desires to continue it when it comes to placing the repeat orders which are so largely responsible for the unwavering prosperity of the talking machine trade.

"With the growth of this 'on suspicion' business many talking machine distributors have, however, suddenly found themselves in deep water. Nor is it merely that a heavy investment is incurred, although this consideration weighs, as may be surmised when it is explained that it is nothing unusual for a talking machine dealer to have out on approval at one time as many as 1,200 records, ranging in price from 65 cents to $7.50 each. Any business man can appreciate the burden of bookkeeping that this involves, and on top of that there is swollen delivery expense by reason of the fact that most approval prospects ask to have records sent to their homes for trial and called for at a stated time or upon notification.

"External rather than internal, though, are the difficulties that have suddenly made this question of goods on approval the issue of the hour in this field. The dealers might have stood for the heavy overhead involved in this method of selling, but what has raised the question of whether the practice is really worth while is the losses incurred owing to the damaged or unsalable condition in which a considerable share of approval goods are returned by careless prospects. Almost every dealer has his own tale of woe, with variations as to his troubles in this direction. Stories of records retained for long periods and then returned with no purchases; of approval records almost worn out by repeated playings with heavy needles; and of damage to records for which the 'borrower' would assume no responsibility, make up a dire chapter. . . .

"Some talking machine record distributors have adopted the obvious solution of putting in force an iron-clad rule to allow no records to go out on approval and in some cities an effort has been made to induce all the local dealers to subscribe to an agreement to this effect. Nevertheless, all is not plain sailing. In the average city it has been found that there is a certain proportion of the merchants who do not incline thus to bind themselves, and even in the case of an individual concern that firmly believes in the principles of the thing it happens now and then that a request for records on approval is

BUFFALO

RAILROADS: Look at the list of railroads running out of Buffalo: New York Central, West Shore, Lake Shore, Nickel Plate, Wabash, Erie, Pennsylvania, Lackawanna, Grand Trunk, Michigan Central, Lehigh, B. R. & P. and B. & S.

EXPRESS COMPANIES: Four express companies will give you a complete service: American, National, Adams and the Wells Fargo.

Doesn't it stand to reason that we mean what we say when we remark: Andrews' Victor Service is FAST and COMPLETE.

W. D. ANDREWS
BUFFALO, N. Y.

WHY SUBSTITUTE?

EXPERIENCE and experiments have proven that the great majority of mica substitutes become worn out or "tired" after playing several hundred times. This is substantiated by the results of tests made by tonal experts.

Write for a copy of "Why Substitute?"

JAMES FRAZEE
30 Church Street, New York

received from a good customer, to offend whom might be questionable judgment.

"What makes the whole problem so particularly perplexing is that in the case of talking machine records there are certain good sound reasons for giving the prospect his head in the matter of a try-out such as would not apply in the case of photo cameras or automobiles or other wares that require expert manipulation to best show their paces. Any owner of a talking machine can play a record quite as satisfactorily as the professional salesmen, and experience has proved in repeated instances that out of a given number of records in recital a prospect will buy a greater number if heard in his own home than if listened to at a music store. Then too, there are incidental considerations, such as the fact that callers at a home where records are records on trial frequently order records that they have heard in this way.

"Those distributors who seek to curb the evils of the approval system without uprooting the entire plan of introducing goods into the homes have had some success by inducing customers to sign an agreement whenever a collection of records is taken out of a store 'on loan.' In some cities distributors have cooperated in the adoption of a uniform draft of an agreement. There are usually three or four main stipulations in such a contract. First, the prospect agrees to return unaccepted records within a reasonable time—forty-eight hours is a favored time limit, this permitting the withdrawal of records from stock over Sunday. Second, a promise is made to take from the consignment minimum purchases of a certain amount or a certain number of records—33 1-3 per cent. of the total valuation being a sales guarantee that is used by many dealers. Third, the recipient of the records obligates himself to return rejected records in good condition or to pay for any that are worn or damaged while in his possession. In order to aid beforehand in settling the questions that might arise as to what constitutes reasonable wear and tear in the case of records played on trial, some dealers add the agreement to be signed a fourth stipulation to the effect that the records shall be played only with needles of a type believed to impose little or no wear on the playing surface.

"More ingenious yet are the trade-retention schemes which have been devised by distributors who are determined to eliminate entirely the withdrawal of records on approval. One antidote that has been almost universally adopted is the provision at the talking machine store of individual sound-proof booths, where a prospect may try in seclusion the records in which he is interested, playing each selection over several times if he prefers, but taking from the store only such numbers as are bought and paid for. A variation of this plan, introduced in some quarters, is the demonstration by telephone. Any telephone subscriber is enabled to listen to any desired numbers from the record catalogue, and discs chosen as the result of such long-range demonstration are immediately delivered C.O.D. or on charge account.

The "Sealed Record" Plan

"But by long odds the most significant plan—and the plan which gives greatest promise of ultimate success—is that which involves the exclusive sale of new records in sealed envelopes. 'People are getting the habit of demanding records on approval,' says the distributors who are advocates of the 'sealed record' plan. 'Very well; we shall proceed to develop a counter-habit which shall act as an antidote. We shall not directly attack the habit of records on approval; in fact we shall say nothing about it. On the contrary, we will advertise the fact that our records are sold *only under seal,* which guarantees that every one is in perfect condition. We will educate our customers to demand records under seal, to look for the seal before they buy a record—in short, to develop the habit of buying only *new* records. They will not ask for records on approval, because they will know that we can't break the seal and still sell the record as new. In brief, instead of trying to break up the bad habit by direct action, we will try to substitute a good habit in place of it.'

"One of the large Victor distributors, who controls his own retail outlets, asserts that the plan has enabled him to do away entirely with the practice of sending records on approval. He has advertised it widely in the newspapers, and the retail salespeople are able to meet any ordinary objection by showing the sealed record and explaining its purpose. Of course, any desired records are demonstrated in the stores, but none go out of the stores except on purchase and under seal. By attacking the problem in a positive, constructive way, he has practically solved it, so far as his own business is concerned. All of which suggests the possibility that certain other buying habits may be overcome by the process of developing counter-habits. It is just as easy to establish a good habit as a bad one, though it may not always seem to be so."

BREAK RECORDS FOR RETAIL ADS

Emahizer-Spielman Co., of Topeka, Kan., Celebrates 50th Anniversary in a Big Way

KANSAS CITY, Mo., May 4.—To be able to pick up a daily newspaper and discover a section of fourteen pages occupied by one firm, sounds almost impossible. Yet in Topeka, Kan., the residents of that bustling Western city, discovered in their Topeka Daily Capital of April 17 a complete fourteen-page exploitation of the goods handled by the Emahizer-Spielman Furniture Co.

It is further interesting to note in this remarkable example of advertising enterprise that talking machines played a prominent part. In addition to handling pianos and furniture, the Emahizer-Spielman Co., specialize in Columbia and Sonora products, both of which composed an important and imposing part of the company's publicity exhibit.

The general plan of the section was unique enough to delude the reader into believing he was reading a regular section of the paper. Each page was devoted to articles sold by the firm, but carefully distributed in this strictly "advertising copy" were columns of "news matter," which dealt in a breezy manner with notes of interest concerning the articles exhibited.

This advertisement has attracted attention throughout the entire country, as it stands in a class by itself for large scale display. The Topeka Daily Capital is the publication owned by Governor Capper and it has a very large circulation in and around Kansas.

INCORPORATED

The General Accessories Co., Inc., has been chartered with a capital stock of $75,000 to engage in the manufacture and sale of talking machines, magnetic reproducers, phonographs, chemicals, etc. The incorporators are R. Parr, H. J. Vredenbergh and F. H. Vickery.

ESTABLISHED 1868

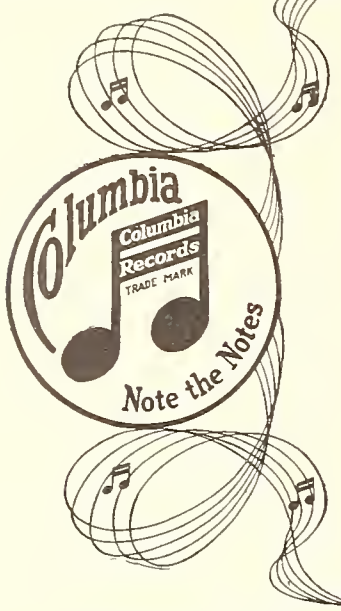
EDWARD B. JORDAN & CO., Inc.

127-135 DEGRAW ST.—36-60 TIFFANY PL., BROOKLYN, N. Y.

Talking Machine Cabinet Manufacturers

We made the first talking machine cabinets created in this country, and we have specialized in this particular line ever since.

We will submit special designs of talking machine or record cabinets, or quote you from blue prints or samples. We manufacture to order only.



Columbia Double-Disc Records A 5781 and A 5783—orchestral music carried to the very pitch of recording perfection.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

ANOTHER COLUMBIA FACTORY

Three-Story Addition to Present Factory Being Planned—Second Addition Since the First of the Year—Will Be Ready July 1

The American Graphophone Co. recently awarded a contract to Samuel Austin & Son Co. for the erection of a three-story addition to the Columbia plant at Bridgeport, Conn., making the second large building addition to the factory this year. The proposed building will be 400 feet long and 25 feet wide.

The addition is an extension of the building where the offices were located before the factory was rearranged. The building will be used for manufacturing purposes and will also contain the shipping department. The work started on April 20 and the contract calls for completion within two months from that date. The building will be entirely of brick, steel and wood, along modern lines and of fireproof construction.

CATALOG OF VICTOR DANCE RECORDS

Up-to-Date Listing of Dance Music in New Volume—Hints on Dancing by the Castles

There has just been issued by the Victor Talking Machine Co., Camden, N. J., a new booklet devoted entirely to Victor records for dancing, which has been brought up to date in every particular, and includes the many new Victor dance records issued in the past year. The cover bears portraits of Mr. and Mrs. Vernon Castle, and pictures of those famous dancers executing various steps, also occupy several pages of the booklet itself. The various popular dances, such as the one-step, combination waltz, fox-trot, tango, etc., are described in detail. With the lengthy list of music included in the volume, it is a most interesting one.

OPENS NEW YORK OFFICES

The Castle Phonograph Co. has opened New York offices at 53 Maiden Lane, and is planning to merchandise a complete line of phonographs retailing from $25 to $150. For the present, it will concentrate on developing a market for the $25 model, which is known as Style E. The sales division is under the direction of C. M. Mayers, who has already sent out three men to visit the trade.

WITH THE TRADE IN MONTREAL

Heavy Demand for Marimba Band Record—What Victor Advertising Means—Offer to Remove Talking Machines for Customers

MONTREAL, QUE., CAN., May 4.—The Berliner-Gram-O-Phone Co., Ltd., Montreal, report an exceptional large demand for record No. 17,-928, by the Blue and White Marimba Band.

The John Raper Piano Co., Ottawa, Ont., have twelve soundproof Victrola demonstrating rooms and are handling a large volume of business of this line.

Orme, Ltd., Ottawa, Ont., in a recent advertisement, said: "It costs money to advertise! The Victor Co. bears this in mind when advertising a record. It must be a good record. It would be a serious mistake and a waste of money to recommend anything but a good record. Think this over when you read above."

Patriotic decorations predominated at Steven-son Hall recently when a most successful Easter bazaar was held for the benefit of the Homeopathic Hospital. An Edison disc machine, loaned by Layton Bros., supplied music during the afternoon.

The Berliner Gram-O-Phone Co., Ltd., Montreal, for the convenience of those of its customers who were moving on April 29 and May 1, placed their delivery trucks at the disposal of all owners of Victrolas and Gram-O-Phones. Trained men were in charge, thus preventing possible injury to instruments or records. There was no charge for this service and a large number of its clientele availed themselves of the firm's generosity.

OCCUPYING NEW QUARTERS

The general offices, display rooms and warerooms of the Melophone Talking Machine Co., formerly at 40 Cooper Square, New York, have been moved to 380-384 Layfayette street, corner Great Jones street. The new quarters occupy 8,000 square feet of space.

F. B. Guarnier, general manager, states that this move was made necessary by the constantly increasing business and he expects by the end of the present year to even require additional space. One of the motors that this house is making is a single spring straight gear motor playing five 10-inch records at one winding.

ANNOUNCE NEW DEPARTMENT

CEDAR RAPIDS, IA., May 2.—Denecke's, the big department store of this city, recently ran elaborate full-page advertisements in the local papers and called public attention by other means to the grand opening of the new Aeolian-Vocalion and Grafonola, recently established on the first floor of the company's store. The various exclusive features of the Vocalion were strongly emphasized by both text and illustrations and the Grafonola and Columbia records also came in for a full share of attention.

NEW EDISON PUBLICATION

The latest house publication issued by Thos. A. Edison, Inc., is "Along Broadway," the initial issue of which appeared in April. This is the third Edison house organ to make its appearance and is for distribution among owners and prospective owners of Edison machines. In addition to the musical news of New York, it will contain the very latest items concerning the Re-Creation of music, as evolved by the Edison Diamond Disc Phonograph.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912,

Of The Talking Machine World, published monthly at New York, N. Y., for April 1, 1916.

STATE OF NEW YORK,
COUNTY OF NEW YORK, ss.

Before me, a Notary Puhlic, in and for the State and county aforesaid, personally appeared August J. Timpe, who, having heen duly sworn according to law, deposes and says that he is the Business Manager of the Talking Machine World, and that the following is, to the hest of his knowledge and helief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid puhlication for the date shown in the ahove caption, required hy the Act of August 24, 1912, emhodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and husiness managers are:
Puhlisher—Estate of Edward Lyman Bill, Caroline L. Bill, Executrix, Rochelle Park, New Rochelle, N. Y.
Editor—J. B. Spillane, 373 Fourth avenue, New York City.
Managing Editor—J. B. Spillane, 373 Fourth avenue, New York City.
Associate Editor—J. Raymond Bill, 373 Fourth avenue, New York City.
Business Manager—August J. Timpe, 373 Fourth avenue, New York City.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.) Caroline L. Bill, Rochelle Park, New Rochelle, N. Y.

3. That the known hondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of honds, mortgages, or other securities are: (If there are none so state.) None.

4. That the two paragraphs next ahove, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the hooks of the company but also, in cases where the stockholders or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and helief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to helieve that any other person, association, or corporation has any interest direct or indirect in the said stock, honds, or other securities than as so stated hy him.

5. That the average number of copies of each issue of this publication sold or distrihuted, through the mails or otherwise, to paid subscribers during the six months preceding the date shown ahove is.....(This information is required from daily publications only.)

AUGUST J. TIMPE,
Business Manager.

Sworn to and suhscrihed hefore me this 29th day of March, 1916,

(Seal). EUGENE R. FALCK,
Notary Puhlic, 1053.
(My commission expires March 30, 1916.)

"MAGNET" DECALCOMANIE NAMEPLATES

FOR TALKING MACHINE CABINETS ETC.

From the DORAN CO. 45 MICHIGAN AVE DETROIT

SOLD BY HURTEAU, WILLIAMS & CO. LTD MONTREAL — OTTAWA

Kunkel Piano Co. BALTIMORE

We can furnish the same or similar style as shown herewith, according to the price scale given below.

	250	500	1000
Gold letters, black edged	$12	$15	$20
Black letters, solid gold background, with fancy border	$16	$20	$25

Samples upon application.

GEO. A. SMITH & CO., Inc.
136 Liberty Street, New York, N.Y.

FROM THE PHONOGRAPH CO. 1240 HURON ROAD (ENTIRE THIRD FLOOR) PHONES - PROSPECT 2140 - CENT 1406 CLEVELAND

SOLD BY WALTER D. MOSES & CO. Oldest Music House in VA. and N.C. 103 E. BROAD STREET RICHMOND, VA.

SOLD BY J. E. STRATFORD AUGUSTA, GA.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

The Royal Proclamation Prohibiting the Importation of Talking Machines, Accessories and Component Parts, Will Paralyze the Industry Unless Some Liberal Policy Is Put in Force—Members of the Trade Much Concerned Over the Situation—Leading Musical Instrument Firms Unite for Action—Said Board of Trade Will Give Consideration to Claims—Death of Pathé Manager—Louis Sterling Talks of American Trip—Winner Record Co. Announce Exchange Plan—to Hold Music Trades' Exposition—The News of the Month in Detail

LONDON, E. C., April 24.—"As and after the 27th day of March, 1916, subject as hereinafter provided, the importation into the United Kingdom of the following goods is hereby prohibited: * * * musical instruments, including Gramophones and Pianolas and other similar instruments and accessories, component parts and records therefore.

"Provided always, and it is hereby declared, that this prohibition shall not apply to any such goods which are imported under license given by or on behalf of the Board of Trade, and subject to the provisions and conditions of such license."

So runs the royal proclamation which, in its very simplicity of language, contrasts almost ironically with its actual death-dealing results to the whole music trade field of endeavor.

The recent prohibition of musical instrument exports pales in its effect before that of prohibition of imports. Without imports of component parts upon which the industry almost wholly depends for its existence, British musical instrument firms will have neither goods for the maintenance of foreign trade nor home trade. The question of the exports prohibition, therefore, is of little moment at the present time, although it conjures up an extraordinarily inept attitude on the part of "the powers that be" when we are one day informed that no instrument goods must be exported or imported, and the next day urged by British Consulate and Home Government officials to wake-up to the splendid openings for trade in this or that country!

Be that as it may, the increasing difficulties of the trade have at last reached a stage when it is a question of life or death. We realize, appreciate to the full, and desire to assist in every possible way, the difficult path of those who control the destiny of the British Empire. But we do not recognize any necessity to kill an industry in which millions of pounds sterling are invested and thousands of hard working citizens earn their daily bread. This is the view of the whole trade without exception. It is not a selfish attitude; it cannot be so described when hitherto flourishing concerns have loyally denuded their financial and labor resources to a point which seriously threatens the efficiency and maintenance of their commercial life. No! In its legitimate protest against such drastic official action, the trade is very properly concerned, not so much against affording to the Government all possible assistance within reasonable limits, as to preserve in the national interests a nucleus of its commerce upon which, if weak, foundation it will one day again rise to pre-wartime importance and prosperity. If the government is determined to pursue a policy of wilful repression, it is time to call a halt—energetically and forcefully with our whole and united strength. We are favored with no exact official reason for a move of such serious import as total prohibition. Examine the implied cause, one finds that it centres around the necessity to conserve shipping space for cargoes of greater national importance than musical instruments. A very strong reason, but is it all? There is an undercurrent at work which takes its time in official quarters that the public is spending money on musical instrument purchases which ought rather to be invested in war loans. I am not sure that this view has not at one time or other actually been put forward. Again, I go so far to admit that it is a proper view. But—within limits! Music, whatever way we regarded it before the war, is to-day a necessity. For which opinion I do not feel called upon to substantiate in detail; it is too obvious from a medical and recreative viewpoint. Anyway, the soothing influence of music is generally recognized as necessary for wounded sailors and soldiers, in the trenches and rest camps, on board warships, and other warlike quarters, where it—and it only—is available to relieve the monotony of existence. Ask the seven-long-days-a-week workers who have no time for outside pleasure what they think of music, ask any one these days—you get the same answer—the provision of music is a power beyond value!

We do not ask for any preferential or favorable treatment—we merely ask for justice. As time passes and German submarine activity increases, ships become more valuable. There ought to be room, though, for such small im-

(*Continued on page* 82.)

"His Master's Voice" *Copyright*

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Cia. Francesca del Gramophone, 56, Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain :

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

We do not rely on giant advertisements for Sales—We depend on intrinsic Merit alone.

No amount of advertising can increase the value of

WINNER RECORDS:

("The World's Super-Disc")

They outwear all others.

Only up-to-date songs and selections recorded.

Winners leave the dealer a generous margin of profit.

THEY SELL ON THEIR MERITS

Independent LIVE REPRESENTATIVES WANTED—in U. S. and British Colonies

Write the manufacturers for Trade Terms

THE WINNER RECORD CO., Ltd.

Willowbrook Grove, Camberwell, London, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 81)

ports of component parts as we require for the maintenance of home trade, leaving out of consideration the seemingly inevitable loss of export business. During the year 1915 we imported close upon 2,000 organs and harmoniums, about 1,300 pianos and 60,000 small musical instruments. These totaled in value £92,000 odd. The total value of imports of component parts, musical instrument accessories, etc., was £225,000. Accepting the repression of export business and asking only sufficient for the maintenance of home trade, it is safe to say the latter figure could be cut down by half. The cessation of imports of complete instruments of a bulky nature might of necessity be a wise provision, and although it will bear hardly in some quarters, would, I think, be met by the trade in the right spirit. Prominent men of the trade are moving in the matter with a view to securing some modification of the government's serious action. Any prospect of the embargo on imports being removed seems hopeless, but it is thought there may be some little prospect of persuading the Board of Trade to ease the situation so as to allow of certain necessary component parts to be imported and thus preserve an industry which, these times, has need of all the encouragement possible consistent with national interests.

Musical Instrument Firms Unite for Action

Several important musical instrument firms are already united in action. Prior to a meeting at the Midland Grand Hotel, London, a deputation waited upon the Board of Trade authorities with a view to ascertaining the position of things. Their reception was not encouraging and they returned with the information that the proclamation was absolute and that it had been framed only after very careful consideration of the national interests. If this be the case, the trade outlook is indeed serious. The meeting decided upon close action to bring strong pressure upon the government in the hope that it may relent to an extent sufficient to prevent a total closing down of the musical industry, and a guarantee fund to cover the necessary expenses involved quickly reached £1,000. Committees were formed for immediate action and preparations are by now well forward to lay before the president of the Board of Trade all information concerning the disastrous effect of the prohibition on the industry throughout this country. There will be organized a protest sufficiently strong, we hope, to move the government to relent and open the door wide enough to permit of the importation of life-giving parts and accessories. The British musical instrument trade has in the past waged many successful campaigns against legislation and trade evils, but never before has it met with so formidable an obstacle as the present prohibition. The task now to be undertaken is one of portentious moment, not only to manufacturers and wholesalers, but to the many thousands of music shop keepers throughout the land. In this protest every man who receives or earns a penny by way of sales, wages or otherwise, is vitally affected by the government's plan and should therefore unite in the strongest possible action to secure fair play. Hesitate not in the manner of doing it but DO IT!

Later News Favorable

Since writing the above, news is to hand that inclines one to hope the Board of Trade will give further consideration with regard to claims for a partial lifting of the import prohibition. It is felt that the disastrous position in which the trade is placed by this legislation must give the Government pause before the very loyal and just suggestions which have been put forward with a view to a compromise. The most favored idea at present is that a percentage of last year's imports, based upon each company's figures, should be conceded as a means to save the trade from total extinction. This plan would take the form of excluding complete instruments in favor of the importation of certain very necessary parts and accessories. Nothing more definite can be said at the moment.

Music Trades' Convention, May 22-25

The sixth British Music Trades' Convention will be held this year from May 22-25, inclusive, the chosen venue being Harrogate, where was held the first music convention, in 1911. Full details will shortly be made known in the form of a brochure, which is available to all interested in the movement.

Closed Under Trading with Enemy Act

Orders have been made by the Board of Trade under the Trading with the Enemy Act, requiring the following businesses to be wound up: Carl Lindstrom, Ltd., 77 City Road, E. C.; Fonotipia, Ltd., 1 Broad street place, E. C.; Andres Bros. & Co., Ltd., 85 Chiswell street, E. C. The above are all London talking machine and record firms.

Diamond Disc Record Co. Moves

The Diamond Disc Record Co., Ltd., has removed from the historical 81 City Road Building to 12 Emerald street, Holburn, London, W. C. W. Denville Simons, the company's late manager, is now with the Pathé Frères corporation.

Pathé Manager a "Sussex" Victim

You all know just when and how the cross-channel steamer "Sussex" was torpedoed by a German submarine. Many passengers' names figured in the "missing" list, and among them we regret to read the name of G. Menke, manager at the London branch of Pathé Frères, Ltd. Although special search was instituted on both sides of the channel, no news of Mr. Menke has yet come to hand, and it is feared

GUARDSMAN RECORDS. NEEDLE CUT.

Do You Know that we are manufacturing a Record which is superior to any expensively advertised brand that you handle to about half the cost?

We have 700 titles for you to select from, including all the latest up-to-date English and American successes.

Send for Catalogues, Trade Terms and Agencies to:

THE INVICTA RECORD CO., Ltd., 1 New Inn Yard, London, E. C., England

FROM OUR LONDON HEADQUARTERS—(Continued from page 82)

he went down with the fore part of the ship.

To Enter Bonds of Matrimony

A certain prominent talking machine man who has come to be regarded in a paternal sense in relation to the trade, is, we learn, about to enter the bonds of matrimony. The happy event is said to be not far distant. It has naturally evoked general interest, not to say pleasure, in trade circles where "the subject" of this necessarily brief reference is so well known as almost to render needless the mention of his name. In my next report, perhaps, I may be permitted to lift the veil of anonymity, which at present our friend desires to wear.

A Music and Allied Trades Exhibition

A plan to hold a music and allied trades exhibition in London is on foot and is meeting with some influential support. The time selected will be during the month of July, the visitors' month. According to present arrangements it is hoped to secure representation of every section of the music trade, and there will also be transport, insurance and publicity sections. While, of course, such an undertaking properly launched would even in war time receive, we believe, ample support, it is to be feared that recent legislation may entail some modification of the trade's interest in the matter. With the prospect of supplies being further restricted, and exports curtailed, we doubt whether the original plan, praiseworthy as it is, can now be carried out in its entirety.

Winner Record Co. Exchange Scheme

Records have generally been selling so well of late that the need of exchange schemes may be said to be diminishing. In every company's list, however, there is a substratum of records which for some reason or other hang fire from the selling viewpoint. When ordering new records the dealer is naturally placed at a disadvantage, perhaps, by lack of musical knowledge or neglect to study local conditions, but whatever the reason, he regards with suspicion any company refusing facilities of reasonable exchange. These salient facts are recognized by all the large companies who have instituted a regular system of periodical exchange. The Winner Record Co.'s policy is a two-to-one exchange of new (unsold) Winner records, and most other makes of records be they worn out or broken, four new Winners must be ordered for each one returned; i.e., three to be paid for: one free. The spring exchange has just been put into effect with very satisfactory results. Dealers had the option of ordering under this scheme any records from the company's catalog, including presumably the very latest issues, which comprise selections from recent popular revues, as for instance, "Follow the Crowd," "Toyland," "Bric-a-Brac," and similar productions. Notwithstanding that a large part of the factory is confined to the production of Government work, the Winner Co. is, by reason of its large resources of manufacture, able to maintain an output of records ahead of normal times in both quantity and quality.

Louis Sterling Home from America

With a full quiver of happy news regarding American talking machine prosperity, and a very reasonable feeling of satisfaction at finding trade on this side so well maintained under the present unfortunate conditions, Louis Sterling, the European general manager of the Columbia Graphophone Co., is safely back from what is at times a hazardous voyage across the pond. He avers that Columbia sales in America are considerably ahead of any previous year and is inclined to the belief that the increased earnings of the people as a result of America's expanding trade will tend to prolong the talking machine season much beyond the usually accepted period. Things in general are very healthy and Mr. Sterling speaks very optimistically of the future general trade of the United States.

It is no secret that he was surprised to find Columbia trade in England—and this applies generally to the British talking machine situation—so well maintained. The Columbia factory at Wandsworth, London, is working as hard as ever, and despite its liberal resources of output, is scarcely able to keep pace with the continuously heavy demand for Columbia products. Well, well, we are glad to see him back again, and perhaps still more so to learn the good news he had to impart.

Big Run on Easter Records

Although Eastertide will have passed by the time these lines appear in print, it reminds one that festivals of this sacred period afford the various gramophone firms an excellent opportunity to demonstrate the ubiquity of mechanical music suitable to any and every occasion. "Records for Easter-time" is the subject of a special announcement, public and otherwise, by "His Master's Voice" Co., who enterprisingly draw attention to its splendid program covering a wide and varied choice of suitable music. Large advertisements in the newspapers gave prominence to the records in question; hymn and oratorio numbers, and at the same time spoke in modest terms of the tonal purity of the recordings. Of the artists mentioned in connection with these Easter items, it is sufficient to indicate but a few names, as, for instance: Caruso, Clara Butt, Kirkby Lunn, Robert Radford and the Westminster Cathedral Choir, Evan Williams, Percival Allen, Clarence Whitehall, Mayfair Orchestra in association with Aimee Maxwell, and George Baker with organ, celeste and bells; Leeds Festival Choir, etc. A marvellous one-program concentration of talent—unsurpassed!

New Provisions to Bankruptcy Act

Two important post-dated provisions of the 1914 Bankruptcy Act came into force on April 1. Henceforth, a bankrupt who has within two years of his failure contributed to that end by gambling or rash speculations, is liable to prosecution, which contingency also applies if his books do not properly disclose the state of his affairs during the two years preceding his failure. This latter provision is applicable only to traders who have failed on a previous occasion, and it does not apply if the liabilities are less than £100 or if the debtor can show that the omission was honest and excusable With all these loopholes of escape the bankrupt can scarcely feel very nervous, we should imagine!

The Registration of Firms' Bill

The object of the Registration of Firms' Bill, which has reached its second Parliamentary reading, is to provide for the registration of all firms and persons carrying on business under names other than their own. It is a very necessary piece of legislation which one can only hope will speedily pass into law.

Thos. Edens Osborne Still Active

In common with other traders, the recent scarcity of shipping facilities and consequent delays in replenishing stock has been felt by the well-known Belfast factor, Thos. Edens Osborne, who, however, as usual, makes good capital out of it by public announcement in the local press when the goods do arrive. His happily conceived announcements continue to remain quite an interesting feature of the Belfast newspapers.

Death of E. S. Stansfield

I much regret to have to report the passing of an old journalistic colleague in the person of E. S. Stansfield, editor of The Talking Machine News, this city. He died quite suddenly after a brief illness, on March 12 at Canvey Island, where for several years past he had been a well-known and popular figure. The news of his death has evoked much sympathy in trade circles, and for ourselves we shall miss greatly his genial and ever jovial greeting.

Records of Elgar's "Starlight Express"

The above new production, with music by Sir Edward Elgar, recently made its bow to an enthusiastic public at Kingsway Theatre, London, and as may be imagined, recordings of its fairy-like music were not long in forthcoming. The Gramophone Co., Ltd., were quick to appreciate the big prospects of this attractive play and, as usual, secured the services of original artists to make a series of records under the baton of Sir Edward Elgar himself. Algernon Blackwood, the author, is to be congratulated upon securing the master service of such a world-renowned composer, who in this case, has inspired a truly happy conception with an appealing spirit in true sympathy with the author's ideals. The vocalists are Miss Agnes Nicholls and Charles Mott, the creator of the organ grinder character in the play. A splendid set of "H. M. V." records are now available.

At the instance of the Gramophone Co., Sir Edward Elgar met a representative gathering of newspaper musical critics at a luncheon given

(*Continued on page* 84)

THE EDISON-BELL
VELVET-FACE (VF) RECORD
DOUBLE-SIDED—NEEDLE-CUT—10 inch and 12 inch
IS THE SUPREME EFFORT OF GRAMOPHONIC ART

10 inch
2/6
12 inch
4/—

There are no faulty VF's, as Every Record has to pass a crucial test before it is released for sale. The production is of the highest quality. The Titles and Subjects recorded are by the most prominent artists in the Gramophone world.

If your jobber doesn't stock them, try our Direct Service. It will pay you both for quality and price. Duty paid. For full particulars, Wholesale and Retail, apply to

E. HOUGH, Ltd., Edison Bell Works, Glengall Rd., Peckham, London, England

The Personal Record Department of the Columbia Graphophone Company has opened up a field of profit for a great many live Columbia dealers. Full particulars may be obtained on request.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

FROM OUR EUROPEAN OFFICE

(*Continued from page 83*)

at the Savoy Hotel, London, where the records were successfully demonstrated to the complete satisfaction of a highly critical audience. Throughout most of the reviews published on the following days in the leading newspapers there ran a note of pleasureable surprise at the wonderful standard of tonal purity of these "H. M. V." records, which were the object of much praise. The public demand is in consequence, very heavy.

The Newest Zonophone Records

The artistic standard of Zonophone records, judging from the latest batch to hand, continues, if anything, to improve month by month to an elevation quite beyond compare. Of the most recent supplement which includes issues of new records for April and May, one can assert positively that for all round quality and value it exemplifies in a remarkable way the justness of the oft-repeated slogan that Zonos are "The records the public will have." Such names as Sidney Coltham, Mary Law, Bessie Jones, Herbert Payne, G. H. Elliott, George Formby, the Misses Elsie and Dorothy Southgate, Black Diamond Band, etc., speak eloquently of Zono success in combination with the provision of operatic and standard music and the prompt issue of topical numbers. Space precludes mention of the many excellent records listed this month, but a real achievement meriting special commendation is the "Festival of Empire," on two double records, played by the famous Black Diamond Band. It consists of a choice medley of national tunes of the British Empire. Both are records of world-wide appeal and needless to say ample provision has been made for big sales.

OBTAIN CONTROLLING INTEREST

The Doehler Die-Casting Co., of Brooklyn, N. Y., and Toledo, O., begs to announce to the trade that it has acquired a controlling interest in the American Die-Casting Co, of Newark, N. J., which will hereafter be known as the Doehler Die-Casting Co., of New Jersey. Its present management remains unchanged.

This plant, housed in an up-to-date factory building, conveniently located, equipped with modern die-casting machinery and appliances, and under most efficient management, is well adapted to the Doehler policy of quality production, and dependable service now obtaining at their Brooklyn and Toledo plants."

The Victrola department of the James Black Dry Goods Co., Waterloo, Ia., has been carrying on a very active advertising campaign in the local papers, in which their full line of Victrolas has been featured in a most interesting and attractive way.

Major W. H. Zinn recently presented F. H. Watson, county supervisor of public schools, of Anniston, Ala., with a Victor Victrola, to be used in his visits to the schools in his district.

BREAK "NO APPROVAL" AGREEMENT

St. Paul Department Store Notifies Dealers that It Would Not Follow that Rule—Demand for All the Best Known Lines

ST. PAUL, MINN., May 4.—St. Paul dealers have broken away from the rule of "no approval" signed last fall. A big department store last week notified the other dealers that on May 1 the agreement was off and the other dealers thereupon considered that the rule was not binding on any one. While this was going on in St. Paul the Minneapolis dealers met April 26 in the Elks Club and appointed a committee to prepare rules for restricted approval. It is believed that all the Minneapolis dealers will sign.

Victrolas X. and XI. in dark fumed oak are in great demand in the cities and in the entire territory. It is quite impossible to supply the demand.

Laurence H. Lucker, the Edison Diamond Disc jobber, reports that the first four months' business in 1916 was equal to eight months' business in 1915, and that there is a continued growth of sales every month. He reports a shipment of $10,000 of Edison discs to the Stone Piano Co., Grand Forks, and an equal shipment to the same company at Fargo, as well as placing a $12,000 account with Fred Russell at Duluth.

Manager Robert Sowders, of the Columbia Phonograph Co., having only jobbing matters to look after, finds plenty to do, but not so many different things on his hands. The Columbia, he says, is pursuing the even tenor of its way to all parts of his territory, with business quite away ahead of that of last year.

The only limit to the Victor business in the Northwest territory is the ability to get stock, according to the Beckwith-O'Neil Co. It is impossible to obtain the goods ordered. The country dealers implore and pray for goods, and scores want to open accounts. Many dealers report an increase of 100 per cent. in their business for the first four months of 1916 compared to 1915.

And still the Victor people are advertising directly and indirectly. Robert Wilkinson, of the educational department, spent the last week in April in the public schools of St. Paul and Minneapolis teaching the teachers how to use talking machines in school work.

GIVE RECITAL IN WILKES-BARRE

The Bevan Piano Co., 38 North Main street, Wilkes-Barre, Pa., has been making a special drive on high-class records in that section. Some time ago the company gave an elaborate Victrola recital in the local armory and attracted quite a crowd.

EDWARD JORDAN & CO. ENLARGING

Edward B. Jordan & Co., cabinet makers, of Brooklyn, N. Y., are planning a four-story addition to their factory at 127 DeGraw street.

Model 546
Yale Champion Racer
$40.

Are We Intruding?

DO you feel that it is out of place to advertise bicycles in a talking machine trade journal?

You wouldn't think so if you knew the number of our dealers who handle both phonographs and bicycles. The inquiries received from our advertising also tell us that many dealers in musical supplies have an eye open to the money-making possibilities of bicycles.

We have recently purchased the manufacturing rights and good will of the well-known

YALE BICYCLES

THEY are a very popular wheel, well and favorably known. A complete line of seven models is now ready at retail prices ranging from $25 to $45.

Write us for agency proposition and illustrated catalog.

The DAVIS SEWING MACHINE COMPANY
Also Mfrs. of Dayton Motorcycles, Bicycles and Motor Bicycles
Dept. Y **DAYTON, OHIO**

NEWS OF THE CANADIAN TRADE

Misleading Advertisers Severely Arraigned by Court in Recent Talking Machine Case—Victrola for Lieut. Governor's Residence—Tremendous Increase in Demand for Machines and Records of Leading Makes

TORONTO, ONT., May 1.—Considerable interest has been aroused recently in a case before the Court of General Sessions here of Rex vs. Stevenson, growing out of a charge of fraudulent advertising. The action grew out of a sale of a talking machine by E. E. Stevenson, this city, who manufactures a line he calls "The Victoria." The purchaser of the machine, J. D. Booth, instituted proceedings against Stevenson and his agent, Mrs. Felstein, in the Police Court and they were committed on the charge of fraud The trial resulted in the acquittal of Mrs. Felstein and the finding guilty of Stevenson by the jury, after a charge by Justice Coatsworth in which he gave a severe arraignment of that class of advertising calculated to deceive, such as announcements offering talking machines of the "Victrola" style for sale. Sentence is suspended on Stevenson.

The Canadian Phonograph Co. is at present featuring the Operaphone double-disc records very successfully in this section, selling them three for $1.

A Victrola XIV. was recently installed in the Government House, this city, for the use of the Lieutenant-Governor's residence.

E. Van Gelder, of I. Montagnes & Co., Canadian distributors of Sonora phonographs, recently paid a most successful business visit to the Maritime Provinces. Montagnes & Co. has now opened a repair department for Sonora machines in charge of an expert from New York.

A number of men connected with the talking machine departments of the Toronto music houses had a get-together evening recently, at which an informal dinner was followed by a most pleasing musical program. The affair was held at the St. Charles Hotel.

John A. Sabine and Chas. R. Leake, who in 1911 formed the Music Supply Co. to wholesale Columbia products in Ontario, report that the statement for the past year ending March 31, showed a volume of business thirteen times greater than that done the first year.

The Thomas Organ & Piano Co., Woodstock, Ont., who make piano and organ benches, have just begun the manufacture of disc talking machine cabinets to fit the prominent types of machines.

J. E. Maloney, of Perth, Ont., reports an unusually satisfactory sale of Edison Diamond Disc and cylinder phonographs and records, as well as Columbia Grafonolas, there being a good demand for the higher priced machines.

The Nordheimer Piano & Music Co., Ltd., recently held their final Victrola recital of the season. The series of recitals has been productive of excellent business. The recent reduction in the prices of certain lines of Columbia goods has brought about such a tremendous increase in record sales that the local branch of the company has been unable to meet the demand. The Canadian factory is now being enlarged to take care of this increase.

The Toronto Grafonola Co. recently had an elaborate exhibit of Columbia machines at the Ideal Home Show recently held in this city.

UKULELES

The biggest sellers in the small musical instrument business. Why handle inferior machine-made American imitations when you can get at similar prices the genuine hand-made instruments of

Jonah Kumulae, Honolulu

The old, thoroughly seasoned native Hawaiian Koa of which they are constructed is greatly superior to any other wood in tone quality—Kumulae instruments have no superior in this respect.
Send for wholesale price list.

SHERMAN, CLAY & CO.
163 KEARNY ST. SAN FRANCISCO
Sole Distributors for the United States and Canada

LANSING

Khaki Moving Covers

will enable you to deliver your phonographs free of blemishes of all kinds.

No. 3 Carrying Strap Shown in Cut, $1.00

THESE covers are made of Government Khaki, interlined with heavy felt or cotton, fleece-lined, quilted and properly manufactured. Perfect protection in all weather.

GRADE B $5.00
GRADE A $7.50
Carrying Straps Extra

Use the Lansing Khaki Moving Cover and your delivery troubles will be over.
Write for booklet

E. H. LANSING
611 Washington St. BOSTON

ATLANTIC CITY CROWDS ATTRACTED

The Latest Sonora Product "Supreme" Shown By the Sonora Phonograph Agency on the Boardwalk Attracts Considerable Attention

ATLANTIC CITY, N. J., May 4.—One of the attractive spots on the Boardwalk during Easter week was the Sonora Salon, which was opened last October, and in which a very attractive line of Sonora phonographs were demonstrated to

Exterior Sonora Display Rooms

a constant stream of visitors. The salon was beautifully decorated with palms and blooming flowers on Easter Day, when as an additional attraction the Sonora "Supreme," the new $1,000 Sonora phonograph, was shown to an admiring crowd of people who expressed pleasure at its perfect tone and beautiful cabinet work.

The Sonora agency in this city reports a fine business, and it has been difficult to fill orders from people who desire Sonoras. A recent purchaser was the local High School, which selected a $150 Sonora.

Millions of people from all over the world pass this store on Atlantic City's promenade—the Boardwalk—and it would be hard to conceive of a building so well situated to advertise this product. Among the 200,000 visitors on Easter Day were George E. Brightson, president, and L. S. McCormack, general sales manager of the Sonora Phonograph Corp., who assisted Sales Manager Edward F. Jardine in introducing the Sonora "Supreme" to thousands of visitors.

LARGER QUARTERS IN YORK, PA.

W. P. Swartz, who handles Victor talking machines at 135 West Market street, York, Pa., has found his business developing to such a point that two new demonstration booths had to be installed to take care of it.

PORTLAND, ORE., DEALERS ORGANIZE

Talking Machine Men in that City Form Association with E. B. Hyatt as President

PORTLAND, ORE., May 1.—Practically all the representative talking machine dealers of this city met recently at the Chamber of Commerce for the purpose of forming a Talking Machine Dealers Association. At the first meeting E. B. Hyatt, manager of the Hyatt Talking Machine Co, was elected president and Perry Graves, of the Graves Music Co., was elected secretary and treasurer. The new association will take an active part in eliminating certain features of the trade that work against the interests of the dealer, such as sending out records on approval, failure to charge interest on instalments, questionable advertising, etc.

ORAPHONE CO. BUYS FACTORY SITE

NEW ORLEANS., LA., April 17.—The Oraphone Co. has just perfected and placed on the market a new talking machine. This concern, which was recently incorporated, announces that it will manufacture its own motors shortly. J. Henry Blanche, head of the firm, announced last week that he had leased a factory site at 508 South Peters street. The general salesroom has been established at 609 Common street.

RETURNS FROM VISIT TO THE SOUTH

Thos. A. Edison returned last week from his usual winter sojourn in Florida. He had a most enjoyable time in the South and came back in splendid physical condition. It is said that during his stay in the South the "Wizard" made records of the songs of his favorite birds. This, the newspapers say, he accomplished by a silent recording phonograph which he invented.

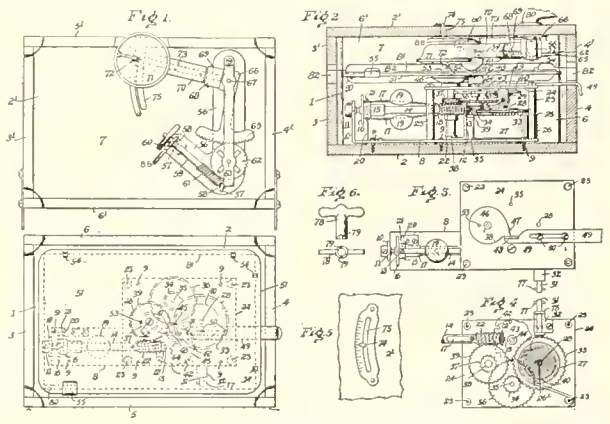
USE
"Arrow"
SOUND BOXES
TONE-ARMS
MOTORS
"They're Built Right"

ARROW MOTOR CO. 207 Market St. NEWARK, N. J.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., May 6.—SOUND RECORDING AND REPRODUCING MACHINE.—Berthold A. Baer, Philadelphia, Pa. Patent No. 1,171,082.

This invention relates to sound recording and reproducing machines, and the object thereof is to produce, first—a machine wherein a card or similar article can be mounted for the purpose of having a record produced thereon by a moving needle point which is vibrated by the action of sound waves; second—a machine wherein a record is produced on a card or similar article by a recorder and the identical record reproduced by substituting a reproducer for the recorder; third—a machine for producing a record on a card or similar article and at the same time marking the card for the purpose of fixing the position for the orderly reproduction of the record from the card; fourth—a machine wherein the recording and the reproducing can be interrupted, stopped and continued at the will of the operator; fifth—a machine provided with an index for informing the



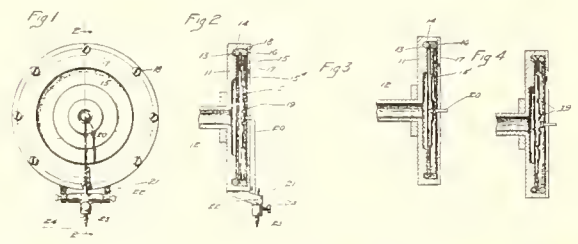
operator of the position of the record on the card.

In the accompanying drawings, Figure 1, is a plan view of the machine with the lid open; Fig. 2, is an elevation with the lid down; Fig. 3, is a plan view of the governing mechanism; Fig. 4, is a plan view of the operating mechanism; Fig. 5, is a plan view of the indicator; and Fig. 6, is a key.

SOUND REPRODUCING APPARATUS.—Forest Cheney, Chicago, Ill., assignor to the Cheney Talking Machine Co., same place. Patent No. 1,170,803.

The principal object of this invention is to provide a new and improved sound reproducer especially adapted for use in gramophones. Other objects are to provide an improved diaphragm for a sound reproducer; to provide a sound reproducer with its diaphragm so formed as to reproduce sounds from a record with a superior proportioning and quality of the various component tones.

As is well known to those skilled in the art, the sound waves thrown off by the diaphragm of a

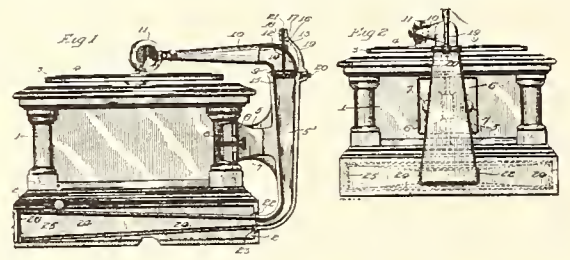


sound reproducer do not ordinarily combine the tone giving components in the proper proportion as they occurred initially in the sound from which the record was derived. To this defect is due the unnaturalness of the sounds coming from such a sound reproducer. It has been determined, as the result of much study and experiment, that by certain modifications of the diaphragm, the necessary overtones can be reinforced or accentuated so as to bring out the full richness and peculiar tone color of the various instruments and voices originally employed in making the record. Instead of making the diaphragm as a plane disk of sheet material, it is formed in shallow annular steps and in this way the desired result is attained.

Referring to the drawings: Fig. 1 is an elevation of the improved sound reproducer; Fig. 2 is a vertical section of the same along the line 2—2 of Fig. 1; Fig. 3 is a corresponding vertical section of a modified form of the device; Fig. 4 is a similar section of a further modification.

WASHINGTON, D. C., May 6.—TALKING MACHINE.—John C. English, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,173,104.

The main objects of this invention are to provide an improved talking machine of simple, compact, durable and efficient construction; to provide in a talking machine an improved mounting for a



swinging sound box arm, and improved sound amplifying means.

In the accompanying drawings Fig. 1 is a fragmentary side elevation partly in a vertical section of a talking machine constructed in accordance with the invention, and Fig. 2 is a rear end elevation of the same.

SOUND REPRODUCER.—Edmund S. Geer, New York. Patent No. 1,173,501.

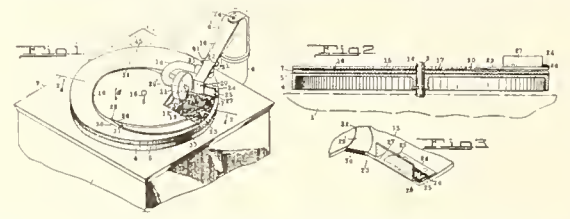
This invention relates to sound reproducing apparatus, and with respect to certain more specific features thereof, to so-called repeating means therefor.

The invention has for one of its objects to provide a simple and practical device of the character above referred to.

Another object of this invention is to provide a device which will automatically and rapidly restore the reproducer needle or stylus to initial position on a sound reproducing record to cause the latter to be replayed.

Another object of this invention is the provision of light and durable mechanism for accomplishing the preceding object.

In the accompanying drawings, wherein is shown



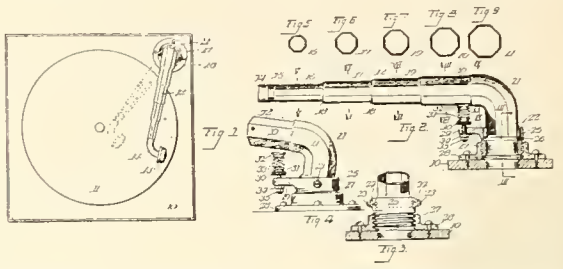
one of various possible embodiments of this invention, Fig. 1 is a view in perspective of a sound reproducing machine embodying this invention; Fig. 2 is a vertical sectional view taken approximately on the line 2—2 of Fig. 1; and Fig. 3 is a view in perspective of certain details of the invention.

SOUND REPRODUCING MACHINE.—Forest Cheney, Chicago, Ill., assignor to the Cheney Talking Machine Co., same place. Patent No. 1,170,802.

This invention is concerned with sound reproducing devices, and primarily with the construction and mounting of the swinging tone arm, which connects the sound box mounted on the end thereof with the amplifying horn, which horn is ordinarily rigidly mounted, and must have a connection with the tone arm by which the latter can swing in a horizontal plane to permit the needle to move from the edge to the center of the disc record, and which must also be capable of swinging vertically to permit the disengagement of the needle from the disc.

One feature of the present invention consists of a specific modification of the generic invention in orchestral sections shown in application No. 682,989, filed March 11, 1912, and in the application of said invention to the tone arm, said invention being specifically shown in the aforesaid application, No. 682,989, as applied to the stationary amplifying horn.

Another feature of the invention consists in the employment of a novel spring adjustment for the tone arm by which the weight of the outer end thereof and of the sound box can be counter-



balanced or neutralized, thus regulating the pressure of the needle upon the disc.

A third feature of the invention resides in the novel mounting of the tone arm upon the casing to which the amplifying horn is connected.

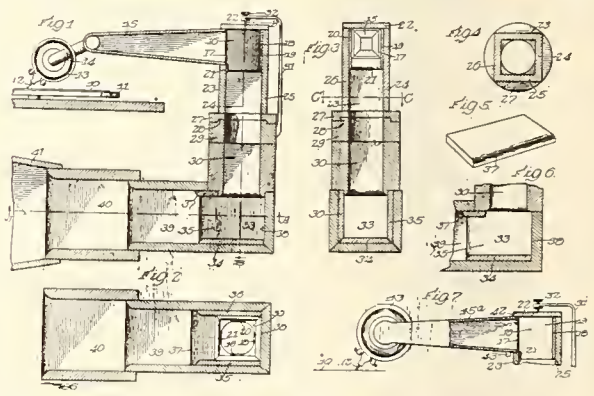
To illustrate invention: Fig. 1 is a top plan view of a sound reproducing machine having the invention applied thereto; Fig. 2 is a longitudinal section through the tone arm on an enlarged scale; Fig. 3 is a detail of a portion thereof in section on the line III—III of Fig. 2; Fig. 4 is a detail showing the tone arm lifted to disengage the needle from the record; and Figs. 5, 6, 7, 8 and 9 are vertical sections through the tone arm on the lines V—V, VI—VI, VII—VII, VIII—VIII and IX—IX, respectively, of Fig. 2.

SOUND REPRODUCING MACHINE.—Forest Cheney, Chicago, Ill., assignor to the Cheney Talking Machine Co., same place. Patent No. 1,170,801.

This invention is concerned with certain improvements upon the "orchestral sections" shown in application No. 682,989, filed March 11, 1912, for Letters Patent of the United States, said "orchestral sections" being designed to reinforce or augment the air vibrations set up by the diaphragm and more perfectly reproduce the tones of the various orchestral instruments or voices to whose range or register the sections are adapted.

In the "orchestral sections" shown in the aforesaid application, which are of a generally cubical construction, open at both ends, the vibrations or sound waves enter one end and pass out of the other, the various sections being grouped so that their vibrating sides are parallel to each other and to a common axis, a complete set of sections presenting, as it were, the general effect of a flaring horn or bell, but square instead of circular, in cross section, and with the rectangular inner walls arranged in parallel steps.

In this improved construction, instead of having all of said sections parallel to the same axis, there are made one or more turns, or right angles, as it were, in the general direction in which the air vibrations or sound waves pass, and at each turn is placed a modified orchestral section, which is called a "mechanical throat," as it is provided with a palate and has the general effect of modifying the clear, forcible and somewhat colorless tones



produced by the straight orchestral sections, and clouding or restraining them sufficiently to give a more human tone to the voices and a more characteristic tone to the reproductions of the various instruments.

Fig. 1 is a central longitudinal and vertical section through a portion of a sound reproducing machine embodying the invention and containing a pair of the mechanical throats; Fig. 2 is a horizontal section on the line A—A of Fig. 1; Fig. 3 is a vertical section on the line B—B of Fig. 1; Fig. 4 is a horizontal section of the line C—C of Fig. 3; Fig. 5 is a perspective view of one of the palates detached, on an enlarged scale; Fig. 6 is a view of the lower mechanical throat shown in Fig. 1, but slightly modified in a manner to be explained;

LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 86)

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and Fig. 7 is a view similar to Fig. 1, and showing the upper mechanical throat, but with the connections to the tone arm slightly modified.

GRAPHOPHONE.—Arthur Laurencich, Washington, D. C., assignor of three-fourths to William F. Yates, New York. Patent No. 1,172,717.

The primary object of this invention is to provide a graphophone which shall be peculiarly adapted for use by children as a toy.

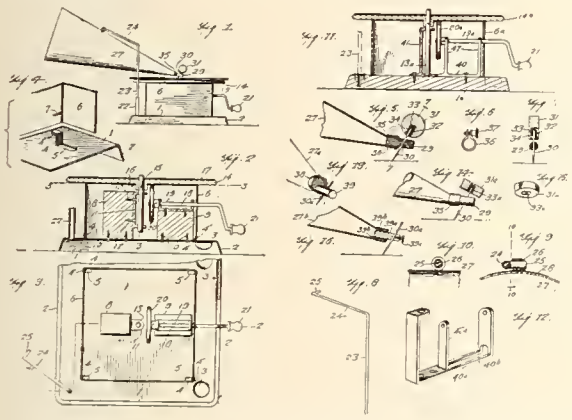
To this end, the great desideratum, of course, is simplicity and consequent cheapness of construction, so that the graphophone-toy may not be of prohibitive cost, but may be manufactured at a low figure and sold at a nominal sum, at a substantial profit.

At the same time, the object is, with cheapness of construction, to provide a structure which shall present all reasonable durability.

Additionally, it is an object to provide a graphophone-toy, for use with disc records, which will, in operation, be musical to the ear of the auditor, and in which the tone shall be clear and distinct.

A further object is to provide a graphophone in which all noise, such as rattling or clicking of machinery, shall be eliminated, thereby insuring a more satisfactory playing of the records.

A further object is to eliminate the use of the spring motor, which characterizes the customary graphophone now on the market. A spring motor is always getting out of order, after a period of



use thereof, and needs cleaning, etc., to maintain the same in proper condition, and, besides, the spring motor makes more or less noise in operation. It is, therefore, the object of this invention to substitute means whereby the disc-supporting table may be manually revolved, with a minimum of effort and a maximum of ease.

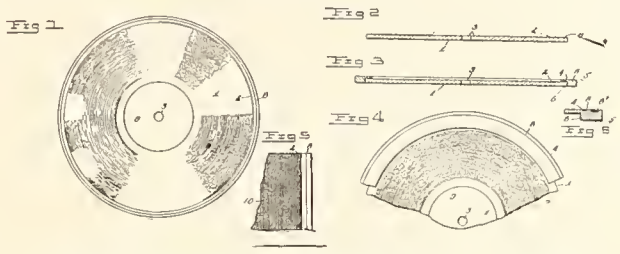
The different views of the drawing may be briefly described as follows:

Fig. 1 is a side elevation of the preferred form of this invention; Fig. 2 is a vertical sectional view on the line 2—2, Fig. 3. Fig. 3 is a top plan view, on the line 3—3, Fig. 2, looking downward; Fig. 4 is a fragmentary sectional detail view of the base and the casing, showing the manner of their assemblage; Fig. 5 is a fragmentary sectional detail view of the horn, reproducer-needle, etc.; Fig. 6 is a detail view of a clamp that may be used around the reduced end of the horn; Fig. 7 is a sectional view on the line 7—7, Fig. 5; Fig. 8 is a detail perspective view of the rod from which the horn is suspended; Fig. 9 is a fragmentary sectional detail view of the horn and its support; Fig. 10 is a section on the line 10—10, Fig. 9; Fig. 11 is a vertical sectional view of a slightly modified form of graphophone; Fig. 12 is a perspective detail view of a slightly modified form of bracket, which may be substituted for that shown in Fig. 11; Fig. 13 is a fragmentary detail view showing a slightly modified form of support for the reproducer-needle; Fig. 14 is a fragmentary detail view of a horn and a slightly modified form of weight for the reproducer-needle; Fig. 15 is a detail view of the weight shown in Fig. 14; Fig. 16 is a fragmentary sectional detail view of a slightly modified form of support for the reproducer-needle.

PITCH ASCERTAINING ATTACHMENT FOR SOUND REPRODUCING RECORDS.—Thomas I. Kane, Kane, Pa. Patent No. 1,172,533.

The primary object of this invention is to facilitate the use of the phonograph, graphophone and other similar music reproducing instruments, as an accompaniment in the teaching of music, and especially in the teaching of absolute pitch, by providing means for ascertaining the correct pitch at which any record element was produced.

A further object of this invention is to provide for applying this improvement, comprising the means of ascertaining the correct pitch, by a separate attachment, which may be made and sold as an independent article of manufacture, and applied to existing sound reproducing records now in common use, or the invention may be applied to the record during its manufacture.



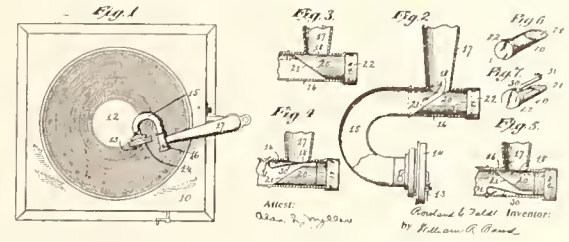
Another object of this invention is to facilitate the application of this improvement, comprising the means of ascertaining the correct pitch, to any record now in use by the student of music, or by any operator of sound reproducing instruments.

Fig. 1 is a plan view of a disc record with the pitch groove inscribed thereon. Fig. 2 is a centrally sectional elevation of the record showing the pitch groove inscribed thereon. Fig. 3 is a view similar to Fig. 2, showing a modification of the invention comprising a detachable ring, having the pitch groove inscribed thereon. Fig. 4 is a fragmentary plan view of a portion of the record with the modification, comprising the detachable ring applied thereto. Fig. 5 is a fragmentary side view of a portion of a cylinder record with the pitch groove inscribed thereon. Fig. 6 is an enlarged detail view of a section of the detachable ring with modification, comprising an annular recess on the top surface adapted to be filled with a softer composition such as wax from which cylinder records are made.

SOUND CONTROLLER FOR PHONOGRAPHS.—Rowland E. Faldl, New York. Patent No. 1,172,346.

This invention relates to sound controllers for phonographs and similar sound reproducing devices, and more particularly to means for regulating the volume of sound issuing from such an instrument and reducing the number of metallic vibrations existing therein, and its novelty consists in the construction and adaptation of the parts, as will be more fully hereinafter pointed out.

Most phonographs and similar instruments are provided with a sound box taking the vibrations from the needle. This in turn, communicates with a sound box tube which is closed by any suitable means, and just before its termination a tube leading to the horn is inserted, forming an elbow with the sound box tube. The closure for the part of the tube beyond such elbow is usually a flat plate or disc threaded into the tube. The purpose of this invention is to provide this part of the sound box tube with a readily insertible controller which will extend far enough into the tube to govern the port leading to the horn to vary the extent of its opening. At the same time the controller is made of such material that the metallic vibra-



tions are to a great extent absorbed at that point and the sounds delivered through the horn are made softer and more harmonious.

In the drawings, there is illustrated a preferred form of the invention and its connection with a phonograph.

Fig. 1 is a plan view of a phonograph provided with controller; Fig. 2 is a transverse section through the end of the sound box tube and the adjacent part of the horn, showing the controller in place with the port leading to the horn practically open; Fig. 3 is a view similar to Fig. 2 but with the controller in such a place that the horn port is practically closed; Fig. 4 is a view similar to Fig. 2 but showing a modified form of controller; Fig. 5 is a view of the same parts, but showing the controller in a different position; and Figs. 6 and 7 are miniature perspective views of the two forms of the controllers.

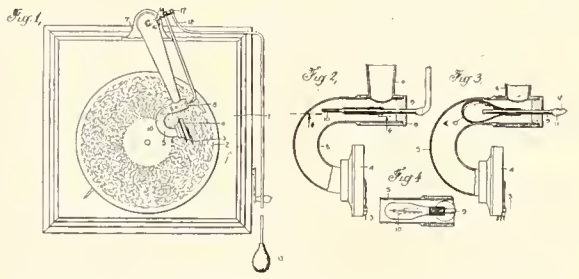
SOUND CONTROL FOR TALKING MACHINES.—Vincent W. Weczerzick, New York. Patent No. 1,173,758.

This invention relates to attachments for talking machines and particularly to an improved device for controlling the volume of sound thereof.

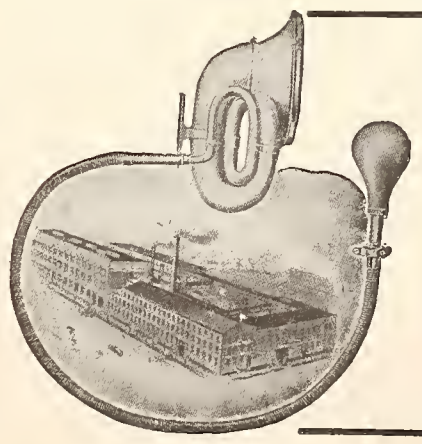
Another object in view is to provide a device for controlling the volume of sound arranged in the gooseneck of the talking machine or at some other convenient point in any part of the quantity or volume of sound tube, whereby the tone is affected according to the movement of the controlling device.

A still further object in view is to provide a pneumatic bulb in the sound tube or the gooseneck of the talking machine and connected therewith a tube and bulb whereby the bulb in the sound tube or gooseneck may be inflated or deflated at will and to any extent for varying the volume of sound according to the particular temperament of the person operating the device.

In the accompanying drawings: Fig. 1 is a top plan view of a talking machine with an embodi-



ment of the invention applied thereto; Fig. 2 is a sectional view through a gooseneck and part of the sound tube of a talking machine with an embodiment of the invention positioned therein; Fig. 3 is a view similar to Fig. 2 but with the control bulb distended; Fig. 4 is a detail fragmentary sectional view on line 4—4 of Fig. 2 showing the width of the bulb as distended as being less than the width of the gooseneck.



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227 CHESTNUT STREET NEWARK, N. J.

RECORD BULLETINS FOR JUNE, 1916.

VICTOR TALKING MACHINE CO.

POPULAR SONGS FOR THE MONTH

No. Size.

18011 Dear Old Fashioned Irish Songs My Mother Sang to Me (Vincent Bryan-Harry Von Tilzer) Billy Murray-Irving Kaufman 10
Norah Acushla (George Cooper-H. Millard).... Will Oakland 10

18014 Yaaka Hula Hickey Dula (Hawaiian Love Song) (from "Robinson Crusoe, Jr." at Winter Garden) (Goet-Young-Wendling)..... Collins and Harlan 10
The Kid is Clever (Jas. Brockmann)..... Collins and Harlan 10

18022 All I Want is a Cottage, Some Roses and You (Chas. K. Harris).....Geoffrey O'Hara 10
Croon-Time (J. R. Shannon-Chas. L. Johnson) Edna Brown-James Reed 10

18023 Nat'an (For What Are You Waitin', Nat'an?) (Jas. Kendis) (Hebrew Dialect Song)..... Rhoda Bernard 10
Cohen Owes Me Ninety-Seven Dollars (Irving Berlin) (Hebrew Dialect Song)..... Rhoda Bernard 10

18024 Dixieland, My Home (Krams-O'Hara)..... Geoffrey O'Hara 10
I Gave My Heart and Hand to Someone in Dixieland (Jeff Brannen-Arthur Lange)..... Peerless Quartet 10

18027 Give a Little Credit to Your Dad (Wm. Tracey-Nat Vincent) .....Charles Harrison 10
Your Wife (Donnelly-Burkhardt-Piantadosi)... Sterling Trio 10

18030 The Letter that Never Reached Home (Leslie-Grossman-Gottler) ..... Harry Macdonough and Orpheus Quartet 10
I've Lost You. So Why Should I Care (Richard Howard) .....Henry Burr 10

18031 You Can't Get Along With 'em or Without 'em (Grant Clarke-Fred Fischer)....Billy Murray 10
Which Switch is the Switch, Miss, for Ipswich? David-Barnett-Darewski) .....Billy Murray 10

18032 Fair Hawaii (James Fulton Kutz)..... Edna Brown-James Reed
She Sang "Aloha" to Me (Jos. B. Carey).... Raymond Dixon and Orpheus Quartet 10

18034 My Dreamy China Lady (Gus Kahn-Egbert Van Alstyne) .....Lyric Quartet 10
There's a Quaker Down in Quaker Town (David Berg-Alfred Solman)..... Albert Campbell-Henry Burr 10

DANCE RECORDS

18026 Missouri Waltz (Knight-Logan-Eppel)..... Victor Military Band 10
Floreine Waltz (Syncopated) (Ernest J. Schuster) .....Victor Military Band 10

35546 I Can Dance With Everybody but My Wife—Medley One-Step.....Victor Military Band 12
Yaaka Hula Hickey Dula—Medley Fox Trot.. Victor Military Band 10

18040 Otilia March (Vincente B. Hurtado) (Marimba) The Hurtado Bros. Royal Marimba Band of Guatemala 10
Guatemala—Panama March (Mariano B. Hurtado) (Marimba) ..... The Hurtado Bros. Royal Marimba Band of Guatemala 10

17950 Over the Waves Waltz (Sobre las Olas) (Rosas) (Accordion Solo) .....Pietro 10
Sirens Waltz (Sirene) (Waldteufel) (Accordion Solo) .....Pietro 10

17995 Alice, Where Art Thou? (Joseph Ascher) (Violin, 'Cello and Piano).....McKee Trio 10
Come Back to Erin (Claribel) (Violin, 'Cello and Piano) .....McKee Trio 10

18012 William Tell Overture (Part 3—"The Calm") (Rossini—arranged by C. J. Roberts)..... Victor Concert Orchestra 10
William Tell Overture (Part 4—"Finale") (Rossini—Arranged by C. J. Roberts)..... Victor Concert Orchestra 10

18018 Evening Chimes (Rêverie) (A. F. Marzian) (Violin, 'Cello and Harp with Bells)..... Venetian Trio 10
Cupid's Garden (Intermezzo) (Max C. Eugene) (Bell Solo with Orchestra)..William H. Reitz 10

35507 Tales of Hoffman—Venetian Scene, with "Barcarolle" (Offenbach)..Vessella's Italian Band 12
Slavonic Dance (Dvorák) (Slavische Tänze, Op. 46, Part 1).....Vessella's Italian Band 12

35543 Morning, Noon and Night in Vienna Overture—Part 1 (von Suppé—arranged by C. J. Roberts) .....Victor Concert Orchestra 12
Morning, Noon and Night in Vienna Overture—Part 2 (von Suppé—arranged by C. J. Roberts) .....Victor Concert Orchestra 12

18017 Tenth Regiment March (In Slow Tempo for Marching) (R. B. Hall)..Victor Military Band 10
In the Park March (In Slow Tempo for Marching) (Carl Dorn).....Victor Military Band 10

17958 Kilkenny (Irish Song) .....Charles Harrison 10
Molly O! (Wm. J. Scanlon).....Reed Miller 10

18020 When the World Forgets (Gospel Song) (Rev. A. H. Ackley).....Homer Rodeheaver
In the Garden (C. Austin Miles) (with Organ and Brass Quartet)..... Mrs. Wm. Asher—Homer Rodeheaver 10

18021 'Tis The Day (Mattinata) (Ruggiero Leoncavallo) (Harp accompaniment by Francis J. Lapitino) .....Theo Karle 10
I Know of Two Bright Eyes (Abd-ul-Mejid-Geo. H. Clutsam) .....Theo Karle 10

17776 (1) Blue Bird (2) Mr. Duck and Mr. Turkey (3) Six Little Puppies (4) Little Birdie ("Small Songs for Small Singers") (Neidlinger) (with Pianoforte).....Olive Kline 10
(1) Tiddlely-Winks and Tiddlely-Wee (2) The Chicken (3) The Bunny (4) Mr. Squirrel ("Small Songs for Small Singers") (Neidlinger (with Pianoforte) .....Olive Kline 10

18015 (1) Household Hints (2) Cat-tails (3) Daffodils (1, 3 "Lilts and Lyrics"; 2 "Songs of Child World") (Riley-Gaynor) (with Pianoforte) Olive Kline 10
(1) Gingerbread Man (2) Jap Doll ("Playtime Songs") (Riley-Gaynor) (with Pianoforte)... Olive Kline 10

RECITATIONS AND SPECIALTIES

18029 Cohen at the Telephone (Comic Monologue).. Barney Bernard 10
Goldstein Goes in the Railroad Business (Comic Monologue) .....Barney Bernard 10

17996 The Tar Baby—Part 1 (Uncle Remus Tells How B'rer Rabbit Was Too Smart for Mr. Fox) (Joe Chandler Harris) (Recitation) ..... Harry E. Humphrey 10
The Tar Baby—Part 2 (Uncle Remus Tells How B'rer Rabbit Was Too Smart for Mr. Fox) (Joel Chandler Harris) (Recitation)..... Harry E. Humphrey 10

35544 Matrimonial Difficulties (Comic Specialty with Banjo) .....Golden and Marlowe 12
A Love Sick Darky (Comic Specialty with Banjo) .....Golden and Marlowe 12

BLUE AND PURPLE LABEL RECORDS

REINALD WERRENRATH—*Baritone*

45089 The Palms .....Faure 10
The Lost Chord..... Adelaide A. Proctor—Arthur Sullivan 10

HARRY LAUDER—*Comedian*

70115 My Bonny Bonny Jean (Scotch Specialty)..... Lauder 12

RED SEAL RECORDS

ENRICO CARUSO, *Tenor—In Italian*

88472 Tiempo antico (Olden Times)....Enrico Caruso 12

JULIA CULP, *Contralto—In English*
(Pianoforte by Coenraad V. Bos)

74460 Cradle Song of 1915 (Adapted from "Caprice Viennois) .....Alice Mattullath-Fritz Kreisler 12

ALMA GLUCK, *Soprano—In English*

74468 My Old Kentucky Home (with Male Chorus) Stephen C. Foster 12

ALMA GLUCK, *Soprano*—EFREM ZIMBALIST, *Violinist—In German*

87244 Nur wer die Sehnsucht kennt (Ye Who Have Yearned Alone) (Op. 6, No. 6)..Tschaikowsky 10

MARCEL JOURNET, *Bass—In Serbian and French*

74466 Hymne National Serbe (National Air of Serbia—1st verse, Serbian; 2nd verse, French) (Boze pravde ti sto spase) (God in His Goodness) Louis Aerts-Davorin Jenko 12

GIOVANNI MARTINELLI, *Tenor—In Italian*

74469 Martha—M'appari (Like a Dream).....Flotow 12

JOHN MCCORMACK, *Tenor—In English*

64427 Bonnie Wee Thing..Robert Burns-Liza Lehmann 10
64549 Venetian Song.....F. Paolo Tosti 10

NELLIE MELBA, *Soprano—In English*

88485 Songs My Mother Taught Me (Als die alte Mutter) (Op. 55, No. 4).....Dvorák 12

MARGARET OBER, *Contralto—In German*
(Pianoforte by Arthur Arndt)

64447 Mit deinen blauen Augen (With Your Blue Eyes) (Op. 56, No. 4) (Poem by Heine).... Richard Strauss 10

EFREM ZIMBALIST, *Violinist*

64562 Polish Dance (from "Drei Slavische Tänze") Zimbalist 10

NEW BRITISH-CANADIAN RECORDS

17997 Good Luck to the Boys of the Allies (British Patriotic Song) (Morris Manley)..... Lewis J. Howell
The Canadian Guns (R. F. W. Rees-Lady Barrett Lennard) .....Lewis J. Howell 10

17998 In Old Quebec—March "Vive la Canadienne" and "O Canada".....Victor Military Band 10
United Empire March (Canadian Patriotic Air) Victor Military Band 10

17999 The Maple Leaf Forever (Canadian Patriotic Song) (Alexander Muir).Victor Military Band 10
O Canada (Patriotic Air)..Victor Military Band 10

COLUMBIA GRAPHOPHONE CO.

DOUBLE-DISC BLUE-LABEL RECORDS
Popular Hits of the Month

No. Size.

A1975 Sail on to Ceylon (Paley). Tenor Duet, orch. accomp. .....Albert Campbell-Henry Burr 10
Put Your Arms Around Me Lindy Lou (Piantadosi). Tenor Duet, orch. accomp..... Albert Campbell-Henry Burr 10

A1973 Nat'an (Kendis). Hebrew Dialect Song, orch. accomp. .....Rhoda Bernard 10
I Don't Know Whether to Do It or Not (Merrill). German Dialect Song, orch. accomp. Fannie Bryce 10

A1974 She Was a Girl I Used to Know (Hanley). Tenor Duet, orch. accomp..... Henry Burr-Albert Campbell 10
You're Like a Beautiful Song (Burke). Orch. accomp. .....Henry Burr 10

A1979 Some Sort of Somebody (Kern). Orch. accomp. Grace Nash-Edgar Stoddard 10
You'll Always Be the Same Sweet Baby (Brown). Orch. accompaniment..... Louise McMahon-Henry Burr 10

A1983 The Ashes of My Heart (Lange). Counter-Tenor Solo, orch. accomp....Manuel Romain 10
Your Wife (Piantadosi). Orch. accomp.... Sterling Trio 10

A1982 Kiss Me Again (Herbert). Soprano Solo, orch. accomp. .....Grace Kerns 10

A1982 They Didn't Believe Me (Kern). Soprano and Tenor Duet, orch. accomp..... Grace Kerns and Reed Miller 10

A1980 Oh, Joe, With Your Fiddle and Bow You Stole My Heart Away (Donaldson). Comic Song, orch. accomp. .....George H. O'Connor 10
I'm Gone (S. H. Dudley). Comic Song, orch. accomp. .....George H. O'Connor 10

A1981 Now's the Time (Ward). (The Great Leap Year Song). Soprano Solo, orch. accomp. Marguerite Farrell 10
Arrah Go On, I'm Gonna Go Back to Oregon (Grant-Evans). Soprano Solo, orch. accomp. Marguerite Farrell 10

DOUBLE-DISC RECORDS
Dance Records of the Month.

A5796 So Long Letty (Carroll). Fox-trot. Introducing "To Hear Your Voice."..Prince's Band 12
When's It's Orange Blossom Time in Loveland (Lange and Solman). One-step. Introducing "I'm on the Road to Happiness."..... Prince's Band 12

A5797 Brown Skin (Williams and Piron). Fox-trot. Prince's Band 12
That One-step Harmony Strain (Bennett)..... Prince's Band 12

A5803 They Didn't Believe Me (Kern). Fox-trot. Prince's Band 12
Peter Rabbit Hop (Ward). Fox-trot. Introducing "Fashionette" .....Prince's Band 12

A5804 Come Back to Erin, Mona Darling (Reed Dillon and Ball). Medley One-step. Introducing "My Grandfather's Girl" and "MacCarty" .....Prince's Band 12
Sweet Cider Time When You Were Mine (Wenrich, Monaco, Taylor, Fischer). Medley One-step. Introducing: "Those Good Old Days Back Home," "Come Back Home to Old Kentucky," "There's a Broken Heart for Every Light on Broadway"...Prince's Band 12
Famous French Overture

A5774 Mignon Overture (Thomas). Part 1..... Prince's Orchestra 12
Mignon Overture (Thomas). Part 2..... Prince's Orchestra 12

A5773 Tancredi Overture (Rossini). ..... Band of H. M. Grenadier Guards 12
Ruy Blas Overture (Mendelssohn)..... Band of H. M. Grenadier Guards 12

BLUE-LABEL DOUBLE-DISC RECORDS

A1928 Serenade (Saint-Saëns). Trio de Lutèce, flute, 'cello and harp. 10
Celebre Menuet (Valensin). Trio de Lutèce, flute, 'cello and harp..... 10

A1976 Where Did Robinson Crusoe Go With Friday on Saturday Night? (Meyers). Orch. accompaniment .....Al Jolson 10
I'm Going Way Back Home and Have a Wonderful Time (Schwartz). Mezzo-soprano Solo, orch. accomp.....Anna Chandler 10

A1970 Barchetta (Nevin) .....Prince's Orchestra 10
Chrysanthemums (Penn)....Prince's Orchestra 10

A1972 Come Back to Erin (Claribel). Violin, 'cello and piano .....Taylor Trio 10
Ever of Thee (Hall). Violin, 'cello and piano Taylor Trio 10

A1985 Na Lei O Hawaii (King) Tenor and Octette. In Hawaiian. Guitar and ukulele accomp. R. K. Holstein 10
Mahina Malamalama. Waltz. Kalani and Kalei. Hawaiian guitar duet..... 10

A1977 Medley of Hornpipes. Accordion Solo..... John J. Kimmel 10
Medley of Reels. Accordion Solo..... John J. Kimmel 10

A1932 River of Jordan. Fisk University Male Quartette 10
Couldn't Hear Nobody Pray..... Fisk University Male Quartette 10

A1929 Oh Whistle and I'll Come to You, My Lad. Soprano Scotch Folk-song, orch. accomp..... Marie Sundelius 10
'Tis All That I Can Say (Temple). Soprano Solo, orch. accomp.....Marie Sundelius 10

A1958 Robin Adair.....Columbia Stellar Quartette 10
Just a Wearyin' for You (Carrie Jacobs-Bond) .....Columbia Stellar Quartette 10

A1978 Wake Up, America! (Glogau). Tenor solo, orch. accomp.....Henry Burr 10
Good-Bye, Good Luck, God Bless You (Ernest R. Ball). Tenor Solo, orch. accomp..... Ernest R. Ball 10

A1984 The Butterfly (Theo. Bendix). Morceau characteristic. Flute and Clarinet Duet, orch. accomp. .....Lufsky and Hughes 10
Humoresque (Aulin). Flute, Clarinet and Oboe, piano accomp. ..... Lufsky, Hughes and Laurendeau 10

A1943 Heaven Is My Home (Sauvage). Orch. accomp. Henry Burr 10
He Leadeth Me (Bradbury). Tenor and Baritone Duet, orch. accomp. Henry Burr-Alvah Nichols 10

A1971 Casey at Home. Comedy monologue..... Michael Casey 10
Marriage Difficulties. Comedy Dialogue..... Golden-Marlow 10

A5802 The Messiah (Händel). Hallelujah Chorus. Orch. accomp.....Columbia Oratorio Chorus 12
The Crucifixion (Stainer). "Fling Wide the Gates." Orch. accomp. Columbia Oratorio Chorus. 12

A5798 Serenade from "Les Millions d'Arlequin" (Drigo). Violin Solo. Charles A. Prince at the piano .....Kathleen Parlow 12
Indian Lament in G Minor (Dvorak). Violin Solo. Charles A. Prince at the piano..... Kathleen Parlow 12

A5801 She is Far From the Land (Lambert). Baritone Solo, accomp.....Louis Graveure 12
An Old Garden (Temple). Baritone Solo, orch. accomp. .....Louis Graveure 12

A5800 Concert Etude No. 2 in D Flat (Liszt). Piano Solo .....Leopold Godowsky 12
Nocturne in E Flat (Chopin). Piano Solo.. Leopold Godowsky 12

A5799 I Fear No Foe (Pinsuti). Bass Solo, orch. accomp. .....Henri Scott 12
Thy Sentinel Am I (Watson). Bass Solo, orch. accomp. .....Henri Scott 12

NEW EDISON DIAMOND DISC RECORDS

50340 Hezekiah—Cake Walk (Richardson), for Dancing .....National Promenade Band
Virginia Reel, for Dancing, National Promenade Band.

50341 Go to Sleep My Little Pickaninny (Le Barge and Heltmann), Soprano, Gladys Rice and Chorus
My Sweet Little Colleen (Maurice), Tenor, Walter Van Brunt

50342 Sextet—Lucia (Donizetti), Xylophone, Lou Chiha "Frisco"
Silver Threads Among the Gold (Danks), Xylophone .....Lou Chiha "Frisco"

80299 Ballet Egyptian, Nos. 1 and 2 (Luigini), American Symphony Orchestra
Ballet Egyptian, No. 3 (Luigini), American Symphony Orchestra

80303 Bells of Lee (Adams), Contralto.....Helen Clark
Serenade (Schubert), Tenor .....Burton Lenihan

80304 Der Tyroler und sein Kind (The Tyrolese and His Child), (Nesmüller), Tenor, in German, Karl Jörn
Mad'le, ruck, ruck, ruck (Come Near to Me, My Little Maid), Tenor, in German.....Karl Jörn

80305 Fille des Rois (Daughter of Kings), L'Africaine (Meyerbeer), Baritone, in French, Orphee Langevin
Recitatif et Arioso—De l'art splendeur immortelle—Benvenuto (Diaz), Bartione, in French, Orphee Langevin

82103 Als Büblein klein an der Mutter Brust (Like an Infant at the Mother's Breast)—Die lustigen Weiber von Windsor (Nicolai), Bartione, in German,
Otto Goritz and the Manhattan Male Quartet
Der Vogelfänger bin ich ja (The Bird Catcher Am I)—Die Zauberflöte (Mozart), Baritone, in German .....Otto Goritz

EDISON BLUE AMBEROL RECORDS

CONCERT

28233 Whispering Hope (Hawthorne), Soprano and Contralto, orch. acc., Marie Rappold and Christine Miller

28234 Lorsqu'a de folles amours—Traviata (Verdi), Baritone, orch. acc.....Orphee Langevin

28235 Als Bublein Klei nand der Mutter Brust—Die Lustigen Weiber von Windsor (Nicolai), Baritone, in German, orch. acc., Otto Goritz and Manhattan Male Quartette

REGULAR

2869 Boys of the Dardanelles (Little), Baritone, orch. acc. .....Frederick Wheeler and Male Chorus

2870 For Auld Land Syne! Australia Will be There (Francis), Baritone, orch. acc., William White and Male Chorus

2871 She is My Rosie (Harry Lauder), Baritone, orch. acc. .....Glen Ellison

2872 Little Cotton Dolly (Geibel), Male voice, unacc., Criterion Quartet

2873 Waltz Orchid (Vecsey), Armand Vecsey and His Hungarian Orchestra

2874 Played by a Military Band (Mohr), Tenor, orch. acc. .....Billy Murray

2875 What Have I to Give? (Lane), Tenor, orch. acc. .....Emory B. Randolph

2876 Spanish Rhapsody (Salvetti), Alessios Mandolin Quartet

2877 Memories (Van Alstyne), Tenor, orch. acc., Burton Lenihan

2878 I Wonder if You Miss Me Sometimes (Hills), Tenor, orch. acc.....George Wilton Ballard

2879 I Love You. That's One Thing I Know (Gilbert and Friedland), Tenor, orch. acc...Manuel Romain

2880 Here Comes Tootsi—Around the Map (Finck), Soprano, orch. acc...Gladys Rice and Male Chorus

2881 Memphis Blues—Fox Trot (Handy), for Dancing .....National Promenade Band

2282 Serenade (Schubert), Violin, Violoncello, Flute and Harp .....Venetian Instrumental Quartette
2283 All Aboard for Chinatown (Brookhouse), orch. acc. .....Arthur Collins and Byron G. Harlan
2884 Stop! Look! Listen!—Fox Trot (Berlin), for Dancing .....Jaudas' Society Orchestra
2885 Songs of Other Days—No. 1, orch. acc., Metropolitan Mixed Chorus
2886 Babes in the Wood—Fox Trot (Kern), for Dancing .....Jaudas' Society Orchestra
2887 Song of the Soul (Briel), Soprano, orch. acc. Marie Kaiser
2888 Songs We Used to Sing in Dixie Land (Caro Roma), Contralto, orch. acc., Merle Alcock and Male Chorus
2889 Katinka (Friml), Tenor, orch. acc., Walter Van Brunt and Male Chorus
2890 Baby (Swing High, Swing Low), (Bennett), Contralto, orch. acc.....Helen Clark
2891 Blow, Blow, Thou Winter Wind (Sargeant), Basso, orch. acc.....T. Foster Why
2892 With Verdure Clad—The Creation (Haydn), Soprano, orch. acc.....Marie Sundelius
2893 Railroad Jim (Vincent), Baritone, orch. acc., Edward Meeker
2894 On the Hoko Moko Isle (H. Von Tilzer), Arthur Collins and Byron G. Harlan
2895 Strike Up a Song (Morgan), Baritone, orch. acc. Charles N. Granville and Male Chorus

PATHE FRERES PHONOGRAPH CO.

POPULAR SUCCESSES OF THE MONTH

No. Size.
10064 Dear Old Ma (Frost and Sawyer), Henry Burr 10½
They All Sang Annie Laurie (Callahan), M. M. J. O'Connell 10½
10065 Way Down Home (Frost)..Peerless Quartette 10½
Some Day the Shadows Will All Fade Away (Whitson & Frost).....Henry Burr 10½
10067 Drifting (Parquet & Keithley)....Grace Nash 10½
I Love the Name of Dixie (Frost & Keithley), M. J. O'Connell 10½
10068 Moonbeams, Bring Love Dreams (White and Frost) .....Grace Nash 10½
On The Day You Said Good-bye (Callahan and Jones) .....Grace Nash 10½
10070 When It's Moonlight on the Rio Grande (Nathan & Smith) .....John Phillips 10½
You're All the World to Me (Jones & Lamb), Marie Kaiser 10½
30419 The Vacant Chair (Root)...Peerless Quartette 11½
Darling Nellie Gray (B. R. Handy), Peerless Quartette 11½
30422 There's a Little Lane Without a Turning, on the Way to Home Sweet Home (Lewis and Meyer) .....Alfred Alexander 11½
Sweet Cider Time When You Were Mine (McCarthy & Wenrich)..Campbell and Burr 11½
30425 Underneath the Stars (Spencer), Eileen Molloy 11½
Young America "We're Strong for You" (Wm. McKenna) .....Peerless Quartette 11½

MISCELLANEOUS SELECTIONS

30396 Hey Wop, Comic Italian Dialect Song (Irving Berlin) .....Rhoda Bernard 11½
Rosie Rosenblatt, Hebrew Dialect Song (Meyer & Lewis) .....Rhoda Bernard 11½
30387 Roll on De Ground: Introducing "The Darkey Preacher" (Darkey Comedy), Billy Golden and Jim Marlowe 11½
Managing Matrimony (Darkey Comedy), Billy Golden and Jim Marlowe 11½

MUSICAL COMEDY SUCCESSES

30424 Some Little Bug is Going to Find You, from "Alone at Last" (Hein)....M. J. O'Connell 11½
Luana Lou (Hawaiian Love Song) (Buck and Stamper) ..... Henry Burr 11½

NEW INSTRUMENTAL HAWAIIAN RECORDS

30393 On the Beach at Waikiki and Kohala March (Kailmai), Louise and Ferera Hawaiian Troupe 11½
Favorite Waltz Songs of Hawaii, Louise and Ferera Hawaiian Troupe 11½
30421 Old Folks at Home and Old Black Joe (Foster) Louise and Ferera Hawaiian Troupe 11½
After the Ball (Harris) Louise and Ferera Hawaiian Troupe 11½

NEW INSTRUMENTAL SELECTIONS

30416 Cuddles (Wm. H. Penn) Intermezzo, Pathé Concert Orchestra 11½
Whispering Willows (Victor Herbert) Intermezzo .....Pathé Concert Orchestra 11½
30417 Home, Sweet Home the World Over, Part I (J. Bodewalt Lampe), Pathé Concert Orchestra 11½
Home, Sweet Home the World Over, Part II (J. Bodewalt Lampe), Pathé Concert Orchestra 11½
30423 Wake Up America, Medley One Step (Graff and Glogau, Wood and de Costa), Pathé Dance Orchestra 11½
Rosemary (Merle von Hagen) Waltz, Pathé Dance Orchestra 11½

OPERAPHONE MFG. CORPORATION

No.
1061 Yiddish Eyes. Character Songs. George L. Thompson
Cohen Telephones the Gas Company. Character Sketch.....George L. Thompson
1062 When I Get Back to U. S. A. Tenor solo..O'Connell
Hail to the Spirit of Liberty. March (Sousa)...Band
1063 Coming Thro' the Rye. Soprano solo, Grace Belmont
Ballet Egyptian .....Band
1064 Banjo Song. Baritone solo.....Alan Turner
Overture Isahella. (Suppé.).....Concert Band
1065 American Fantasie. Part I. Patriotic Medley. (Herbert.) .....Military Band
American Fantasie. Part II. Patriotic Medley. (Herbert.) .....Military Band
1066 Why the Band Came Back. Character Song. George L. Thompson
Stars and Stripes Forever. March. (Sousa.) Band
1067 Ida's Fox Trot.....Band
I Can Dance With Everybody But My Wife. One Step.....Dance Orchestra
1068 Chinese Blues. Fox Trot.....Band
High School Cadets. One Step.
1069 Hauoli (Jubilee) Hawaiian Singing Guitars. Smith & Kiano
Waikiki Rag Medley. Hawaiian Singing Guitars. Smith & Kiano
1070 Carry Me Back to Old Virginia. Mozart Male Quartette
Somewhere a Voice is Calling. Tenor solo. Hal Reed
1071 The Bulldog on the Bank....Mozart Male Quartette
The Holy City. Tenor Solo.....Hal Reed
1072 Absent .....Mozart Male Quartette
The Skaters. Waltz.....Danc Orchestra

NEW FOREIGN CATALOGS

Issued by the Columbia Co. Emphasize the Demand Existing for Records in a Foreign Tongue in this Country

The Columbia Graphophone Co.'s International record department has recently issued a

Columbia Foreign Catalog Covers

series of new catalogs which are noteworthy for the beauty of their cover designs and the diversity of their contents. This department is leaving no stone unturned to co-operate with Columbia dealers throughout the country, and the success it is achieving is evidenced in the many letters of commendation which the department has received from Columbia representatives in all sections.

Three of these new catalogs are shown herewith, and as the cover of each book is designed in four or five colors it produces a striking effect that cannot fail to attract the attention of visitors to the store.

The German-Austrian catalog contains over 650 selections, vocal and instrumental, folk songs, national patriotic airs, operatic and popular music. In this catalog are violin records by Christeta Goni and Irene Stolofsky, two phenomenal girl violinists.

The French catalog lists fifty operatic, concert and instrumental pieces. The Republican Guard Band, which is internationally popular, and A. J. Harpin, one of the best-known French bassos in Canada and this country, are represented in this catalog.

SUCCESS WITH THE PATHEPHONE

Hugh McLean, of McLean Bros., 384 High street, Holyoke, Mass, a successful furniture house of that city, was a visitor to New York this week. McLean Bros. opened a talking machine department a few months ago which has achieved gratifying success. The products of the Pathé Frères Phonograph Co. are handled exclusively in this department, and Mr. McLean states that the demand for Pathephones and Pathé discs has far exceeded expectations. The new Pathé records are meeting with marked favor while the Pathephones retailing at $100 and upwards are proving very popular.

WEBB DOING A GROWING BUSINESS

ATLANTA, GA., May 5.—LeRoy Webb & Co., who recently moved into new quarters at 83 Peachtree street, report an excellent business in the Victor line, which they have been carrying for some time. The business has increased to such an extent during the past year that larger quarters were necessary. The new location is occupied jointly with the Windmayer Music Co., dealers in sheet music and supplies. Fred C. Windmayer, manager of this concern, was formerly connected with the Phillips & Crew Co., being in charge of the sheet music department there.

NEW BIG STORE IN NEW YORK

Samuel A. Sherman has opened an elaborate talking machine store at 3138 Third avenue, New York, near 116th street, with his brother, M. Sherman, in charge. The store, which is in a prominent location, is equipped with six demonstrating booths and carries a full line of Victor and Columbia machines and records.

The Elipse Manufacturing Co., of Marion, O., has been incorporated to manufacture talking machines, with a capital of $10,000.

READY REFERENCE OF GENERAL SUPPLIES

DEALERS
Send for our "Trial Proposition" on the Regina Hexaphone—the latest and best paying popular priced coin-operated instrument for use in public places.
THE REGINA CO.
211 Marbridge Bldg., 34th St. and Broadway, New York City
Manufacturers of Regina Music Boxes; Reginaphones; Coin-operated Mandolin Orchestrions; Vacuum Cleaners and other specialties.

NEEDLES
WE MANUFACTURE
Diamond needles for Edison
Sapphire needles for Edison
Sapphire needles for Pathe
in stock ready for delivery
MERMOD & CO., 505 5th Ave., N. Y.

Keep Your Record Stock with
THE Heise SYSTEM TRADE MARK
Costs about $2.00 for 250 records for 50 years
Send for 20-page catalog
THE SYRACUSE WIRE WORKS,
SYRACUSE - NEW YORK

Leading Jobbers of Talking Machines in America

SERVICE FIRST
EXCLUSIVE VICTOR JOBBERS
WHOLESALE ONLY
Standard Talking Machine Co.
PITTSBURGH, PA.

Victor Exclusively
EASTERN TALKING MACHINE CO.
177 Tremont Street, Boston
VICTOR DISTRIBUTORS

Sherman, Clay & Co.
San Francisco, Los Angeles, Portland, Seattle, Spokane
PACIFIC COAST DISTRIBUTORS
Victrolas and Victor Records, Steinway Pianos, Pianola Pianos, Holton Band Instruments

Pathé
17 NORTH WABASH
CHICAGO

Southern Victor Dealers
Largest Stock VICTROLAS and RECORDS.
Prompt Shipment and Low Freight Rates.
WALTER D. MOSES & CO.
Oldest Music House in Virginia or North Carolina.
RICHMOND, VA.

The Chicago Edison Jobber
The perfection of musical Instruments—**THE EDISON** diamond disc **PHONOGRAPH**—with **EDISON** double disc records.
THE PERFECTION OF SERVICE—Our Service.
The Perfection of advertising for the dealer—Our plan.
The PHONOGRAPH CO.
229 So. Wabash Ave., CHICAGO

W. J. DYER & BRO.
Saint Paul, Minn.
VICTOR & EDISON
Distributors
Quick Service for all points in the Northwest. Machines, Records, Supplies.

1856 WURLITZER 1916
VICTOR
DISTRIBUTORS
VICTORS EXCLUSIVELY
We make a specialty of getting the order out on time—every time.
The Rudolph Wurlitzer Co.
CINCINNATI AND CHICAGO
Two points of supply; order from the nearer

GATELY-HAIRE CO., Inc.
If it's Victor, we have it
We have it if it's Victor
ALBANY, N. Y.

The PERRY B. WHITSIT CO.
Distributors of
Victrolas and Victor Records
COLUMBUS, OHIO

Pathephone
PACIFIC COAST DISTRIBUTORS
322 Post Street San Francisco

OLIVER DITSON COMPANY
BOSTON
Largest VICTOR Talking Machine Distributors East of Chicago.
Creators of "The Fastest Victor Service." Let us tell you more about our service.

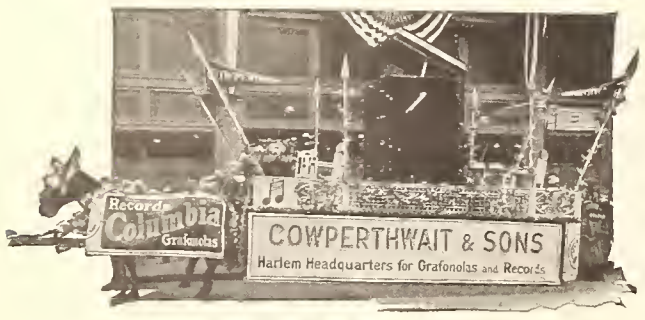
Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure to have your card in this department of the The Talking Machine World.

COLUMBIA FLOAT IN HARLEM PARADE

Cowperthwait & Sons Feature the Columbia in Recent Carnival Held in This City

At the recent parade of trucks and floats in the Harlem carnival, one of the most attractive displays was that presented by Cowperthwait & Sons, Third avenue and One Hundred and Twenty-first street, the well-known and popular furniture house.

For some time past Cowperthwait & Sons have maintained a Columbia department which has achieved a large measure of success, and in order to gain valuable publicity for this department, the store management decided to feature the Columbia line on their parade float.



The Cowperthwait Float

The result of this decision is evidenced in the photograph of the Cowperthwait float shown herewith. A giant "Grafonola" formed the keynote of the display, and the accompanying artistic decorations and distinctive color schemes won hearty praise from the thousands of spectators along the route of the parade.

W. G. GASTON APPOINTED

The Victor Talking Machine Co. has announced the appointment of W. G. Gaston as traveling representative in local territory, succeeding A. H. Bates, who has been appointed manager and buyer of the Victrola section of John Wanamaker's, Philadelphia. Mr. Gaston is thoroughly familiar with Victor policies and methods, having previously been traveling representative for the Victor Co. in Ohio territory.

NEW EDISON DEALERS

Thomas A. Edison, Inc., in a recently issued bulletin called attention to the following lists of dealers who have arranged to handle Edison products; Disc and Amberol dealers—B. L. Conchar, Springfield, Mass.; Frank Bangs, Dodge City, Kas.; Puffinburg Furniture Co., Wilkinsburg, Pa.; Rosser-Smith Furniture Co., Pratt, Kas.; Mrs. T. Kaiser, Muscoda, Wis.; Western Automatic Music Co., Dallas, Texas; Cooey-Bentz Co., Wheeling, W. Va.; Jones & Briles, Chariton, Pa.; J. B. Currie, Mt. Ayr, Ia.; T. J. Thomas, Aberdeen, Wash.; Turner Bros. Pharmacy, Sidney, Mont.; J. P. Nelso, Yankton, S. D.; F. J. Davis, Fayette, Ia.; Miller Mercantile Co., Memphis, Tenn. Previous disc dealers taking on Amberol: A. L. Arvidson Piano Co., Denver, Colo.; C. C. Morrison, Barron, Wis.; Runnerburger Bros. & Co., Harrisonville, Mo.; Easterbrook Bros., Saybrook, Ill.; W. Hamachek, Jr., Kewaunee, Wis.; H. W. Thompson & Co., Hackensack, N. J. New dealers, Amberol only: Lenhart Drug Co., Bismarck, N. D.; Turtle Lake Drug Co., Turtle Lake, N. D.; Owl Drug Store, Rowan, Mont.; Willis Wolfe, Meade, Kas.; Fedullo Music Co., Philadelphia, Pa.; F. B. Houghton, Ottawa, Kas.; Peter E. Schulstad, Dogden, Minn.; D. McGregor, Morewood, Ont., Can.; T. D. Wootin, Lumber City, Ga.; Herzog & Spindler, Chicago, Ill.; M. Rabin, Chicago, Ill.; Levy Bros., Newburgh, N. Y.; E. I. Stroman, Uvalde, Tex.; A. W. Hanson, LaCrosse, Wis.

OPEN NEW COLUMBIA DEPARTMENT

Manchester, N. H., April 17.—James A. Scully opened a new talking machine department on the second floor of his store at 1097 Elm street last week, which is said to be the largest and most modern department of its kind in this section of the State. Five demonstration rooms, forty demonstrating machines and three attendants are in the department. The Columbia Grafonola is handled exclusively, and a complete stock of Columbia records is carried in the store. The opening of the new department was announced in large three-quarter page advertisements which appeared in the daily press.

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

What your customers buy

MEN and women who purchase phonographs are naturally somewhat interested in the mechanical construction of the machine. But they come to buy accurate sound reproducing mechanism *as a whole*, and not a collection of gears, levers, springs, needles, etc.

THIS is why it is unnecessary for Sonora to elaborate on the details of construction. Each individual part of this instrument has its work to do, and that it does it correctly is proven by thousands of tests before the part goes into the finished machine.

THAT the motor costs more to make than most complete machines; that our patented tone control is where it should be—at the sound source; that the cabinet work is of a remarkably superior nature, etc., etc., these are trivial compared with this one big outstanding fact—

THE magnificent perfect *tone* of the Sonora won for it the highest rating at the Panama-Pacific International Exposition; and—because of this magnificent perfect *tone*—our enlarged and re-enlarged factories are taxed to the utmost to keep pace with the tremendous demand.

If you are interested in representing the Sonora in your territory we suggest that you write us at once

Nine splendid models

$35 $50 $75 $100 $135 $150 $225 $300 $1000

SONORA PHONOGRAPH CORPORATION

GEORGE E. BRIGHTSON, President

Main Offices and Salesrooms, 57 READE STREET, NEW YORK

Representatives throughout the country

More Distinctive Than a Strad

ALBERT SPALDING
America's premier violinist, proving that the full richness of his interpretations is Re-Created by The New Edison.

The genius of the great Stradivari did not produce a violin so distinctive from other violins as

The NEW EDISON

is distinctive from all other sound reproducing instruments.

In no other field of scientific, artistic or mechanical endeavor has so distinctive an achievement been made as by Edison in the development of his new art, by which all forms of music are literally Re-Created — nothing which the human mind can conceive possesses so great a distinction among similar articles as Edison's new invention has achieved in the field of sound reproduction.

This distinctiveness extends to the sales policy and methods of Edison dealers, who are Edison dealers because of their fitness to properly present The New Edison to the most sensitive music lover. We welcome correspondence with dealers of equal calibre.

Address us direct or the jobber in the list below nearest you.

THOMAS A. EDISON, Inc.

279 Lakeside Avenue, ORANGE, N. J.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS:

CALIFORNIA
Los Angeles—Diamond Disc Distributing Co.
San Francisco—Pacific Phonograph Co.

COLORADO
Denver—Denver Dry Goods Co.

CONNECTICUT
New Haven—Pardee-Ellenberger Co.

GEORGIA
Atlanta—Phonographs, Inc.

ILLINOIS
Chicago—The Phonograph Co.

INDIANA
Indianapolis—Kipp Phonograph Co.

IOWA
Des Moines—Harger & Blish.
Sioux City—Harger & Blish.

LOUISIANA
New Orleans—Diamond Music Co., Inc.

NEW YORK
Albany—American Phonograph Co.
New York—The Phonograph Corp. of Manhattan,
Syracuse—Frank E. Bolway & Son.

OHIO
Cincinnati—The Phonograph Co.
Cleveland—The Phonograph Co.

OREGON
Portland—Pacific Phonograph Co.

PENNSYLVANIA
Philadelphia—Girard Phonograph Co.
Pittsburgh—Buehn Phonograph Co.
Williamsport—W. A. Myers.

TEXAS
Dallas — Texas-Oklahoma Phonograph Co.
El Paso—El Paso Phonograph Co., Inc.

UTAH
Ogden—Proudfit Sporting Goods Co.

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.

MICHIGAN
Detroit—Phonograph Co. of Detroit.

MINNESOTA
Minneapolis—Laurence H. Lucker.

MISSOURI
Kansas City—The Phonograph Co. of Kansas City.
St. Louis—Silverstone Music Co.

MONTANA
Helena—Montana Phonograph Co.

NEBRASKA
Omaha—Shultz Bros.

VIRGINIA
Richmond—C. B. Haynes & Co.

WASHINGTON
Seattle—Pacific Phonograph Co., N.W.
Spokane—Pacific Phonograph Co.

WISCONSIN
Milwaukee—The Phonograph Co. of Milwaukee.

CANADA
Montreal—R. S. Williams & Sons Co., Ltd.
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Calgary—R. S. Williams & Sons Co., Ltd.

VOL. XII. No. 6.

SINGLE COPIES, 20 CENTS
PER YEAR, ONE DOLLAR

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

Published Each Month by Estate of Edward Lyman Bill at 373 Fourth Ave., New York, June 15, 1916

The best-known trade mark in the world

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

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 2, 1879.

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

The Color-Camera of Sound

HAVE you ever overheard a conversation on the subject of phonographs when the people talking were unaware that you were interested in the sale of these instruments in any way?

IF you have, you will have been impressed by the feeling of the people towards the Sonora. Invariably it is recognized as the leader of all phonographs. And every Sonora owner is such a staunch and enthusiastic advocate of the merits of his machine that you cannot fail to understand that here is something quite different from the ordinary run of inanimate commercial products.

The beauty, the naturalness, the life-like sound-photography of the Sonora is what accounts for this.

With a Sonora at home the possessor can have repeated at will the greatest triumphs of famous musical artists.

SO well does the Sonora accomplish its function that it stirs wonderfully even those who ordinarily would be apathetic at a *good* performance.

Those who investigate, even casually, cannot but perceive that the marvelous tone of the Sonora has built for it a wonderful reputation such as is possessed by no other phonograph.

The Sonora is better than "*good*." The Sonora is *unusual*.

Why it is, is revealed by a study of its structural features.

That it is, is of vital importance to all those of you who wish to sell the finest, the most desirable, and the most highly regarded products, and wish to build up a lasting business.

Correspondence regarding agencies is invited.

Ten Superb Models

$45, $60, $75, $100, $150, $175, $190, $225, $350, $1,000

SONORA PHONOGRAPH CORPORATION

GEORGE E. BRIGHTSON, President

Main Offices and Salesrooms, 57 READE STREET, NEW YORK

Representatives throughout the country

THE PHONOGRAPH THAT RECEIVED THE HIGHEST AWARD FOR TONE AT THE PANAMA-PACIFIC EXPOSITION

The Talking Machine World

Vol. 12. No. 6 New York, June 15, 1916 Price Twenty Cents

MONDAY BEST COLLECTION DAY

Collecting Plan Worked Out by Fergusson Music Co. That Should Appeal to Other Talking Machine Dealers—Getting Money First

Practically all talking machine dealers have been vexed with the problems of collection. As a result many have found short cuts, and systems which have changed the collection situation into a decidedly more remunerative thing. Right along this line is a collection tip which E. M. Howard, of the Fergusson Music Co., Newport News, Va., has sent The World.

"We had some difficulties in keeping collections up to par until one day an idea struck me. I gathered a few statistics from our collection books and discovered that our collector had good results on Monday, fair on Tuesday and poor on Wednesday. In other words, Monday was the ideal time for a 'home run drive.'

"I had the bookkeeper route out and subdivide all the collection cards in eight individual districts. We have four salesmen, a collector and three other available men, making eight in all. We start out on Monday morning bright and early at 7.30 and beat the other collectors to it, and get our money all collected in by noon Monday, that is, the ones we have collected from. The idea is that everybody has money on Monday morning and if we go for money while customers have it we get it. The results have shown so wonderful the past few months that I want the entire 'Trade' to know this little tip. Because after all getting the money is the principal feature in the entire business."

HELPS THE SAFE AND SANE FOURTH

Public More Inclined to Buy Talking Machine Records Than Fireworks, Says Victor Co.

In sending out to its dealers advance lists of records suitable for Fourth of July celebrations on July 4, the Victor Co. paid the following tribute to a nation-wide tendency towards a safe and sane Fourth. A letter to the dealer says: "Every Fourth of July there is more and more money being spent for records instead of for fireworks, and Victor dealers have learned to make quite a little preparation for celebrating the nation's birthday."

GROWING TRADE IN NEW CASTLE, PA.

W. F. Dufford & Co., Inc., of That City, Featuring Both Edison Diamond Disc and Columbia Lines with Growing Success

New Castle, Pa., June 4.—W. F. Dufford & Co., Inc., 320 East Washington street, this city, who have a complete talking machine department in their home furnishing store, report a most satisfactory business in that city. The company started with the Columbia line of machines and records, and after six months secured the agency for the Edison Diamond Disc and Amberola phonographs and records for New Castle and vicinity, which line they have been featuring very strongly and successfully.

The business of the department has reached such a point that a motor delivery wagon is used exclusively for delivering talking machines and records, and for doing other hauling connected with that department.

HE WANTED A SLOGAN AND GOT IT

"I want a slogan," said the manufacturer of phonograph records. "Something that will convey the idea that our records never wear out."

The advertising man lit a fresh cigarette and thought for eight seconds by the clock.

"How will this do?" he asked. "One of our dance records will outlast the best hardwood dancing floor ever built."

A HANDSOME FLORAL FLOAT

Sherman, Clay & Co. Attract Attention with Handsome Display in Causeway Celebration Parade Held in Sacramento, Cal., Recently

Sacramento, Cal., June 2.—One of the features of the big parade and pageant held in this city recently during the four day "Causeway" celebration was the elaborate floral float entered by the local house of Sherman, Clay & Co., and which is illustrated herewith. The float was designed by W. Thornberg, of the piano department of Sherman, Clay & Co., and over 6,000 red and white carnations were used in working out the design. Miss E. Travers, one of the leading musicians connected with the store, stayed at the piano throughout the line of march and played the instrument almost continuously. A Victrola XVI. was also one of the features of the float.

The Sherman, Clay & Co. Carnation Float

The float attracted much attention and favorable comment, and the company's name in flowers on the sides proved an excellent advertisement.

The "Causeway" celebration was held to commemorate the opening of the new causeway or road here for motorists which will save them thirty-five miles on the trip from Sacramento to San Francisco and attracted wide attention and large crowds.

QUICK RECOVERY FROM FIRE

Charles H. Schefft & Sons, Milwaukee, Secure New Stock on Short Notice, After Heavy Loss—Now Rebuilding Former Quarters

Milwaukee, Wis., June 6.—Charles H. Schefft & Sons, 849 Third street, Victor dealers, were practically wiped out by fire on Sunday evening, May 28, but a brand new stock has been obtained and the company will do business on the second floor of the building until the effects of the conflagration are removed. The Schefft company's loss is about $7,500, with insurance of about 75 or 80 per cent., so it can be seen that it was badly hit. With characteristic energy, however, the Scheffts started at once to rebuild their fortunes and in a month or so will again be found at the old stand. The fire was one of a series of Sunday evening fires in the upper Third street business district, which is said to be the mark of a youthful incendiary. The Schefft company and others occupying the block were the fifth mark of the boy, who has not yet been captured.

HANDSOME QUARTERS IN VANCOUVER

The Kent Piano Co., Ltd., of That City, Remodeling Building—Talking Machine Department Moved to Ground Floor Location

Vancouver, B. C., June 5.—The Kent Piano Co., Ltd., of this city, has completed plans for the remodeling of its entire building. The changes include the removal of the talking machine department, which has, up to the present time, occupied the mezzanine floor, to a more promising position on the ground floor, where, besides five demonstrating rooms for records, there will also probably be three special sales rooms for machines. The woodwork of the booths will be of high quality and they will be provided with leaded plate glass panels in the doors and walls. The company is now featuring the Edison Diamond Disc phonograph with great success.

COMPLAINTS AS A FACTOR IN BUSINESS BUILDING

When a Customer's Complaint, Whether Real or Fancied, Receives Proper Consideration from the Man Who Made the Sale, a Steadfast Friend Is Generally Gained for the House

"There are nothing like complaints to help business," declared a talking machine salesman, who had spent some years in the retail end of the business and knows the conditions therein. "By that I do not mean that faulty instruments that produce nothing but complaints cause a dealer to expand," he explained, "but a few complaints with the average high grade house, properly handled, will result in a cementing of friendships that are valuable assets. Every complaint should be handled by the salesman who sold the machine, with the manager helping if necessary, and not be left to a disinterested clerk to settle.

"In the first place, the salesman in closing a sale has become more or less friendly with the purchaser. In the second place, he knows, or should know, about the instrument, and his friendship with the customer will enable him to meet the latter on a basis that is calculated to influence a satisfactory settlement. His knowledge of the instrument on the other hand enables him to judge about how just the complaint is, and frequently to suggest a remedy without resorting to a personal examination. By having the man who sold the instrument meet the complainant and handle the complaint, the purchaser has no chance to gain the impression that the salesman is trying to dodge the issue; that he had a premonition that the instrument was not going to stand up properly, and having received the money in payment therof, was afraid to meet the purchaser and discuss any trouble.

"There will be complaints about talking machines as long as these instruments are made. Some of these complaints are more or less imaginary, but some are real. There is no machine made in the world that will not at some time or other develop trouble, for in a factory employing hundreds of men there is always the human equation to be reckoned with. The salesman, however, who realizes these facts goes right to the point and in adjusting the complaint proves that his house stands back of the instrument sold, and is willing to make good, for any faults in construction or regulation. It is frequently proved that the customer who has a complaint adjusted promptly and pleasantly becomes a far stronger booster for that particular house than the customer whose instrument has given perfect satisfaction, and has had no reason to test the faith of the salesman and his guarantee.

When, however, on the other hand, a complaint is handled by a clerk in the office without any knowledge of the existing conditions, and who is entirely out of sympathy with the customer, it frequently happens that even a just complaint is handled so unsatisfactorily that the customer is disgusted and does not hesitate to tell his friends of the fact. A man in the talking machine business should be prepared to stay in the business for a long time and the proper treatment of dissatisfied customers is one of the factors that lead to that long business life, for such treatment means developing friends that soon become excellent "boosters."

DETROIT HOUSES GOING AFTER THE SUMMER BUSINESS

Many Small Machines and Records Being Sold in Vacation Districts of Michigan—Wholesalers Busy—J. E. Schmidt Opens New Sonora Store—Limit Placed on Approval System—Attractive Window Displays of Talking Machines—Association Members Dine

DETROIT, MICH., June 6.—Two words practically express the unanimous sentiment regarding the trade of local dealers selling talking machines: they are "above normal." Here and there you find a dealer who will tell you that he is getting enough goods, but most of them report that they could sell more goods were they able to get them. The statement made by K. Mills, manager of the Detroit branch of the Columbia Graphophone Co., just about "hits the tack on the head". He said that the talking machine business was no longer done in certain seasons but that it was an all-year business. In winter months people want music in their homes, while during the summer months there is a big increased sale of records and machines to people who want to use them in their summer places. Michigan is probably one of the greatest States in the country for fishing and summering on account of its numerous chain of inland lakes, to say nothing of the four great lakes on which it is located. This means that in every part of the State there are summer homes—and the great bulk of them have talking machines of some kind to afford entertainment.

The four jobbers located in Detroit are Grinnell Bros. (Victor), Columbia Graphophone Co. (Columbia), the Phonograph Co. of Detroit (Edison), and the Pathé Phonograph Co. (Pathé), they are unanimous in reporting excellent business.

The quarters of Grinnell Bros., 231 Cass avenue, Detroit, have been considerably enlarged so as to permit of carrying more cabinets as well as records. C. H. Grinnell is in charge of this department.

It is not an uncommon thing nowadays to see one and two full windows devoted to displays of talking machines and records. The writer can recall a few years ago when very little space was given to this industry, whereas now the full line is shown. The Peoples Outfitting Co., Heynz Bazaar, Elliott-Taylor-Woolfenden Co., and Summerfield & Hecht, recently had very attractive displays of talking machines in full window space.

For the retailing of Sonora phonographs exclusively, John E. Schmidt, proprietor of the East Detroit Music House, 336 Gratiot avenue, has opened a store at 607 Woodward avenue, in the Arcadia Auditorium building. The location is excellent for high class trade.

Among the well known representatives here during the past few weeks were: C. L. Price, of the Victor Talking Machine Co.; W. O. Pardee, president of the Edison Disc Jobbers' Association; Edward Lyon, of the Eclipse Talking Machine Co., Cleveland; Harry Fitzpatrick, of Lyon & Healy, Chicago; W. C. Griffith, of the Chicago Talking Machine Co., and Mr. Conover, of the Wurlitzer Co., Chicago.

Henry S. Doran, of the Doran Phonograph Co., and R. B. Alling, manager of the Edison Shop, 254 Woodward avenue, Detroit, participated in the thirteenth annual boat cruise of the Detroit Board of Commerce, June 8 to 13.

E. K. Andrew, manager of the J. L. Hudson Co.'s talking machine department, will leave on June 13 for a motor trip through the East. He will be gone one month. His wife, mother and father will accompany him.

Place Limitations on Approval System

The Detroit dealers doing an approval business have virtually agreed upon a uniform contract which customers will be required to sign. It requires customers to retain at least 33 1/3 per cent. of all approval records; to return the undesired ones within twenty-four hours; no records costing over $3 will be sent out on approval. It is fully believed that these new regulations will tend to minimize the approval evil and the number of abuses. Later on more rigid requirements will be put into effect. In this respect the opinions of dealers seem to differ. Some members believe it is best to do things gradually, while others believe in making the change quickly and generally and at the same time. "What's the sense of doing things by halves; why not set your policy, let the public know what it is and then stand by it," said one dealer.

A. A. Fair is now on the road through Michigan for the Columbia Graphophone Co., and is doing splendid work for that institution. Mr. Fair for the past twenty-four months has been associated with Grinnell Bros. at the main store.

"When you say Edison you think of Wallace Brown" is the latest slogan to be adopted by Wallace Brown, 31-33 East Grand River avenue, Detroit.

Larry Dow has resigned as salesman with the Wallace Brown Edison Shop to assume the management of the phonograph department of the Frank Bayley piano store, 74 Broadway.

Large crowds are attending the Thursday afternoon recitals at Grinnell Bros.' Victrola parlors. The Ford Hawaiian Quintet was the attraction the first week, and resulted in a brisk trade thereafter for Hawaiian music.

A Handsome Department

One of the finest talking machine departments in the city is that on the fourth floor of the new building of the Peoples Outfitting Co., Griswold and Shelby streets, in charge of

People's Outfitting Co.'s Fine Department

Mr. Sidney Hart. The entire fourth floor is given over to pianos, players and talking machines, there being nine handsome booths for the latter department.

Harry W. Wolfe, William H. Goldblum, A. J. Wolf and C. H. Schmeltz comprise the officers and stockholders of the Voxloa Co., which has filed articles of association with the Secretary of State for $25,000, of which $2,500 has been paid in in cash. The Voxloa will be a musical instrument to retail at $125 to $250—all period cabinets.

J. Henry Ling has appointed Paul Kuhl to manage the talking machine department, 78 Library avenue, Detroit.

The May meeting of the Detroit Talking Machine Dealers' Association was preceded by a banquet at which the members were the guests of Grinnell Bros., Victor jobbers in Michigan, at the Hotel Charlevoix. A vote of thanks was later tendered to the officers of this firm for their hospitality. As for the business meeting, it proved an interesting one. A motion was carried unanimously authorizing the secretary in behalf of the organization to write the Michigan congressmen of its approval of the Stephens price maintenance bill.

Edward Fell Jardine, who handles the Sonora phonograph on the Boardwalk, Atlantic City, has secured the exclusive agency there for the Stewart phonograph.

EASTERN VICTOR SERVICE

IS WHAT SUCCESSFUL NEW ENGLAND VICTOR DEALERS USE

IT HELPS THEM TO BE SUCCESSFUL

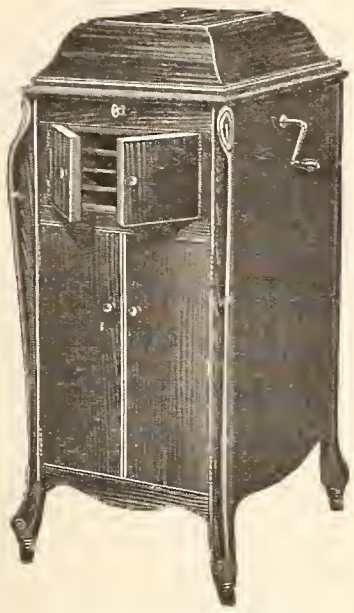
It helps them to attract and hold customers by placing them in a position to give prompt service to their trade, to supply the machine or record wanted, when it is wanted, to make profits.

IT COSTS NO MORE THAN ORDINARY SERVICE

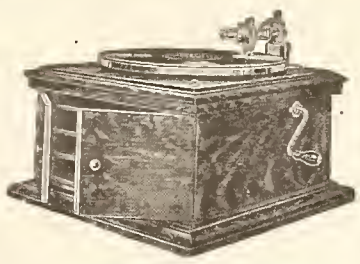
The Eastern Talking Machine Co.

177 TREMONT STREET, BOSTON, MASS.

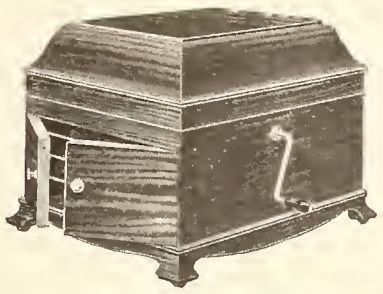
Largest Exclusive Victor Distributors in the East



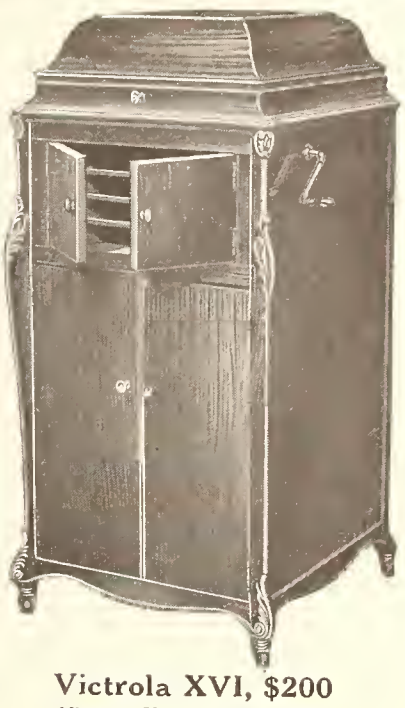
Victrola XI, $100
Mahogany or oak



Victrola VI, $25
Oak



Victrola IX, $50
Mahogany or oak



Victrola XVI, $200
Victrola XVI, electric, $250
Mahogany or oak

Victor supremacy

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

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

Important warning. Victor Records can be safely and satisfactorily played only with *Victor Needles or Tungs-tone Stylus* on Victors or Victrolas. Victor Records cannot be safely played on machines with jeweled or other reproducing points.

Victor Distributors

Albany, N. Y...... Gately-Haire Co., Inc.
Atlanta, Ga...... Elyea-Austell Co.
Phillips & Crew Co.
Austin, Tex..... The Talking Machine Co., of Texas.
Baltimore, Md...... Cohen & Hughes, Inc.
E. F. Droop & Sons Co.
H. R. Eisenbrandt Sons, Inc.
Bangor, Me...... Andrews Music House Co.
Birmingham, Ala... Talking Machine Co.
Boston, Mass...... Oliver Ditson Co.
The Eastern Talking Machine Co.
The M. Steinert & Sons Co.
Brooklyn, N. Y...... American Talking Mch. Co.
G. T. Williams.
Buffalo, N. Y...... W. D. Andrews.
Neal, Clark & Neal Co.
Burlington, Vt...... American Phonograph Co.
Butte, Mont...... Orton Bros.
Chicago, Ill...... Lyon & Healy.
Chicago Talking Machine Co.
The Rudolph Wurlitzer Co.
Cincinnati, O...... The Rudolph Wurlitzer Co.
Cleveland, O...... The W. H. Buescher & Sons Co.
The Collister & Sayle Co.
The Eclipse Musical Co.
Columbus, O...... The Perry B. Whitsit Co.
Dallas, Tex...... Sanger Bros.
Denver, Colo...... The Hext Music Co.
The Knight-Camphell Music Co.
Des Moines, Ia...... Mickel Bros. Co.
Detroit, Mich...... Grinnell Bros.
Elmira, N. Y...... Elmira Arms Co.
El Paso, Tex...... W. G. Walz Co.
Galveston, Tex...... Thos. Goggan & Bro.
Honolulu, T. H...... Bergstrom Music Co., Ltd.
Indianapolis, Ind... Stewart Talking Machine Co.
Jacksonville, Fla... Florida Talking Machine Co.
Kansas City, Mo..... J. W. Jenkins Sons Music Co.
Schmelzer Arms Co.
Lincoln, Nebr...... Ross P. Curtice Co.
Little Rock, Ark..... O. K. Houck Piano Co.
Los Angeles, Cal... Sherman, Clay & Co.
Memphis, Tenn...... O. K. Houck Piano Co.
Milwaukee, Wis...... Badger Talking Machine Co.
Minneapolis, Minn... Beckwith, O'Neill Co.
Mobile, Ala...... Wm. H. Reynalds.
Montreal, Can...... Berliner Gramophone Co., Ltd.
Nasbville, Tenn..... O. K. Houck Piano Co.
Newark, N. J...... Price Talking Machine Co.
New Haven, Conn... Henry Horton.
New Orleans, La..... Philip Werlein, Ltd.

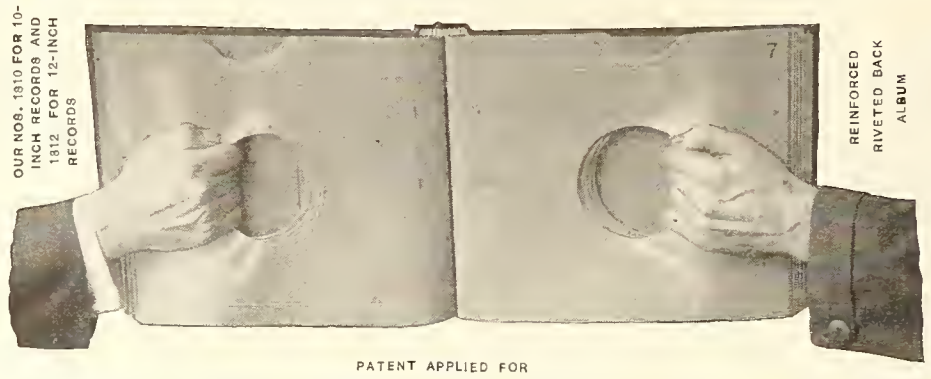
New York, N. Y..... Blackman Talking Mach. Co.
Charles H. Ditson & Co.
Landay Bros., Inc.
New York Talking Mach. Co.
Ormes, Inc.
Silas E. Pearsall Co.
Emanuel Blout.
C. Bruno & Son, Inc.
I. Davega, Jr., Inc.
S. B. Davega Co.
Omaha, Nebr...... A. Hospe Co.
Nebraska Cycle Co.
Peoria, Ill...... Putnam-Page Co., Inc.
Philadelphia, Pa..... Louis Buehn Co., Inc.
C. J. Heppe.
Penn Phonograph Co., Inc.
The Talking Machine Co.
H. A. Weymann & Son, Inc.
Pittsburgh, Pa...... C. C. Mellor Co., Ltd.
Standard Talking Machine Co.
W. F. Frederick Piano Co.
Portland, Me...... Cressey & Allen, Inc.
Portland, Ore...... Sherman, Clay & Co.
Providence, R. I..... J. Samuels & Bro., Inc.
Richmond, Va...... The Corley Co., Inc.
W. D. Moses & Co.
Rochester, N. Y...... E. J. Chapman.
The Talking Machine Co.
Salt Lake City, U... Consolidated Music Co.
The John Elliott Clark Co.
San Antonio, Tex... Thos. Goggan & Bros.
San Francisco, Cal. Sherman, Clay & Co.
Seattle, Wash...... Sherman, Clay & Co.
Sioux Falls, S. D.... Talking Machine Exchange.
Spokane, Wash...... Sherman, Clay & Co.
St. Louis, Mo...... Koerher-Brenner Music Co.
St. Paul, Minn...... W. J. Dyer & Bro.
Syracuse, N. Y...... W. D. Andrews Co.
Toledo, O...... The Whitney & Currier.
Washington, D. C... Robt. C. Rogers Co.
E. F. Droop & Sons Co.

THE PULLING TEST—THE STRENGTH IS THERE

THE STRONGEST ALBUM MADE AT ANYWHERE NEAR ITS LOW PRICE

The Well-Known "National" Record Albums Are Always the Leaders

The only Safe and Convenient Way to Protect Disc Records



For Durability, Finish and Artistic Design Our Albums Have No Equal

They are made in the most substantial manner by skilled workmen

STRENGTH AT THE STRESS AND STRAIN POINT PRACTICALLY UNBREAKABLE FOR REGULAR USAGE

We manufacture disc Record Albums containing 12 pockets to fit the Victrola Cabinets Nos. X and XI. We also make Albums containing 17 pockets. With the indexes they are a complete system for filing all disc Records.

THESE ALBUMS ARE THE BEST FOR VICTOR, COLUMBIA AND ALL OTHER DISC RECORDS

CORRESPONDENCE SOLICITED
WRITE FOR PRICES

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

BOOKKEEPING FOR TALKING MACHINE DEALERS

By Edmund V. Bragdon

The talking machine dealer, when he decides to go into business, at the same time decides to invest a certain amount of money in that business. Let us say, for example, that this amount is $4,000. With one-half of this amount, he purchases his stock in trade. The other half he puts into a bank. Now if he is a careful man, he deposits the total amount of his sales and keeps an exact record of the amounts and purpose of each withdrawal from the bank. When his bank book is balanced, if it should not be in exact agreement with his cash balance, he starts an immediate investigation to find out the reason and he is particularly tickled if he "gets one" on the bank.

But what about his other $2,000 that he converted into stock? Does he keep an equally careful record of his receipts and disbursements here? This is just as truly his money as the amount that he deposited in the bank and yet the average dealer is content to take inventory perhaps once a year, and using this inventory figure, to say, "I have purchased so much, I have so much on hand, therefore I have sold the difference." How do you know that you have sold the difference? How do you know that there are not thefts, either by employes or customers, or that goods are not leaving your store daily which have not been billed to your customers?

A system of bookkeeping has been devised and is in successful operation in a number of stores that is particularly adapted to the talking machine business, due to the fact that your sales prices never change. Every purchase bill, when it has been properly checked, is extended on the face of the bill at sale prices, and your record, machine or sundries' account is charged with this amount. Your jobber is credited with the amount of his invoice to you, and the difference between the cost and selling price is credited to a loading account. The total of the day's or month's sales is credited to your record, machine and sundries accounts, and the balance in these accounts will at any time show the amount of your inventory of stock on hand. The credit balance in the loading account will always represent the load on the stock on hand plus your accumulated gross profit on sales. Provision must, of course, be made for unloading credits to the merchandise accounts on account of returns to jobbers and for breakage.

By this method inventories may be taken as frequently as desired and if they do not always tally with your ledger accounts, it is conclusive evidence that goods have disappeared from your shelves without proper return to yourself.

Another most important matter is the proper recording of your charge and installment customers' accounts. There is perhaps no easier way in which to make bad friends than to send a man a bill for an amount that he has already paid. It is a reflection on the store which is not soon forgotten, and which needs a lot of explanation as to just how it happened. In most stores it will be found necessary to keep a separate ledger for each class of accounts. In addition to these, an account in your general ledger, which reflects the condition of the total of each class of accounts is the best means of keeping a check on these accounts that has been devised. This is technically known as a controlling account, and if the total of the individual accounts is in agreement with the balance of this account you are assured of two things; first, that all goods sold to these classes of customers have been charged, and second, that all payments by these customers have been credited. There is no proof, however, that Mr. Brown's payment has not been credited to Mr. Jones, and great care in posting should be exercised here.

Duplicate sales tickets should be used and each sale should be legibly recorded for your subsequent distribution in the sales book. This may be done briefly as, for instance:

2—10″ D. F.	$1.50
1—10″ R. S.	1.00
1—12″ B. L.	1.50

Stock ruled columnar books answer all requirements for your purchase and sales books and stock ruled loose leaf ledger sheets should be used in your customers' ledgers.

The criticism of this system that will be uppermost in the minds of many dealers will be that it requires time to keep the records in this way. Work of this nature in a very short time becomes mechanical. You do not have to stop and think where you will enter this bill or that sale, you know without thinking and the day's business can be taken care of in a few minutes the next morning. You spend the time now in balancing your bank book, and consider it well spent; why not spend some time in balancing your inventory? It will save you money and a proper record of your customers' accounts will save you friends.

NYACCO

Metal Back Albums Are Supreme

This Trade-Mark Stands for

QUALITY
STRENGTH
DURABILITY

Fully Guaranteed. Send for Sample

NEW YORK ALBUM & CARD COMPANY

23 LISPENARD STREET, NEW YORK

NAMM & SON'S NEW DEPARMENT

Prominent Brooklyn Store Has Handsome New Quarters for the Display and Sale of the Victor and Edison Diamond Disc Lines

A. I. Namm & Son, the well-known department store of Brooklyn, N. Y., recently held a formal opening of its renovated talking machine parlors which are located directly at the subway entrance on Hoyt street. The new talking machine department covers a space of 5,000 square feet. It is equipped with a long suite of sound-proof rooms and handsome display rooms for machines, and the company handles both the Edison Diamond Disc and Victor lines in a large way and with much success.

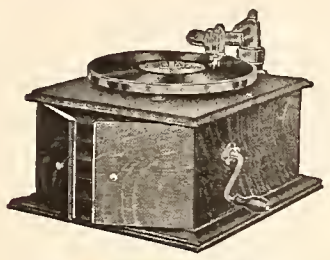
As a feature of the opening there was distributed an elaborate Vernon Castle dance portfolio, showing the famous dancers going through their steps to the music of Victor records.

DICTATING WHILE ON AUTO TRIP

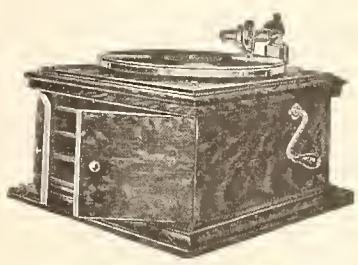
Edison's Dictating Machine Proves Boon to Busy Men Who Motor From Country Homes to Business—Saves Much Time

Through the genius of Thos. A. Edison in creating and developing the Edison dictating machine, combined with the latest creation of the automobile engineers, the busy man now finds it possible to spend the time going to and from his office in caring for certain of his business details.

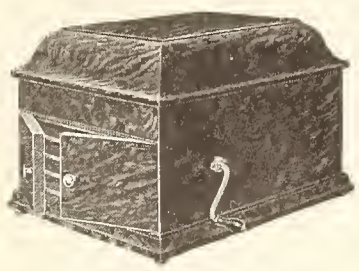
In the New York American recently it was stated in an illustrated article that Arthur Brisbane, editor of the Evening Journal, and one of the best known newspaper men in the country, had installed an Edison dictating machine in his automobile, and on his way into town from his Long Island home each morning managed to dictate much of his editorial matter and other details of a like nature. Mr. Brisbane stated that with the car going thirty miles an hour it was possible to dictate clearly and without unusual effort. After the dictating machine had been installed Mr. Brisbane took his car over to the Edison laboratories in Orange to show the great inventor what had been accomplished. Mr. Edison tried the new system of "working while you ride" and was most enthusiastic about it.



Victrola IV, $15
Oak



Victrola VI, $25
Oak



Victrola VIII, $40
Oak

Victrola IX, $50
Mahogany or oak

Victor supremacy is self-evident

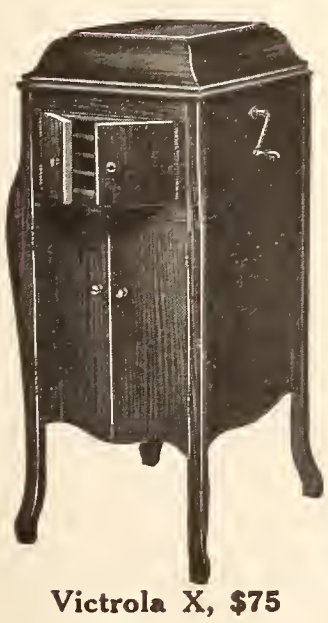
It is the supremacy of achievement — of great things actually accomplished.

And it brings success to Victor dealers everywhere!

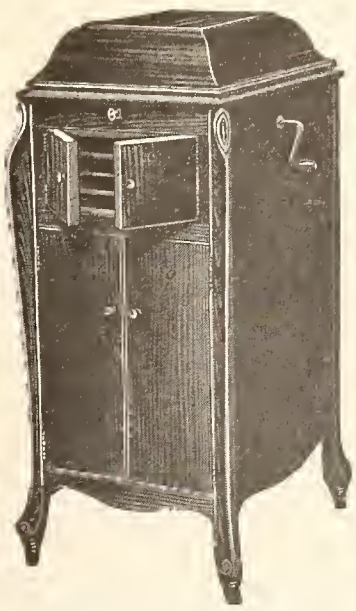
Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors

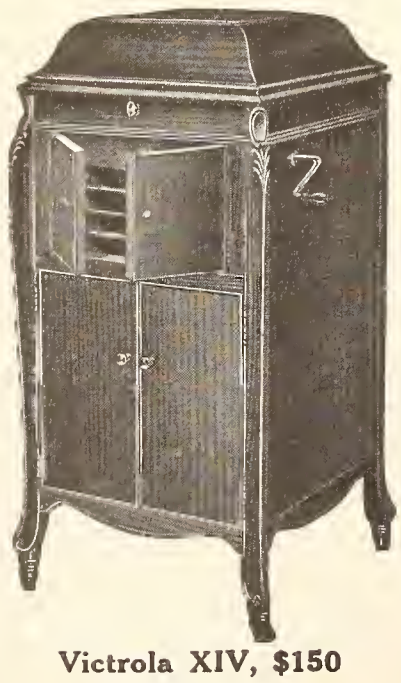
Important warning. Victor Records can be safely and satisfactorily played only with *Victor Needles or Tungs-tone Stylus* on Victors or Victrolas. Victor Records cannot be safely played on machines with jeweled or other reproducing points.



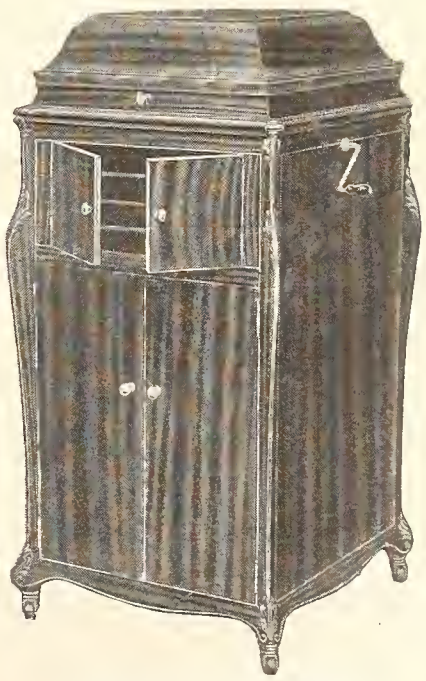
Victrola X, $75
Mahogany or oak



Victrola XI, $100
Mahogany or oak



Victrola XIV, $150
Mahogany or oak



Victrola XVI, $200
Victrola XVI, electric, $250
Mahogany or oak

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

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NEW YORK, JUNE 15, 1916

IN four short weeks from the time this issue of The World reaches its readers, the members of the National Association of Talking Machine Jobbers and their families and friends will be assembled at Atlantic City for what is firmly expected to be the most important and successful convention in the history of that active organization.

As has been announced it will be distinctly an educational convention. Beyond the actual business of the association demanding official attention, the time of the session will be given up to matters designed to impart to the jobbers and their associates a better understanding of the business, together with ways and means for improving sales and advertising methods, all calculated to send the association members home with much material that will mean more business and greater profits for them in the future.

In connection with the educational work, the Victor Co. has as usual been most liberal in its offering of experts. Department heads will in person attend the convention and explain to the jobbers the intimate features of those particluar departments of the factory with which they are connected. On the other hand, the members of the association will be called upon to describe new sales methods.

From every standpoint the convention should be well worth remembering, and the inducements offered should help to bring out an attendance of jobbers that will overshadow previous gatherings of this kind.

In the serious matter of education, however, the subject of recreation is not to be lost sight of, and the Committee of Arrangements will see to it that the time spent outside of the meeting room will contribute its fullest measure of enjoyment. The jobbers know Atlantic City and Atlantic City knows the jobbers, which should make it quite evident that those who attend the convention will not necessarily have to wander about lonesome and discontented.

The Jobbers' Association has always been like one big family, rather than a gathering of competitors. Wives and families are considered necessary adjuncts to the success of the meeting, and the spirit that pervades the association and its members alone makes it worth while for one to attend the convention in an endeavor to assimilate some of that spirit and bring it away with them.

Here's to the biggest and best convention the National Association of Talking Machine Jobbers has ever had!

THE day of the carelessly arranged, poorly equipped and dirty talking machine store is past and the man who seeks real prominence in this branch of the music trade nowadays must of necessity maintain showrooms that measure up to the high character of the product he offers for sale.

The talking machine is no longer a novelty and cannot be offered as such. The purchaser to-day knows what machine she or he wishes to buy. There is nothing mysterious about it. The purchaser is buying a medium for producing music in the home and goes to the store not so much to see and inspect as to select. In other words, the customer realizes that the machine will do this and that and that the price is so much, and is chiefly interested in the records. It thus will be explained that the dark and dusty store, lacking in privacy or refinement, is not calculated to cause the prospective purchaser to make the most desirable selections.

On the other hand the cozy demonstrating booth, soundproof, well ventilated and lighted and with comfortable chairs influences the customer to stay longer and to spend more time in choosing the records he most desires. This may bring forth the argument that being so comfortable the customer wastes time, but the fact still remains that the man and woman who can select records at their ease are more inclined to stay and hear and buy records that otherwise would never have been thought of when selections are made in the open store and under less favorable conditions.

The talking machine companies have themselves been largely responsible for bringing about this new condition in the stores. They have emphasized the value of an attractive store, have published pictures of them and otherwise encouraged the man who has sufficient gumption to spend some money in the equipment of his establishment. A fine store may mean a heavy investment, but it tends to place the talking machine on the high plane it deserves, and may result in an increased volume of business that would soon offset the investment through greater profits. Then, too, having a fine store which is recognized as the musical center in his section, the dealer is in a better condition to meet and successfully combat the competition that is developing.

THE members of the talking machine trade, especially the jobbers who have worked so hard to develop sentiment favorable to resale selling price maintenance on trade-marked goods, can now be congratulated on the fact that the Chamber of Commerce of the United States reports the recent referendum vote on that subject by its members to have resulted in 639 votes for, and 237 votes against, Federal legislation, "permitting the maintenance of resale prices under proper restrictions on identified merchandise for voluntary purchase made and sold under competitive conditions." This vote gives those in favor of price maintenance a full two-thirds majority.

The idea of having the Trade Commission Act amended so that the Federal Trade Commission could prevent price cutting did not appeal as strongly to the voters, who registered as 549 in favor of such amendment and 289 against. Meanwhile those who favor price maintenance as covered by the Stephens Bill, should not let the matter rest, for the subject is now under the consideration of the House Committee on Interstate and Foreign Commerce. J. Newcomb Blackman attended the recent hearings as representative of the National Association of Talking Machine Jobbers. The fight will be a hot one and the talking machine men should do their part toward making it successful. One and all must get busy and keep in close touch with their Representatives in Washington, impressing on them their desire that the standard price principle embodied in the Stephens Bill be enacted into law at the present session of Congress.

TO those who visit talking machine stores, especially in the larger cities, it is evident that proprietors, managers and salesmen are for the most part enthusiastic and capable men who realize the value of their trade and seek to sell machines and records, rather than simply take the orders that the tremendous advertising of the manufacturer forces upon them. Under such conditions the exhibition of poor salesmanship becomes all the more pronounced and for that matter less excusable.

A week or so ago a member of the staff of The World was

desirous of securing a certain record. He dropped into one of the talking machine stores in Upper New York, was greeted by the young salesman in an indifferent way and who asked without enthusiasm what was wanted. Upon being informed, the salesman meandered to the record rack in the rear and succeeded after some search in finding the record desired, and placed it on the machine for demonstration. After the machine started, the salesman closed the door of the booth and lost himself for the space of five minutes or so leaving The World man to stop the machine after the record was through playing.

Upon the visitor emerging from the booth, record in hand, the salesman approached and asked casually, "Do you want it?" Being answered in the affirmative, he took the record and the money, broke the latter, and packed the former to prevent breaking, handed the change and record to the customer without even a "thank you" and turned away. And this young man, were he looking for a position in another store, would probably say that he was a salesman.

The World man likes music and would have been glad to have listened to other numbers on the new list and may have purchased one or two. In fact, he purchased another record the same evening at another store, where he had heard it demonstrated. But the youthful salesman in the first place, judging from his attitude, condemned the purchaser for spoiling an otherwise peaceful and restful evening. Only an apology from The World man for daring to come into the store was necessary to make the farce complete.

The store in question has an attractive display of machines with a plentiful supply of posters, signs and other printed matter furnished by the manufacturer. Although the June list had been already on sale for three days the May announcement was still in place. The interior was attractive, and this, too, was hung with the manufacturer's announcements. In other words, the manufacturer's advertising was depended upon to bring the customer to the store and interest him sufficiently to enter. The interior was calculated to interest him still more in the manufacturer's product, but the attitude of the salesman did not bear out the signs.

The trouble with a certain class of dealers seems to be that they have gotten into a rut. The tremendous advertising campaigns of the manufacturers have produced such wonderful results that the dealer feels that all he is required to do is to supply the products to those who insist on having them.

This type of dealer ordinarily does not stop to think that if he can make a fair living through handing out records to those who come in and demand them that he could make a real profit if he would make an effort to "sell" a few records. While there are no figures to base an assertion, it is very evident that at least two records could be sold through interested demonstrating to one sold on its name. In other words, if a printed list will bring in a customer for one record, intelligent salesmanship should be able to sell him two more.

It is indeed fortunate for the industry that the great majority of retailers regard the selling of talking machines as they would that of any other merchandise and take advantage of the many distinct opportunities offered by this trade, such as the great advertising and fixed prices, to make a substantial profit.

ONE of the most important educational works to be announced by the Victor Co. is that of a special course in music free for ambitious Victor record salesmen. The Victor Co., through "The Voice of the Victor" offers to provide a correspondence course on music, or will convey the required information in some other suitable way, to all Victor record salesmen who advise the company of their desire to take such a course through enrolling in the class.

It is thoroughly recognized that a knowledge of music is practically essential to the good talking machine salesman, and the more accurate and broad this knowledge just so much more valuable the salesman becomes to himself and to the house employing him. For the salesman to be able to talk intelligently of the better class of music, to make suitable selections for customers without blunder and with an accurate knowledge of what he is about, means that he is contributing his bit toward maintaining the talking machine business on its present high plane.

Incidentally, the Victor Co. is to be congratulated on the broad-minded spirit they show in the matter of developing, indirectly, better record service for both their dealers and machine owners through more general musical education of salesmen.

RALPH STARR BUTLER, associate professor of business, in a lecture at the University of Wisconsin, defined advertising as the merchant's greatest need.

"The man who says he does not believe in advertising does not know what he is talking about," he said. "If he really believed what he says, he would tear down his sign, board up his windows, cover up his shelves, make kindling out of his store windows, and do business with intending customers through a hole in the wall. Newspaper advertising is only one form of advertising; all forms are good and they all work together to one end—the sale of goods.

"The merchant who is looking toward the largest success can no more do without advertising than he can do without his sign, his store windows, his display of goods, his service, his courteous clerks, his reputation, and the thousand and one other things that go to make up advertising.

"Advertising is a modern necessity, and the merchant who refuses to limit his business horizon does not try to fool himself by thinking that he can get along without it."

The "LOW VISIBILITY" of Pearsall Victor Service

Service is most efficient when it isn't obtrusive. It's being there, working in harmony with yourself and your salesmen, that counts.

We have made a careful study of your needs, and our specialization on "summer records" will help you hit the business target of profits.

When we add a customer, we add a friend, for we specialize upon co-operation. It is "what you want" that counts with us, and our entire energies are to this end. To know Pearsall Service is to like it, so won't you let us explain how we work to your entire satisfaction?

SILAS E. PEARSALL CO.

18 West 46th St. (near Fifth Ave.) **NEW YORK, N. Y.**

Doehler Die Castings

are the solution of your Tone-Arm and Sound-Box problem.

All parts—fitting perfectly—delivered ready for plating and assembling—no further machining required—makes them more economical than those produced by any other method.

The illustration herewith shows a few of the various "DOEHLER" Die-Cast Sound-Boxes, that some of the most widely known Talking Machines on the market are equipped with.

DOEHLER DIE-CASTING CO.
BROOKLYN. N.Y.
TOLEDO. OHIO.

ASSOCIATIONS TO IMPROVE PACIFIC COAST CONDITIONS

San Francisco and Portland Associations Plan to Co-Operate—Former Body Progressing Rapidly—Extensive Improvements in Columbia Quarters in San Francisco—Encouraging Reports from the Interior—Victor Line for the Emporium—New Stores Open

San Francisco, Cal., June 3.—All branches of the talking machine business here say that May sales showed an increase over the corresponding month of 1915, as did the earlier months of the year. The only difficulty seems to be in getting sufficient goods to supply the needs of the trade. The demand is running strongly to high priced machines, which is a very gratifying feature to the dealers. Record business keeps up in good shape, notwithstanding the departure of many families on vacations to the country, which is largely due to the fact that a good many people have talking machines at their suburban homes and continue to buy records while away, while others take machines with them to the mountains and seashore.

Enthusiastic Meeting of Dealers' Association

The May meeting of the San Francisco and Oakland Talking Machine Dealers' Association was one of the most enthusiastic ever held here. The meeting was held in the concert room of the Edison Shop, with James J. Black in the chair, owing to the absence of President P. H. Beck. Mr. Black had just returned from Portland, Ore., where he assisted the trade in forming an organization, and he brought a message from that body asking permission to co-operate with the local association for the betterment of trade conditions on the Pacific Coast as a whole. Mr. Black explained that the Northern organization is in a strong position, being formed not only as a talking machine dealers' association, but also as a branch of the Portland Chamber of Commerce. Several of the newer departments of this city and Oakland were represented at the meeting, some of which expressed a desire to become members, applications being received from the John Breuner Co., prominent furniture dealers of Oakland, who have installed a large talking machine department; the H. C. Capwell Co., Oakland department store, which has a very attractive Edison shop; Harry Warburton, formerly with Sherman, Clay & Co., in Oakland, who recently succeeded Omer N. Kruschke in Berkeley, and the Pathé Pathephone shop on Post street, San Francisco. The question of interest on deferred payments on talking machines was discussed at considerable length, and the concensus of opinion seemed to be in favor of charging interest. Several members stated they thought it would be a good thing if the manufacturers would include a clause in their contracts with dealers making it obligatory for them to charge interest all over the country.

Improvements in Columbia Quarters

Extensive improvements are in progress at the local warerooms of the Columbia Graphophone Co., following the closing of a long-term lease on the present quarters, which warrants a thorough renovation and the refitting of the place in keeping with the rapid strides being made in a business way. The old partitions in the front portion of the establishment have all been removed and the space under the new arrangement will be utilized to much better advantage. Near the entrance is a large display and demonstration room for the benefit of visiting dealers. Adjoining it is a similar room devoted to the dictaphone department. Next comes private offices for General Manager Fred A. Dennison and Local Manager W. E. Henry. This front portion is separated from the general offices by a large reception room. Mr. Dennison says business continues to run substantially ahead of the corresponding period of last year, although there is still a shortage of some styles of machines, particularly the smaller types. He expects to spend a vacation in Southern California this month.

Fine New Columbia Department in Sacramento

W. E. Henry has been making frequent visits to the Columbia dealers in the interior towns of California, and he reports some notable additions in certain places, principally Sacramento. In that city a splendid new department was recently opened by the Weinstock, Lubin Co., the largest mail order concern in the State. The new section has commodious quarters on the second floor of the large establishment, and is handsomely equipped throughout. A complete stock of Columbia machines and records was on hand for the formal opening, which was one of the most elaborate events of its kind ever held in the Capital City. As a special feature the Knickerbocker Club quartet of San Francisco rendered several numbers, supplementing the wide range of records played on the Columbia Grand Grafonola. Besides the prominent representation given the Columbia line by the Weinstock-Lubin interests, the Wassermann-Gattman Co., of the same city, has increased the facilities of its exclusive department and is making a very creditable showing.

C. W. Davis, Manager of Edison Shop

One of the notable events of the past month was a change in management of the Edison Shop on Geary street. John E. McCracken, who was in charge of the establishment for several months, decided to resume his former duties with the Pacific Phonograph Co., namely, selling Edison products to dealers, and he was succeeded at the Edison Shop by C. W. Davis.

P. H. Beck Retires

On account of poor health, P. H. Beck has given up the active management of the Kohler & Chase talking machine department for a time and is taking a well earned vacation.

Pleasing Outlook for Fall and Winter

Upon his return from an inspection trip in the San Joaquin Valley, A. R. Pommer, of the Pacific Phonograph Co., stated that he found Edison dealers generally very optimistic over the prospects for an excellent fall and winter business, their hopes being well founded on the bounteous crops of the Valley. Mr. Pommer was accompanied by Omer N. Kruschke, new general manager of the Pacific Company. John E. McCracken, traveler for the company, is sending in some nice orders from the Northwest, and Mr. Pommer says business is fully up to expectations all along the line.

Emporium Secures Victor Line

The stock and fixtures of G. W. Scott's talking machine store in the Richmond District were recently taken over by the Emporium, including his contract with the Victor Talking Machine Co., which gives the Emporium the Victor line in addition to its Columbia and Edison representation. A. W. White, manager of the Emporium department, says business is keeping up splendidly for this time of the year. He is looking forward to larger quarters for his part of the business toward the end of the year when extensive additions about to be started by the concern are completed.

New Victor Department Opened

The most prominent addition made to the local talking machine trade in many months was the opening recently of a large, exclusive Victor section by M. Friedman & Co., who operate one of the largest furniture stores in the down-town business district of San Francisco. The new department is under the management of D. M. Browne, who was formerly connected with the trade in Los Angeles. It is

We Are in the Market

For Talking Machine Notes, Leases and Contracts Held by Responsible Dealers and Manufacturers. Will Pay the Highest Percentage.

EMPIRE SECURITY COMPANY
208 S. LA SALLE ST. CHICAGO

The only change in Columbia dealers profits during the last month has been an improvement.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

located on the ground floor of the big furniture establishment, occupying large and prominent space near the main entrance, where five modern demonstration rooms have been installed, each one carrying out a different color scheme and style of furnishing, but all blending into a harmonious whole. Since taking on the line, the company has featured Victor products extensively in its window displays and advertising, and reports business starting out very encouragingly.

Scott Takes Over Scott Store

The old quarters at 607 Clement street, formerly occupied by G. W. Scott, have been secured by J. R. Scott, who, by the way, does not happen to be a relative of the former proprietor, and will be re-opened as a talking machine establishment. The new owner has been connected with the Wiley B. Allen department for some time.

Plan to Attend Jobbers' Convention

Andrew G. McCarthy, of Sherman, Clay & Co., president of the National Talking Machine Jobbers' Association, expects to attend the convention in Atlantic City in July, and is making his plans accordingly. Philip T. Clay, of the company, will attend the convention also. He left for Arizona the latter part of May with his family, expecting to go on to New York and other Eastern points before returning.

F. B. Travers, manager of the Sonora Phonograph Co., of San Francisco, has gone South after a short stay at headquarters here, following an extended trip in the Northwest.

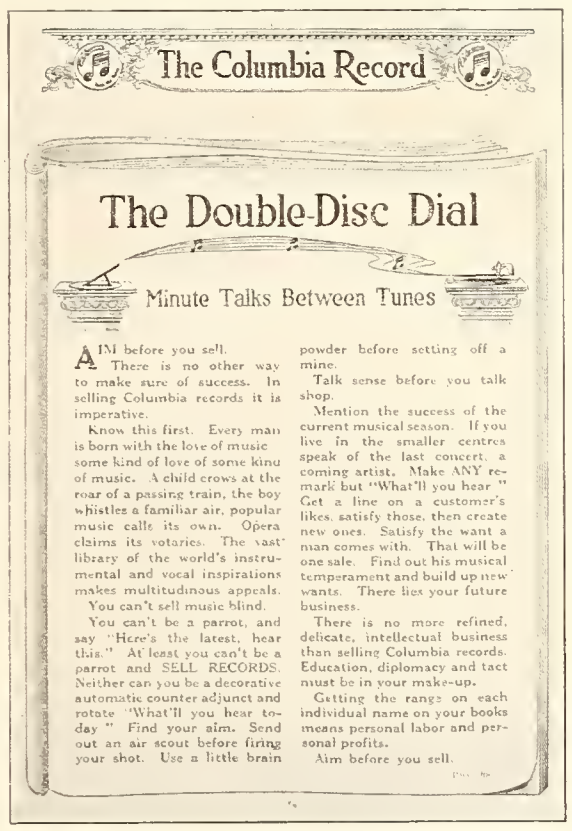
The Hauschildt Music Co. has moved to a new location in Sacramento, Cal., and contemplates adding a stock of talking machines at its branch store in that city.

Mme. Rappold Gives Edison Tone Test

At Scottish Rite Hall on the afternoon of May 28, a large audience heard the voice of Mme. Marie Rappold in dual form. The diva was there herself, and on the stage with her was an Edison Diamond Disc phonograph on which her records were played.

INTRODUCE NEW FEATURE

Herewith is reproduced in miniature a page from the Columbia Record, house organ of the Columbia Graphophone Co., which embodies a new idea in this publication. An interesting series of talks will be prepared by the editor of



The Columbia Record

The Double-Disc Dial

Minute Talks Between Tunes

AIM before you sell.

There is no other way to make sure of success. In selling Columbia records it is imperative.

Know this first. Every man is born with the love of music some kind of love of some kind of music. A child crows at the roar of a passing train, the boy whistles a familiar air, popular music calls its own. Opera claims its votaries. The vast library of the world's instrumental and vocal inspirations makes multitudinous appeals.

You can't sell music blind.

You can't be a parrot, and say "Here's the latest, hear this." At least you can't be a parrot and SELL RECORDS. Neither can you be a decorative automatic counter adjunct and rotate "What'll you hear today." Find your aim. Send out an air scout before firing your shot. Use a little brain powder before setting off a mine.

Talk sense before you talk shop.

Mention the success of the current musical season. If you live in the smaller centres speak of the last concert, a coming artist. Make ANY remark but "What'll you hear." Get a line on a customer's likes, satisfy those, then create new ones. Satisfy the want a man comes with. That will be one sale. Find out his musical temperament and build up new wants. There lies your future business.

There is no more refined, delicate, intellectual business than selling Columbia records. Education, diplomacy and tact must be in your make-up.

Getting the range on each individual name on your books means personal labor and personal profits.

Aim before you sell.

the Columbia Record for use in the Double Disc Dial, this house organ within a house organ.

The Columbia Record has made remarkable progress the past year and each issue contains informative material which can be used by Columbia dealers to excellent advantage. It is understood that plans are now under way for even further enhancing its value.

VICTROLAS LEAD BIG DRILL

Fourteen Thousand School Children of Tacoma Go Through Annual Out-Door Evolutions to Music of Talking Machines—Giant Victrola Proves a Great Attraction to Public

TACOMA, WASH., June 1.—Last Monday the Tacoma school children held their annual Stadium Day festival in the Tacoma Stadium with about 14,000 children taking part in drills, exercises, folk dances, etc. In several of the features all the children drilled as one body and all the evolutions were made to the accompaniment of music from the Victrola. Forty-eight instruments of that make having been placed in the public schools of this city by Sherman, Clay & Co.

The giant Victrola constructed by B. A. Almvig and F. C. Lindquist, of the local store of Sherman, Clay & Co., and which was described in The World last month, continues to prove a great attraction at various public affairs in this city. The cabinet is ten feet high and four and one-half feet square, and the volume of sound produced makes it especially suitable for out of door work.

About June 15 it is the intention of the company to place the mammoth Victrola in Wright's Park, one of the largest parks here. The instrument will be placed on a large cedar stump about twelve feet in diameter and high enough so that it can be seen and heard a block or more away.

The Sherfrey Jewelry Co., of Council Grove, Kan., has secured the agency for the Victor-Victrola line of talking machines and records, and is featuring the line prominently in the local press.

DON'T FAIL TO ATTEND THE NATIONAL TALKING MACHINE JOBBERS' ASSOCIATION CONVENTION AT ATLANTIC CITY, JULY 10, 11 AND 12. IT WILL BE THE GREATEST EVER!

We Are Not Going into the Manufacture—

and sale of Talking Machines, BUT, we will make cabinets and cases for a limited number of responsible manufacturers.

For prices, send specifications, volume of business and blue prints, if possible.

We can create original and distinctive case designs for you.

DEALERS—
Who would be interested in a line of quality pianos at sale-able prices should write us.

Chute & Butler Piano Company
PERU, INDIANA

Putting Dealers on Their Mettle

Under the Probationary Zone policy of Thomas A. Edison, Inc., the dealer assumes responsibilty for a specified zone of operations in such a way that he is likely to do more business than under any other plan. Under the Probationary Zone Plan the dealer has ample opportunity to show how good a dealer he can be and how closely he can cultivate his zone when working under as ideal a plan as we can at present conceive.

After the dealer has complied with the liberal conditions of the Probationary Zone Plan, and has been accepted by the company, the immense Orange Factories, the highly efficient Edison organization and a most satisfactory service are placed at his back and he is given every incentive to make good.

Complete details of the Edison Probationary Zone Plan may be obtained by addressing the nearest Edison jobber in the list on the back cover of this issue, or

Thomas A. Edison, Inc.
279 Lakeside Ave., Orange, N. J.

Marie Rappold, Metropolitan Opera Company and Albert Spalding, greatest American violinist, proving the absolute likeness of Mr. Edison's Re-Creation with their original rendition of a great solo with violin obligato.

Marketing A Distinctive Product

From the factories of Thomas A. Edison, Inc., at Orange, N. J., the NEW EDISON and EDISON RE-CREATIONS are shipped daily to all parts of America and many parts of the world.

These instruments, and records of great artists' performances, are but the tangible mediums of a wonderful new art—Music's Re-Creation. Mr. Edison's new art is the recording of every iota of humanness of the voice and the peculiar characteristics of musical instruments by which they are distinguished one from another; and the subsequent Re-Creation which is so absolutely like the original that the musically trained ear cannot say which is which when brought into immediate comparison with each other.

Is it any wonder that a product of such marked distinctiveness receives the unqualified approbation of the leading music critics of America?

Marie Rappold, prima donna soprano Metropolitan Opera Company, and Christine Miller, celebrated concert contralto, demonstrating how perfectly their voices have been Re-Created by Mr. Edison in a famous duet.

THE TRADE IN BOSTON AND NEW ENGLAND

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

BOSTON, MASS., June 5.—The month of May made a good showing at practically all of the local talking machine houses and June has made an encouraging start. This is the time when there is a large demand for the low and intermediate priced outfits such as are suitable for summer camps and bungalows and there are many orders in for shipments during the next few weeks to seashore and mountains. In many cases it is difficult to procure goods by some of the houses, but this is a cry that has been heard for some time past.

Decorated for Preparedness Parade

Although there were none of the local trade taking part in the Preparedness Parade, about all of the houses which have window space made a display of the Stars and Stripes and otherwise carried suggestive decorations. This was especially true of M. Steinert & Sons Co., Oliver Ditson Co., Columbia Graphophone Co., Eastern Talking Machine Co. and several other places. Some of the Boston houses already have inaugurated the Saturday half-holiday and 5 o'clock closing and by the first of July probably all of the houses will get into line.

Conference of New England Columbia Dealers

Thanks largely to the conference a few weeks ago between a group of the New England Columbia dealers and Manager Arthur Erisman, the Columbia business is making an unusually large showing in this territory and dealers who have not been doing a great deal have suddenly woke up and are seeing their business from a new angle. More dealers, too, are coming to see the necessity of keeping a full stock of records so that they won't hereafter have to tell a customer that they haven't it in stock. Manager Erisman was over in New York the other day and held several conferences with the Columbia officials, all looking to a further pushing of business.

Well Satisfied with Business Progress

Manager R. S. Hibshman, of the Vocalion Co., is well satisfied over the business that he and his staff have been able to do during May. A number of high-priced machines have been sold to prominent people in Greater Boston. The parlors of this company are kept in the most attractive way and the window displays are always simple and tasteful. Manager Hibshman was over in New York for a few days. He has leased a house in Winchester into which he will shortly move. Since coming to Boston he and his family have been living in Hingham.

J. F. Meade, the vice-president of the company, who came over with Mr. Hibshman when the Boston warerooms were first opened, no longer makes his headquarters here, but in New York, but makes periodical trips over here.

The New Oliver Ditson Building

Manager Henry A. Winkelman, of the Victor department of the Oliver Ditson Co., has been eagerly interested in the plans for the new Oliver Ditson Building, at 178 and 179 Tremont street, as drawn by C. Howard Walker, the Boston architect. He is to have a fine suite of rooms for the Victor business, which, under his able supervision, is making rapid strides. The Victor department will lack for nothing in the way of conveniences and appointments and for the company's customers it will be a distinct pleasure to patronize the warerooms.

Increased Business Makes Demand on Stock

The Eastern Talking Machine Co. did a large business during May. This is one of the local houses that finds it hard to get an adequate amount of Victor talking machines to meet the demand. All the boys of the company are eagerly looking forward to their vacations and as usual a group of them will go to their camp at Southport, Me., which has been the scene of much hospitality the past several summers.

More Room for Columbia Co.

Owing to the need of increased quarters the Columbia Graphophone Co. has leased an additional suite on the second floor of its Tremont street building and extensive alterations will soon be under way so that the company can take possession as early as possible. Manager Erisman reports the local May business to have been the biggest in any single month.

W. O. Pardee's Western Trip

W. O. Pardee, of the Pardee-Ellenberger Co., Inc., of New Haven, when he was over in Boston a while ago, spoke enthusiastically of his Western business trip from which he had just returned. Mr. Pardee found conditions quite good in the cities he visited and he saw constant evidences of the hold that the Edison proposition in particular has on the talking machine dealers of the country. Every one with whom he talked was enthusiastic over the prospects for the rest of the year.

Many Callers at C. C. Harvey Co.'s

The Edison and Victor departments of the C. C. Harvey Co. are being "discovered" by a number of new people, who are rapidly falling into line as Harvey customers. Manager Francis T. White reports business as unusually brisk. Mr. White is planning to build himself a new home out in Wollaston.

Doing Well with the Edison Line

Since taking on the Edison Diamond Disc line the Iver Johnson Sporting Goods Co.'s establishment has added largely to its business and Manager Arthur W. Chamberlain has found the new demonstration booths installed several weeks ago a much-needed factor in the equipment of the fourth floor.

H. R. Skelton Seriously Ill

The many friends of Harland R. Skelton, of the Thomas A. Edison Co.'s staff will be sorry to learn that he has been seriously ill at his home in Roslindale, with appendicitis. He was seized while in another city and he was brought home as quickly as possible. At last accounts he was making good recovery.

Closed a Good Sale

Manager Warren Batchelder, of the Victor department of the Henry F. Miller Co., made a good sale the other day of two $300 Victor outfits to one woman. One was for her own household and the other was a gift for a member of her family.

Business Active at Parkers

John Alsen, in charge of the Victor and Edison departments of the George Lincoln Parker establishment says he finds business coming along fairly well these days. He and his staff are on the job early and late and they have some choice prospects on which they are working.

Now Makes His Home in Winchester

Fred Erisman, of the staff of the Columbia Graphophone Co., and brother of Arthur Erisman, manager of this large Boston house, has moved his goods and chattels from Jamaica Plain to Winchester, on the north side of Boston, where he is most comfortably settled.

Have You Met Him?

Have you met Frederick H. Silliman, manager of the Boston headquarters of the Pardee-Ellenberger Co., in his new Mitchell car? He is now the possessor of a handsome one and is quite expert in handling it. Although he has owned it only a few weeks, he has run the car several thousands of miles.

Starts the Vacation Season

Floyd Kinsley, of the Edison and Victor departments of the C. C. Harvey Co., is away

RE-CREATION—Edison's New Art, has secured for the New EDISON Diamond Disc Phonograph the stamp of unqualified approval from the cultured music lover who turns a deaf ear toward anything that smacks of mechanical reproduction—the critic who will have nothing short of the actual RE-CREATION of musical sound. Added to this is the fact that every Edison dealer has plenty of "elbow room."

(From a recent advertisement by Thomas A. Edison, Inc.)

We can add to, but not strengthen the truthfulness and accuracy of the foregoing. We can say, however, that two P-E Services are at your disposal—each a separate organization of post-graduate experience.

THE PARDEE-ELLENBERGER CO., INC.

Edison Jobbers for New England, with complete wholesale offices at

BOSTON and NEW HAVEN

from business for a few weeks and has gone to northern New York, where he has a camp, beautifully situated in the midst of a pine grove and with a beautiful outlook.

A Visitor from Chicago

A welcome visitor to Boston has been F. E. Levanseler, president of the Chicago Hinged Cover Support & Balance Co., of Chicago. Mr. Levanseler is here for the Institute of Technology commencement, he being a member of the class of '73, the fourth class to be graduated from this great technical school.

Meeting with Success in This Line

H. T. Leeming, general manager of the Solophone Co., which is represented in Boston by the Hallet & Davis Co., was in Boston a while ago visiting the local offices. The Hallet & Davis house has been meeting with much success in handling this new type of talking machine.

WINS SPURS AS SALESMAN

Leo E. G. Shatney Is Scoring a Success as Vocalion Salesman

BOSTON, MASS., June 6.—Among the staff of the Vocalion Co., at 190 and 192 Boylston street, this city, there is one, Leo E. G. Shatney, who has come into considerable prominence because of his marked ability as a Vocalion salesman. Mr. Shatney came to Boston from New York, where he was with the Aeolian Co. for nine years, and it was largely because of his knowledge of human nature and his cleverness in handling customers that he was especially chosen for the Vocalion Co., when it opened its doors in Boston several months ago.

L. E. G. Shatney

As a growing youth Mr. Shatney had planned to take a course at the University of Maine. At that time he was living with his family in Bangor. Circumstances so shaped themselves that he was obliged to go to work and he began his business career as a bookkeeper with the Arthur E. Guth Piano Co., in Bangor. He remained there two years and then went to Portland, where he soon made himself a valued employe with Cressey & Allen, as a piano salesman. Believing that a knowledge of sheet music would be of advantage he came to Boston and quickly found a place with a local music publishing house. His next move was over to New York. There he became associated with Landay Brothers, and it was from this house that he went with the Aeolian Co.

Mr. Shatney therefore knows the music business in its several branches quite thoroughly and the fact that he is a musician of no mediocre ability counts for much in dealing with customers. He has made a special study of talking machines and is an enthusiastic booster for the Vocalion. Mr. Shatney is a man of culture, refinement and affability, attributes that have played an important part in helping him to attain success as a Vocalion salesman.

BUILDING UP A LARGE TRADE

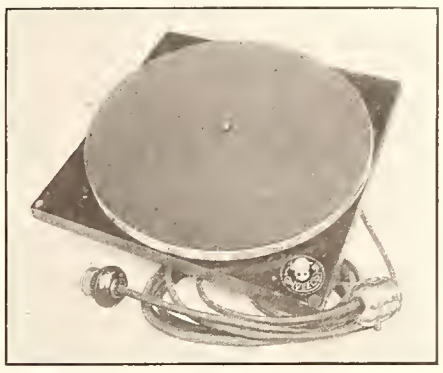
Electric Drive for Talking Machines Manufactured by the Victor Electrical Equipment Co., Boston, Grows in Favor—Some Features

BOSTON, MASS., June 8.—A product that is meeting with success with the dealers is what is called the Veeco, an electric drive for talking machines, manufactured by the Victor Electrical Equipment Co., 248 Boylston street, this city, in which, so far, the volume of business has been greatly in excess of the production. Before it was placed on the market it was tried out in every conceivable manner, for instance, the Edison Electric Illuminating Co., of Boston, exhausted every known experiment on the electric drive before it decided to introduce the Veeco and to make arrangements for its sale in its nineteen offices throughout eastern Massachusetts.

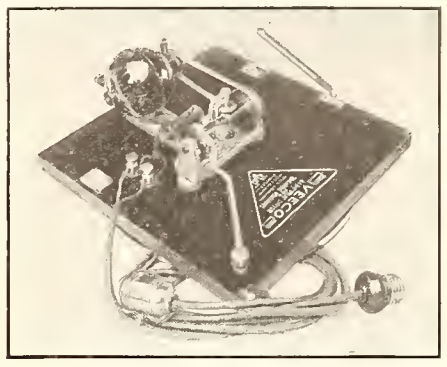
John A. Davis

Some of the features of the Veeco are: can be installed by anyone in five minutes; runs on either alternating or direct current from 100 to 125 volts without extra resistance and can be supplied for from six to 250 volts; fluctuation of current does not affect tempo or pitch; will not heat or give trouble; runs quietly; weighs little; is simple in construction and requires no care; has a range of from twenty to 120 revolutions per minute and can be started and stopped at will.

John A. Davis, general manager, and Chas. F. Simes, general sales manager, are both well trained in the talking machine line, Mr. Davis being a retail merchant and Mr. Simes formerly sales manager of a Boston talking machine manufacturing company. They are young men, energetic, and are in the habit of working along efficient lines, so the wonderful success of the Veeco is not only due to the merit of the article, but is also assisted greatly by the way these men have diligently worked.



The Veeco Equipment



Reverse View of Veeco Equipment

INCORPORATED

The Harmonola Co., manufacturer of talking machines and accessories, was granted a certificate of incorporation by the Secretary of State at Dover, Del., last week. The incorporators are E. W. DeBower and T. D. Fitzgerald, of Chicago, Ill., and Frederick Arnd, of Evanston, Ill., the capitalization being $1,000,000.

LAUGHING AT TROUBLE

Laughing at trouble isn't as hard as it sounds; nor are the people who suggest it utterly hard-hearted and unsympathetic. It is just a philosophic and utilitarian principle suggested by wise folk who know that a tooth always aches most when you have nothing better to do than to think about it.

USE BAGSHAW-MADE BEST-MADE NEEDLES

The first half minute of the playing of any record determines the SALE. Your needles should be of the best quality so that your customers hear music as it was originally sung.

All records can be played with Bagshaw needles and those who are Bagshaw devotees know this.

Remember, that the House of Bagshaw produced the first needles, creates the finest quality in needles, and does the biggest volume of business.

Oldest and Largest Manufacturer.

W. H. BAGSHAW, Lowell, Mass.

Kathleen Parlow

beyond question the world's greatest woman-violinist, will play for you exactly as you hear her play in person, if you have her *exclusive* Columbia Records.

The pure *song-tone* of her rendering of Rubinstein's "Melody in F," her whimsical brilliance of treatment in Dvorak's "Humoreske," and the beauty of her interpretation of Schubert's "Moment Musical" are caught with a sure sense of *reality* that brings the artist vividly before you.

Songs our Mothers Sang

memories we cherish of the old, half-forgotten rom our mother's lips.

bia Records bring back se bygone days with the tenderness of tone that f *human* reality.

An Artistic Achievement—

Columbia Trio Records

A WOOING, mel
of sound and a g
of ensemble effect mar
Records.

The unforgettable beauty of
by the Trio de Lutèce and the
recordings attest the pure a
process that makes them p
records is a *masterpiece* of inst

Hear these records, if you want to b
hich records are the best to buy.

Weber and Fields

Yes—"Mike and Meyer," themselves, will "walk into your parlor" any time you feel like having a laugh—*if* you have their *exclusive* Columbia Records.

When you hear the famous "Restaurant Scene", the "Trust Scene", or "Slumming Scene", you'd almost swear er" were right in No mistaking the lds dialect in their

MBIA
Disc
RDS

all-star bill" for an ertainment—just mplete Columbia g, and you'll find es there that even n't see together.

ns, Frank Tinney, ymond Hitchcock, n, and a host of etting Joe Hayman, e "Telephone" fame ring all these in an only possible by Columbia Records.

dealer on the tele- e him send up the nt. No chance of —if you like the e the record!

the 20th of every month, all Foreign Languages, ctated to the Dictaphone.

Band!

rformance can equal the he surging strength and lumbia band recordings.

Columbia Grafonola 150
Price $150

Special—Just Out

"So Long, Letty"

The Living Voice

THE exclusive processes controlled by the Columbia

Marimba Recor

ousing P

It's advertising like this—15 inches, triple column, week after week and

for talking machine dealers.

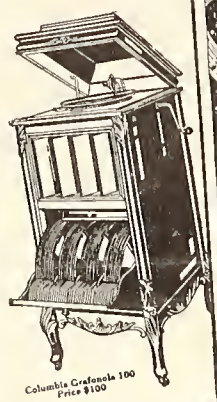
Columbia Graphophone Company, Woolworth Building NEW YORK

The Greatest Instrumentalists

on the Greatest Instruments of Music

are reproduced at their artistic best on Columbia Double-Disc Records.

Whether it is a violin solo by Ysaye or Kathleen Parlow, or a solo by Casals, the wizard of the 'cello, Columbia reproductions possess a matchless quality of beauty. And this is equally true of the splendid Columbia trio ensemble recordings, or the triumphs of Hofmann and Godowsky on the pianoforte. These records are impressive examples of all that musical recordings should be:



Columbia Grafonola 100 Price $100

Ysaye, Casals, Parlow, Hofmann and Godowsky play *exclusively* for Columbia Records, as do the Trio de Lutece, the Barrere Ensemble, the Taylor Trio and other foremost ensemble organizations. Only two ways to hear them—and the Columbia way is the living reflection of *reality*. Listen to one of their records *to-day*—to hear it is proof enough.

New Columbia Records on sale the 20th of every month.
Columbia Records in all Foreign Languages.
This advertisement was dictated to the Dictaphone.

COLUMBIA
GRAFONOLAS and DOUBLE-DISC
RECORDS
FOR SALE BY

Whenev… goes …

Y…

…

Try *th*… ords in the … strike the ric… to find anywh… on that Co… FIRST, any way…

Drop in *to-nigh*… records you picked … and save them for pla… enjoy your laugh the m…

New Columbia Records on sale
Columbia Records in all Fo…
This advertisement was dictated to t…

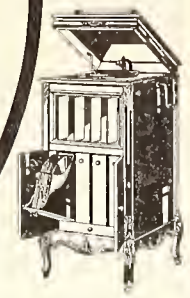
COLUM…
GRAFONOLAS and DOUBLE-DISC
RECORD…
FOR SALE BY

Columbia
Columbia Records
TRADE MARK
Note the Notes

Orchestral Triumph

…eems to burst …olumbia or-

…irit of the ori-… pulse with life. …rue and clear … and feeling;



Columbia Grafonola 150 Price $150

"Note the Notes!"

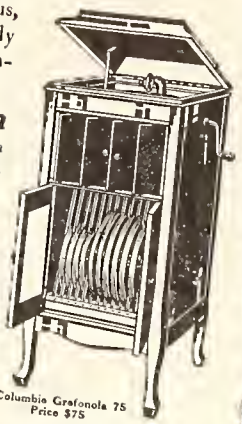
THIS is the trade-mark to keep in mind when buying any records.

It stands for *music*—the *right* kind of music—better produced, better recorded, better in every way.

It stands for crystal clarity of TONE—

It stands for flawless, precise reproduction—

It stands for vivid mirroring of *life*—records of genius, art, *personality*, not merely records of sound, performance.



Columbia Grafonola 75 Price $75

It means perfection

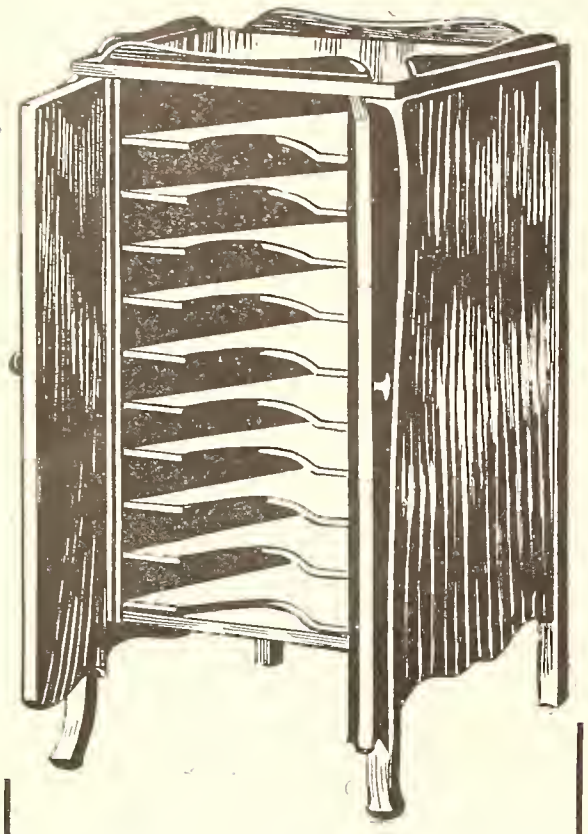
—perfection that *lasts*. Columbia Records are unexcelled in *durability*, just as they are unexcelled in quality of TONE.

"Note the Notes." That is all you have to remember in buying *any* class of records. Vocal, instrumental—solo, ensemble—concert, operatic, orchestral records—whatever you buy, you get the *best* if you buy Columbia Records. That's what the "double-note" trade-mark stands for. That's why you ought to make sure it's *there*.

New Columbia Records on sale the 20th of every month
Columbia Records in all Foreign Languages

COLUMBIA
GRAFONOLAS and DOUBLE-DISC
RECORDS
FOR SALE

SAVE 25%



Order these Special Landay Cabinets at once. Should be $12.50, but our price only

$9.90 each

We are able to offer these special No. 990 cabinets at this price only because the manufacturer laid in a sufficient supply of raw material before the increase in prices.

However, the price must necessarily be raised after this allotment is gone. Better place your order at once. We will be glad to ship you a sample if you desire.

As explained in the last month's advertisement these cabinets are well made of fine Mahogany veneer on all sides and top; are substantial in appearance and finely finished and will retail easily at $18.00.

The quantity we have on hand is rapidly growing smaller so we suggest you place your order now before it slips your mind.

landay BROS. INC.

Victor Distributors Exclusively

563 Fifth Ave., New York, N. Y.

RUNNING DOWN RECORD THIEVES

Efforts Being Made by Eastern Talking Machine Dealers to Get Hold of a Gang Who Are Operating Extensively Throughout the Country—Some Recent Developments

There has been considerable complaint among the Eastern talking machine dealers regarding the thievery of talking machine records. Several dealers in New Jersey have suffered from the work of a band of thieves whose methods were outlined in last month's World. Other dealers have told us that they too have lost records from time to time and it seems as though there are several groups of thieves at work in various parts of the East.

H. C. Lansell, traveling representative of the Blackman Talking Machine Co., Victor distributor, recently made a trip up-State, and found that quite a number of dealers had been victimized by two young fellows who worked the following scheme:

One of them, after hearing a number of records, would purchase one record giving in payment a bill of a large denomination. The clerk not having change was obliged to be absent from the store for a few moments and when she returned the customer informed her that he wanted the record sent to a certain young lady in that town, giving a name and address. An hour later he returned stating that he had met this young lady and that he would take the record with him. He also asked to hear some other records and after buying one or two more gave another large bill in payment which also required the clerk's absence from the store. A few hour's later it was discovered that thirty-five records ranging in price from $3 to $7 were missing from stock.

These thieves wear balmacaan coats that have false pockets which are actually big bags, and they are able to drop the records into these pockets without unduly changing the shape of the coat.

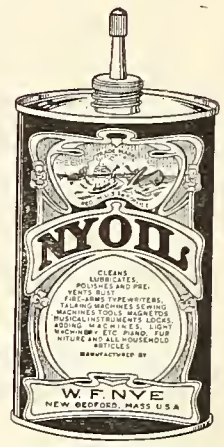
In another city the thieves were "double-crossed" when they took the records which they had stolen and hid them near the railroad tracks. They were observed, however, and were followed to the telegraph station, where they sent a telegram to a man in Cortland street, New York, advising him that the records would be shipped that night. Through a slip-up the thieves managed to escape but the records were recovered by the village constable.

It may be interesting to Philadelphia dealers to learn that one of the thieves was overheard to remark that their destination would be Philadelphia and the surrounding territory.

The J. R. Reed Music Co., of Austin, Tex., which carries a full line of Victor Victrolas and records, reports a constantly increasing trade.

Fall in
Join the Army of Nyoil Dealers and

You Will Share



Profits With Us

Let Us Submit Our Latest Proposition
WM. F. NYE, New Bedford, Mass.

NEW ARTISTS TO RECORD FOR PATHE

Rudolph Ganz and Dr. Steinberg Join a Notable Roster

The Pathé Frères Phonograph Co. announced recently that it had made arrangements whereby a number of well known artists will record for the Pathé disc library. Among these are Rudolph Ganz and Dr. Bernhardt Steinberg. Mr. Ganz is one of the foremost pianists in the world and enjoys an enviable reputation both here and abroad. Dr. Steinberg is connected with the Temple Beth El, New York, and is the recognized authority in America on traditional Jewish music.

Records by these new artists and several well known singers will shortly be announced by the Pathé Frères Co. in addition to a comprehensive list of operatic music recorded by internationally prominent artists. The Pathé staff of artists includes many famous foreign stars who have never appeared in America, but are under exclusive contract with the Pathé Frères Co. in Europe.

PHONO SPRING LUBRICANT

Ilsley-Doubleday & Co., of New York, prominent in the paint and varnish trade, have perfected a graphite phono spring lubricant for talking machine motors, main springs, gears, etc., which is achieving wide success. The company has sold large quantities of this lubricant to talking machine manufacturers, who find it most satisfactory.

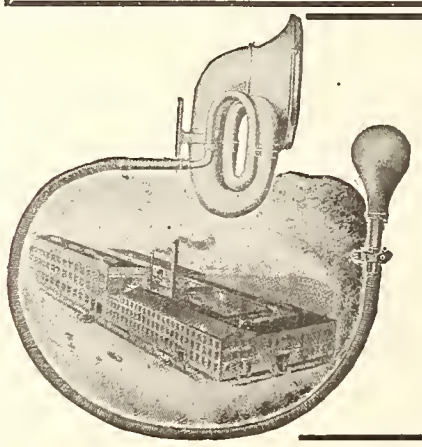
PERSONAL SERVICE

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

Why not communicate at once with us?

BADGER TALKING MACHINE CO. 135 Second Street MILWAUKEE, WIS.

VICTOR DISTRIBUTORS



TONE ARMS TURNTABLES

For many years we have been the only manufacturers of good metal phonograph horns, and recently we have added equipment for making Tone Arms and Turntables of highest quality.

These products are made to your specifications only. Ask for estimates.

Phonograph HORNS

Standard Metal Mfg. Co.

227 CHESTNUT STREET NEWARK, N. J.

CHANGES IN THE CLEVELAND TRADE

Cleveland Piano Co. Succeeds the Wade H. Poling Piano Co.—Talking Machine Men to Attend New York Conventions—All Lines of Machines and Records in Strong Demand

CLEVELAND, O., June 6.—Reports from the local talking machine trade for May indicate that this branch of the music business is continuing to expand steadily despite the claims of stock shortage and the inability of jobbers in certain lines to establish new dealers.

A number of the local talking machine men who also handle pianos are preparing to attend the convention of the National Association of Piano Merchants in New York later this month. The Victrola department of the William Taylor Son & Co. store under the management of T. A. Davies, continues to progress, and recently a number of good record racks have been added to take care of the increased record stock. Mr. Davies took an extended business trip through the West last month and incidentally visited the new Lyon & Healy store in Chicago, where he says he received a number of good business tips. Mr. Davies also called at the Hudson store in Detroit, and later visited New York and Philadelphia.

On June 1 the Wade H. Poling Piano Co. was succeeded by the Cleveland Piano Co., of which Wade H. Poling is president, A. E. Smith, the prominent piano tuner, vice-president, and W. G. Fowler, secretary and treasurer. Earle Poling, formerly manager of the Victrola department of the Poling Piano Co., is assistant treasurer of the new corporation.

The May Co.'s Victrola department handled an excellent month's business during May, especially in the record department. Dan J. Nolan, manager of the May Co. department, will attend the Convention in New York, and will be accompanied by A. F. Wilson, one of the salesmen who won the convention trip for good salesmanship.

The Phonograph Co., of this city, distributers of the Edison Diamond Disc phonographs, reports business very good and have achieved increasing results by means of the publicity campaign inaugurated some time ago. Sales Manager L. N. Bloom has been unusually active in furthering the development of the Edison work here and the various tone tests and special demonstrations have helped greatly to create interest among music lovers.

The Diamond Disc Phonograph Co., under E. S. Friedlander's managership, said that owing to the better shipments of records from the Edison factory there has been a marked increase in business. Mr. Friedlander expects to attend the Edison Convention in New York on June 22 and 23 and get information which will help the industry in this city.

The Starr Piano Co., recently entering the talking machine field, has made much progress in this city. Salesmanager Brett has placed a number of agencies in this district.

The Eclipse Musical Co., extensive Victor distributers in this city, have again shown marked gains in their output. T. H. Towell, head of the company has just returned from a visit to the Victor factory. E. B. Lyons, assistant salesmanager, went to Minneapolis on a special business trip. Every preparation has been made to take care of the increasing business, including extensions to the record department. Several practical and artistic window displays were in evidence in the windows of the Eclipse Musical Co. during the month.

Manager Phil H. Dorn, of the Collister & Sayle Co., Victrola distributers, said that there was a very heavy demand for goods, but there was also a heavy shortage on particular models of Victrolas. However, business was much better than last year, and a special rush was made on two records, i.e., "Marimba Band," No. 18040, and "She Sang Aloha to Me," by Roy Dixon and Lyric Quartet No. 18032.

Manager Morton, of the Grafonola department of the G. M. Ott Piano Co., says that business with the Columbia product is very good. Mr. Morton specializes in the selling of electric Grafonolas and has sold many of the higher priced instruments.

Specialization

—is the key-note of successful business today. *We* would not attempt to manufacture a talking machine—but we *can* tell you anything you want to know about packing and shipping them.

Write now and let us point out the superiority of

Atlas Packing Cases

(3-ply veneer—clear spruce cleats)

In spite of the steadily increasing demand we are keeping abreast of it by additions to plant and equipment.

NELSON & HALL CO.
MONTGOMERY CENTER VERMONT

VICTOR DISTRIBUTER TEN YEARS OLD

JACKSONVILLE, FLA., June 12.—One of the finest talking machine shops in the entire South is maintained by the Florida Talking Machine Co. here, exclusive Victor distributer. The concern was founded ten years ago, and it now occupies large quarters in the Bisbee Building here. The officers of the concern are W. N. Dunham, manager, J. J. Logan, president; W. M. Edwards, secretary, and Captain Tucker, director. Manager Dunham reports that his sales this year have far exceeded any previous records.

Wm. Orth has made extensive improvements in his store on First avenue, Atlantic Highlands, N. J., where he is featuring the Victor-Victrola and Columbia Grafonola line.

We Fill Your Orders

Records:

You cannot afford at this time to be without the services of a Jobber who guarantees to fill your orders.

ECLIPSE

Machines:

Almost daily shipments by the Factory and by concentrating our efforts enables our extending unequaled service.

Cleveland is the logical Center between New York and Chicago and our Shipping Facilities are unequaled. You save Time, Increase your Profits and reduce operating expenses.

A TRIAL WILL CONVINCE

ECLIPSE MUSICAL CO., VICTOR Distributors
CLEVELAND

AN ANNOUNCEMENT *of* INTEREST

TO DEALERS, JOBBERS AND MANUFACTURERS IN THE PHONOGRAPH TRADE

Domino Records
DE-LUXE

The first fifty Domino "quality" records, embracing one hundred selections, are now ready. The list is composed of both popular and standard selections rendered by some of the best known phonograph artists and some of the finest instrumentalists.

The Domino Records are the products of a highly aimed and finely equipped effort to produce *a popular priced* record of a quality which will stand comparison with any records on the market. The size is a convenient one—seven inches in diameter—and carrying about two and one-half or more minutes of sound.

Among the popular artists represented in the first list are such names as Henry Burr, Arthur Collins, Byron Harlan, Vess Ossman, Billy Golden and Inez Barbour, all widely and favorably known in the phonograph world.

Domino Records are double-disc and of vertical cut. The list price of *thirty-five cents* (three for one dollar) allows a good margin of profit to dealer and jobber and means a large volume of sales on a product of such quality. Dealers will be supplied with the highest class of selling helps, such as lists, price cards, hangers and suggestions for window trims.

We invite inquiry from all who are interested. Lists and full information will be sent on request.

FACTORY DISTRIBUTORS

THE W. R. ANDERSON COMPANY

220 FIFTH AVENUE NEW YORK

BADGER SHOP OPENS IN MILWAUKEE

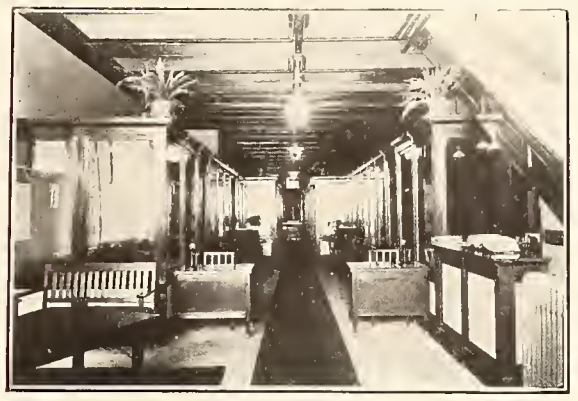
Public Much Interested in Elaborate New Quarters in That City Devoted Exclusively to the Retailing of Victor Goods—Special Program Provided and 5,000 Distributed—The Staff

MILWAUKEE, WIS., June 5.—The feature of the trade during the past month was the formal opening of the new retail establishment of the Badger Talking Machine Shop, at 425 Grand avenue. An entire week was given over to the

Badger Shop Photographed at Night

grand opening, the Victrola and the leading records being featured in daily concerts. A special deluxe program was prepared for the occasion and it was estimated that 5,000 of them were distributed to the visitors.

The new store has been laid out with special



View on Second Floor of Badger Shop

regard to the demands of the business and includes four extra large soundproof demonstration booths on the second floor for the showing of machines, and twelve booths on the ground floor for the demonstration of Victor records. For the convenience of those who cannot visit the store and want special service a large telephone switchboard with numerous trunk lines has been installed and goods will be sent out on telephone order.

Despite the action taken by dealers in various sections against the approval plan, the Badger Co. announces the "Badger Record Service Club, which provides that its members shall receive the records on approval each month and return those not desired within forty-eight hours. Free repair and delivery service are also offered.

The sales organization of the Badger Talking Machine Co. includes Richard H. Zinke, manager; Wm. C. Schmidt, assistant manager; Flora Krech, head saleslady; E. R. Sweeney, James M. Cox and Otto F. Leidel, salesmen; Manda Maderski, Berna Dette Kane and Franc Timme, salesladies; James B. Foley and Edw. R. Schreiber, repair men; Florence Remeeus, telephone record service; Wm. Powers, delivery; Margaret Schaefer, cashier, and ten or more other people employed in the office and as messengers.

The Badger Shop will soon be incorporated by a separate organization to distinguish it from the Badger Talking Machine Co., the Victor distributer at 135 Second street. The capital stock will be $50,000 and the board of directors and stockholders will be identical in each concern.

The accompanying illustrations give an excellent idea of the interior of the new store, together with a view of the exterior at night, showing the handsome electric sign running up the front.

WITH THE TRADE IN WINNIPEG

Babson Bros. Remove Mail Order Department to Larger Quarters—Western Gramophone Co. Concentrating on Record Business

WINNIPEG, MAN., June 5.—Babson Bros., jobbers and dealers in Edison phonographs and records have removed their mailing department from Carlton street, to the Keewayden Building on Portage avenue, East, where they will have larger quarters. F. C. Cross has recently joined the staff of the company.

Ralph Cabanas, manager of the Columbia Graphophone Co., in Canada, was recently a visitor to Winnipeg, stopping off on his way to the Pacific Coast.

A number of out-of-town dealers have recently visited the new warerooms of the Western Gramophone Co. This concern, owing to the shortage of machines, is concentrating on records with considerable success.

TALKING MACHINE FOR CONVICTS

TRENTON, N. J., June 2.—Richard Hughes, head keeper of the New Jersey State Prison, has installed a talking machine in the death house to cheer the spirits of the condemned prisoners. In the New Jersey State Prison the men in the death house never leave their cells from the time they enter until they go to their doom, unless they are pardoned or their sentences are reversed or commuted. The records are of the lively sort.

OZOKERITE PRICES ADVANCED

SALT LAKE CITY, UTAH., May 22.—A report from Soldier Summit states that a carload of ozokerite per day is being shipped from the mines there. Ozokerite is a mineral wax which is used in the manufacture of talking machine records, and is found only in Utah and in Galacia, Austria. Since the European supply has been stopped, on account of the war, the price has advanced from 12 cents a pound to 60 cents.

HUNTER-TUPPEN CO.'S PUBLICITY

In connection with the opening of their enlarged talking machine department, the Hunter-Tuppen Co., of Syracuse, N. Y., carried full-page advertisements in the local Sunday papers in which they dwelt on the extent and completness of their department, and the extensive line of Victrolas and Victor records carried in their establishment. The advertisements were admirably constructed and well arranged, and should have been prolific of excellent results.

Hermann Thorens, Ste-Croix
(Switzerland)
Talking Machine Works
SPECIALTY:
First-Class Motors
AND ALL ACCESSORIES FOR THE TALKING MACHINE INDUSTRY, SUCH AS:
SOUND BOXES, TONE ARMS, Etc.

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., June 6.—The talking machine business during May was a repetition of the other four months of the year, limited to the amount of goods that the dealers were allowed by the manufacturers, with the necessity of turning away business that would have brought the dealers' profits up to a surprising amount, and yet they are fully satisfied that they have been able to enjoy a very good profit on the month, and to start a new month with the assurance that during the six months of the year they were going to show a satisfactory increase over last year.

Louis Buehn & Co. in Their New Home

Louis Buehn & Co. moved to their new place the middle of the past month and are now fully established in quarters where they will be able to properly care for at least double the amount of business they could conveniently handle at their former home. They have a very attractive show window in their present store, and have utilized it to good advantage, and the interior is arranged in a most convenient way and with all modern improvements. Mr. Buehn says: "The story of the month of May is merely a repetition of previous months this year. It was the best May we have ever had, and almost double what it was last year, and we would have been able to have done considerably more had we been able to get the goods. Our record stock is in a most excellent condition, and we are practically filling all orders complete. Machines are coming through a little bit better, but not yet in any satisfactory quantities. The outlook is extremely good for the entire summer. All our dealers are anxious to stock up, which makes the future look very bright from the jobbers' standpoint, and no doubt the retailers see a prosperous season before them."

Alexander Glass, Jr., who recently opened a very fine Victor store at Seventieth and Woodland avenue, has been doing a very flourishing business.

The Henricks Co., at Nineteenth and Venango streets, contemplate adding three additional demonstrating rooms to their present equipment, and also a small recital hall. There is every evidence that this firm is making good in their talking machine department.

There is a general feeling in Philadelphia among the jobbers and retailers that there should be a dealers' association organized here, with the jobbers interested in the proposition, as far as the formation and maintenance of such an association is concerned, but not to participate in any shape or form as officers or in the disposition of any matter. They could be members, but only in an advisory capacity. As there are between forty and fifty Victor dealers alone in Philadelphia, it is easy to see, by including all talking machine dealers, what a large and substantial association could be organized. In conversation with many jobbers and dealers one finds it only remains for somebody to take the initiative—a man that the others would be willing to follow.

Edison Dealers to Get Together

The retail dealers of the Edison in Philadelphia have organized themselves with the object of furthering the cause of that line. August Von Bernuth, of N. Stetson & Co., is at present the chairman of the Edison dealers and a committee has been formed which will, in turn, elect directors. The intention of the association is to try to have every dealer, as near as possible, to work for a uniform service to the customers and take up such matters as come up from time to time as to the policy of working in this territory. Every Edison dealer in this section has appended his name to the association roll.

Blake & Burkart, at Eleventh and Walnut streets, report that their business has been most satisfactory. They did not do as much as they could have done had they been able to get the goods. They report that the demand for records has been enormous. The company's output of records is getting larger all the time, and Mr. Burkart says: "From what we can understand, it is hard for the Edison company to keep up with the demand. Both members of the firm were in New York and at the Edison factory on Thursday of last week. They are having a new hardwood floor laid in their new addition to their store at 1102 Walnut street.

Busy Times With Pennsylvania Co.

The Pennsylvania Talking Machine Co. is fully settled at present in their new North Broad street home, and every part of the work of establishing themselves is now finished except for the big electric sign in front of it, which is to be put in place in a few days. C. S. Tay has just returned from a trip up the State, where he reports that he found all their dealers in a most satisfactory condition, except in the town where there was a big coal strike projected, and where their dealer was a little dubious as to the future. In those towns where there had been a strike, now that it is settled the people are beginning to spend their money again. The bankers up the State, says Mr. Tay, tell him that they have more money in the banks than they have had in a long time.

The Pennsylvania Co. opened up a very nice account with Miller & Kades, of Harrisburg, Pa. Manager Eckhardt is contemplating a trip to Atlanta, Ga., on the 15th of this month. The firm reports that their wholesale business in May was splendid, and that they have been booking a very large number of fall orders. The retail end of the company's business, which remains at the old Chestnut street address, has been more than holding its own over last year. They have established as a new agent Edward H. Burr, 2448 Frankford avenue, who will handle Columbia products exclusively. Mr. Eckhardt expects to take a cottage at Atlantic City for the summer very shortly.

The dictaphone department of the Pennsylvania Co. removed to the new building the early part of the past week, and while it is not fully established, it has things in good working order, and the school is in operation, with typewriters of all the most used machines installed for the use of dictating machine learners. The school is in the front part of the fourth floor, just back of the offices, and the service department is on the same floor at the rear of the school.

Penn Phonograph Co.'s Big Business

The Penn Phonograph Co. report that their business has been as good as usual, and that May has shown the same percentage of increase as the previous four months of the year. Their stock in both machines and records is in very good shape. The firm have engaged a suite of rooms at the Traymore in Atlantic City for the convention next month.

Among visitors in Philadelphia the past week were G. C. Aschbach, of Allentown, and Edgar Lewall, of Lewall Bros., Catasaqua. When they reached Philadelphia they were escorted by the Penn Phonograph Co.'s out-of-town representative, L. P. Brown, for a tour of inspection through the Victor factory. Mr. Aschbach has just spent several thousand dollars in fixing up his department, on both the second and the street floors. Both of these gentlemen report that they have brought their business considerably ahead of last year.

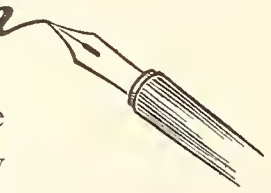
H. A. Weymann & Sons report that their business has been most satisfactory all through the month of May, and has practically doubled in record sales over May of last year.

At a dinner which the Girard Phonograph Co., Edison jobber in this city, gave to its dealers, the matter of an organization of Edison dealers came up and a committee to draft a constitution, by-laws, etc., was appointed. This committee consisted of Messrs. von Bernuth, of Stetson & Co.; Blake, of Blake & Burkart; Murdock, of the Ludwig Piano Co.; Carter Ramsdell, of Ramsdell & Son, and Homer Davis, of George B. Davis & Co.

Jacob R. Rose has just been appointed local sales manager and distributer for Emerson records in Philadelphia and adjacent territory. Mr. Rose is conversant with the sales features of these products and is planning to give his dealers practical co-operation.

DON'T FAIL TO ATTEND THE NATIONAL TALKING MACHINE JOBBERS' ASSOCIATION CONVENTION AT ATLANTIC CITY, JULY 10, 11 AND 12. It WILL BE THE GREATEST EVER!

Pen Your Victor Orders to Penn



There are many reasons back of the broad statement above as to why Penn should fill your orders. One is, because Penn can do it, if anyone can. And that's one reason why you see no stock piled up around our storehouse, for every available machine and record goes OUT to our dealers. Put your trust in Penn. We'll work hard to please you.

VICTOR

Penn Phonograph Co., Philadelphia

The Inside Story of Buehn Service

HERE are some photographs giving a vivid idea of just what the "inside" is of Buehn Service—as far as the eye can see. These show the equipment of the new Buehn Building at 835 Arch Street, Philadelphia, Penn., with over 10,000 square feet of space—ten times the space that Buehn Service occupied not so very long ago.

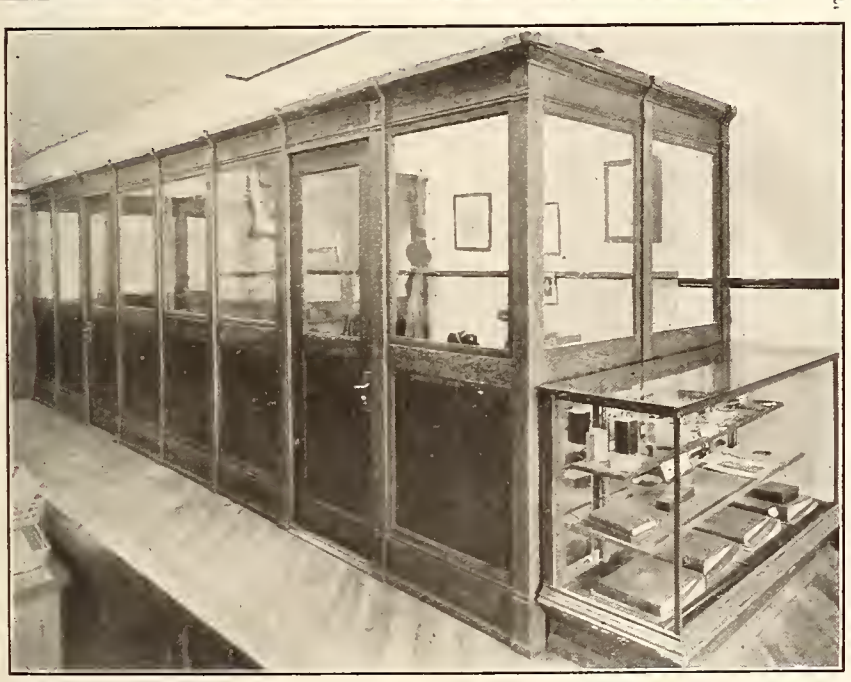
You can see that, as far as efficiency goes in the physical make-up of equipment, that it is all found in the Buehn Building

You cannot see from any photograph, nor can you determine from any form of so-called "character-reading," to just what extent the members of Buehn Service are efficient. But you know that Buehn Service is progressing rapidly because of its serviceable service. There is a humanness in our efforts to please that is gratifying to a merchant.

If you have ever studied "salesmanship" you will realize the importance of having the best man in his class doing the particular kind of work for which he is best qualified. All Buehn members are specialists, and there isn't a man here who hasn't some kind of talent. Even the Buehn window-washer prides himself as being the best window-washer in Philadelphia.

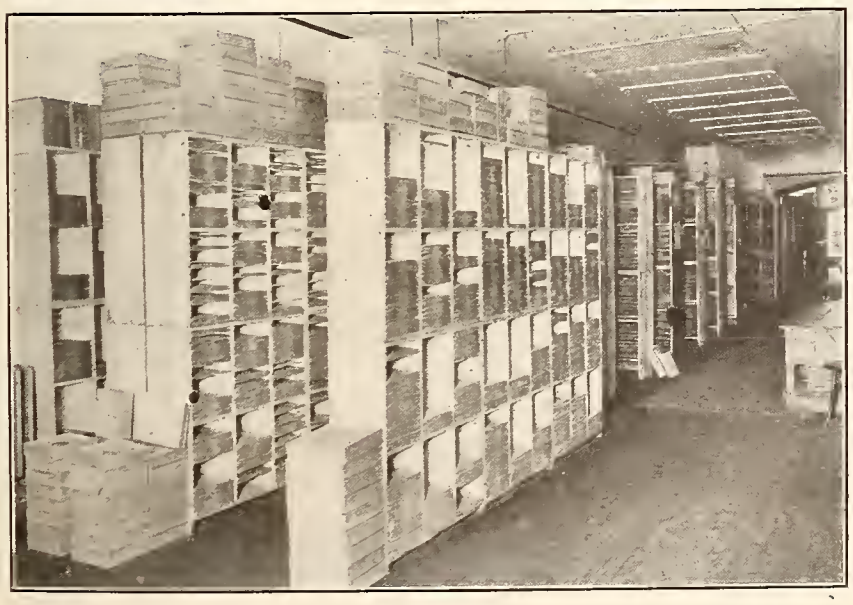
A spirit like this cannot be purchased; it must be created by men who take such a delight in working to please customers, that he puts himself on the plane of efficient service under all conditions.

Is it any wonder that our customers like to help us grow?



THE LOUIS BUEHN COMPANY

PHILADELPHIA'S Exclusive Wholesale VICTOR DISTRIBUTOR



SUMMER TRADE IN THE NORTHWEST

Demands for Machines and Records for Vacation Resorts—Heavy Call for Victor Goods—Souders Off on Boosting Trip—Other News

St. Paul and Minneapolis, Minn., June 6.—'Tis well with the talking machine folks in the Northwest. Their May business showed a total gain of about 35 per cent. on the average and there is every indication that June and the following summer months will hold well ahead of the 1915 marks. The summer, perforce, will note a slowing down, but with the demands from the lake and outing resorts and camps there will be sufficient business to keep everything moving nicely. Merchants who handle various classes of musical instruments agree without dissent that the talking machine departments have shown the most life and the best returns from effort and advertising.

The Beckwith-O'Neill Co., Northwestern jobbers in the Victrola lines, reports that it has all the company can attend to for the time being and is not opening any new Twin City accounts. This concern is not stocked up on all lines as yet, but are not nearly as hard pressed as during the holidays and immediately after. Possibly the summer will arrange matters so that this company may get its stock in the shape that is desired.

Robert Souders, manager for the Columbia Graphophone Co., is off on a far Western trade tour, with scores of Minneapolis business men. The party goes West to Great Falls, Mont., on the Great Northern, and returns on the Northern Pacific, traveling some thousands of miles, and Mr. Souders expects to make every mile count. Before leaving he reported that the Minneapolis Dry Goods Co., the New England Furniture Co., and Harrman's, had put complete Columbia lines in their talking machine departments. These big stores have had some Columbia machines by way of experiment, but now show everything that the home factory produces.

The news from the Edison headquarters, Lawrence H. Lucker, manager, is of the most optimistic kind. Since the big convention of Columbia dealers, early in May, President Lucker, of the Minnesota Phonograph Co., is the proudest man in the State.

The Fries-Patterson Co., handling the Lyric line of instrument, is now located at 721 Marquette avenue.

GOLD MEDAL FOR SHELTON MOTOR

High Award for Talking Machine Attachment at Panama-California Exposition

W. Gentry Shelton, president of the Shelton Electric Co., New York, manufacturer of the Shelton electric phonograph motor, announced this week that the company had been awarded a gold medal, the highest award by the Committee of Judges at the Panama-California Exposition, San Diego, Cal. The company is maintaining a comprehensive exhibit at this exposition, including the Shelton electric phonograph motor, electric vibrators, hair dyers and other inventions to Mr. Shelton's credit. During the past few years the Shelton Electric Co. has been represented at practically all of the leading expositions, and its exhibit has always received the highest award in its respective class.

NEW

EXCLUSIVE

Christmas VICTOR Record Box

Issued with authority of Victor Talking Machine Co.
We will send you particulars on request.

Augur, Swyers & Machold, 461 Eighth Avenue New York City

CHARLEY CHAPLIN BUYS VICTROLA

Noted Comedian Selects Instrument from Southern California Music Co.—Purchases Large Selection of All Sorts of Records

Los Angeles, Cal., June 5.—After having successfully completed arrangements with the Mutual Co., negotiating one of the greatest contracts yet entered into by a motion picture firm, Charlie Chaplin returned to Los Angeles, where he is to open up his new studio.

A few days ago he strolled into the store of the Southern California Music Co. and purchased a Victrola for his apartments at the Athletic Club.

The records he selected are a remarkable collection, varying from the lighter music to the heaviest classic; including symphonies and grand opera, one of his favorites being the orchestral number by Debussy, entitled "Nymphs and Swans." That he thoroughly enjoyed making the selection was evidenced by the intense interest he took and the pleasure he displayed in listening.

It is not generally known, except to his nearest friends, that Mr. Chaplin is a composer of considerable ability and plays very well both the 'cello and piano. Some of his best numbers have been successfully published.

MUSIC'S BENEFICENT INFLUENCE

H. G. Stanton, general manager of R. S. Williams & Sons Co., Ltd., Edison distributers, of Toronto, in a recent letter to the Daily Star of that city, criticised the statement made by the Canadian Bank of Commerce in the course of a letter on commercial conditions (referring particularly to the importance of thrift), that musical instruments were really non-essentials. Mr. Stanton controverted this statement in a most complete and exhaustive way, pointing out the influence of music in times of war, as well as in times of peace, as a stimulator to great achievements, and as a source of happiness and enjoyment in the home. The letter was admirably written and a very fitting rejoinder to the rather weak arguments made by the bank official.

"Music for Everybody"

Operaphone Records

The only popular priced records on the market.

Retail at 35 cents.

Are 8 inches in diameter.

Are double sided.

Play only with a *tapering* or *Operatone steel needle.*

Have more music than the 10 inch records of other makes.

These records are made by what is known as the "Vertical" or "Up-down" cut, and are especially designed to be played on vertical cut record playing machines.

Play on all lateral cut record machines with a small attachment required to change position of reproducer; attachments are simple to use and inexpensive.

Our catalogue is up to date; has 72 numbers, 144 different selections.

Twelve new numbers, 24 selections, are added each month.

The records are of unusual quality; and merit attention from a musical and artistic standpoint.

The songs are by popular and well-known artists.

The records are the product of our own laboratory and factory. Dealers: Write for full particulars and catalogue and latest list.

Operaphone Manufacturing Corporation

Office: Fifth Avenue Building, Madison Square, New York

First recordings by Florence Macbeth are in the Columbia July list—the best numbers from the repertoire of one of America's greatest coloratura sopranos.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

HEARINGS ON THE STEPHENS BILL

Advocates of Price Maintenance Measure, Including Talking Machine Jobbers, Offer Arguments in Its Support Before House Committee on Foreign and Domestic Commerce

WASHINGTON, D. C., June 1—Advocates of the Stephens bill to legalize price fixing on branded articles of merchandise by the manufacturers of such articles were present at the hearings this week before the House Committee on Interstate and Foreign Commerce.

A number of prominent Victor distributers journeyed to Washington to attend the hearings, including J. Newcomb Blackman, Blackman Talking Machine Co., New York; Geo. E. Mickel, Nebraska Cycle Co., Omaha, Neb.; E. C. Rauth, Koerber-Brenner Co., St. Louis, Mo.; French Nestor, W. F. Frederick Co., Pittsburgh, Pa.; H. R. Eisenbrandt, Eisenbrandt & Sons Co., Baltimore, Md. Henry Mielke represented the Talking Machine Men, the talking machine dealers' associations of New York, New Jersey and Connecticut.

The first witness called was Paul Nystrom, formerly connected with the University of Wisconsin, as an economist and at present a manufacturer in New Jersey. Mr. Nystrom gave five reasons for the passage of the Stephens bill, namely, that it would reduce trade friction and waste, reduce the cost of distributing goods, equalize conditions of competition between large and small dealers, and affect no one adversely, except the price cutter, and prove beneficial to the buying public.

Mr. Nystrom was followed by J. Newcomb Blackman, who has worked indefatigably in the interests of the Stephens bill. Mr. Blackman's arguments in behalf of the measure were based on sound logic and were particularly impressive in view of the current era of prosperity in the talking machine industry, which is attributable, in a large degree, to the one-price system that has been followed by the leading manufacturers. Mr. Blackman pointed out concrete instances showing the necessity for price fixing and the harm caused by price cutting, and his arguments as a whole seemed to carry considerable weight.

Other witnesses were heard during the course of the hearing, including representatives of many industries, favoring the passage of the Stephens bill, and Mrs. Julia Heath, president of the Housewive's League, an organization of country-wide influence.

The opponents of the Stephens bill will be heard later in the month, subsequent to which it is likely that those favoring the measure will be heard in rebuttal.

TO MAKE PHONOGRAPHS

The Phonola Co., Inc., Brooklyn, N. Y., has been chartered under the laws of New York for the purpose of manufacturing and dealing in phonographs and musical instruments. The incorporators are F. B. Maerkle, E. W. Ladd and A. O. Wilde, and the capital stock $5,000.

M. Friedman & Co., of San Francisco, Cal., has opened a Victor department in their Post street store, more than half of the first floor there being devoted to sound-proof booths for demonstration purposes.

VICTOR DOG COMPLIES WITH LAW

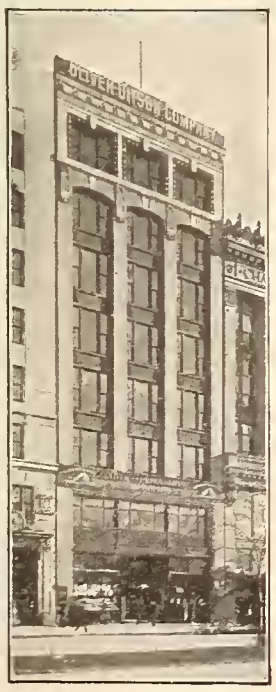
Is Placed on Sidewalk in Huntsville, Ala., Duly Muzzled and Chained

HUNTSVILLE, ALA., June 1.—The Ott Talking Machine Co., this city, attracted considerable attention and created much amusement recently when a large sized Victor dog was placed at the edge of the sidewalk in front of the company's store, and chained securely to the light pole there. The dog was equipped with a large muzzle to comply with the new city ordinance which provides that all dogs must be muzzled or they will be shot. The dog bore, stenciled on his back, the words "Ott Talking Machine Co.," with "Victrolas" spelled down both his sides.

MUST BE OF GOOD ADDRESS

It is necessary that a clerk in a store should be of good address; that is, that he must not seem over-important, foppish, slow and indifferent on one side, or untidy, ignorant and a rattle-head on the other, but can present himself to his prospective customer in such a manner that the latter will at once acquire a good impression. This cannot be assumed for effect, but must be natural. Notice a clerk of this type for a few moments. He smiles you a welcome, he greets you with an extended hand, or a friendly bow, he speaks cheerfully of some light topic of the day.

The talking machine department of the Getts Piano Co., Grand Forks, N. D., is being remodeled, new record cabinets and demonstration rooms being installed.



Building of the Ditson Company at Boston

DITSON VICTOR SERVICE

The name "Ditson" means music. Music means Ditson. Over 75 years of association with the retail trade of this country give us a knowledge of conditions that is of help to you.

Ditson Victor Service stands foremost in the East. It is for the small dealer, particularly, that we desire most to help, but the small man of to-day soon grows, with intelligent help, to the big man of to-morrow. On our books are many dealers who formerly bought in lots of hundreds and now buy in thousands.

We furnish a complete line of musical instruments, from Accordeons to Zithers, and Books of Music and Sheet Music.

BOSTON
Oliver Ditson Co.

NEW YORK
Chas. H. Ditson & Co.

"Brighten the Corner Where You Are"

ATTEND THE

10th ANNUAL CONVENTION

OF THE

National Association of Talking Machine Jobbers

HOTEL TRAYMORE, ATLANTIC CITY JULY 10-11-12 & 13

Imbibe and take home the spirit found there.

10 Reasons for Attending the Convention:

1st. Loyalty to the N. A. T. M. J.
2nd. See your Brother Jobbers and become acquainted.
3rd. Receive information about best record ordering systems
4th. Hear all about the latest business methods
5th. Learn how your operating costs can be reduced
6th. Get new ideas about increasing your business
7th. Why your Victrola Department is no longer a side line
8th. Visit the Victor Factory and see the immense additions
9th. Add ten years to your life and many dollars to your pocket-book
10th. And don't forget that the Victor officials are very anxious to meet and talk to you.

The Entertainment Program, Also, Is Bigger and Better Than Ever

Write any Association officer *now* for details.
Reserve your Room and make arrangements now. BE A LIVE ONE

OFFICERS OF THE N. A. T. M. J. 1915-16.

President, ANDREW G. McCARTHY,
Sherman, Clay & Co., San Francisco.

Vice-President, HARRY F. MILLER,
Penn Phonograph Co., Philadelphia.

Secretary, EDWIN C. RAUTH,
Koerber-Brenner Co., St. Louis.

Treasurer, WM. H. REYNALDS,
Reynalds Music House, Mobile, Ala.

ILSLEY'S
Graphite Phono Spring Lubricant

The Perfect Lubricant for Talking Machine Motors, Mainsprings, Gears, Etc.

To lubricate and insure smooth, easy and noiseless running of mainsprings, remove springs from spring barrel or cup and wash thoroughly with benzine or gasoline (this will remove all the old lubricant), allow them to dry, and then apply liberally ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT, working it thoroughly between the coils of springs. This practically overcomes friction, which usually is the cause of jump spring, spring knocking, etc. For springs one inch wide use about six or eight ounces of lubricant for each spring.

Write for descriptive folder and prices

Manufactured by **ILSLEY-DOUBLEDAY & CO.** Established 1853

229-231 Front Street, New York, N. Y., U. S. A.

STEWART CO. OFFICES MOVED

Directing Offices of the Stewart Talking Machine Co., Indianapolis, Now Located in the Company's Wholesale Branch in the Heart of the Retail Business District in That City

INDIANAPOLIS, IND., June 6.—The general directing offices of the Stewart Talking Machine Co., the Victor distributers in this city, have been moved from the fourth floor of the Lemcke Annex to the second floor of the Stewart Co.'s wholesale branch.

New Home of Stewart Talking Machine Co.

The new department is elegantly fitted up in keeping with the furnishings of the rest of the building. A mahogany balustrade and counter face a visitor as he ascends the broad staircase. Behind are arranged the desks of the bookkeepers, stenographers and the office manager. A. M. Stewart's comfortable quarters are screened from the main office by a partition of translucent glass. This move completes the furnishing of the six-story building for the firm's use. The building now houses ample warerooms, demonstrating rooms, bookkeeping department and general office, sales and advertising department, record storerooms and packing and shipping departments.

The Stewart Building is located in the heart of the Indianapolis wholesale district. It is within a three-minute trip from the farthest freight depot and offers marvelously speedy service by reason of its location. Punctual and thorough service is further assured by a trained organization that has its superior nowhere in the country.

SUMMER ACTIVITY IN LOS ANGELES

Machines and Records Being Bought for Vacation Use—Fred R. Sherman and Phil T. Clay Among Visitors—F. S. Allen to Attend Conventions—New Edison Dealers Appointed

LOS ANGELES, CAL., June 5.—The summer months are with us once more and in consequence of the usual migration to the pleasure resorts, business has dropped off to some extent, especially in records. The usual number of small machines are being purchased by the vacation colony to carry along as entertainers. As an outdoor attraction the "talker" is becoming more and more popular every season.

Most of the local jobbers are gradually getting their stocks in shape again, and the outlook for fall is very promising.

Fred R. Sherman and Philip T. Clay, of Sherman, Clay & Co., San Francisco, both spent a few days in Los Angeles while passing through last week. Mr. Sherman visited the San Diego fair, while in southern California, and Mr. Clay continued on to Prescott, Ariz., to visit his family. Both gentlemen intend making the round trip by motor.

H. E. Lindsey, manager of the talking machine department of the Wiley B. Allen Co., is enjoying a three weeks' vacation in Portland, Ore., his old home. Mr. Lindsey formerly was connected with the above house in Portland.

F. S. Allen, proprietor of the Musical Record Shop, is making a trip East in order to attend the National Association of Piano Merchants' convention at New York, June 21 and 22. While in the East Mr. Allen will make a visit to the Victor and Edison factories.

The Mercantile Co., of Long Beach, Cal., the largest department store of that city, has recently taken over the talking machine agencies from the Hawthorn & Broderson and Carlton Music Co., and will be exclusive Edison dealers in the future.

The Diamond Disc Distributing Co., of 340 South San Pedro street, has just received a car load of machines and now have a full supply of all models and finishes. O. A. Lovejoy, the manager, reports business good and he established several exclusive Edison agencies last month. They have been very busy getting their new quarters in shape and now have one of the best equipped wholesale houses on the Coast. C. H. Yates, lately with the Phonograph Co., of Kansas City, Mo., has connected with the traveling force of the above company.

ARRANGE FOR NEW STORE

The Naeve Bros. Music House, of Davenport, Ia., has closed a lease for a new store at 220 Harrison street, where, in addition to pianos and small goods, they will make a special feature of Columbia Grafonolas and records.

The Whitehall Phonograph Shop has opened elaborate quarters at 32 Whitehall street, Atlanta, Ga., and will feature the Edison Diamond Disc Phonograph.

ARE YOU SATISFIED?

¶Do you firmly believe that you are securing your share of the vast Victor business which is available if *service* and *efficiency* are placed at the disposal of your customers?

¶Is there not some minor or important phase of your business which can be made more productive if the *service you* are receiving were made more efficient? If so

WILLIAMS CO. SERVICE

Will help you in many ways. We have aided numerous Victor dealers in solving the problems which confronted them, and this experience is at your service.

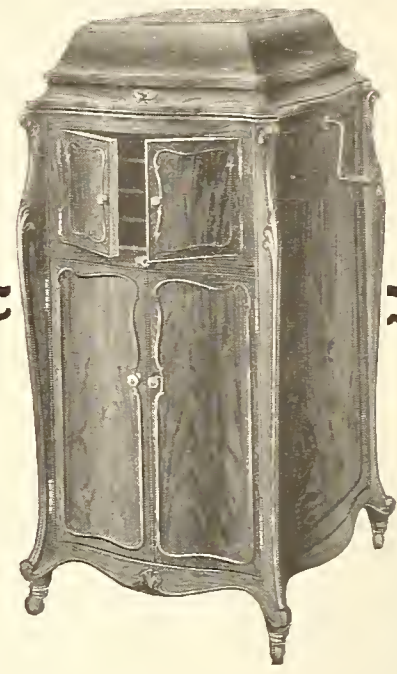
¶Such important things as stock, advertising and turn-over have all been included in the co-operation we extended these dealers.

Perhaps we can help you. May we not try?

G. T. Williams Co. *VICTOR WHOLESALE EXCLUSIVELY* **217 Duffield Street, Brooklyn, N. Y.**

The M. STEINERT & SONS CO.

Victor
Distributors



STEINERT'S
Victor Efficiency

When you want quick and accurate service telephone us—

Oxford 1330

Largest and most complete stock of Victor Records in New England.

M. STEINERT & SONS CO.

35 Arch Street **Boston, Mass.**

NEW ENGLAND VICTOR DISTRIBUTORS

The only trouble Columbia dealers are having with the Columbia orchestral records is having to avoid being sold out too often.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

GOOD LOCATION HELPS

Attractive Quarters Opened by Acme Music Store in Rutherford, N. J.—Handles the Victor Line—Establishment Well Located

The Acme Music Store, which opened very attractive warerooms in Rutherford, N. J., a few weeks ago, reports satisfactory business, although it has only started its sales and advertising campaign. The Victor line is handled exclusively at this new store, which is located at the junction of several car lines from surrounding towns. The proprietor of the store, F. Brunner, has made it as comfortable as possible, and proposes to have the public use it in a way as a meeting place or waiting room.

Front View of Acme Music Store

The interior of the Acme Music Store is furnished and decorated most attractively, there being a "place for everything and everything in its place." The accompanying photograph showing the first window display of the new store indicates that this important item of publicity will receive careful attention. As a matter of fact, a number of window displays are now in course of completion, which will be unusually artistic.

GOOD MAY REPORT IN INDIANAPOLIS

Figures for Month Approach Those of December—Dealers Generally Optimistic—Talking Machines Fill Vacation Needs—Furniture Stores Carrying on an Active Campaign—General News of the Local Trade

INDIANAPOLIS, IND., June 3.—A. W. Roos, local manager of the Columbia Graphophone Co. store, reports that the May business was "almost unbelievably good." In fact the total of business was so lightly under that of December, 1915, that, figuring the season of the year, the month just passed is, in Mr. Roos's opinion, the best month the company ever experienced.

This happy increase was not confined to any particular department of the business but fine increases showed up in the wholesale, retail and Dictaphone sales department. Also the cash receipts held their own and were way above the average month of May.

Mr. Roos says that he finds nothing but optimism displayed by the dealers in the various towns in his territory and without exception every dealer on the books is doing a greatly increased business over all previous records obtainable. The outlook seems to be particularly good for a summer with no dull months and a wonderfully big fall and winter season.

S. H. Nichols, district manager of the Columbia Co., with headquarters at Pittsburgh, visited the Indianapolis branch on June 1, on one of his periodical visits of inspection of his stores.

Dealers are overjoyed at the way the summer business is opening up, as during the summer months they sell a great number of instruments to customers who are fortunate enough to have a summer camp or cottage to go to, and they have found in increasing numbers that a talking machine is one of the most pleasant companions to have when away from the noise and bustle of the city. Business of this kind is, of course, entirely increase, so far as the regular routine sales of the store are concerned.

Walter E. Kipp, of the Kipp Phonograph Co., distributer of the Edison machine, makes a report on May business similar to Mr. Roos. Mr. Kipp said that thus far the summer business seemed better than usual and it looked as though the talking machine business this fall would be unusually brisk.

The Edison Shop is still featuring its matinee concerts and nearly always has a large number of persons in the store. The concerts have produced a fine list of prospects.

All of the piano dealers handling talking machines are getting a fair share of the summer business, which is being featured in most of newspaper advertising, pointing out the joy of having a talking machine in the canoe or summer camps.

A number of the leading furniture stores, including Oilar Bros., who handle the Pathé; the Taylor Carpet Co., which handles the Victrola; D. Sommers, who handles the Columbia, and the William H. Block Co., a department store, which handles the Edison, have all been featuring their talking machine departments in their advertisements.

TALKING MACHINE IN DEATH HOUSE

Used to Cheer Up Condemned Men in the New Jersey State Prison at Trenton

TRENTON, N. J., June 5.—Richard Hughes, head keeper of the New Jersey State Prison, has installed a phonograph in the death house to cheer the spirits of the condemned prisoners. In the New Jersey State Prison the men in the death house never leave their cells from the time they enter until they go to their doom, unless they are pardoned or their sentences are reversed or commuted. The phonograph records are of the lively sort.

MANUFACTURERS!

The "Ideal" Tone Arm and Sound Box

We will reproduce your ideas of a tone arm and sound box (universal and others) for your exclusive use at the lowest prices consistent with high quality materials and good workmanship, if you will

Send us your Ideas or Suggestions

Our factory, covering many thousands of square feet, is equipped with automatic machinery and a plating plant of the most improved character. Here we produce tone arms and sound boxes at a cost, we believe, far below that of any other manufacturing organization in the country.

If you want to use an exclusive type of tone arm or sound box, send us rough drawings and we will submit our quotations.

Your requirements will receive prompt and careful attention. Write us *to-day*.

All parts furnished in nickel, gold, silver or oxidized plating.

CONSOLIDATED PHONO PARTS CORP.
142-146 West 14th Street Telephone 989 Chelsea **New York City**

EMIL BAUER JOINS FORCE

Of the Domestic Talking Machine Corporation, Philadelphia—Well Known in Trade

Emil Bauer, well known in the talking machine industry, has become connected with the Domestic Talking Machine Corporation, Thir-

Emil Bauer

ty-third and Arch streets, Philadelphia, Pa., being in the department of distribution, which is in charge of P. C. Adams, sales manager.

Mr. Bauer is unusually well known in the East and has many personal friends in a great many cities. He was with the Oliver Ditson Co. in an important capacity, later on going with the Keen-O-Phone Co., being with the latter concern from the start until it discontinued business. "I made a careful investigation of the products of the Domestic Corporation and what they are offering to the dealers made such an impression upon me that I simply had to become a Domestic ambassador," added Mr. Bauer.

The Wilmot Music House, Fall River, Mass., recently gave an Edison tone test, which brought some excellent business.

E. M. BAKER RETURNS FROM TRIP

Reports Prosperous Conditions in the West—Speaks Particularly of Denver

Edw. M. Baker, advertising manager of the Columbia Graphophone Co., returned to his desk late last week after a trip as far west as Denver. When it is considered that Mr. Baker covered this ground in ten days, some idea of how fast he traveled may be realized. He spent several days in Chicago, acquainting himself with conditions in that city, and then visited Lincoln, Neb., and Kansas City, Mo., en route to Denver. In a chat with The World Mr. Baker commented upon the remarkably prosperous era which is now current in Denver. This is attributable to the increased demand for tungsten, which has resulted in booming the prices for this metal. The steady rise in the price of silver has also influenced this prosperity, which to all indications will be of long duration. Mr. Baker secured at first hand an intimate knowledge of conditions in the West, which will enable him to give invaluable co-operation to Columbia dealers in the preparation of the company's publicity.

TALKER NEWS FROM KANSAS CITY

Farney Bros. Buy Out Edison Agency of E. H. Hollister in Hutchison, Kan.—C. F. Kaiser, Victor Dealer, Attends Convention

KANSAS CITY, Mo., May 22.—J. J. Farney and Eli Farney have purchased the Edison phonograph agency in Hutchinson, Kan., from H. E. Hollister and are now proprietors. Mr. Farney recently came back from attending the Edison dealers' gathering in Kansas City.

C. F. Kaiser, Victor dealer in Ottawa, Kan., has been in Kansas City the past week attending the convention of the pharmacists of the State. Mr. Kaiser has been entertained by his nephew, John Dietrich, a young college student of this city. Mr. Dietrich recently won a competitive examination for entrance into West Point, an achievement of which Mr. Kaiser is proud.

VICTOR LITERATURE FOR JUNE

Elaborately Prepared Poster of Foreign Records and Special Educational Advertising for June Just Sent to the Dealers

In the budget of advertising matter sent to its dealers by the Victor Talking Machine Co. for the purpose of calling public attention to the June records there are included two particularly interesting hangers, one of them devoted to the June foreign records, with the national colors of the nations represented in the lists reproduced at the top of their respective columns with brilliant effect. This hanger is nearly six feet long and should attract immediate attention. The other hanger includes a list of ten Victor records which should be in every home and which are presented in a most attractive form. In the June budget there is also found the reproduction of the advertisement that will be shown in the various educational magazines in June to emphasize the value of the Victor in the schools.

EDISON TO RAISE WORKMEN'S WAGES

WEST ORANGE, N. J., May 29.—Efforts are being made, according to Vice-President Robert Bachman, to readjust the piece rates in the Edison Diamond Disc factory here, so that the employes may make more money. The company has decided that the prices paid on certain classes of work were too low, and the employes have been advised that there would be no restrictions placed on them as to the limit of work which they turned out.

The Eagle Talking Machine Co., Inc., of Wilmington, Del., registered with the Secretary of State of New York to acquire the business of Abraham Strauss, 77 John street, New York.

DON'T FAIL TO ATTEND THE NATIONAL TALKING MACHINE JOBBERS' ASSOCIATION CONVENTION AT ATLANTIC CITY, JULY 10, 11 AND 12.

We Are Making Immediate Deliveries

SAVOY—Style 65

Mahogany, Highest Grade Finish. Size on Casters, 48 Inches High, 22 Inches Wide, and 23 Inches Deep. Double Spring Wormgear Motor, 12-Inch Turntable.

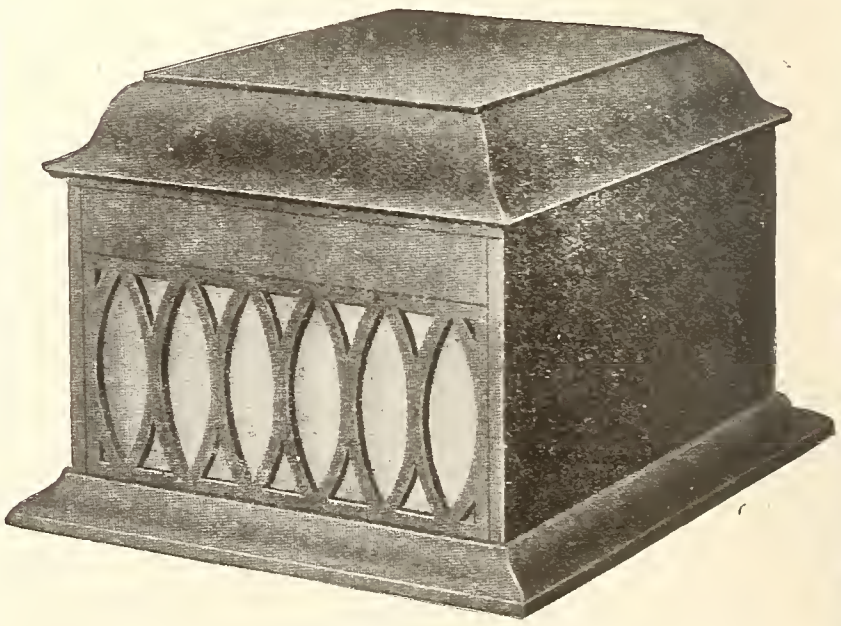
We are Equipped to Turn Out Highest Grade Phonograph Cabinets in Large Quantities.

Let us Figure on Your Present and Future Requirements.

The SAVOY

line of machines will give you a chance to sell every prospect in your territory. Our line is complete, machines retailing from $15 to $85; also special machine and cabinet combinations. Savoy machines play all makes of records.

Write for dealer proposition



SAVOY—Style 25

Mahogany, Highest Grade Finish—Size 18½ Inches Wide, 14 Inches High and 22 Inches Deep. Double Spring Wormgear Motor, 12 Inch Turntable.

NANES ART FURNITURE CO.

Grand Street and East River, NEW YORK

BIG WURLITZER EQUIPMENT

Order Placed With the Unit Construction Co., of Philadelphia, for Columbus Store

On May 11 the Unit Construction Co., of Philadelphia, Pa., received a special order from the Rudolph Wurlitzer Co., of Columbus, O., covering an entire equipment of booths, offices and display rooms.

The finish of the warerooms was to be in silver gray oak and many of the booths were ordered in special dimension sizes. It is said that this entire equipment was shipped from Philadelphia and installed at Columbus within three weeks, which is record time and shows what can be done by a concern like the Unit Construction Co., which specializes in this service.

BUILDING A GOOD TRADE IN HOLYOKE

HOLYOKE, MASS., June 5.—McLean Bros., of this city, the well-known furniture house, which recently arranged to handle the products of the Pathé Frères Phonograph Co., New York, is closing an excellent business in this line, and has made plans for an aggressive summer campaign.

Reognizing that window display is a most

McLean Bros.' Pathephone Window Display

important factor in modern retail merchandising, this concern recently prepared a very attractive window which is shown herewith. This display was remarkably successful, and as a matter of fact was responsible for the sale of all the Pathephones which McLean Bros. had in stock at the time the window was prepared.

McLean Bros. report a very healthy Pathé record business, and state that their patrons are more than pleased with the new recordings issued monthly by the Pathé Frères Co.

Sapphire Needles

Jewel Points

for the reproduction of hill and dale cut records.

Samples

Full Tone - - - 30c each
Half Tone - - - 35c each

Special prices in dozen, hundred and thousand lots.

A. F. Meisselbach & Bro.
Congress Street NEWARK, N. J.

GOING AFTER RECORD BUSINESS

By Concentrating on the Exploitation and Sale of Records the Talking Machine Dealer Can Do Much to Offset Any Possible Loss of Business Through Scarcity of Machines

Despite large additions to the factories of the various talking machine companies, it is still quite apparent that the demands for the more popular style of machines cannot be met in full, it being physically impossible to take care of the volume of orders coming from dealers and distributers. It is pleasing to note, however, that the supply of records is increasing at a very satisfactory rate, and it is now possible for the majority of distributers and jobbers to fill close to 100 per cent. of record orders received from local dealers.

Under such conditions it would seem that the dealers would be inclined to concentrate on record business. In other words, instead of putting forth unusual efforts to sell machines that cannot be delivered for some months, it would seem that the same amount of effort directed toward record sales should have a most beneficial result. There has already been a tremendous number of machines sold—enough in fact to make the supplying of records for those machines alone a great business for the dealer who is wide awake.

The means for increasing record sales are numerous, and there have been enough plans tried successfully to afford the dealer many ideas to work on. Weekly recitals, for instance, is the most common and yet most successful form of record publicity, especially if the selection of records featured is carefully made. The recital plan is particularly effective in introducing new record lists, as they come out. Even in his local advertising the dealer should devote the entire space to a description of the popular records, and if he does feature a machine, make it a model that he has in stock or that can be readily obtained.

The following up of former machine purchasers by mail, telephone, or best of all, personal calls, is also a most excellent method for increasing interest in records. Even an owner who has neglected his machine for several months may be encouraged to renew his interest in talking machine music, if he can be prevailed upon to listen to some of the newer records. Moreover, by paying particular attention to the record business, the average dealer will find himself so busy that the shortage of machines will not prove the bugbear that it does under ordinary conditions. With Preparedness, Presidential politics and international crisis in the air, the live dealer will find many opportunities for rescuing apparently dead records from the shelves and featuring them so that they apply to some current event of national or international importance. This plan has been tried and has worked well in every instance.

In connection with the shortage of machines above referred to, the following official comment by the Victor Co., regarding the shortage of goods makes interesting reading: "The shortage of Victor products is traceable to purely natural causes and a continually increasing demand, all of which goes to show that the Victor dealer may look forward with the utmost confidence to a period of prosperity which shall surpass all his previous experiences. We are making every possible effort we can to increase the quantity of our output, but there is much that the Victor dealer himself can do to relieve the situation. Better salesmanship will simplify matters very considerably. When the dealer is short on X's or XI's it is up to the salesman to satisfy customers with a IX, a XIV or a XVI. This can be done. It is being done every day in the year. The type of Victrola that any customer selects depends very largely upon the way that customer is handled by the salesman who waits upon him, and if this is borne in mind the shortage can be relieved very appreciably."

The Experts of the Whole World

Awarded us this Gold Medal

At the Panama-California

Exposition

The Wide Awake Progressive Dealers who manage their OWN business sell

The Shelton Electric Phonograph Motor

To secure a customer is one thing. To hold him is another. To accomplish this you must give him what he wants. We have sold and are selling thousands of these Motors which proves the Public wants an electric driven machine at a medium price.

Order a sample. Demonstrate it to your favorite customers. Be the first in your city to give 100% service.

SHELTON ELECTRIC CO.

NEW YORK
30 East 42d Street

SAN FRANCISCO
62 Post Street

Factory: Fort Wayne, Indiana

Satisfying t
Something

MURATORE
Chicago Grand Opera Company
Pathé Artist

SLEZAK
Metropolitan Opera Company
Pathé Artist

GIORGINI
Covent Garden, London,
Pathé Artist

PATHÉ SUPREMACY

In Europe, Pathé supremacy in the phonograph business has been acknowledged for twenty years.

Here in America the Pathé name is rapidly assuming the same significance.

Pathé accomplishment, Pathé quality, and Pathé service all give the Pathé line an individuality possessed by it alone.

TALENT KNOWN INTERNATIONALLY

Pathé Frères was the first phonograph manufacturer in the world to employ high-priced operatic talent. Many of the great Pathé artists are favorites in America.

In this advertisement are illustrated six prominent Pathé artists. Equally well known and included in the Pathé library are such internationally famous singers as:

PARVIS, La Scala, Milan.
NOTÉ, Grand Opera, Paris.
BURZIO, La Scala, Milan.
BASSI, Covent Garden, London.
ALBANI, La Scala, Milan.
ALBERS, Opera Comique, Paris.
AFFRE, Grand Opera, Paris, Covent Garden, London, New Orleans.
SAMMARCO, La Scala, Covent Garden, Manhattan Opera House.
DE CISNEROS, Metropolitan, Chicago Grand Opera Company.
ANCONA, Chicago Grand Opera Company, Boston Opera.
BONINSEGNA, La Scala, Metropolitan, Boston Opera.
PINI-CORSI, Metropolitan Opera Company.
JOURNET, Metropolitan Opera Company.
BURRIAN, Metropolitan Opera Company.
SPARKES, Metropolitan Opera Company.
VALLANDRI, Opera Comique, Paris.
DIDUR, Metropolitan Opera Company.
GALVANY, La Scala, Milan.
TITTA RUFFO, Metropolitan Opera Company.
URLUS, Metropolitan Opera Company.

As well as such specialty talent as DR. BERNHARD STEINBERG, Temple Beth-El, the recognized authority on traditional Jewish Music.

THOMAS EGAN, the Famous Irish Tenor.
MARIE NARELLE, Concert and Irish Ballads, Indian Songs.
GRACE HOFFMAN, Mezzo Soprano.

Enjoy these famous artists, as they can be enjoyed from Pathé Discs only.

And they form but a small part of the vast assemblage of talent listed by Pathé, many under exclusive contracts.

In addition are numerous artists and musical organizations of the first rank in Europe, who have never been heard in this country, because their contracts keep them abroad. Pathé brings this vast assemblage of European talent *to you*.

PATHEPHONES

Don't buy *half* a phonograph! Get the Pathephone which plays all makes of disc records. Pathephones equipped to play any make of disc record, $30.00 to $225.00.

We have a most attractive proposition to

PATHÉ FRÈRES

29 WEST 38th ST

Demand for New—Better

HEARD ON PATHÉ DISCS ONLY

Because these can be heard on Pathé Discs only, because Pathé offers the American Public not alone America's best, with which they are already familiar, and also the Old World's best—the Pathé dealer can satisfy that never-failing demand for "Something New"—"Something I have not heard"—"Something I can have exclusively."

As fast as opportunity permits, these wonderful Old World Discs are being reproduced for the most appreciative and liberal buyer in the world—The American.

SAPPHIRE BALL

That's another exclusive feature of Pathé superiority. Pathé Discs are played with a round jewel, a little globular sapphire which rides over the face of the Pathé Disc with practically no friction and no ripping, as in the case of sharp steel needles.

Friction means wear—where there is an absence of friction there is no wear. A single Pathé Sapphire Ball has been used for twenty years and is as good to-day as it was in the beginning. There are no bothersome needles to change.

1000 TIMES NOT WORN

You can't take a sharp pointed piece of metal such as a steel needle and bring it in contact with a softer surface of rubber or casein without friction—*wear*—instantly commencing.
The absence of friction in the case of the Pathé sapphire ball played disc permits you to play a Pathé record *one thousand* times, and it's just as sweet in tone—just as full in volume—just as complete in detail—as it was when new.

THAT WONDERFUL RICH "STRADIVARIUS" TONE

Violin Wood Sound Chamber! All Wood, No Metal!

Imagine a tin violin! No metal or part metal sound chamber can give "The Mellow of the 'Cello." Pathephone sound chambers are built entirely of selected seasoned *Matured Wood* like a violin. The result is a sound chamber which collects, develops and delivers all the full rich sweetness of the instrument.

PATHÉ DISCS
65c to $4.00

All double-faced, ***including all grand opera discs by the greatest artists.*** Pathé Frères Phonograph Company is the only manufacturer in America who also makes ***all operatic*** records ***double-faced. Double value*** for the money!

dealers. Don't wait, but write NOW.

ONOGRAPH CO.
NEW YORK, N. Y.

LINA CAVALIERI
Chicago Grand Opera Co.
Pathé Artist

ANNA FITZIU
Metropolitan Opera Company
Pathé Artist

MARGARETHE OBER
Metropolitan Opera House
Pathé Artist

ANNUAL OUTING OF THE BLACKMAN CO. EMPLOYES

Held on June 3, Was a Most Enjoyable Event—Hudson Trip Followed by Dinner at Murrays—Annual Distribution of Profits to the Employes

The seventh annual outing and banquet of the employes of the Blackman Talking Machine Co., Victor distributers, took place on Saturday, June 3, and notwithstanding the inclement weather proved to be the most enjoyable outing that this company has yet held. Good fellowship and camaraderie reigned supreme, and at

Officers of Blackman Talking Machine Co.

Left to Right: John L. Spillane, J. Newcomb Blackman, James F. Ashby, Fred P. Oliver and Frank Roberts

the close of the day the employes and their guests were enthusiastic in their praises of President Blackman's hospitality.

The Blackman outing is one of the institutions of the local trade, and each year J. Newcomb Blackman, president of the company, endeavors to provide for his employes a day's fun and entertainment that will leave a pleasant memory for a long time to come. With this end in view he has arranged different programs each year and the outings have included baseball games, accompanied by other outdoor sports, trips to Coney Island and similar pleasure-bent excursions.

The 1915 program comprised a trip up the Hudson on a chartered steam yacht, dinner at Murray's, followed by a visit to the Palace Theatre. This program proved so successful last year that the employes unanimously voted for a repetition this year. Mr. Blackman made his arrangements accordingly, and informed the employes that every detail of the 1915 program with additional trimmings would be the order of the day on June 3.

The outing started at 1 o'clock and the officers, employes and their guests assembled at the foot of Warren street and went on board the yacht "Marion." This yacht was the scene of last year's outing and the employes welcomed it with delight. As it was built to accommodate 150 people and the Blackman party numbered forty-five, there was ample room for everybody and plenty of space for the dancing devotees to illustrate the latest steps in the modern dances. A Victrola VI, with a good sized library of Victor dance records, furnished the music for the terpsichorean artists, and on the home trip the Blackman double quartet, led by L. W. Bishop, was very much in vogue.

At 6 o'clock the Blackman party adjourned

Mr. and Mrs. Oliver, Mr. and Mrs. Blackman and A. Blackman

to the Egyptian Room at Murray's, where last year's dinner had taken place. The guests being familiar with the culinary triumphs of this restaurant, had carefully trained for the dinner, and needless to say, did full justice to it.

At the close of the dinner Mr. Blackman announced the distribution of profits to the employes who had been in the company's employ during the past fiscal year. This profit-sharing plan was introduced by Mr. Blackman at the first outing seven years ago, and provides for the distribution of bonuses to all employes who have been associated with the company for one year. Mr. Blackman believes that his co-workers should share the profits of his business with him, and devised this plan so that each one could feel that he or she was working for their individual interest. Before distributing the bonuses Mr. Blackman thanked his staff for their co-operation and loyalty which had

The "Marion" and the Blackman Party

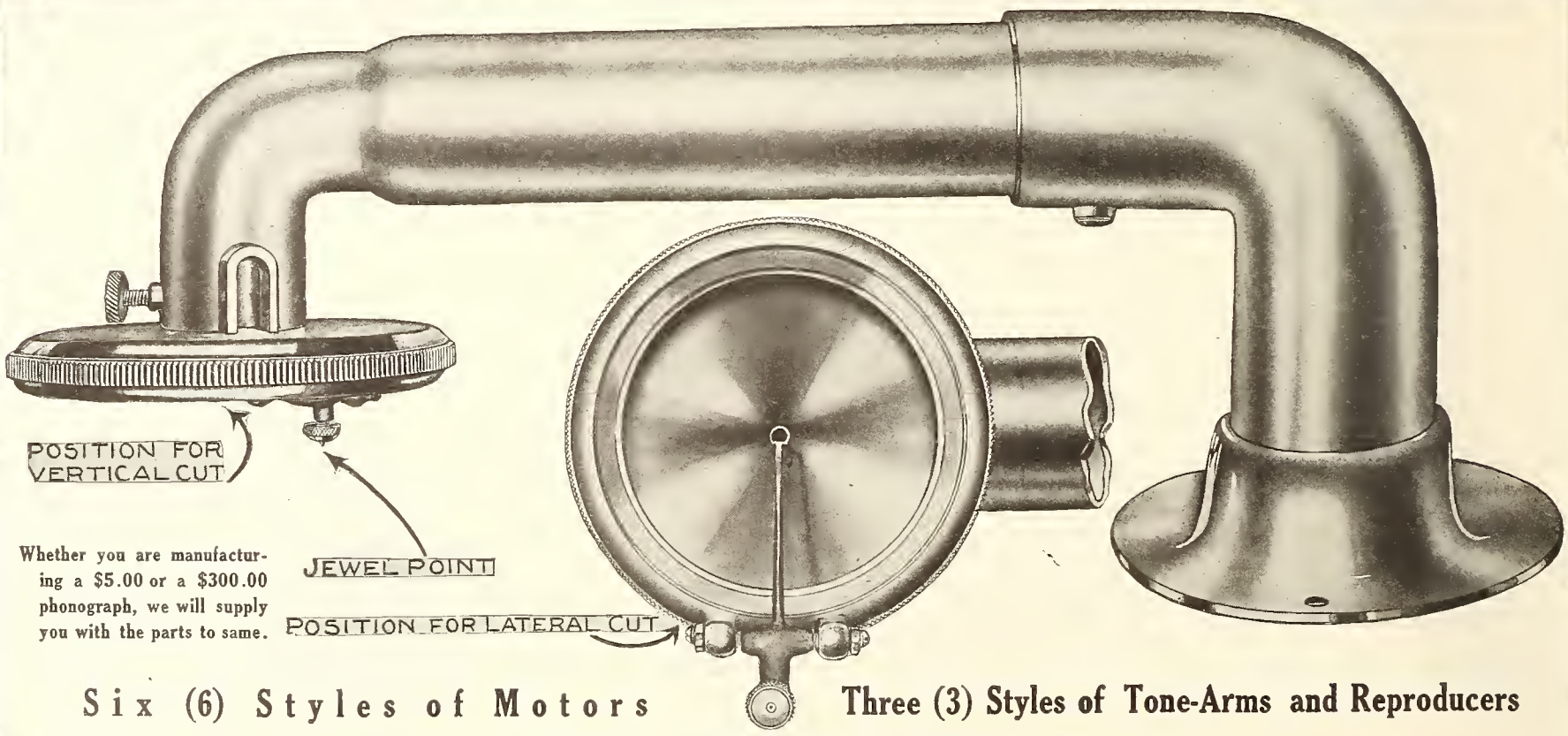
made possible the closing of the best year in the company's history.

Seventeen employes shared in this profit distribution, including Fred P. Oliver, vice-president and general manager; Frank Roberts, secretary; John L. Spillane, assistant secretary; James F. Ashby, assistant treasurer; George Thau, L. W. Bishop, H. C. Lansell, John Mills, John Hanley, Miss L. D. Peters, Miss M. Hennig, Miss R. Dunker, A. D. Robbins, Robert Harkins, Chas. Cornwell, Chas. Marquis and Frank Tillinghast. Mr. Blackman paid a tribute at this time to Mr. Oliver, who has just finished his first year as vice-president and general manager of the company, and who has achieved wonderful success in this post.

Incidentally Mr. Blackman also announced that a dividend to stockholders had been declared and took pleasure in stating that several of the officers and employes were numbered among the stockholders, including Messrs. Oliver, Roberts, Spillane, Ashby and Thau.

After the dinner the Blackman party visited the Palace Theatre, where choice orchestra seats had been reserved.

The moral effect of these outings is certainly far reaching, for they promote a spirit of co-operation and friendliness which can be secured in no other way. They bring the employes closer together and help in welding together an efficient organization.



Whether you are manufacturing a $5.00 or a $300.00 phonograph, we will supply you with the parts to same.

Six (6) Styles of Motors Three (3) Styles of Tone-Arms and Reproducers

READY FOR DELIVERY

Our famous No. 1 complete outfit, consisting of motor playing nearly two 10" records with 10" turntable; reversible tone-arm, with sun-rayed diaphragm sound-box, at $2.50, for quantity users.

Independent German-American Talking Machine Co., Inc., 56 BLEECKER ST NEW YORK

Domestic

TALKING MACHINE

TRADE DOMESTIC MARK

DECLARATION

OUR "trade announcement extraordinary" in the last issue of Talking Machine World evidently touched the vital spot of the trade. The response clearly showed the necessity for a line of high grade, exclusive-patent machines which would sell at a price to meet the desires of the multitude.

This month we fulfill our promise to place before the trade our remarkable line. As it is impossible to do the line justice by the pictures which follow, we want to emphasize below some of the very important points.

First—The sound reproduction of the Domestic is a revelation. It is superb in tone, unusual in volume and is accuracy itself in bringing out the subtones in minute detail, the higher notes without screeching, the lowest without gutteral intonation. In fact, the Domestic has already been called "*The Talking Machine that doesn't sing through its nose.*"

Second—The Domestic represents a new departure in manufacturing and marketing. Every part of the machine (excepting the cabinet) is being manufactured in our own shops under the most efficient methods and by the best labor-saving machinery that can be devised.

But the saving will all be in manufacturing economies, not in quality of materials. Every single detail, from the marvelous Domestic Sound Box and Silent Service Motor to the beautiful finish of the cabinets, is perfect. Even the quality of the wood is selected for its attractive appearance. No skimping anywhere.

Where the Dealer Comes In

The first Domestic advertising, until territorial agencies can be established everywhere, will be for direct mail orders.

But get this point—These mail orders will be cleared through Domestic Agents who will receive their profits just as if they made the sale in their store.

Can you conceive anything more liberal than this? Can you think of any plan that would give you a better foundation for the development of a big talking machine business?

The beginning of the Domestic extensive advertising campaign will be a full page in the Saturday Evening Post in the issue of June 24th It will be a knockout. The $10.00 model will be featured, and it will arouse everyone who has longed for a fine talking machine, but who could not afford a luxury.

While the Domestic is not a luxury, no musical or artistic taste is too luxurious to be fully satisfied with it. Everyone in the business knows the economic demand that exists for such machines as these. Everyone in the trade will want to be in on it, and we will have to be just a little bit particular. We want only live houses that will support our advertising, and whom we can in turn support by advertising. In localities where dealers can properly look after their entire district we shall grant exclusive territory.

Get in touch with us at once if you are to have a front seat when the curtain goes up June 24th.

A dealer contract with us is a valuable franchise.

See following three pages

Domestic
TALKING MACHINE

Plays all standard records.

Model O

Size
Length 12" Width 11½" Height 6½"

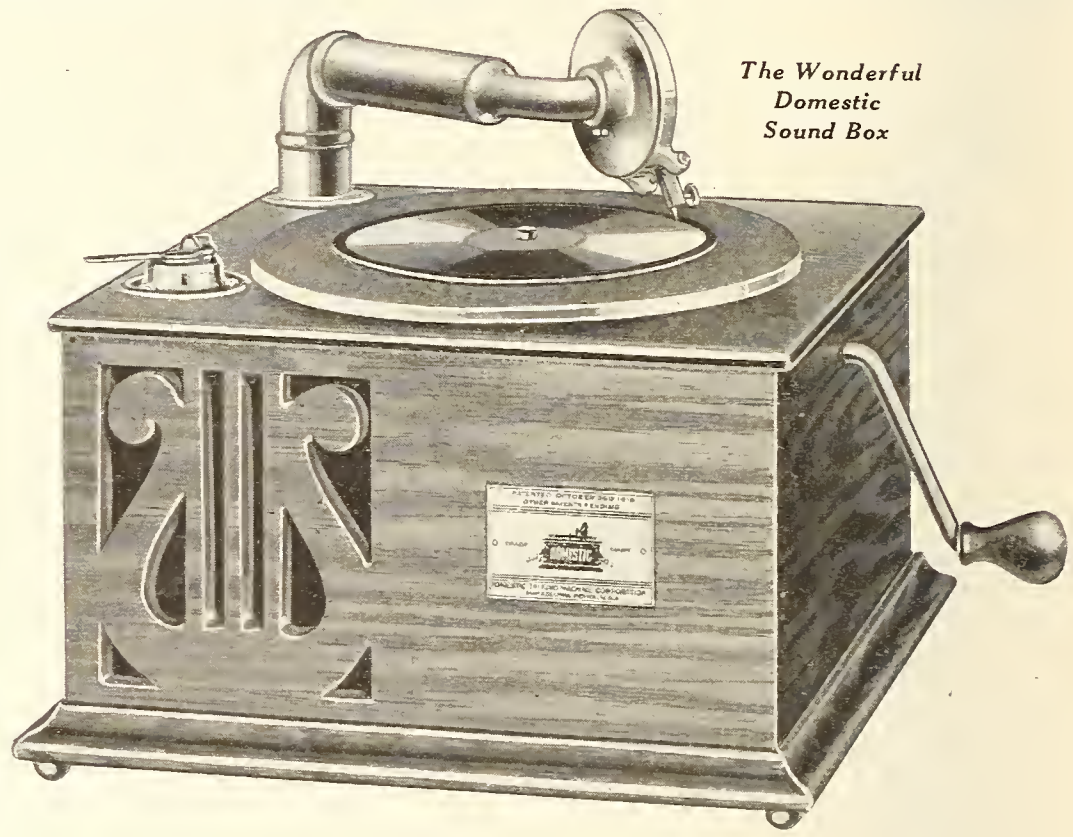
Cabinet
Oak

Sound Chamber
Entirely of wood. Correctly tapered.

Tone Arm
Correct proportions. Heavily nickeled.

Motor
Single barrel. Runs one 12" record.

List Price
With Oak Cabinet, **$6.50**



The Wonderful Domestic Sound Box

Model No. 1 in Oak

The Wonderful Domestic Sound Box

Model No. 1M in Mahogany

Size
Length 17" Width 15" Height 8".

Cabinet
Genuine Oak or genuine Mahogany, handsomely finished.

Sound Chamber
Entirely of wood, correctly tapered.

Tone Arm
Heavily nickeled and of correct proportions.

Motor
Single barrel. Runs 10" records 1½ times.

List Price
With genuine Oak cabinet, - **$10.00**
With genuine Mahogany cabinet, - - - - - **$12.50**

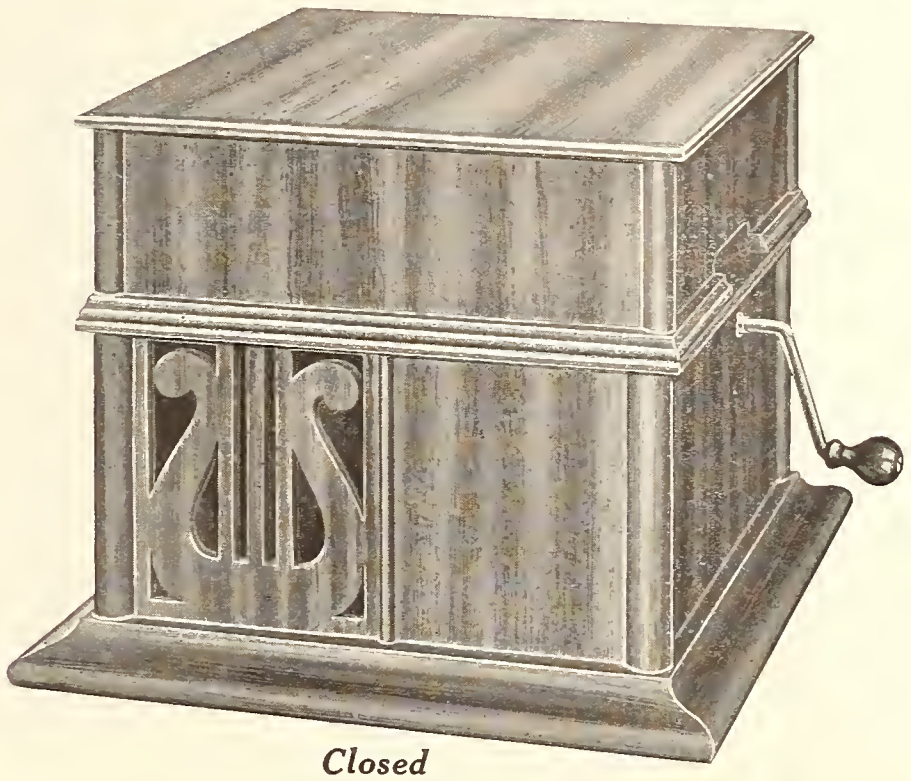
See next page

Domestic
TALKING MACHINE

Plays all standard records.

Model No. 2
in Oak

Model No. 2M
in Mahogany



Closed

The Wonderful Domestic Sound Box

Open

Size
Length 17" Width 15" Height 12"

Cabinet and Cover
Genuine Oak or Mahogany, handsomely finished. Cover hinged at side for convenient operation.

Sound Chamber
Entirely of wood, correctly tapered.

Tone Arm
Heavily nickel plated and polished. Correct proportions.

Motor
Double barrel. Runs three 10" records.

List Price
With Genuine Oak cabinet and cover - - - - **$15.00**
With genuine Mahogany cabinet and cover - - - **$17.50**

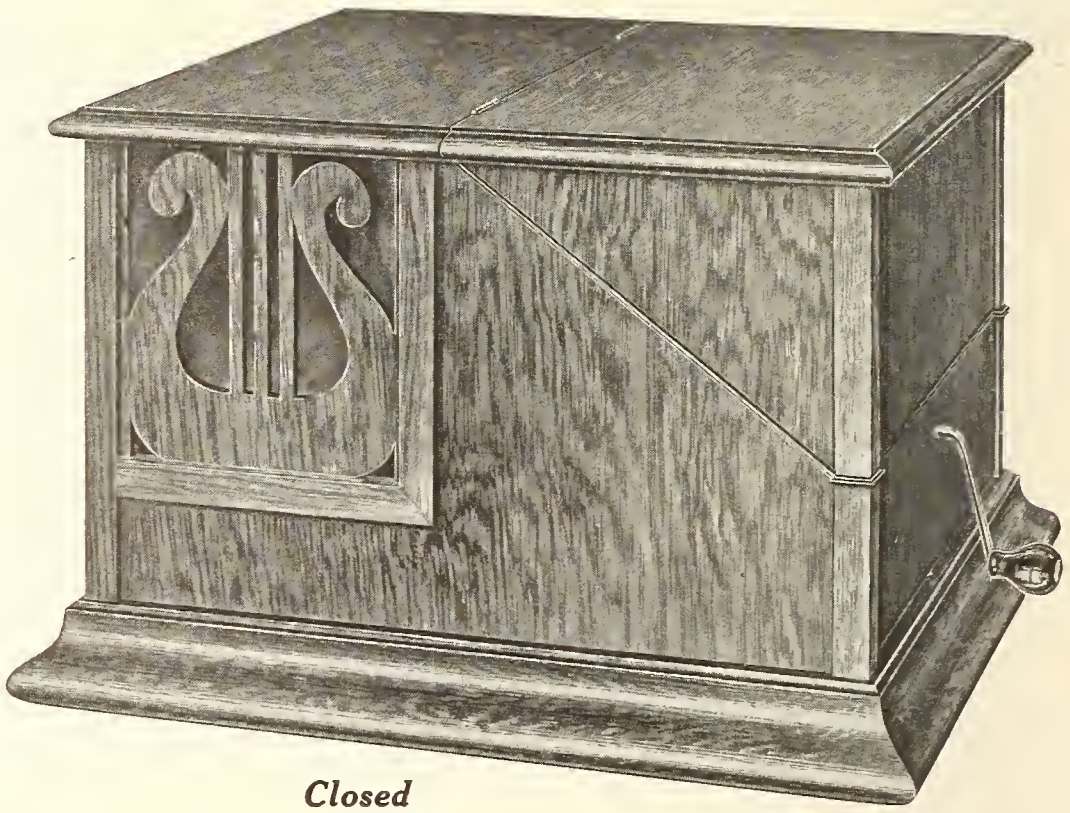
See next page

Domestic
TALKING MACHINE

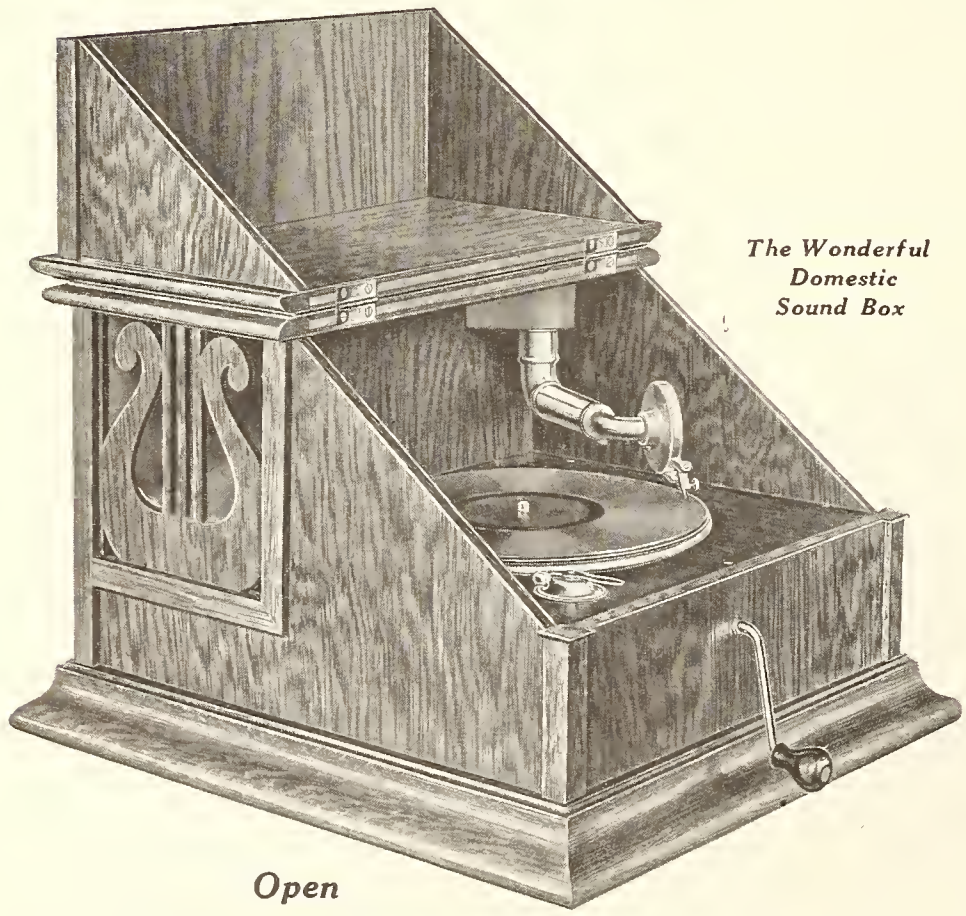
Plays all standard records

Model No. 3 in Oak

Model No. 3M in Mahogany



Closed



The Wonderful Domestic Sound Box

Open

Size

Width, 20" Length, 18" Height, 13"

Cabinet and Cover

Genuine Oak or Mahogany especially selected and seasoned. Handsomely finished with cover hinged at side for convenience in operating.

Sound Chamber

Entirely of selected woods, correctly tapered.

Tone Arm

Unique design whereby sound ascends instead of descends. Heavily nickel-plated and polished. Perfectly proportioned.

Motor

Double barrel. Runs three 10-inch records.

List Price

With genuine Oak cabinet and cover - - - - **$20.00**

With genuine Mahogany cabinet and cover - - - **$22.50**

DOMESTIC TALKING MACHINE CORPORATION

HORACE SHEBLE, *President*

33rd AND ARCH STREETS, PHILADELPHIA

First recordings by Leon Rothier, the great operatic basso of the day, are announced in the Columbia July list. The dealer who does not have these records for delivery on demand is in for a sore loss of good money.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

NUMEROUS TRADE CHANGES PLANNED IN ST. LOUIS

Brunswick-Balke-Collender Co. Among Those to Open New Stores—Interest Regarding Fate of Departments—Much Improvement in Conditions Generally Reported—"Combination" Advertising Plentiful—Miss Florence Conveux New Manager—News of Month

St. Louis, Mo., June 10.—It appears now that the talking machine map of St. Louis will be pretty generally changed by this fall. The first of the changes is the opening of a store at 1118 Olive street by the Brunswick-Balke-Collender Co., in which the Brunswick talking machine made by this company will be featured. The Brunswick has not been on the market here.

There are rumors that another exclusively talking machine store will be opened later in the summer. Another feature that is causing much discussion is the fate of the talking machine departments in the dry goods stores when the latter, or part of them, give up pianos. Recently the Stix, Baer & Fuller Dry Goods Co. separated their talking machine and piano departments, placing the talking machines, the Victor and Edison lines, in charge of J. W. Medairy. This apparently provides for this department when the pianos go, as rumor says that they will soon.

Business for May has been all that could be asked under the conditions of the earlier months of the trade. Also the shipping conditions have been better and jobbers are filling orders 100 per cent. except for a few of the most popular machines. As a result, the retailers are getting busy more earnestly than for many months because stocks are accumulating on them and it is not a question with them of "What can we sell?" but a question of "What must we sell?"

The record business, too, has been in excellent shape and there has been a lively demand for current songs and a fair demand for the classical numbers. Perhaps the dance business is slipping some in proportion to other business, but the volume of the dance records has not lessened. Wherever you go, the sales managers are talking of increased sales over a year ago and of better stocks that will permit them to get busy on an earnest campaign.

Ben F. Phillips, the new retail sales manager at the Columbia warerooms, reports that his first month at a desk shows an increase over a year ago.

Miss Clementine McKimm is back at the Silverstone Music Co., after a short stay with the Famous & Barr Co. and Story & Clark.

One of the results of the freer distribution of machines is that the retailers are beginning to do some advertising on their own hook. The Stix, Baer & Fuller Dry Goods Co. has printed the largest ad of any strictly local dealer here. This ad, a full quarter page in a morning paper, presented the most popular styles of Victor machines of the various prices by cut and description. Also a combination rate with specified number of records was given.

The combination price of small machines, cabinet and records has given rise to considerable advertising here of late that looks like cut rates on talking machines, but which, of course, the dealer explains is a cut only on the cabinet. In one ad recently, a cut of $7 was made in the listed price of machine, records and cabinet that totaled list, less than $40. Taking all of that from the price of the cabinet made it look, to those who read between the lines, like it was a mighty cheap cabinet to start with and perhaps had been marked up a bit for this event.

At the Nugent & Bro. Dry Goods Co. department, Miss Florence Conreux has been appointed manager, vice Charles Balmer. This department sells Columbia and Edison machines, and while it is the newest of the pretentious departments of the city, it has been doing a nice business.

Miss Conreux is one of the pioneers of the St. Louis talking machine women. She began in this city under Mr. Fuhri, when this Columbia official was manager of the local warerooms. She left the city, but in a few months came back and naturally sought the Columbia service again, which she left to join the Nugent force and the present promotion follows. Miss Conreux's method of success is very simple. She understands her line, having made a study of it. Also she is an accomplished saleswoman. In conversation with The World correspondent, she illustrated her methods thus: "This morning a prospect was handed to me and when I saw it was in the downtown district, I put on my hat and coat and went after it. I made the sale, too, a very nice one." That day happened to be the worst day of the late spring, cold, rainy and dreary. But all of that meant nothing to Miss Conreux when she wanted a sale, or if it did mean anything it was merely that there was less likelihood of her being needed at the store. She was hired as a floor saleswoman, but she won her spurs by taking neglected prospects and going after the business. This department is conducted by the National Talking Machine Sales Corp., and Miss Conreux is working under the district supervision of Mr. Wilson.

At the Silverstone Music Co., where Mark Silverstone, the president, continues his monthly announcements of 100 per cent. increase in jobbing trade over a year ago, there is much optimism. This is founded on more than the mere monthly reports. Mr. Silverstone is just back from an Eastern trip on which, in addition to Edison headquarters and a conference with Mr. Edison, he visited Baltimore, Philadelphia, Old Point Comfort and various other points of interest. In each of these places he looked up the leading Edison dealers and gave their shops the "once over," but without disclosing his identity, as he wanted to learn by observation only and, besides, he was chiefly on pleasure. He found these dealers optimistic and when he got home he found that Retail Sales Manager Schlude had been doing a holiday business during his absence. Also that the wholesale department had signed two such notable dealers as the Hannibal Music Co., at Hannibal, Mo., and the Hollenburg Music Co., at Pine Buff, Ark., and that the Concordia Music House in this city had changed its classification to that of Class A dealers. This ought to be enough to make a man comfortable.

The best news, to the salesfolk, that Mr. Silverstone brought home with him was that most of the wrinkles had been ironed out of the record factory and that the output would be kept at a maximum, or 48,000 daily. The record situation has been rather trying on the nerves of the sales force.

IMPORTANT COLUMBIA MOVE

Conductor Polacco, of the Metropolitan Opera Co., Engaged to Supervise Special Instrumental and Operatic Vocal Selections

The Columbia Graphophone Co., New York, announced recently that Georgio Polacco, the famous conductor of the Metropolitan Opera Co., had been engaged to supervise a special series of instrumental and operatic vocal selections.

Mr. Polacco is one of the best known conductors in the world and his readings of operatic scores have received recognition both here and throughout the famous musical centers of Europe.

GOES INTO ANOTHER FIELD

W. D. Marbourg, connected for the past two years with the sale and efficiency departments of the New York Talking Machine Co., New York, Victor distributer, resigned from this position this week to join the staff of the foreign department of the Guaranty Trust Co., New York. Mr. Marbourg's successor has not yct been appointed.

The Melophone
TALKING MACHINE COMPANY, INC.
380 - 382 - 384 Lafayette Street, New York

Manufacturers of reliable motors for reliable phonographs and of the Melophone and Liberty Phonographs.

CONVENTION PLANS NOW COMPLETE

Business Sessions of N. A. T. M. J. to Be Held on Monday and Tuesday, July 10 and 11—Wednesday to Be Educational Day—Conventioners to Visit and Inspect Victor Factory

The plans for the annual convention of Talking Machine Jobbers, to be held at the Hotel Traymore, Atlantic City, on July 10, 11 and 12, are now practically complete and it is believed that the efforts of those in charge of the arrangements will result in one of the most interesting and successful conventions ever held by the association—a convention that no member can afford to miss.

As has been announced previously, the convention will be a noteworthy one for the valuable educational features that have been planned, features that will not only give the jobber a better understanding of the construction of the product he is handling, but will also offer new and valuable tips on advertising and selling methods.

The program of the convention as laid out provides that the first two days, Monday and Tuesday, will be devoted to the business sessions of the association. These sessions are to be held during the afternoon, which is somewhat of an innovation, as the business sessions of previous conventions have always been held during the morning. The roll call and the reading of reports, also unfinished business, will be presented at the first session. The second session—Tuesday—will consist of the nomination and election of officers, committee appointments, new business, etc. The annual convention banquet will be held on Tuesday evening at the Hotel Traymore.

Wednesday will be known as Education Day. The Victor Co. is laying plans to make this a most profitable day. There will be three sessions on that day, morning, afternoon and evening. The morning and afternoon sessions are to be devoted to talks (some of which are to be illustrated) by various Victor factory heads. There will be a talk on records by C. G. Childs, director Victor recording laboratory, and others. The evening session will probably be in the form of a musical entertainment. Some of the Victor artists and either the Victor orchestra or some other band will favor the jobbers with selections now recorded on Victor records. An exposition of each selection—why it should sell as a record—will no doubt be given.

Thursday is to be Victor Day at the factory, and the entire convention is to make the pilgrimage to the Victor factory, for the purpose of making a tour of the entire plant.

COLUMBIA AIDS FOR THE DEALERS

Window Transparency and Cut-Out Designed to Assist the Retailer in Featuring the New Records as They Are Issued

Two recent dealer helps prepared by the advertising department of the Columbia Graphophone Co. are shown herewith. These helps consist of a window transparency and window cut-out.

The window transparency has gold lettering and the famous Columbia notes on a handsome

blue transparent background. It is intended for use on the Columbia dealer's window, and its attractive form makes for general attention.

The new window cut-out is twenty-eight inches high, in blue, gold, white and black, and is designed to announce the latest song hits. The cut-out stands like an easel in any part of the window, and new cards featuring monthly records will be sent out to the dealers in time for each monthly display.

OPTIMISTIC OVER STEPHENS BILL

E. C. Rauth Returns from Washington Well Pleased with Outcome of Stephens Bill Hearing—Tells of Trade Conditions at Southern Points

St. Louis, Mo., June 10.—E. C. Rauth, vice-president of the Koerber-Brenner Music Co., Victor jobbers, got back early this month from a highly successful Southern trip which he terminated in Washington where, as a member of the committee of the Talking Machine Jobbers' Association, he assisted in presenting evidence before the Senate Committee conducting hearings on the Stephens Bill. Mr. Rauth was greatly pleased with the outcome of this hearing, especially with the evidence of Mrs. Heath, of the Housewives' League, and other women who represented the consumers. They pleaded for the bill because its protection for trade marked articles would enable the manufacturers to protect quality and depend upon quality alone to sell their goods. This feature, said Mr. Rauth, made a hit with the Senators.

Mr. Rauth is very optimistic over business conditions generally and he says that the difference in the feeling existing in the South and Middle West to-day is the opposite of that a year ago, and that there is every indication to believe that talking machine jobbers can do business this year under only limitations of stocks of machines and records. Also he reports that the trade generally is slow to accept doubtful quality machines, and that danger from this sort of merchandise is not as acute as was feared.

NEW COLUMBIA DEPARTMENT OPENED

Jackson, Miss., June 12.—The Heidelberg Furniture Co., of Central Capital street, opened a Columbia Grafonola department last week. Afternoon recitals were given, and, in addition to refreshments, which were served to all who attended, a Columbia double disc record was presented to each guest as a souvenir of the occasion.

EDISON AT RECITAL CONCERT

The Edison Diamond Disc Phonograph was featured very successfully at a recent concert recital given by the Young Men's Organized Bible Class of the United Brethren Chapel, Hanover, Pa., through the energy and courtesy of Ivan White, Edison dealer, of 113 Broadway, Hanover. The Edison Diamond Disc machine was used as a solo instrument and also to the accompaniment of violin and piano music.

APPOINTED COLUMBIA DISTRIBUTER

Omaha, Neb., Jun 5.—The Schmoller & Mueller Piano Co., of this city, has been appointed a distributer by the Columbia Graphophone Co., New York. This important deal was closed by W. C. Fuhri, United States manager of the Columbia Co., upon his recent visit to this city, and a very large order for Columbia merchandise has been placed by the Schmoller & Mueller Piano Co. The latter concern will serve the Columbia dealers in this section, and is now making arrangements for a most efficient plan of co-operation.

PRICED AT $25 RETAIL

In their efforts to produce a phonograph to measure up to the demand for a good music reproducing machine in general, the Lyraphone Co. of America has incorporated in the Lyric phonograph a special type of reproducer, a rubber tone arm and a motor of their own design, all of which are offered at $25 retail.

The W. H. Marion Music House, of Mt. Airy, N. C., agent for the Columbia Grafonola line, reports a growing business.

Triton Supplies for Manufacturers

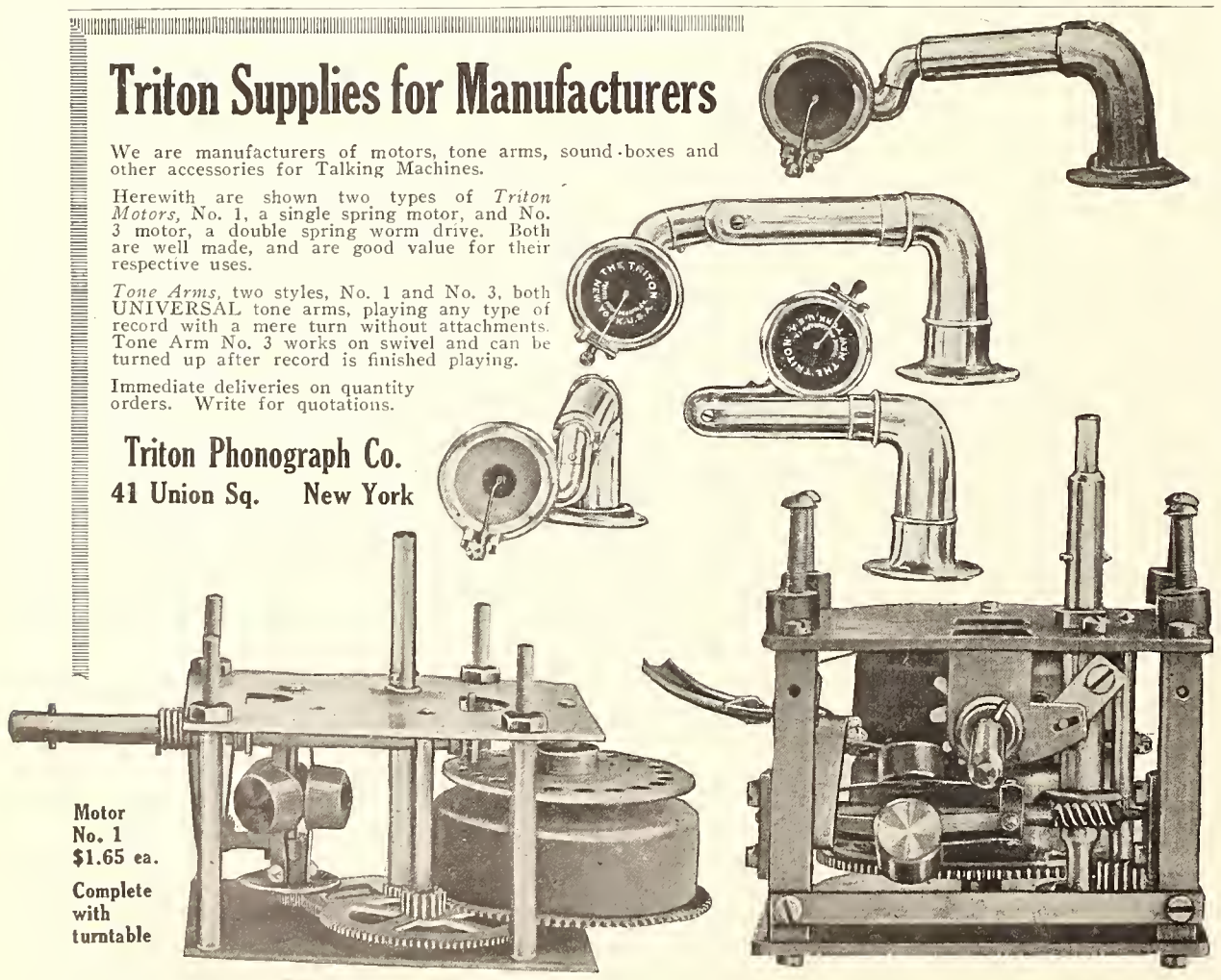
We are manufacturers of motors, tone arms, sound-boxes and other accessories for Talking Machines.

Herewith are shown two types of *Triton Motors,* No. 1, a single spring motor, and No. 3 motor, a double spring worm drive. Both are well made, and are good value for their respective uses.

Tone Arms, two styles, No. 1 and No. 3, both UNIVERSAL tone arms, playing any type of record with a mere turn without attachments. Tone Arm No. 3 works on swivel and can be turned up after record is finished playing.

Immediate deliveries on quantity orders. Write for quotations.

Triton Phonograph Co.
41 Union Sq. New York



Motor No. 1 $1.65 ea.
Complete with turntable

THE MOTOR OF QUALITY

JULY 1st

Additional departments for manufacturing and assembling in our Elyria factory will be ready July 1st. They will increase our output

200%

We wish to thank our customers for their patience and co-operation, but after July 1st

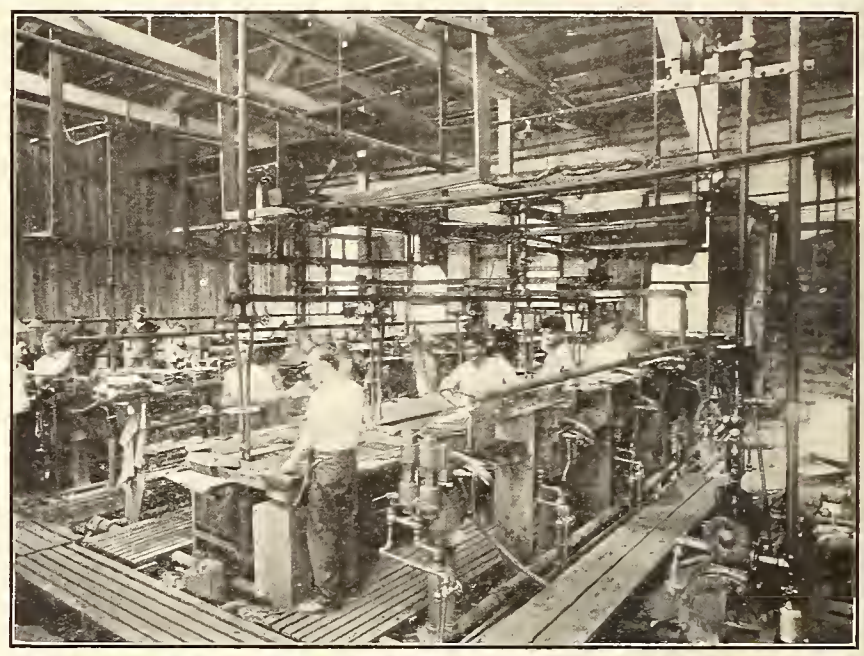
Watch Our Deliveries

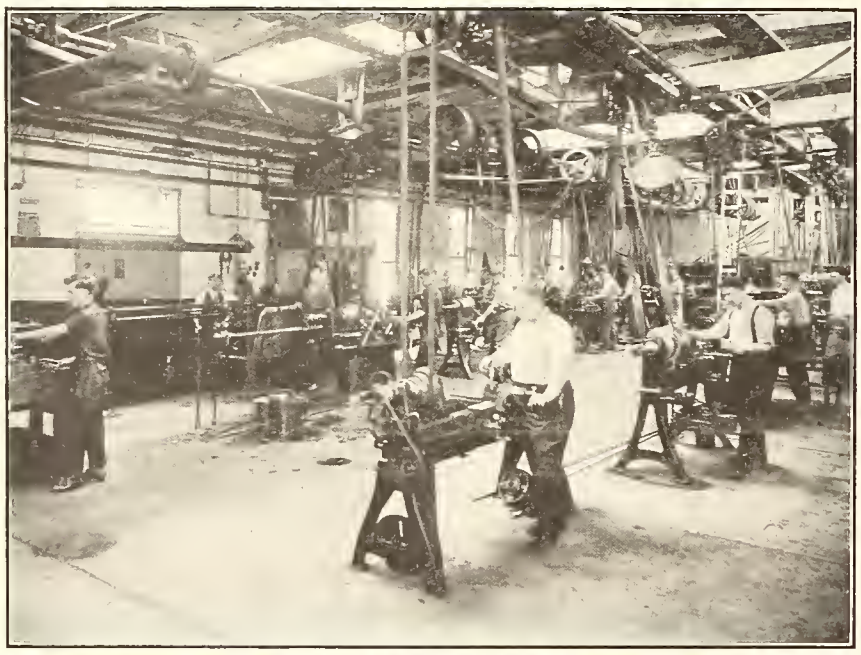
Otto Heineman Phonograph Supply Co.

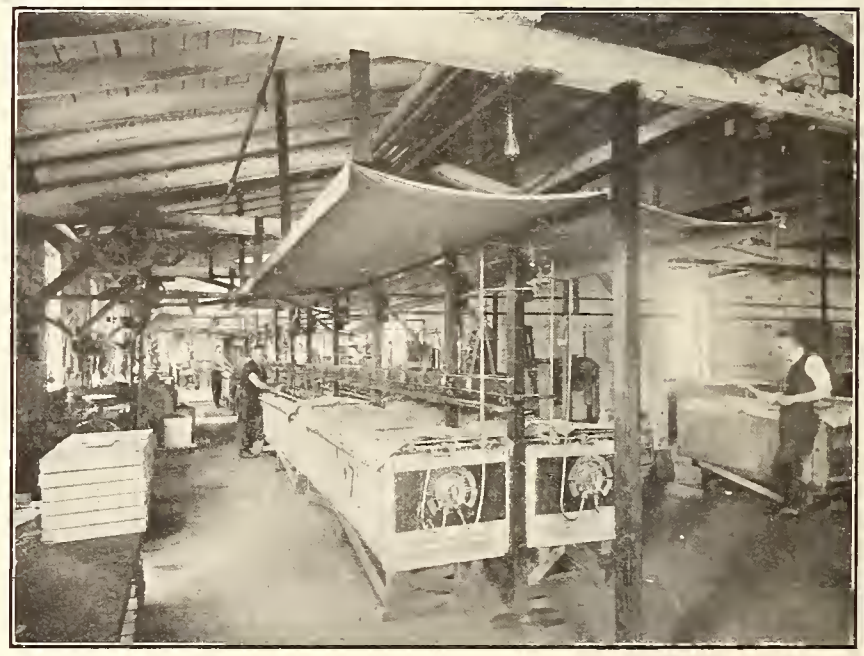
25 WEST 45th STREET
NEW YORK

Otto Heineman
President

THE MOTOR OF QUALITY







Views in and around the Rex Plant

LEADERSHIP

1200 TITLES of REX RECORDS

We are the leaders in manufacture of American made up and down (or vertical) cut disc records. We have 1200 titles on the Rex Record list, in 10 and 12 inch sizes. You should be looking for a new and paying investment, so get on our "Band Wagon" and be with the leaders.

Mr. Dealer, note:—

In an opinion by Judge Thomas just filed in the U. S. District Court, Southern District, N. Y., in American Graphophone Co. vs. Gimbel Bros., defense of non-infringement is sustained; i. e., Gimbel Bros. were sued by American Graphophone Co. for selling Rex and Keen-o-phone Records of a 10 and 12-inch size, plaintiff claiming this was an infringement of a certain McDonald patent owned by them. Gimbel Bros. defense of non-infringement won hands down.

Now Preparedness First

We have prepared a good substantial catalog of 1200 selections and we add about 25 titles (10 to 15 double face records) each month—new and popular selections.

Rex 10 inch double face records, retail for 75c. each.

Rex 12 inch double face records, retail for $1.00 and $1.25

Rex records play with a permanent jewel point.

Rex records play on all lateral cut record machines with the aid of a small attachment.

Rex records are the product of our own laboratory and factory.

If you are interested in a live up-to-date record (up and down cut) of superior quality write for terms and particulars.

Machines

Yes, we build a machine and we manufacture every part of it in our own factory. (See illustrations opposite). We have three (3) new types under way.

Samples ready July 15th next, and will be demonstrated at our New York Display Rooms, 35 West 31st Street.

Deliveries can be made August 15th

We Want 25 New Jobbers by September 1st—LIVE ONES

Write or wire for particulars

Rex Talking Machine Corporation

Factory and General Offices:
WILMINGTON, DEL.

Recording Department:
NEW YORK CITY

Columbia Records TRADE MARK Note the Notes

No wonder!—we have the right instruments and the right range of prices; we have the artists and the right records; the dealer has the right discounts, and every day the public demand grows.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

SPECIAL FOR EDISON CONVENTIONERS

CHICAGO, ILL., June 12.—Special car arrangements for the accommodation of the Edison men who are to go to the Edison convention, to be held in New York at the Hotel McAlpin, June 22 and 23, have been made by C. L. Goodwin, manager of the Phonograph Co. Mr. Goodwin announces that the train will leave June 21 at 5.40 p. m., from the Park Row station, and will go via the Michigan Central to Niagara Falls, where there will be a short stop over. From there the travelers will proceed to New York City by the Empire Express.

The Nationola Co., of Cleveland, O., has been incorporated with a capitalization of $25,000.

The Melodograph Corp. of New York was incorporated at Albany this week with a capital of $1,500,000, for the purpose of making talking machines.

SUBMARINED SONORAS RUN O. K.

When the steamer "Marion," puffing its way from New York to South Norwalk, struck a rock and sank, it wasn't the only thing that went down. A shipment of Sonora phonographs which was on board went along.

After soaking in many feet of water for two days the phonographs were fished out, and being put to a test, the motors were found to be as good as ever, just as though the briny deep was their natural element.

This striking illustration of the sturdiness of the motor and the entire phonograph gave a demonstration of Sonora excellence.

TO OFFER RECORDS AND MACHINE

Although the Fraad Talking Machine Co. has only been in the trade about a year, it nevertheless has been active in establishing for itself a live position. Practically every month new models have been added and this month the company announces that within a short time it will have a large list of Fraad ten and twelve-inch records. The recent incorporation of the company and the announcement of another new machine which will be on the market very soon are further progressive steps.

RECORDS FOR INDEPENDENCE DAY

"Victor records for Fourth of July" is the title of an effective and attractive booklet recently issued by the Victor Co., for distribution among its dealers. This booklet, as its name implies, contains a list of records particularly suitable for Independence Day use, and with the nation-wide movement for a "safe and sane Fourth," Victor dealers will have large sales.

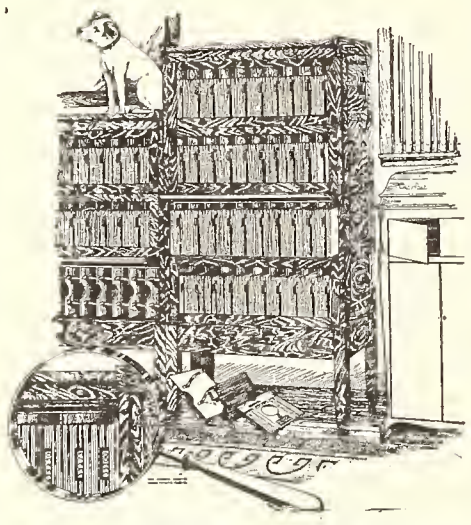
AMERICAN CAN CO. ENTER FIELD

CHICAGO, ILL., June 12.—The first announcement of the entrance of the American Can Co. interests into the national talking machine industry, was made this week by Allen L. Eaton, sales manager of the Charles W. Shonk Co., at whose plant in Maywood the machines are being made. The new machine, known as the "Mag-Ni-Phone" will be described in a later issue of The World.

The United States Circuit Court of Appeals handed down a decision last week in the case of the American Graphophone Co. vs. the American Parlograph Co., affirming the decision of the lower court, which denied the injunction and damages requested by the plaintiff.

Big Profits

on records are dependent upon the ***Filing*** and ***Sales Method.***



—A locating system
—A selling system
—A signal system
—An order system

Increases your sales and is better than a new clerk for "vacation days."

Guaranteed to You

Special Summer Proposition to Dealers

Write today

J. B. OGDEN LYNCHBURG VIRGINIA

Manufacturers **READ AND WRITE** Dealers

Whether you are a manufacturer of, or a dealer in talking machines, if your standard is Quality, you will eventually use or sell **VEECO**, the electric drive of supremacy for talking machines.

For Manufacturers: **VEECO** electric motors are the most simple, most efficient and reliable source of power for talking machines.

For Dealers: The same characterization applies to our complete electric unit which can be installed by anyone in five minutes, thereby making their talking machine completely electrical.

The solution of motive power for talking machines is **VEECO**, the universal electric motor.

VEECO *Write for further particulars* **VEECO**

VICTOR ELECTRICAL EQUIPMENT CO.
248 Boylston Street **Boston, Mass.**

Try the ***Wizard*** **SEMI-PERMANENT NEEDLE**

Eliminates the Scratch. Produces a Soft Mellow Tone, bringing out all the richness of either Vocal or Instrumental Music. Will not injure the Finest Record. Write for prices and full particulars.

Send for Free Sample

H. S. TOWNSEND
1833 VENANGO STREET **PHILADELPHIA, PA.**
Patent applied for

INTRODUCING THE PHONOLAMP

New Line of the Electric Phonograph Co. Consists of Elaborate Lamps Fitted With Talking Machines in Base—Some of the Features

The time-honored expression to the effect of liking music with one's meals, bids fair to become more than a mere figure of speech through the entrance into the talking machine field of the Electric Phonograph Co., with demonstration rooms at 29 West Thirty-fourth street, New York, and factory at Mount Vernon, N. Y.

The name of the company implies that it is making an electric phonograph but it is marketing its product in a different style to anything that is on the market, for it has prepared magnificent lamps in metal, wood, wicker and other materials, each containing at its base a complete talking machine. The name given to this talking machine is "Phonolamp."

The Phonolamp

These electric talking lamps are most elaborate in design and construction and are equipped with handsome shades or domes, and with three electric lights. From the clear mica reproducer in the base, the tone is carried upwards through the stem of the lamp, which acts as a concealed horn, and at the top is reflected downwards by means of a globe and thereby producing a tone of unusual clarity. The distribution of the tone of the talking machine by this means has an effect that is both pleasing and unusual, for the circular character of the globe serves to "spread" the tone, until it seems to come from all parts of the room, at one time, instead of from one particular point.

In order to permit the changing of records and needles, one-half of the base of the lamp is divided into two concealed doors, which may be swung out as desired, and permit of the free access to the interior, which is designed to accommodate all standard records.

The talking machine is operated by means of an improved electric motor, measuring only 1¾ inches in height, but which has an even speed and can be easily regulated when desired.

In placing the new "Phonolamp" on the market, the manufacturer claims that there is no practical expense for operation. The lamp itself compares favorably in all ways with those sold solely for their attractive and illuminating giving qualities, and when music is not desired, may be used simply as a table lamp. The same current that runs the lamps is used for the motor which, when in operation, does not interfere with the light. This motor operates on all currents of any cycle.

The "Phonolamp" can be had in a number of original designs at various prices, several of the models being shown in an announcement of the manufacturer on another page, and it is stated that quantity orders may be filled in a very short time.

ST. LOUIS DEALERS TAKE ACTION

Associated Talking Machine Dealers' Association of That City Drafts and Agrees Upon Rules Governing the Charging in Interest on Deferred Payments, the Regulation of the Approval System and a Basis of Payments

St. Louis, Mo., June 9.—The Associated Talking Machine Dealers' Association met recently in the Associated Retail Merchants' Headquarters. The meeting was called with a view of discussing prices of instruments taken in trade, but after the discussion had been underway for some time, it was decided that it was too broad to reach a decision on without further consideration. Also that it was best to discuss such questions on a full stomach. So it was decided to have a special meeting at 6.30 P. M., June 27, in one of the banquet rooms of the Missouri Athletic Association. It is expected that twenty-five firms will be represented at this meet and then the trade-ins will be thoroughly threshed out. The instruments reported as trade-ins at the first discussion included all makes of talking machines from the metal horns down to those of day before yesterday, pianos, player-pianos, outside players, all of good, bad and indifferent quality.

However, the members of the association reached one agreement among themselves. That was that the association should no longer be a secret society. As a result, the trade rules are made public. When the association was organized these were carefully guarded. Now they are offered to help dealers in other cities who may be trying to get together. As to the 75 per cent. return privilege on records sent on approval, it may be said that several retail shops are refusing to permit more than a 50 per cent. return. Also some firms are insisting on stiffer payment terms than those mentioned, but recently there has been no complaint of the minimum here given being cut. The agreement follows:

St. Louis, Mo., Feb. 29, 1916.

Talking Machine Dealers: For your convenience we have prepared the following summary of agreements entered into by talking machine dealers during the past two years. The agreements are placed in this form so that they may be more readily referred to by yourselves and your employes.

Very truly yours,
The Associated Retailers of St. Louis.

ADOPTED NOV. 6, 1914

1

That on and after August 5th, 1914, no talking machines, records and accessories be sold on deferred payments except on contract bearing interest at 6 per cent. per annum from date of sale. All interest to be collected monthly.

2

a—Records sent on approval are not returnable if kept in customer's possession longer than 48 hours except in the case of the original purchase of records with machine when a maximum of one week will be allowed.

b—At least 25 per cent. of the number of records sent on approval must be kept by the customer.

c—Records purchased, either at the store or from approvals, are not returnable for credit, refund or exchange.

It is further agreed that a slip reading as follows be furnished to dealers at cost to be inserted with each package of records sent on approval:

Records as shown on the accompanying list are sent on approval for the convenience of our customers. They should be carefully handled and must be returned to the store within 48 hours. Not more than 75 per cent. of the number of records sent on approval may be returned to the store.

Associated Talking Machihe Dealers.

It is further agreed that the following basis of minimum initial and monthly payments be adopted:

Machines Valued at	Minimum First Payment	Minimum Monthly Payment
$500.00	$50.00	$25.00
450.00	45.00	25.00
400.00	40.00	20.00
350.00	35.00	20.00
300.00	30.00	15.00
250.00	25.00	10.00
225.00	25.00	10.00
200.00	15.00	10.00
150.00	10.00	8.00
100.00	10.00	6.00
75.00	7.50	5.00
60.00	6.00	5.00
50.00	5.00	5.00
40.00	5.00	4.00
35.00	5.00	4.00
25.00	5.00	3.00
15.00	5.00	2.00

ADOPTED JULY 9, 1915

It is agreed that service of adjusting and oiling machines should be given free for not more than six months and that machines should be guaranteed against defects in parts or workmanship for the same period.

ADOPTED TUESDAY, FEB. 8, 1916

It is agreed that whenever a smaller machine is turned in on the purchase of a larger one, full value will be allowed if exchange is made within six months after original purchase.

After six months they will be accepted with the reduction of a rental charge of 5 per cent. per month with a maximum of $4.00 per month

MOTORING TO MUSIC

From Bellefontaine, O., comes the news that local motorists have hit upon a plan of adding enjoyment to evening automobile rides. Small talking machines are placed inside the tonneau, and the ride is enlivened by the music which purrs forth from the machine.

DECLARE FIRST DIVIDEND

The first dividend of 10 per cent. will be paid to the creditors of the Houston Phonograph Co., Houston, Tex., on June 10.

Style E

RETAIL PRICE, $30.00

Mahogany finish. Dimensions 18x19x13 inches. Double spring, worm gear, noiseless motor, with 12 inch turn table. Castle Universal tone arm. Plays all makes of records.

MECHANICALLY PERFECT
Castle
THE INSTRUMENT WITH THE CRYSTAL TONE
TRADE MARK

Talking Machines Predominate

Leading dealers are reaping the benefits from selling talking machines that represent guaranteed quality, attractive appearance and unusual value.

Some choice territory still open. Write at once for full information.

Immediate Deliveries

CASTLE PHONOGRAPH CO.

General Offices

Fifty-three Maiden Lane
New York

UNICO SERVICE UNICO SERVICE UNICO SERVICE UNICO SERVICE UNICO SE

UNICO SERVICE UNICO SERVICE UNICO SERVICE UNICO SERVICE

The UNICO Demo

Has been adopted as Standard Equipment by the
of its Efficiency as a Sales Factor

UNICO

MAY 11th, 1916, the House of Rudolph Wurlitzer Company ordered Complete U Equipment for their new Columbus, Ohio, Establishment, including Talking Mac Rooms, Piano Rooms, Player Rooms, Record Stock Rooms, Offices, Work Rooms,

The Photographs below tell

The Wurlitzer Co., Columbus, Ohio, MAY 30th, 1916

A

The Rudolph Wu

Unico Service has extended from Halifax to Argentine, from the Atlantic to the Pacific. Any Demonstrating Room Requirement, whether for one or for one hundred Rooms, can be promptly shipped from our Stock and installed without delay or costly interruption to business. Unico Equipment embraces Record Rack Systems, Record Counters, Show Window Treatments, Office Fittings, Wainscots, Ventilating and Lighting Fixtures. In fact, we specialize in the Complete Equipment of Talking Machine and Piano Departments.

Unico Room
Sound Insulating
ready for use Feat
Advantages, cost
rooms. Unico R
elastic and readju
often as desired, w

Consult us at once on any requirement—large or small.

THE UNIT CONS

121-131 SOUTH THIRTY-F

UNICO SERVICE UNICO SERVICE UNICO SERVICE UNICO SERVICE UNICO SE

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rating Room System

g Musical Instrument Houses. Not only because so because of our highly developed

ERVICE

UNE 1st, 1916, this Equipment was delivered in Columbus in special finish completely glazed and fitted, each section to the exact required dimension, ready for rapid installa-n by our Patented Sectional, Interlocking, Unit System.

y of unfailing Unico Service.

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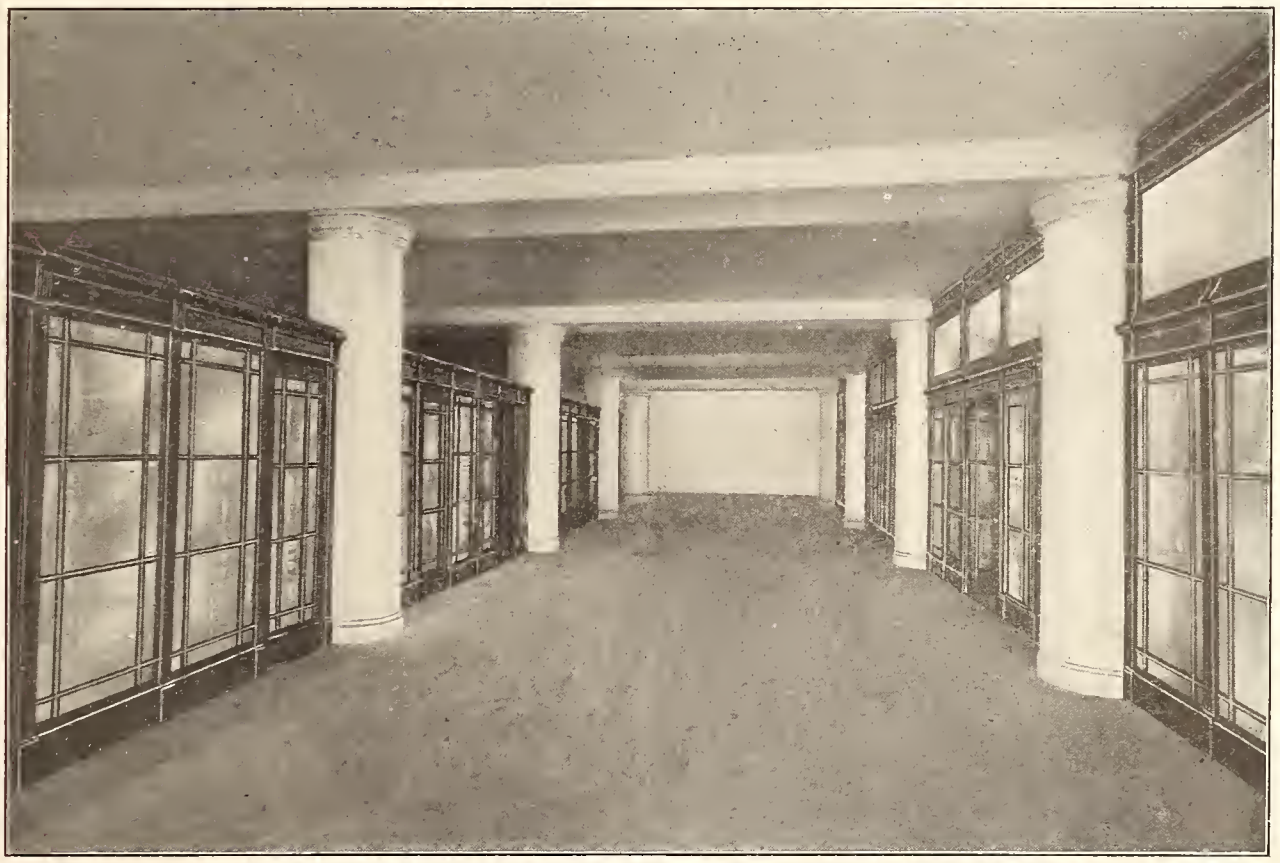
Unico Installation

ing their Patented erlocking, Delivered et Quality, and other he old style built-in manent asset, being lan and location as r delay.



The Wurlitzer Co., Columbus, Ohio, JUNE 7th, 1916

Unico Service includes a Planning Bureau, experienced in the development of hundreds of successful Talking Machine and Piano Departments. Send us the dimensions of your space, indicating location of building walls, columns, stairs, etc., and size of stock carried. An early mail will bring you a carefully developed plan for a Complete and Efficient Department, with estimates of cost in a variety of Designs and Finishes. With Unico Service available, your Department can be brought to the point of highest efficiency without delay and at moderate cost.

Test this Service—Write to-day.

CTION COMPANY

T, PHILADELPHIA, U. S. A

UNICO SERVICE UNICO SERVICE UNICO SERVICE UNICO SERVICE UNICO SERVICE

UNICO SERVICE UNICO SERVICE UNICO SERVICE UNICO SERVICE UNICO SERVICE UNICO SERVICE

Columbia Records TRADE MARK Note the Notes

Al Jolson—the most popular comedian on the stage today—an exclusive Columbia artist. Two new recordings in the Columbia list for July.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

A REAL VETERAN OF THE TRADE

Clement Beecroft Established Many Jobbers in Business Over a Score of Years Ago When Talking Machines Were New—Sold Thousands of Horns—Now Features Specialties

It was not at all easy to interest the members of the music trade in talking machines when

Clement Beecroft

Clement Beecroft first became connected with the business twenty-one years ago. The veterans of those days had a new proposition to offer and had to overcome the prejudices that were naturally developed by a new thing.

Mr. Beecroft can recall some strenuous arguments to induce the musically trained piano merchant to even listen to what might then be truthfully called "that squeaky thing." However, some of America's largest jobbers bought their first talking machine from this veteran in the business. For years he sold by far the largest number of metal horns in America, as he sold practically the total requirements of all the large talking machine manufacturers and also to most of the jobbers.

Horns became passé, however, and for the past five or six years Mr. Beecroft, with headquarters in Philadelphia has given attention to the sale of record and machine cabinets, record envelopes, needles and other specialties. Mr. Beecroft's long standing in the trade and his wide acquaintance among jobbers has served to lighten his labors in this connection materially.

The Humandia Talking Machine Co., manufacturer of talking machines, records and needles, was recently granted a certificate of incorporation by the Secretary of State at Wilmington, Del. The capitalization of the concern is $100,000.

AN INTERESTING ANNOUNCEMENT

The Domestic Talking Machine Corporation Tells of the Liberal Selling and Advertising Methods That Will be Followed in Marketing the Domestic Talking Machines

Last month the Domestic Talking Machine Corporation stated that they would make a startling announcement in this issue. Their promise is more than fulfilled on pages 35, 36, 37 and 38.

The description of the Domestic machines and the accompanying illustrations are so unusual that they will doubtless create great activity in the popular price market.

The corporation has inaugurated a most original selling plan for the benefit of all dealers, who join hands with the firm in marketing the Domestic. Not only is the advertising of the Domestic in the leading publications to be of the broadest character, but it is to be so conducted that the Domestic dealer gets not only a general benefit, but a direct profit on all sales made in his territory.

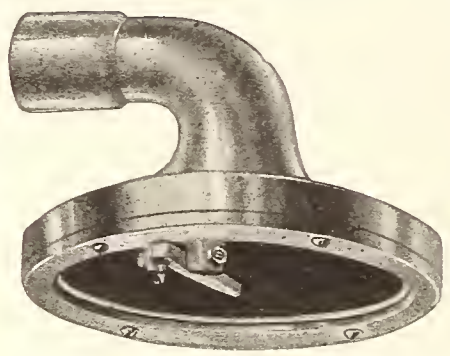
The Domestic Talking Machine Corporation states that the machines, both in cabinet design and sound box, are covered by exclusive patents of Domestic origin and Domestic ownership. The factory has been installed on a basis to produce perfect machines in large quantities at the very smallest manufacturing cost. This does not mean skimpy purchasing of parts, but an exact organization of economizing factors, all parts of the Domestic, except the cabinets, being made in the Domestic factory.

An advantage enjoyed by the Domestic is the acquaintance of everybody active in the talking machine field with Horace Sheble, who is the president and director general of the Domestic Corporation. In speaking about the present prospects of the machine market, Mr. Sheble said that the influx of the so-called "cheap talking machines" did not concern them in the least—that there was a wide-open door and a very increasing demand for a thoroughly constructed, beautifully finished machine of perfect tonal qualities, and that is what they had achieved in the Domestic, coupled with a liberal profit and co-operative selling methods for the dealer.

J. P. BRADT'S INTERESTING TRIP

James P. Bradt, general sales manager of the Columbia Graphophone Co., New York, returned to his desk last Friday after a visit to Washington, Baltimore and near-by points in Pennsylvania. Mr. Bradt was accompanied by Walter Eckhardt, district manager for the Columbia Co. in this territory, and Frank Dorian, general manager of the Dictaphone divisions; the trip being made in Mr. Eckhardt's automobile, which averages fifty miles an hour under ordinary conditions. Mr. Bradt was well pleased with the splendid representation which the Columbia product is receiving in this territory, and found a spirit of co-operation and optimism which was most gratifying.

The Tone of the VICSONIA



with its wonderful diaphragm and jewelled point, is so rich and pure as to defy detection from the original rendering.

It is the ***only*** sound box that will ***perfectly*** reproduce Edison Disc Records on any make talking machine having a standard size tone arm. Positively no alterations necessary. Special type for Aeolian-Vocalion.

If you haven't tried it, send for one ***now.***
You cannot afford to delay putting it in stock.
The demand is good, ***our*** prices to ***you*** are right.

One sample ***Vicsonia*** sent to any dealer in the United States or Canada on receipt of $4.

Vicsonia Mfg. Co.

313 East 134th Street
New York

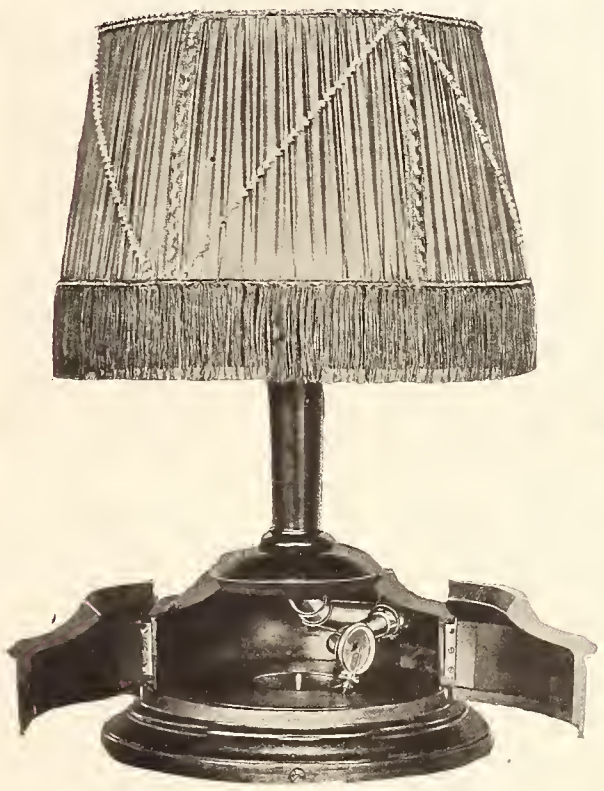
PHONOLAMP

$100

Finished in Old Ivory, Gold, Bronze, Verdi-Green

The ELECTRIC MOTOR Is Absolutely Steady and Noiseless. Operates on All Currents. The Steadiness of the Motor Produces a Tone That Cannot Be Equalled.

A Perfect Electric Phonograph And a Perfect Table Lamp Combined



$75

Finished in Mahogany or Oak

$200

Finished in Brass

The PHONOLAMP Will Prove to Be One of the Greatest Advancements in the Talking Machine Art.

$100

Made in Wicker and Decorated in All Colors

The quality of workmanship and tone will make the "PHONOLAMP" a valuable addition to *your* income.

Applications for exclusive territory now being considered.

Write or telegraph your application at once. Delay may cost you a valuable franchise.

Usual trade discounts.

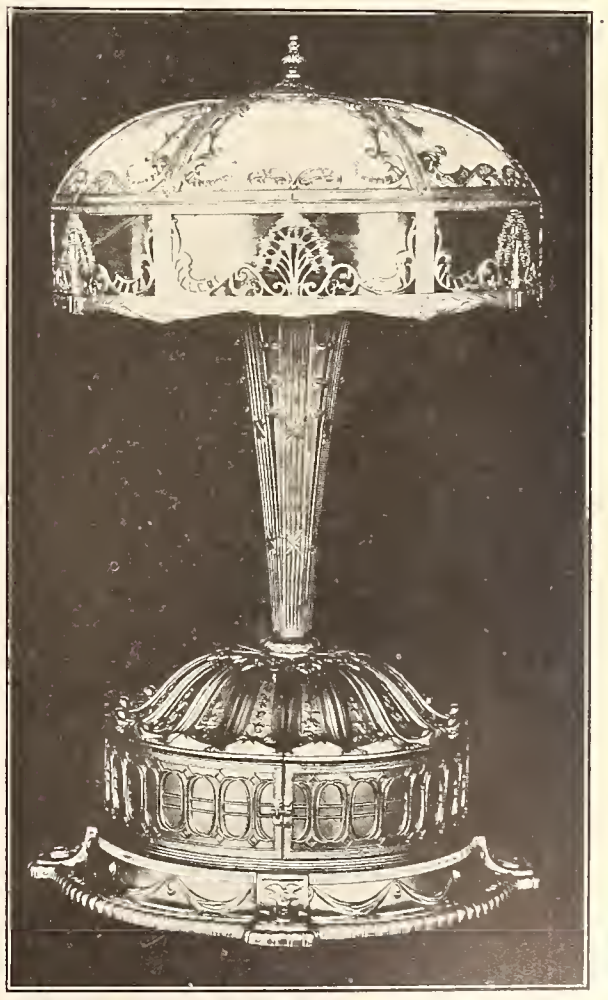
Electric Phonograph Company

Demonstration Rooms

Loring Building

29 West 34th Street, New York

Factory: Mt. Vernon, N. Y.



$100

Finished in Old Ivory, Gold, Bronze, Verdi-Green

Chicago's Great Preparedness Demonstration

A Lesson for You

YOUR Preparedness should mean more than just getting a stock of goods—it must mean a feeling of complete confidence and security—not only in your distributors ability to handle your orders—but in his help to you in every detail of your business.

That's what we strive to do.

Chicago Talking Machine Co.

VICTOR DISTRIBUTORS

12 N. Michigan Avenue Chicago

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager
HENRY S. KINGWILL, Associate

World Office
Consumers' Bldg., 220 South State St., Chicago
Telephone: Wabash 5774

CHICAGO, ILL., June 11.—Local trade circles, both in the wholesale and retail divisions, continue to be very well pleased with business conditions as they have existed during the past thirty days. The call for machines has been steady and well distributed throughout the various sizes, while records are also enjoying a demand that is impartial in nature.

The dealers are now making their plans for summer business and many of them have found that the proposition on the part of the public of taking away a machine to the summer home has grown so steadily that the field has become rich enough to demand close attention. A number of new manufacturers have completed their plans for entering the field and numerous sample machines are to be seen in Chicago, many of which are very interesting, showing many new features and forming considerable addition to Chicago's wholesale offerings in this line.

Manufacturers of newer machines, who have had considerable difficulty in getting supplies, report that the stringency is letting up and that materials are coming in more rapidly.

Chicago Talking Machine Co. List Popular

The standard lists as compiled by the Chicago Talking Machine Co., which contain the "gems of the entire catalog," has made a "hit" with the followers of that distributer. The numbers that are included in this catalog are those which have actually proven themselves to be the best sellers. They have been selected with care from a business standpoint as well as the standpoint of the buying public and certainly could easily be of infinite value to any one in the talking machine trade. The records are classified according to size and nature and it is very easy to select any record or class of records desired.

Some Changes and New Stores

The Geo. P. Bent Co. has added a talking machine department to its new store at Forest Park and has taken on the Victor line. C. R. Rhoades is manager and Chas. Batinger his assistant.

Arthur Copp, formerly manager of the Wilson avenue Pathé Shop, and Louis M. Spoerlein, are opening a new store at 6750 Sheridan road, Rogers Park. They are carrying the Victor line.

I. Eacutt has taken over the Victor agency and stocks of Miller's on East Sixty-third street and has established Joe Weller as manager. Miller's is now located in a new store a few doors away, where the Columbia line is featured.

They Say That ———

G. P. Ellis, of the Talking Machine Co., never hurried faster in his life than he did recently when he received a telegram from R. A. Shiverick, of Scruggs, Vandervoort & Barney, of St. Louis, that read: "Fire all on seventh floor. Leave midnight." So Ellis caught a late train in high hopes of getting large order for restocking the big St. Louis store's talking machine department. The next morning Ellis landed in St. Louis and found no fire. The same morning Shiverick landed in Chicago and found no Ellis there to meet him. It was all on account of an error in transmission. The wire should have read: "Arrive Alton seven-forty. Leaving midnight."

They say that a wise dealer—one of the kind that knows absolutely everything about his business, called on a local jobber last week. One of the office force handed him one of those records used for display purposes which, though looking like the real stuff, hasn't a note in its whole make-up. It was labeled "Drum Solo," and was supposed to be something new. The dealer tried it and got one long screech. He was then informed that the particular record required a special needle and he was accordingly handed a needle wrapped in tissue paper. The result was a long scrape and he then admitted that there were probably some records in the catalog that he didn't understand fully.

Talker Men for Preparedness

The talking machine men showed the piano men up for a grape-juice sorority June 3, which was Chicago's Preparedness Day. The Geo. P. Bent Co. had a good showing and so did the Rudolph Wurlitzer Co. The Talking Machine Co.'s men, under Capt. Keith's command, made a brave picture as they marched down Michigan avenue and set a record by keping the line straight and at the same time keeping in step. In addition to the gallant captain there marched G. P. Ellis, C. L. Morey, C. B. Mason, Pete Q. Griffiths, Geo. Denig, Richard Johnson, Fred Morrash, L. Winkles, Ed. Reich, Sam Wade, Albert Poblawski and Henry Schlegl. After the little stroll they rested their feet under a dining table at the University Club, where they were the guests of Mr. Keith at dinner.

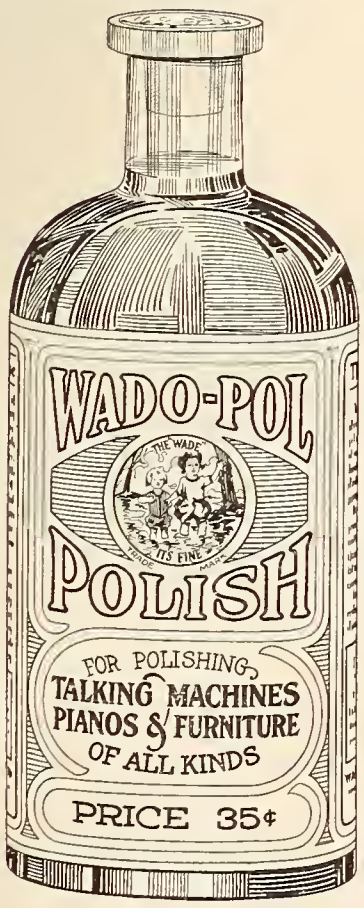
Samuels with Passow

D. B. Samuels, formerly Western representative of the Lyraphone Co. of America, of New York City, has been appointed traveling representative of Passow & Sons, of Chicago, and will promote the "Musictrola" line in Indiana and neighboring territory.

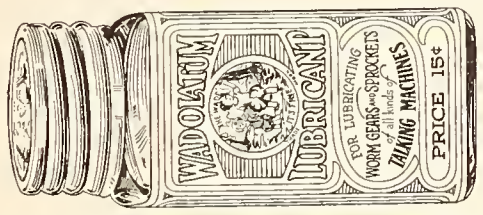
He is now upon his first extended trip. Mr.

(*Continued on page 49*)

Wade & Wade Accessories For Talking Machines



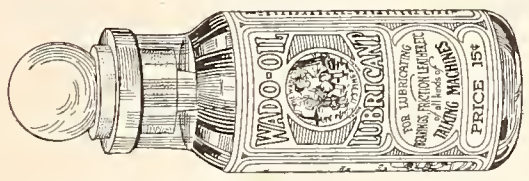
The **Wade Polish** leaves a perfectly dry, hard, glossy finish.



This is the **Grease** for the spur gears and worm gears, and eliminates the gritting and grinding noise.

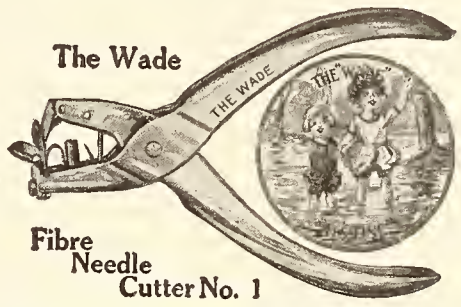
We also manufacture a light grease to be used in spring barrels to prevent the springs from sticking and releasing irregularly. This grease does not get hard or dry out.

Further information upon application.

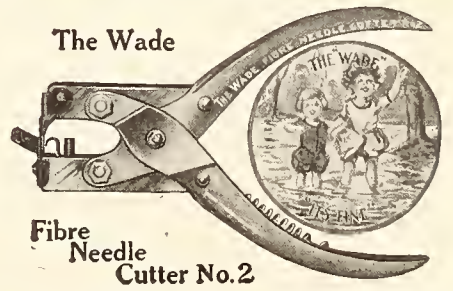


Notice the Patent Dropper

This is the **Oil** for close-fitting bearings on Talking Machines, typewriters, or any other fine machines.



The New Improved No. 1 Wade Fibre Needle Cutter in which the upper and lower blades work parallel to each other.



The No 2 Wade Cutter is still as popular as ever and the demand for them steadily increases.

Get your orders in at once for Wade Accessories
A trial order will convince you that we have the accessories *the* people want

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

Reproduction of a pen and ink drawing of a section of the Lyon & Healy Waiting Room for Men and Women. The vaulted, arched ceiling rests on heavy columns executed in Caen stone. The ribs, running across the ceiling from pier to pier, are ornamented in Arabesque relief with lustre mosaic inlays typifying music. The soft coloring of the Caen stone, the Arabesque relief, and the furnishings, make this one of the most distinctive and attractive waiting rooms.

An Invitation

The conveniences of the beautiful new Lyon & Healy Waiting Room for Men and Women, are at the Free Service of all engaged in the Music Trades.

You are invited to make this place your headquarters in Chicago.

This is your room; use it as often as you please. We instructed our architects to design it especially for your convenience.

Here is a central location for you to make appointments and meet your friends.

Here are desks and stationery, and the necessary quiet, so that you may write without being disturbed.

Here you will find the daily papers, magazines, railway time-tables, comfortable chairs and tables, especially for your use. A good place to "rest up" after the rush of business.

Here, also, are telephones in sound-proof booths—you may talk "long distance" to the folks at home, if you wish.

Make use of this central meeting place, here in this pleasant atmosphere of music.

Have your mail addressed "Care of Lyon & Healy Waiting Room," and it will be held until you call.

This room is yours—you will find it ideally adapted to your purposes.

LYON & HEALY

New Building

Wabash Avenue at Jackson Boulevard, Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 47)

Samuels is a talking machine man of long experience, as he first became interested in the proposition almost twenty years ago, and later, when traveling through South America, he took an active interest in the trade. He enjoyed the unique experience of seeing the aboriginal natives of Bolivia, Chile and Peru hear a talking machine for the first time. They, of course, believed it was magic.

Vitanola Quarters Enlarged

Another increase in the quarters of the Vitanola Talking Machine Co., of 210-212 South Wabash avenue, has been made necessary by the rapidly growing business of this house. The concern at present occupies as general offices and stock rooms, the entire third floor of the building. Now the company has secured the entire fourth floor, which will mean an increase of over 7,000 square feet of space.

The Phonoparts Co., which is owned by the same interests, has also been doing a very large business in tone arms, sound boxes, etc., and the Phonoparts Co. will soon bring out a large stock of the new "Playrite" electric motors.

Velvatone Co. Acquires Plant

The Velvatone Talking Machine Co., of which C. H. Bartholomee is president and treasurer. and Paul B. Armstrong, secretary, has acquired the use of the plant of the Stevens Piano & Organ Co., at Marietta, O., and has already put it into operation. This factory is well equipped and can easily produce 20,000 talking machines of average size per year. The first instruments have been received and a number of sales already made. The company will also make the "Bartholomee" phonograph, which is designed especially for the trade. Both lines will contain some special features, the nature of which has not yet been announced.

Good Business Necessitates Expansion

The continued increasing Columbia business in local territory has made necessary a considerable increase in the size of the Columbia quarters in the Ward Building, and Manager C. F. Baer has fortunately been able to arrange for an addition to the present space enough room to handle almost double the stocks of machines and records that have been taken care of hitherto. Over half a million records will now be carried in the Chicago distributing quarters, which news is doubtless very welcome to Columbia dealers, most of whom have enjoyed a phenomenal business in this department of their activities. Deliveries will also be much facilitated because of a new scheme that A. Mortenson, who is in charge of the stocks, has instituted. This idea consists of a continuous handling route, receipts coming in on one side of the building on one set of elevators and the shipments going out on the other side of the building on another set of elevators. Oftentimes the goods stop but a very short time in going through the routine of checking, sorting, etc., before they are on their way to the dealer, after being received.

The call for Columbia machines has been pretty well distributed through the whole line, and record calls have been similarly spread through the catalog. Stocks of the Columbia electric machine have been practically exhausted and certain of the special styles are quite low. The new Style 250 Grafonola in burl walnut has been received and has met with universal admiration.

The work of boosting "a Grafonola for vacation days" will soon be under way, in fact, dealers are ordering considerable quantities of the smaller machines already. Dealers are also planning some extensive advertising of Columbia machines in preparation for good sales in this direction.

Some New Columbia Dealers

The Humboldt Furniture Co., which has opened a new store at Lawrence and Kedzie avenues, has installed a Columbia department and will carry the full line of Grafonolas and Columbia records. Charles J. Larson, Jr., of 7757 South Halsted street; Samuel Rudnick, of 350 East Kensington avenue, Kensington; Hassmer Bros., 905 Belmont avenue, and Wilson & Lescher, 1961 North Halsted street, are also new Columbia standard bearers in Chicago. Other new Columbia dealers in territory contiguous to Chicago are Thomas Mee, Jr., Clinton, Ill.; Bode Bros., Kenosha, Wis.; Jacobs Music House, Fort Wayne, Ind; J. C. Berryman, Broadhead, Wis., and Baber & Rankin, Peru, Ind.

Babson Bros. Adopt "Sunlight Saving"

Babson Bros. have decided to "push the clock ahead" in accordance with the "sunlight-saving" plan. A local daily, in its editorial columns, said the following:

"The proprietors of the firm of Babson Bros. were impressed with the merits of the 'sunlight-saving' idea. Doubtless their 500 employes had been reading and thinking about it. The employers laid the proposition before the employes and asked their opinion. A large majority of the employes voted to start an hour earlier and quit an hour earlier during the summer months. The plan is in effect, and so far all are well pleased. It will continue in that office until a majority ask for a change.

"The incident illustrates how much might be done in the way of 'sunlight saving,' with all its evident benefits in reduction of industrial and personal expense and to health by giving more sunlight hours in the open air, by the human beings in any industrial plant or particular industry just giving a little thought to the subject and taking such action as their intelligence directs. Governmental action is desirable to avoid legal complications, but much may be done without waiting for it."

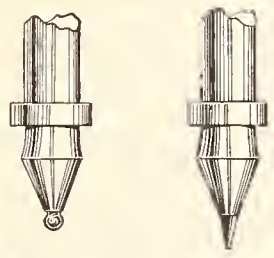
Personals and Visitors

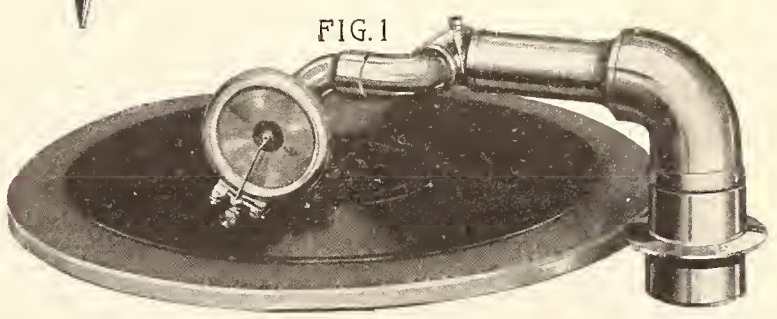
E. N. Burns, first vice-president of the Columbia Graphophone Co., was in Chicago this month, and in addition to making several visits to the local Columbia offices, spent a good deal of time at the national political conventions.

(Continued on page 51)

Praised by everyone who has seen and heard our wonderful

Universal "PlayRite" Tone-Arm and Sound Box





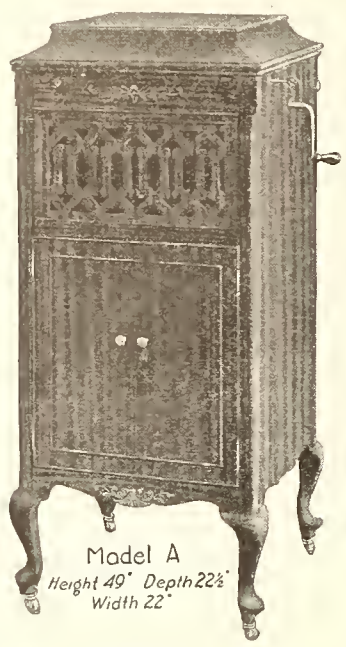
American Phonoparts Company

Offices and Warerooms: 208-210-212 South Wabash Avenue **CHICAGO, ILL., U S. A.**

Manufacturers of Motors, Tone Arms, Sound Boxes and the "PLAYRITE" ELECTRIC MOTORS

SPRING MOTORS We have on hand for immediate delivery Mermod Nickel-Plated and Polished Swiss motors, style H. V. B., complete with 12-inch turntables, playing seven 10-inch records at one winding. Also cheap single spring motors for immediate delivery.

WRITE US FOR OUR PRICES BEFORE PLACING YOUR ORDERS



MODEL A

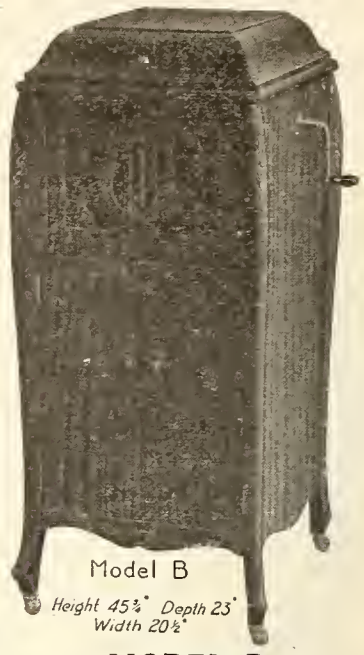
Made in genuine Mahogany only. All exposed metal parts heavily gold plated.

Retails $175.

Here's the most valuable business-building chance that has come your way in many a long day—the selling agency for the

Empire

—the Machine that Plays any Record



MODEL B

Made in Mahogany and Oak.

Retails $100.

MODEL C

Made in Mahogany and Oak.

Retails $75.

THIS is the sales-pace-maker of the entire talking machine world.

It plays any standard disc record on the market—and no matter whether made for fibre needle or steel—diamond point or sapphire—with a slight adjustment the Empire will play it and get out of it with every beauty of tone.

Every family in your community is a possible Empire buyer—because it suits the musical tastes of all—because it has every worth-while feature of all the others—many that belong to Empire alone—and not a single one of the drawbacks.

The Empire stands second to none in design and finish—and dominates all others in perfection of tonal quality and sales-value.

Stop for a minute—think of the value of these talking points—then write us for our agency selling plans—and ask for our big new catalog.

Valuable jobbing territory still open

Special for Live Dealers

You dealers who are in a position to handle a money-making proposition—do not hesitate another minute to line up now with the Empire.

Write us, wire us—get in touch with us right away and get our special Empire plan for up-and-coming dealers.

It's a winner—territory is being assigned ***now.***

This is an opportunity—a rare one—it's up to you to act for the sake of your profits.

All Empire Machines are equipped with Tone Modifier.

We can supply Empire dealers with an attractive line of popular priced records. Ask us about them.

Empire Talking Machine Co.

JOHN H. STEINMETZ, President

429 South Wabash Avenue, Chicago, Ill.

See the Empire exhibit during the July Furniture Exhibition—4th Floor, Klingman Bld'g, Grand Rapids, Mich.

MODEL D

Height 13½"; Depth 22¼"; Width 20".
Made in Mahogany and Oak.

Retails $50.

MODEL E

Height 13"; Depth 20½" Width 18".
Made in Mahogany Finish only.

Retails $40

MODEL F

Height 8"; Depth 18¾"; Width 15½".
Made in Oak only.

Retails $25.

All Covers of Empire Models A, B, and C are equipped with the "Support without a catch"

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 49)

R. F. Bolton, district manager of the Columbia Co. in New York State, and J. C. Button, Dictaphone manager in New York State, were also prominent visitors to Chicago this month.

Jesse Hand, Lake Geneva, and Mr. Bode, of Bode Bros., Kenosha, were visiting Wisconsin dealers in town recently.

J. C. Baxter, Davenport, Ia.; Thor Norberg, Moline, Ill., and both members of the firm of Kesselman & O'Driscoll, of Milwaukee, Wis., were recent visiting dealers.

Two Michigan dealers in town were Mr. Ashworth, of the Webber-Ashworth Co., of Cadillac, and Mr. Hubble, of Hubble Bros., Monroe.

Robert Elbel, of South Bend, Ind.; Mr. Milliken, of Milliken & White, Bay City, Mich., and Mr. Getts, of the Getts Music House, of Grand Forks, N. D., were visiting dealers to the trade recently.

S. O. Wade, of Wade & Wade, reports that he is very much pleased with the way the orders are coming in for the Wade fibre needle cutters. He is also very optimistic over the prospects of a handsome fall trade.

William E. Hoschke, president of the Crescent Talking Machine Co., of New York, was in Chicago recently.

Mr. McNamara, who is president and manager of the Union Phonograph Supply Co., of Cleveland, was a prominent supply man visiting the local trade recently.

The offices of the Tel-A-Tone Co. were incorrectly reported in last month's World as being on the sixth floor of the Republic Building. The item should have read that the offices are on the sixth floor of the Tacoma Building.

William Knabe, vice-president, Knabe Bros., Cincinnati, makers of the Knabe Crystola machines, is in Chicago this week.

R. B. Corcoran, manager of the record department of the Geo. P. Bent Co., is bereaved of his father, who died recently.

Chicago friends of Miss Uhl, who has been with Chase & West, of Des Moines, for many years, will sympathize with her in the recent death of her father, who was run over by an automobile.

Talking Machine Shop Plans New Home

The Talking Machine Shop, located in the Steger Building, which has for years been one of the most successful retail enterprises in the local trade, will occupy, September first, the three-story and basement store located at 234 South Wabash avenue.

The building, until recently, was occupied by the Boston Piano Co., and previous to that was for many years occupied by J. O. Twichell, who was one of Chicago's best known piano dealers. The new building is only next door to the Steger Building on the Wabash avenue side and, therefore, the old patrons of the Shop will have no difficulty in learning the new location. The new shop will be one of the largest exclusive talking machine stores in the Middle West, and C. L. Davidson and G. W. Davidson say that they plan to make it the most successful. On the first floor there will be the reception and show rooms, together with six commodious sales booths. In the rear will be the record room and shipping department. A handsome staircase will lead from the first floor to the basement, where a concert hall seating 125 people, will be built. The second floor will contain the general offices and bookkeeping department as well as eight sales booths, three of which will be large machines sales rooms. The third floor will be devoted to machine and record stocks, etc.

"We intend to do our level best to make this the banner Victor store of Chicago," said G. W. Davidson.

The Buick Was Jealous

Decoration Day being particularly appropriate for all sons of Columbia to get out and celebrate, R. G. Winter, of the local wholesale sales department of the Columbia Graphophone Co., invited A. T. Boland, local retail manager; C. R. Ely, who is doing special promotion work for the Columbia Co., and W. W. Parsons, out for a trip to Indianapolis in his new Buick speed demon. Everything went lovely on the way down to the Hoosier capital, but on the return the Buick was jealous of the way that Resta's Peugeot had flown around the track at the Memorial Day races, and blew a few tires. Winter, as owner of the car and purchaser of the gas, let the deadheads do the work and stood by with his little hammer.

Victor for Two Cable Piano Stores

The Cable Piano Company, of Bloomington, Ill., is moving into fine new quartes at Main and Market streets in that city. Incidentally it has acquired the Victor license of E. E. Fenn and Manager Berquist is arranging a fine talking machine department.

Arrangements have also been made by the Cable Piano Co. for the Victor line at the company's new store at Wheaton, Ill.

New Empire Styles

In an announcement made this month by the Empire Talking Machine Co., the new styles of the Empire line are presented to the trade. They include some very noteworthy designs and are sufficiently varied in their nature as to afford a machine for every demand. The cases possess an exceptionally fine finish and veneers have been selected and matched with undeniable care. Certain improvements in construction that make the new designs stronger, although not a bit heavier, are also included in these late models. John H. Steinmetz, president of the concern, has arranged for an exhibition of the line at the Klingman Furniture Exhibition Building at Grand Rapids, Mich., during the month of July.

Incorporated

Albertus Niehuis & Co., Inc., of Chicago, have been incorporated with a capital stock of $5,000, and will engage in the talking machine business. The incorporators are Albertus Niehuis, Minnie R. Moulton and Jakobus H. Niehuis.

(Continued on page 55)

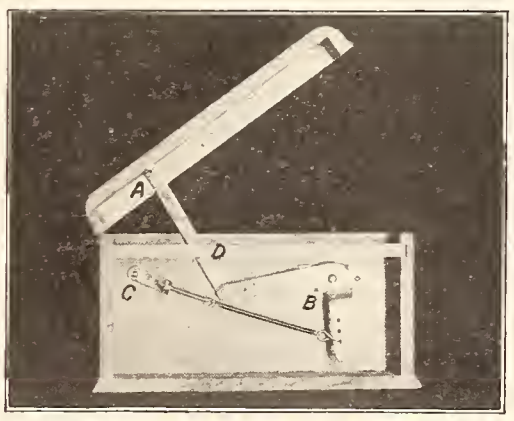
Give Your Salesman Something to Work With!

If you expect your salesman to make a record for himself see that he has some really good points that he can work on. Now, the

Chicago Hinged Cover Support and Balance

offers your salesman a feature and talking point that is so meritorious that a prospective buyer is always much easier to sign up because of it.

The Cover Without a Catch



Showing How It Operates

The Cover That *Needs* No Catch

With our device you have a counter-balanced top that means safety for records and insurance against damage for the top itself. Ask for Motion-Photo that shows how it works.

THE CHICAGO HINGED COVER SUPPORT & BALANCE CO.

144 SOUTH WABASH AVENUE, CHICAGO

BRUNSWICK

Retail Price $55.00

Oak or Mahogany
Dimensions:
Width, 19 in. Height, 44 in.
Depth, 20 in.

Retail Price $75.00

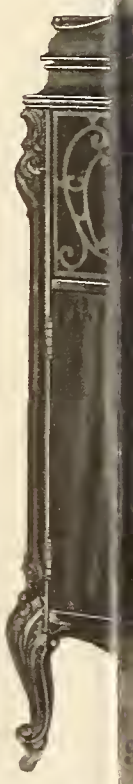
Oak or Mahogany
Dimensions:
Width, 20 in. Height, 47 in.
Depth, 21 in.

Deliveries August 8th

Exclusive Agencies Now Being Awarded

Height 4

NOW HAIL THE COMINC
BACKED BY



THE Brunswick Phonograph embodies a great many improvements, several of which are exclusive to this new instrument. We believe this to be the virtuoso of reproducing instruments—the master musician. When you see it and hear it you will understand. You will note how it reproduces the quality and beauty of any record. No trouble at all to demonstrate this triumph.

You only need to place the Brunswick beside any other phonograph. Play the same record on each in turn. That test will convince you—that test will convince your customers. It will, we believe, soon place the Brunswick on top.

This new-day instrument plays any disc record, vertical or lateral cut. No extras to buy—it comes completely equipped.

The cabinet and motor are of exceptional excellence. We have cut costs enormously by our efficiency methods and tremendous output.

We have nine great factories. We em-

WRITE US FOR

THE BRUNSWICK-BALKE-COLLENDER

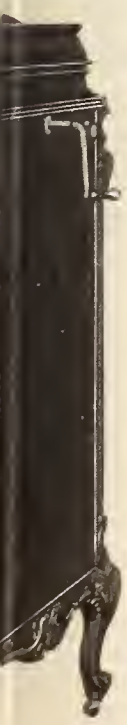
PHONOGRAPH

National Advertising
Starts in July

Book Your Orders At Once

½ in.

E MASTER INSTRUMENT
,000 CAPITAL



60 in.

ploy 5,000 people. We are one of the largest users of hard woods in the world.

Very few have use for so many expert cabinetmakers and skilled mechanics. Our company has specialized in cabinet work for 76 years. We save enormously in scores of ways. So prices like these become possible on cabinets of super-elegance. There are no finer in all the world —no choicer woods—no more masterful cabinet work. The beauty of Brunswick models dominates all others.

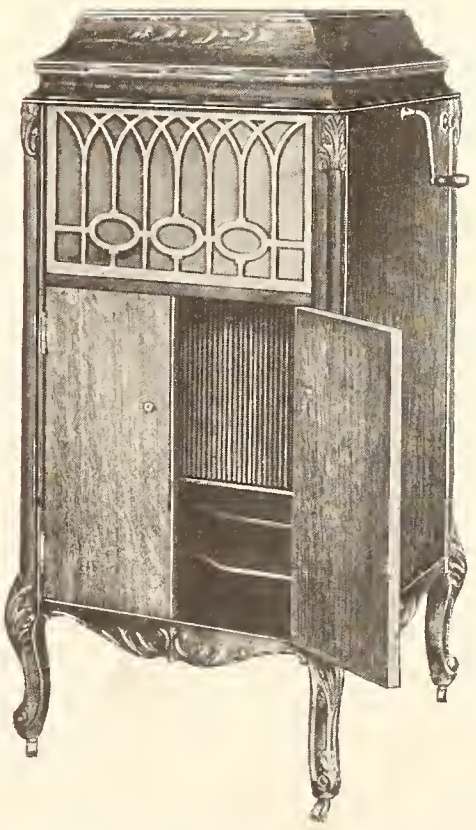
Now consider the demand for the Brunswick Phonograph that will follow our first great announcements in the magazines. But don't wait for that. Some other aggressive dealer may get the Brunswick agency where you are located if you do.

We have 60 branches in all parts of the United States and in Canada from which to serve you. Investigation costs nothing —delay may mean the loss of this valuable agency.

Y WITHOUT FAIL

623-633 S. WABASH AVENUE, CHICAGO
PHONOGRAPH DEPARTMENT 201

Retail Price $100.00
Oak or Mahogany
Dimensions:
Width, 22 in. Height, 48 in.
Depth, 23 in.



Retail Price $125.00
Oak or Mahogany
Dimensions:
Width, 23 in. Height, 49 in.
Depth, 24 in.

A Real Achievement in the Talking Machine Field!

NEITHER EXPERIMENT NOR "REVOLUTION," BUT DEVELOPMENT

MAGNOLA No. 75
Sheraton: $75 retail
Mahogany or Oak

The Magnificent

MAGNOLA

Talking Machine

MAGNOLA No. 150
Louis XVI: $150 retail
Mahogany, Oak or Burled Walnut

We are now producing a complete line in authentic period styles, each with complete Magnola acoustical and mechanical equipment, at prices from

$75 to $200 retail

EACH MAGNOLA HAS THE FOLLOWING **EXCLUSIVE** ACOUSTICAL AND MECHANICAL FEATURES:

MAGNOLA No. 100
Queen Anne: $100 retail
Mahogany or Oak

TONE REFLECTOR assuring ***clearness*** of reproduction

TONE GRADUATOR controlling loudness of sound

UNIVERSAL SOUND-BOX playing every type of disc record, Victor, Edison, Columbia or Pathe

MAGNOLA No. 200
Adam Brothers: $200 retail
Mahogany, Oak or Burled Walnut

The entire line will be on exhibition during the Piano Trade Convention, week of June 19th, at 155 West 44th Street, One Block East of Hotel Astor, New York.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices, 711 Milwaukee Avenue, CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 51)

J. K. Stewart Dies Suddenly

John K. Stewart, head of the Stewart Phonograph Corporation, and founder of the Stewart-Warner Speedometer interests, died at his home in Long Island recently following a stroke of paralysis. The deceased was forty-six years old and is survived by a widow and two children. The work of the Stewart Corporation will continue as before, although changes will necessarily be made in the directorate of the company. The production at the Stewart plant has been radically increased and wholesale orders are now receiving prompt attention.

Six Best Sellers of the Month

The six best Victor records, according to local jobbers, are: "My Old Kentucky Home," "Cohen at the Telephone" and "Goldstein Goes in the Railroad Business," "Fair Hawaii" and "She Sang 'Aloha to Me,'" "Yaaka Hula Hickey Dula" and "I Can Dance with Everybody but My Wife," "Otilia March" and "Guatemala-Panama March" and "Alice, Where Art Thou?" and "Come Back to Erin."

Calls from Columbia followers are coming in thick on "Underneath the Stars" and "Hello, Hawaii;" "So Long, Letty;" "When Its Orange Blossom Time," "Ladder of Roses," "On the Shore at Le Lei Wi," "Wake Up, America," "Good-Bye, Good Luck, God Bless You;" "Memories," "My Mother's Rosary," "I'm Going Back to Oregon" and "Now Is the Time."

The six best sellers in the Pathé library this month were: "Underneath the Stars" and "Young America, We're Strong for You," "On the Beach at Waikiki" and "Kohala March," "Poet and Peasant" and "Paradiso from L'Africaine," "Hello, Hawaii, How Are You?" and "Loading Up the Mandy Lee," "The Star Spangled Banner" and "Old Folks at Home."

Six of the best sellers at Edison stores were: "I Love a Piano" and "That Hula Hula," "America, I Love You" and "Molly Dear, It's You I'm After," "Back Home in Tennessee" and "Hello, Frisco!"

Tresch, Fearn & Co.

Tresch, Fearn & Co., which house is one of the few in the local trade handling Victor, Columbia and Edison machines, has signed a lease on enlarged quarters at 157 West Madison street and before very long will move from the old quarters at 160 North Fifth avenue, where it has been for a number of years. The concern will have one of the finest stores in that part of the Loop when everything is completed. The concern has not yet announced the taking on of any additional lines.

Cheney Cases Postponed

Both the suits of the Victor Talking Machine Co. vs. the Cheney Talking Machine Co., and that of the American Graphophone Co. vs. the Cheney Talking Machine Co., which allege infringements of patents, have gone over to the fall term of the Federal Court and it will not be until then that any decisions can be obtained.

D. R. McKenzie Announces New Style

D. R. McKenzie, president of the Playerphone Talking Machine Co., in a recent interview, said: "When there are now so many manufacturers making talking machines or phonographs of one sort or the other, it is difficult for the casual observer to distinguish the one of merit from those which in some cases, seem to be made only to sell. There are, however, a lot of good machines being sold, and the choice between them cannot be made without pretty careful investigation into the distinctive qualities of each. The latest model of the Playerphone, the Chippendale design, is such a superb piece of historically correct, mahogany period furniture, all metal parts being finished in gold, that it excites the enthusiasm of everyone who sees it. An electric motor, started and stopped by the position of the tone arm, operates it, or a large spring motor running twenty-five minutes, is optional. The tone arm is so constructed that it can be made to play any kind of disc record by a mere turn of the arm and the fitting of the point proper for the record; there are no sharp angles in the balanced tone arm, just sweeping curves, which, I believe, is the only technically correct line of conveying musical sound."

Some of the new distributers of the Playerphone are: the Scott-Halliburton Co., Oklahoma City; E. M. Moyer, Monessen, Pa.; Oklahoma Book Co., Oklahoma City, Okla.; J. W. Crowdus Drug Co., Dallas, Tex.; Flechsig-Albrecht Co., Pittsburgh, Pa.; Williams-Davis-Brooks & Hinchman Sons, Detroit, Mich.; Reifsnyder & Sons, Lancaster, Pa.

L. E. Hotchkiss, Playerphone traveler in the territory east of Pittsburgh, has returned from a profitable trip that lasted over three months. He is very enthusiastic over the new styles in the Playerphone line and looks forward to the fall trade in that section with optimism.

A simple but effective window display that caught the attention of the visiting delegates to the Republican and Progressive Conventions, as well as the Preparedness Day paraders, the Memorial Day marchers and the Suffragist sisterhood, was the window shown herewith. The display was that of the Grafonola Shop and was arranged by Retail Manager A. T. Boland.

The "properties" were very simple and easily procurable and the attractiveness of the window was mainly due to the artistic draping in the background of Old Glory.

J. P. FITZGERALD'S NEW POST

St. Louis, Mo., June 5.—J. P. Fitzgerald, formerly general sales manager of the Artophone Co., in now associated with the Mozart Talking Machine Co., which is one of the newer companies in the Western talking machine trade. Several well known furniture manufacturers have become connected with this concern, and it is now turning out a considerable number of machines per month.

The company is specializing at the present time on the production of a machine which retails at $55, and is equipped to play any make of record. They also have another model to retail at $100 and expect to have a complete line ready in a very short while. Mr. Fitzgerald is in charge of sales and has closed a number of important contracts during the past six weeks.

SOME INDIANAPOLIS BRIEFLETS

Indianapolis, Ind., June 8.—The Central Music Exchange, 18 Pembroke Arcade, report a nice business in machines and records. Their record exchange plan is meeting with success and it is the probable intention of the management to install a complete line of the popular "Musictrola" talking machines and records for the fall trade.

J. L. Peter, manager of the Fuller-Wagner Music Co., made a flying trip through Indiana, Kentucky and Ohio in the interest of the talking machine department, and reported an exceptionally good outlook. The rural districts are becoming interested and in the near future a large per cent. of the talking machine sales will be made in the farming districts.

HANDLES THE PATHE IN MEMPHIS

One of the recent additions to the talking machine establishments of Memphis, Tenn., is the store of the L. H. Floyd Co., 26 Monroe avenue, featuring the Pathé phonograph.

Majestic PHONOGRAPHS

General Offices:
Majestic Phonograph Co.,
McClurg Building 218 So. Wabash Ave.

"Made in CHICAGO"

With Five (5) New Patented
IMPROVEMENTS

Affecting EVERY VITAL part of a Talking Machine and which reproduces *all* perfect disc records

"Natural as Life"

with very little or no "surface noise."

The Majestic improved features are:
Voluminous (not tense) Tone
Majestic Reproducer *Majestic Tone Arm*
Majestic Modulator *Majestic Automatic Stop*
Majestic Double, Triple and Quadruple Tone Chamber

PRICES
$100 $150 $200 $225 $250 $300

AGENT'S TERRITORIES now being allotted.
Contract deliveries guaranteed.

Built by
MAJESTIC PHONOGRAPH CO.
McClurg Bldg. 218 South Wabash Ave.
CHICAGO, ILL.

"OROTUND" Sound Reproducers

"Orotund" sound-boxes reduce that scratching surface noise and improve the tone of talking machines, playing any record. Write for descriptive circular and quantity prices.

Exclusive Design—Highest Quality

Sample price to dealers—with full equipment for playing any record—$3.50 postpaid.

Terms: cash with order

Combination Attachment Co.
524 Republic Bldg. Chicago, Ill.

For REPAIR PARTS
OF ALL KINDS WRITE ME
at my new location
180 North Dearborn St.
CHICAGO
Repair parts bought and sold.
Expert Repairing a Specialty.
Charles Bryan

The Dawn of a New Era!

STOP

—THAT MONOTONY OF MONOTONE with a perfectly practical, simple set screw system with which you can shade the tone from a whisper to a brass band.

STOP

—THAT WHIRR AND BRRRR OF CONTACT with a noiseless needle that does not "ride," but simply floats over the record without wear — The Golden Tone.

STOP

—STICKING TO ONE MAKE OF RECORDS and make your selection from any catalogue — any manufacturer who can offer you the melodies of your heart's desire.

STOP

—THAT SCREECHY, SCRATCHY, TIN PAN EFFECT with a needle that will give you the supreme clarity of tone—a clean crystal thoroughness and naturalness.

STOP

—CHANGING NEEDLES by using The Golden Tone, a needle good for all time, any time, on any and all machines.

THE GOLDEN TONE

Of The Supreme Noiseless Needle

Really marks an epoch in reproduction—inasmuch as reproduction really becomes Re-Creation—revealing a new era musical.

A needle's value is represented by what it WILL do and what it will NOT do.

Here Is What the Supreme Needle Will Do

It will play Any and Every record.
It will prove its Supremacy on All machines.
It will abolish all harsh, screechy, scratchy tones.
It will abolish the ridiculous necessity of changing points.
It will adapt itself to the acoustic conditions of Any Room or Area.
It will shade the tone from a Whisper to a Brass Band.
It will bring out all the Naturalness, Thoroughness and Clarity of tone.
It will Re-Create.
In fact, it will do a hundred-fold things that no other needle on the market comes near accomplishing.

—And Here Is What It Will Not Do

It will not scratch and mutilate the records, regardless of make or brand.
It will not ruffle your sensitive nerves with the rasp of that something, which has held back the sale of many a machine.
It will not distort the real and natural.
It will not wear out!—and it is sold under just that guarantee and certificate of warranty.

* * *

A Glorious Harvest for Dealers

Who are alive to the wants and demands of real music lovers. Music dealers from all over the country are writing, 'phoning and wiring for larger quantities of these little musical miracles, exclusive territory and our remarkable literature. Each order filled in order received, but *we are not selling territory.* Exclusive rights for The Golden Tone are based on quantity orders.

$3.50 Wholesale — **$5.00** Retail

Address All Communications to the

SUPREME SALES COMPANY
College Building, Adams and Wabash
CHICAGO, U. S. A.

STOP

—THE DISPLAYING OF PHONOGRAPHIC MECHANISM in all of its nudeness by gowning it with a golden mantle after your own ideal — put your own mood in the music.

STOP

—THAT MECHANICAL REPRODUCTION and enjoy, with The Golden Tone, absolute Re-Creation, possible through its adjustments to the acoustic conditions of any room or area.

STOP

—THAT DISTORTION OF THE REAL AND NATURAL by the failure of past needles to acclimate themselves to the touch and tone of any musical maneuver.

STOP

—BEING SATISFIED with mere records of sounds and performances. Let The Golden Tone give you the records you have longed for — of genius, art, personality and nature.

STOP

—THAT PHONOGRAPHIC RASP, which has ever ruptured your sensitive nerves in the past, with a needle that is noiseless and toneful.

OPENING OF LYON & HEALY'S PALATIAL NEW BUILDING

An Idea of the Perfection of the Arrangement for Handling the Wholesale Business of Victor Victrolas, Records and Accessories May be Estimated from the Illustration and Description of This Handsome Department Appearing on These Pages of The World

CHICAGO, ILL., June 10.—"If I should die before I wake, I pray the Lord my work's all right," warbled some one who is not imbued with the modern idea of system even of the saner kind.

A Lyon & Healy man, who was showing a visitor through the talking machine department in the beautiful new building at Wabash avenue and Jackson boulevard, remarked that if every person in Department H should be suddenly choked off, of an evening, a new crew could come in the next morning, take up the work just where the late lamenteds left it and carry it on without a hitch.

It is the purpose of this article to give some idea of the perfection of the arrangement for handling the wholesale business in Victor Victrolas and records and talking machine accessories. An illustrated article covering the retail department will appear next month.

It should be said right here that the dealer who does not inspect this wonderfully equipped talking machine store is doing himself an injustice. Both in the wholesale and retail he will find many wonderful things in the way of stock arrangement, methods of handling reserve stock, plans for handling and showing goods and unique service ideas, all of which have been developed as a result of experience of years in the talking machine business.

L. C. Wiswell and his associates in the department and in the house are now for the first time fully able to realize their ideals regarding the handling of an up-to-date talking machine business.

It may be of interest first to trace the course of an order from receiving to shipping. All dealers' mail is received in the mailing department, where it is instantly assorted and sent by special automatic tubes direct to the talking machine department. Here the order is immediately entered by the order clerk and promptly handed to the stock department, where, through the installation of the latest scientific arrangement of record stock bins and the convenient disposition of tables, the order is filled with dispatch and then passed to the packing department. While the goods are being packed a bill, or invoice, is being compiled by the special bill clerk. Invoices are always included with each shipment, thus enabling the dealer to promptly and accurately check up the goods with his order when received. After the invoice is included with the goods, the shipment is put in a spiral conveyer and within a fraction of a minute arrives in the shipping department in the basement, where after proper record is made it is placed upon an hydraulic elevator, lifted to the loading platform and then taken by one of the fast fleet of motor trucks to the freight depot for shipment to the destination.

The entire wholesale department is located on the second floor of the new building with the exception of the repair shop and retail reserve stock, which is on the ninth floor, and the big general wholesale machine stock maintained in the warehouse on the West Side.

The first view shown in this connection is that of the wholesale sales room, which occupies a large space in the rear of the second floor. It is literally a daylight room with windows extending along both sides. As will be seen by the photograph a complete line of Victor goods is here shown. On the left will be seen the entrance to the record demonstration rooms.

No. 1—Section of Wholesale Talking Machine Salesrooms

These are devoted entirely to the wholesale purposes and are entirely separate from the thirty-three demonstration booths of the retail talking machine department. Two of these booths which appear in the illustration, are Unicos made by the Unit Construction Co., of Philadelphia, many of which have been sold by Lyon & Healy to Western dealers. These booths are not only used for playing over the new monthly records and also stock records for

(*Continued on page* 58)

No. 2—View of Part of the Wholesale Record Stock

No. 3—Accessory and Advertising Bins, Showing Cupboard System

No. 4—General Offices of Department H

No. 5—Repair, Adjustment and Polishing Department

LYON & HEALY'S PALATIAL HOME

(*Continued from page 57*)

dealers, but are also used by the dealers themselves who can bring customers in to Lyon & Healy's and sell them on the spot. They can also, of course, send their customers to Lyon & Healy for machines or records, which they have not in their limited stocks and the merchants are always given credit for these sales.

Figure two is a view of only a part of the wholesale record stock and serves to illustrate the method of carrying surplus stock at the top of each bin. At some future time a more detailed account will be given of the remarkable system of handling the record stock by means of the specially devised flag system, which automatically indicates when replenishment is needed. It will be noticed, however, that this system of shelving is flexible. The racks are not only of sectional construction but the small shelves themselves are movable—thus allowing the space devoted to each particular record to be changed according to the decrease or increase of its selling power and adapting that shelf to hold anywhere from five to five hundred records at a time.

Cut number three illustrates one of the most interesting places in the department. The cupboards with drop doors are used for accessories of all kinds and protect the goods, of course, from dust and dirt. This system prevents soiling of goods or packings. The vertical cupboards contain a vast stock of advertising matter furnished by the Victor Co. for distrbution to dealers. This literature costs the Victor Co. a tremendous amount of money and Lyon & Healy believe that it should be not only kept in condition, but in such order as to enable them to maintain the highest standard of promptness in meeting the dealers' demands.

Merchants familiar with the comparatively limited facilities furnished by the old department in the building which Lyon & Healy occupied for a quarter of a century at Wabash avenue and Adams street will smile when they gaze at the photograph of the general offices of Department H. Light and beautiful it is and Manager L. C. Wiswell, his assistant, J. B. L. Ryde, and the large corps of clerks and stenographers are indeed happy in their new environment.

Floral Victrola, Gift of L. F. Geissler, General Manager of Victor Talking Machine Co., for Lyon & Healy Opening

Cut number five shows the novel arrangement of the repair, adjustment and polishing department on the ninth floor. Each repair man has a separate room to himself for the repairing and testing of machines. The men can thus not only pursue their work independently and without interruption, but the testing is, of course, more accurate and the workers are free from the trying nervous effect of several machines playing different ditties at the same time. As already stated the major part of the balance of the ninth floor is taken up with the reserve stock for the retail department.

The manner of handling the wholesale machine stock is wonderful. The stock is kept in a large warehouse on West Lake street, near Sheldon, and the deliveries can be made from here much quicker, it is claimed, than from the loop, as the congestion and hindrance to traffic in that section of the city is thus avoided. One large Packard truck is used for delivering goods to dealers in the city.

Mention should not be omitted of the conveniences afforded the employes of the department. These include luxurious appointed lavatories and locker rooms, that for the women employes, containing provisions for their comfort and convenience not usually found in many of the largest wholesale establishments.

Notable, indeed, was the formal opening of th enew building, which took place the week of May 22. The floral offerings were profuse and most notable of these was a magnificient Victrola, "life size," which greeted the visitors as they entered the store from the Wabash avenue entrance. Five thousand carnations, a large quantity of sweet peas and much smilax was used in its construction. It was the gift of Louis F. Geissler, general manager of the Victor Talking Machine Co. and was greeted with continual choruses of admiration on the part of the visitors. Among the other floral offerings coming directly to the talking machine department were beautiful baskets of flowers from the Geo. P. Bent Co. and the Wilson Avenue Talking Machine Store, a wonderful bouquet of roses from the Chicago Talking Machine Co. and four beautiful bouquets from F. D. Hall, of Chicago, the celebrated inventor of the fibre needle. During the mornings of opening week there were Victor recitals, as there now are all day, in the Lyon & Healy concert hall on the first floor, while in the afternoon vocal and instrumental artists of distinction were heard, quite a few of whom were Victor artists.

INCORPORATED

TROY, O., June 9.—The Lorimer-Hicks Co., manufacturers of the Lorophone talking machine, has been incorporated for $150,000. G. W. Lorimer is president, C. B. Hicks, vice-president and S. W. Hetherington, secretary and treasurer. Fred Nichols and E. W. Bowyer are, with the officers, directors.

YOUR CUSTOMERS WILL WANT THIS

BEAUTIFUL CHIPPENDALE

Playerphone

The QUALITY TALKING MACHINE

The Quality Talking Machine

It is very elaborate in design, historically correct, in keeping with the highest class of period furniture and superior to all others. It is such a masterpiece of cabinet art work, so complete as an instrument and so beautiful in tone that it will he an extraordinary seller.

YOU SHOULD ORDER AT ONCE

A full line of *Playerphones*. Our terms are liberal. Profit about 100 per cent. You should add from $1,000 to $5,000 to your regular profits without tying up your money or incurring any risk. We mean business, we know how Playerphones are selling.

THE PLAYERPHONE

Plays every disc record in a perfect tone. Just a turn of the improved, balanced tone arm and with sapphire hall, jewel-point steel or fibre needle, you are ready for any disc record made.

THE PRICE MAKES QUICK SALES

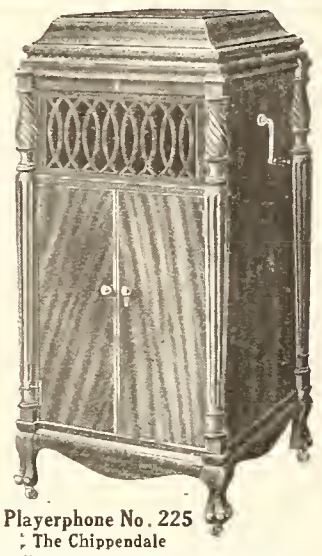
There are seven sizes of Playerphones selling from $50 to $225. They compare in all particulars with the instruments selling at from $75 to $400. They are very highly finished in mahogany or oak and are the utmost in talking machine construction.

The Chippendale and No. 175 are equipped with electric motor *without extra charge*. We do not helieve any finer instruments can he made.

Don't overlook this opportunity. It means big profit and prestige to you. Your sales will he rapid, your store a headquarters. Come to Chicago and let us demonstrate the Playerphone to you personally. If you decide to handle our line, your traveling expenses will he refunded. If you can't come, fill out the coupon and mail it *to-day*.

THE PLAYERPHONE TALKING MACHINE CO.

General Office and Show Rooms: **Republic Building, Chicago, Ill.**



Playerphone No. 225
The Chippendale

Extra select, heavy five-ply, beautifully finished mahogany or oak, price $225. Equipped with electric motor or large spring motor running twenty-five minutes without rewinding, and tone arm that plays all makes of disc records perfectly. Cabinet contains large record alhums. Tone arm and all metal parts are gold-plated. Most heautiful instrument shown.

COUPON

Playerphone Talking Machine Co.
802 Republic Bldg. Chicago, Illinois

Gentlemen: We are interested in your Playerphones and would like full particulars and prices submitted to us at once.

Name .....

Address ..... R. D. May

We Have Solved the Lateral Cut Record Problem

30,000 RECORDS

Mostly band—10 inch—lateral cut, ready for delivery from Chicago. We are also prepared to supply regularly the complete catalog (including vocals) of the largest English manufacturers.

THE RECORD CO.

1254 S. Jefferson St. (not Inc.) CHICAGO, ILL.

Single Spring MOTORS For Sale

We have a large quantity of single spring motors for quick sale. Plays 2 ten inch records with one winding.

Price $1.25 Each

including speed regulator and brake. Turntable 20 cents additional.

IMMEDIATE DELIVERY

We are prepared to ship immediately. Send $1.25 for sample. Address

Phonograph Department

The Chicago Ferrotype Co.

1455-57 W. Congress St., CHICAGO, ILL.

CONVENTION OF EDISON DEALERS

Edison Phonograph Retailers from All Sections of the Country to Gather at the Hotel McAlpin, New York, to Discuss Business and Enjoy Elaborate Entertainment

The second annual convention of the Edison phonograph dealers will be held at the McAlpin Hotel in New York City on Thursday and Friday, June 22-23. A notification regarding the date of the gathering was sent to Edison dealers throughout the country some time ago and the interest that has been manifested in the convention indicates that it will be attended by dealers from coast to coast. The program that will be presented in connection with the gathering is original in many respects and has been planned along lines that are much broader than those bounding the majority of such affairs. While matters of the highest importance to Edison phonograph dealers will be brought up for consideration, they will be presented in a way that will make them interesting and entertaining.

The first session will commence at 1.30 o'clock Thursday afternoon and it will be opened with the usual addresses attendant upon the organization of such a gathering. Among the features of the program will be the presentation of an original play, written by an experienced dramatist, by a small company of professional actors. The plot reveals the proper manner of demonstrating and selling an Edison phonograph. In addition to the play, a tone test recital, in which a number of eminent Edison artists will participate, will be given, and "The Voice of the Violin," an Edison motion picture, in which the phonograph is featured, will be shown, and advice on the best way to book it in motion pieture houses will be given.

On Thursday night a banquet for the dealers will be held in the largest banquet room of the MeAlpin, and it will be served according to the high Edison standard. During the course of the dinner an elaborate cabaret show will add to the entertainment. After the banquet a number of widely known Edison artists will appear in a concert and, later in the evening, the guests will have the opportunity of meeting them. The banquet will be a convivial affair, replete with good fellowship.

It is safe to say that each dealer who attends the eonvention, not only will find pleasure and entertainment, but information and inspiration that will increase largely his business efficiency and bring him material profits. The foremost authorities in the eountry on the various phases of phonograph production and marketing will be present and they will give the dealers the advantage of their years of research and experience.

Unless something unforeseen occurs, Thomas A. Edison will be present in person and each dealer will have an opportunity to meet him. The inventor has an important message for every dealer and it will be delivered, whether or not Mr. Edison is present, by William Maxwell.

GRADED LIST OF VICTOR RECORDS

Revised Edition Just Sent to the Trade—Full of Valuable Information

The Victor Talking Machine Co. sent out to its dealers this week a revised edition of its book, "The Graded List of Victor Records for Children in Home and School," eontaining a complete list of all educational records issued by the company, a large amount of valuable information formerly contained in small leaflets and a long list selected from the general catalog, the total eomprising nearly one thousand records. An explanatory note has been appended to each record, and the whole list is carefully graded for sehool use.

This book is interestingly illustrated throughout, and a section entitled "Suggestions for using the Victor and Victor records in the schools" eontains a wealth of invaluable information for everyone associated with education in its many phases. The contents of this section are indicated in the various headings which include "Choosing records," "Teaching the song material," "Folk songs, familiar songs, ballads, art songs," "Reading and story telling," "Correlating with literature," "Physical education and recreation," "Some of the things you can teach with the Victor," and others.

This book is given additional weight because of the tremendous advances which the Victor Co. has made in the educational domain the past few years. There is not a single State in the Union in which Victor school product has not been adapted by the schools of one or more city, and the innumerable ways in which the Victor may be utilized in the school room are outlined in this new publication, with its vast amount of timely record material.

J. G. Corley, Victor Jobber of Richmond, Va, was a visitor in New York reeently, where he transacted some important business. He paid a visit to the Victor plant at Camden, N. J., while in the North and placed large orders.

THE VOCALION IN DALLAS, TEXAS

Titche-Goettinger Co. Opens Fine Department in That City Under the Management of Don Peyton—Also Aet as Distributers

DALLAS, TEX., June 10.—One of thc most clabborate departments devoted to the sale of the Aeolian-Vocalion in this section of the country, was opened on May 22, in the big department store of the Titche-Goettinger Co., under the management of Don Peyton, formerly with the Aeolian Co., New York.

The department is located on the sixth floor of the Annex. The three demonstrating rooms are in ivory finish and fitted with double strength glass. Each room is finished in a different color scheme, one in gray, another in old rose and the third in a beautiful shade of blue.

In addition to handling the Vocalion in a retail way in Dallas, the company is also the distributer for that instrument in north Texas. This firm also handles the Columbia Grafonolas in that department here.

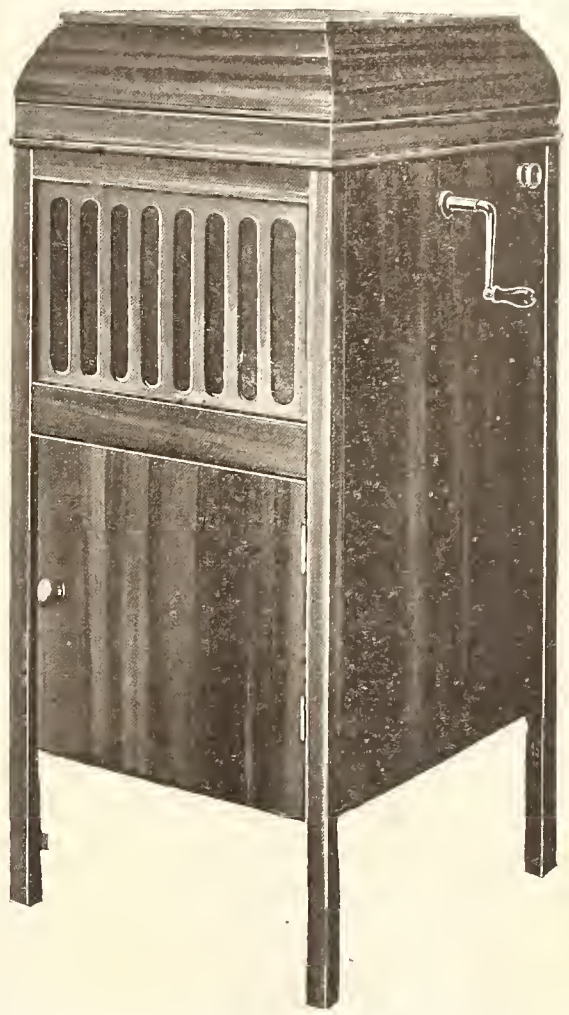
MR. DEALER

This is the Phonograph You Want to Handle

The Orchestrola

LEADER

Only $30.

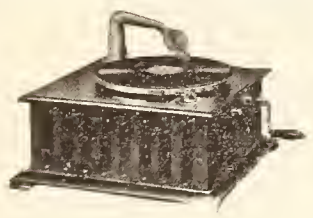


The Sensation of the Phonograph World!

This beautiful mahogany finish Cabinet Machine, equipped with our Multiplex Tone Arm and Concerto Sound-Box that plays any make of disc record, powerful double spring motor, tone modifier, turntable brake and speed regulator, and roomy record compartment. **Only $30.** It will make a wonderful leader for your store.

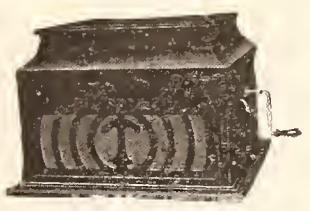
TWENTY-ONE DIFFERENT MODELS

EVERY ONE A WINNER



The Orchestrola line is the most complete and attractive on the market: Twenty-one different styles—all finishes—mahogany, oak (fumed, golden, or early English), hlack and Circassian walnut.

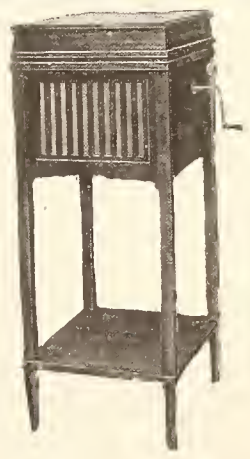
PLAYS ANY RECORD



The fact that the Orchestrola plays all makes of records, coupled with the fact that our retail prices are lower than other similar styles, makes the Orchestrola one of the fastest selling phonographs on the market. It is the machine you want to sell.

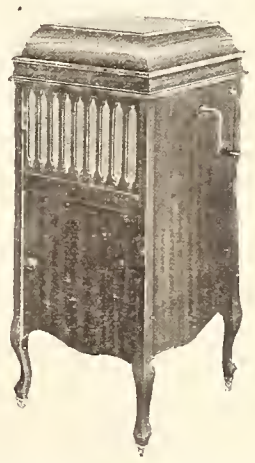
WE ARE MANUFACTURERS

Deliveries Guaranteed



The Orchestrola is manufactured in our own plant. This means that we can control our output and guarantee deliveries. Shipments promptly made on short notice. None of your customers disappointed—no orders cancelled.

UNUSUALLY LIBERAL DISCOUNTS

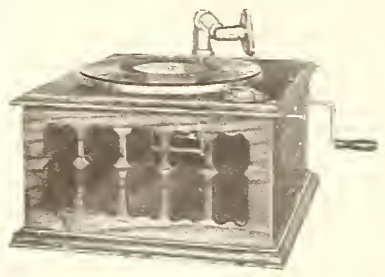


And another thing—and most important of all to you: We are in position to give you unusually attractive discounts. Investigate today. You should have the Orchestrola, especially for the coming holiday season. Get our proposition hefore you decide. Exclusive rights to one dealer in each locality.

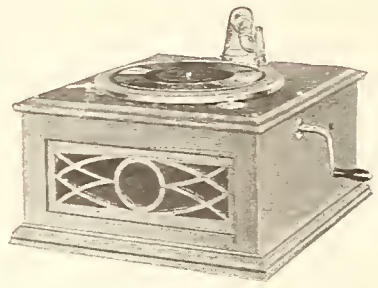
Write for Catalog No. 24

THE THOMAS MFG. CO., -- Dayton, Ohio

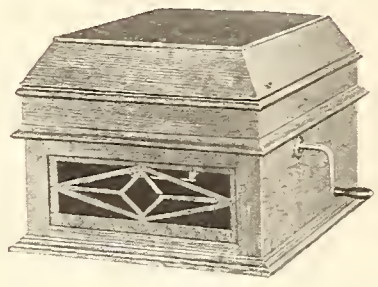
Big Profits and Discounts to Dealers



No. 415
PRICE, $15.00
SIZES—8 in. high, 14½ in. wide, 15¾ deep, 10 in. turntable.



No. 625
PRICE, $25.00
SIZES—9 in. high, 16½ in. wide, 18½ deep, 12 in. turntable.



No. 840
PRICE, $40.00
SIZES—13 in. high, 17 in. wide, 20 in. deep, 12 in. turntable.

No. 950
PRICE, $50.00
SIZES—14½ in. high, 19¾ in. wide, 20½ in. deep, 12 in. turntable.

With the added styles announced herewith (the $15, $25, $40 and $50 machines) we offer you, Mr. Dealer, a full line of

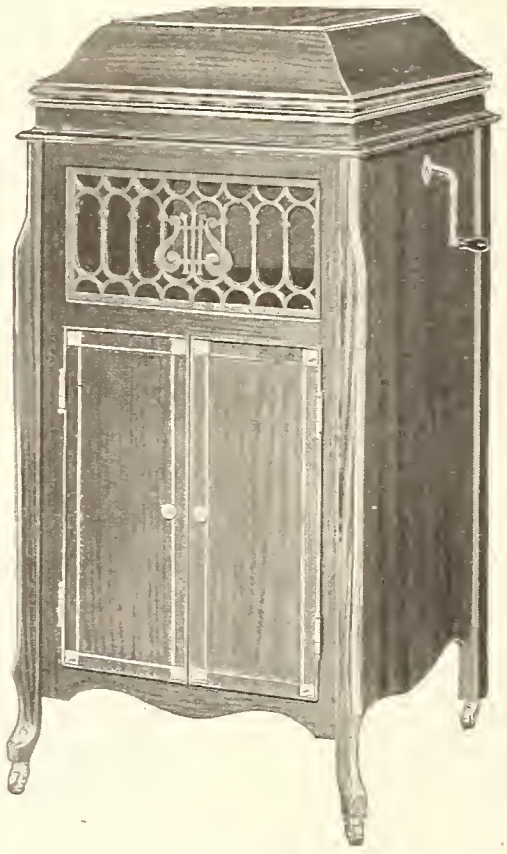
Musictrolas

ranging from $15 to $150, fitting any size purse, satisfying all demands of your trade.

Whether viewed from the viewpoint of a superior musical instrument or as a supreme art furniture production, the Musictrola appeals strongly to refined artistic tastes.

The Musictrola is made by a house with a reputation won during an honorable career of 45 years, and the dealer is protected by an *unusual* guarantee.

No. 110
List Price, $75.00
SIZES—42 in. high, 19 in. wide, 23 in. deep, 12 in. Turntable



No. 111
List Price, $100.00
SIZES—44 in. high, 21 in. wide, 24 in. deep, 12 in. turntable.

No. 114
List Price, $150.00
SIZES—48 in. high, 23 in wide, 25 in. deep, 12 in. Turntable.

MADE IN GENUINE SELECTED MAHOGANY or QUARTER-SAWED OAK

WE GUARANTEE YOU that we will refund every cent of your money where goods are received exactly as ordered and represented but for some reason they are not fully satisfactory to you, providing however, that all goods are returned to us at Chicago within ten days in good condition, free of all transportation and cartage charges.

All Musictrolas except the $15 and $25 machines are equipped for playing hill and dale as well as lateral cut records.

PASSOW & SONS

832 to 842 Madison St.
CHICAGO

Established 1871

EMERSON

25c

DOUBLE DISCS

Plays ¾ The Time Of A Standard 10-Inch Record

Retails At 25 Cents

Nets You Over 50% Profit On Your Investment

The Emerson Record is a universal record because it plays on all machines but one *without any attachments*.

A rapid selling list of big hits sung and played by artists of national reputation, as well as humorous and popular classic and sacred numbers, make up the Emerson repertoire.

Emerson Records compare favorably with records now on the market, retailing at many times their price.

Emerson Records make big cash sales and quick turnovers.

Get the particulars now. Buy your first assortment of Emerson Records at once. Get the latest hits.

Send for our latest lists of hits, prices and full particulars.

THE EMERSON RECORD

is the result of 28 years of concentrated effort and experience in the phonograph business.

THE EMERSON POLICY

To produce the best record at anywhere near the price. To give our dealers quick and efficient service. To keep a little ahead of the popular demand by producing the new hits as soon as they are published—not three months later.

To use only the best of everything that goes to make up perfect records, be it music, talent, material or workmanship.

THE EMERSON COMPANY

is an organization of experts and trained executives who have gained their phonographic and business knowledge through years of practical experience in conducting large and successful business enterprises.

Don't bother to write a letter—just clip this coupon attach it to your letterhead and mail. We'll do the rest.

EMERSON PHONOGRAPH CO.

Dept. D, 3 WEST 35th STREET
NEW YORK

Emerson Phonograph Company, Dept. D
3 West 35th St., New York

Gentlemen: Kindly send me at once list of new records, prices and full particulars.

Name .....

City .....

State..... Signed.....

NO ATTACHMENTS ARE NEEDED TO PLAY EMERSON RECORDS

(Except on one positive feed machine)

PROSPERITY IN THE MIDDLE WEST

Says R. F. Bolton, District Manager of Columbia Co., Who Recently Returned from Trip

R. F. Bolton, district manager of the Columbia Graphophone Co., with headquarters at 83 Chambers street, New York, returned Monday from a trip through the Middle West, which included a visit to Chicago, Kansas City, St. Louis and Pittsburgh. Mr. Bolton made this trip in order to acquaint himself at first hand with conditions in this territory, so that he may be able to present additional plans or ideas of service and co-operation to the dealers in the East.

Referring to his trip, Mr. Bolton commented upon the general era of prosperity which is current in the Middle West, and stated that Columbia dealers are closing a healthy, profitable business, which gives every indication of continuing through the summer. Mr. Bolton noticed with pleasure the prestige and standing in their respective communities of the dealers handling the Columbia line, and the splendid representation Columbia products are receiving. He spent some time with H. A. Yerkes, district manager in the Central West, who is achieving the same measure of success in that section of the country as he did in the East.

TO CONCENTRATE ON WHOLESALE

CHICAGO, ILL., June 13.—The Pathé Pathephone Shop, which has been located for some time at 15 East Adams street, and which has been operated by the Pathé Pathephone Co., withdrew from business this month. R. E. Rundell, manager of the company, said that the move followed the company's policy of better concentrating upon the wholesale department of its activities.

ENTERS TALKING MACHINE FIELD

DAYTON, O., June 12.—The Thomas Manufacturing Co., which has long been known as an extensive manufacturer of lighting systems and other specialties, has equipped a large part of its plant with elaborate machinery for making talking machines. Already a complete line of attractive instruments are on the market, and through the national sales organization system which the Thomas Manufacturing Co. controls, the company anticipates a vigorous and immediate marketing of its line.

INCORPORATED

R. L. Kenyon, Inc., of Mexico, N. Y., has been granted a certificate of incorporation by the Secretary of State, Albany, N. Y., to engage in the manufacture of cabinets and phonographs. The capital of the concern is $50,000.

ADDITIONAL SONORA QUARTERS

The Sonora Phonograph Co., 57 Reade street, New York, has leased additional quarters at 138-140 Duane street.

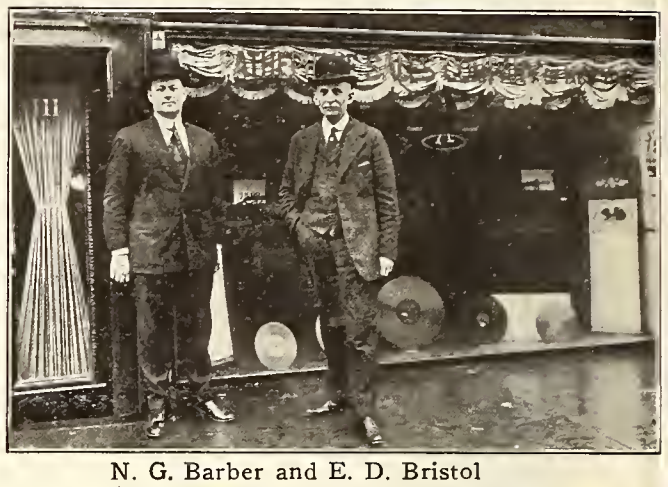
A LIVE FIRM OF DISTRIBUTERS

Experience of N. G. Barber and E. D. Bristol in Music Trade Standing Them in Good Stead as Heads of the Pathephone Sales Co., New York, Distributers of the Pathé Line of Machines and Records

Views herewith show the interior of the new wareroom just created by the Pathephone Sales Co., of New York, 111 East Fourteenth street, New York, as well as the two officers of the corporation, N. G. Barber, treasurer, and E. D. Bristol, president (from left to right).

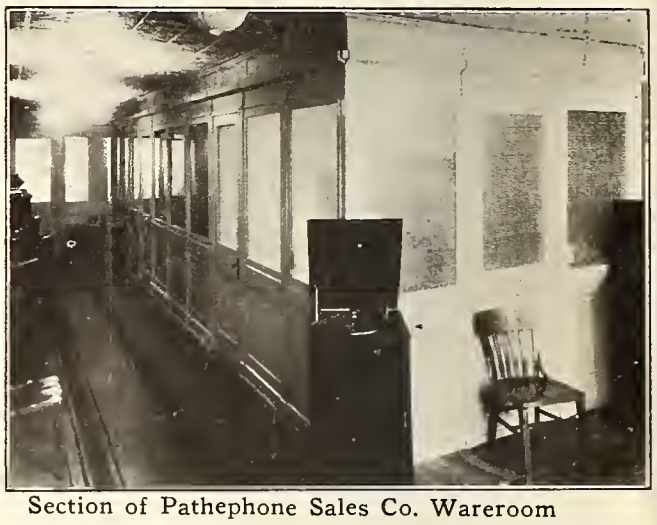
As distributers in New York for the Pathé line of machines and records, it is the intention of these men to render the greatest possible value in the way of service that will be a direct assistance to the many dealers of this territory. For many years Messrs. Bristol & Barber, as co-partners, have given piano dealers a first-class bench and stool service, and the experience gleaned in this work gives them a specific knowledge of what dealers need in co-operation.

N. G. Barber is the managing director of the Pathephone Sales Co., and Mr. Bristol takes entire charge of Bristol & Barber, piano bench



N. G. Barber and E. D. Bristol

and cabinet distributers. Assisting Mr. Barber is C. H. Kilmer, a talking machine man of considerable experience.



Section of Pathephone Sales Co. Wareroom

"It is only a few months to the Christmas holidays," added Mr. Barber, "and I would urge dealers to secure as much stock as possible, for it is evident that the demand this year will be larger than last."

Think of Your Holiday Profits Now!!

THIS WILL SWELL THEM

Our Model "A" will prove the biggest attraction to your trade

A DEPENDABLE GUARANTEED PHONOGRAPH of FULL, Clear, Deep Tone. Handsomely Finished, to Sell at

$4.00

Liberal Discount to Dealers, Distributors and Premium Users. The ***BEST*** Holiday Talking Machine Proposition. One that will ***Increase*** your ***Record Business.***

Send for sample **today.** Mahogany and Circassian Walnut finishes. Plays all sizes and makes of disc records. Size 9¾x9¾x5¾; weight 6 lbs.

Capacity **2,000** per day. Orders received at the rate of **3,500**, so protect yourself **NOW.**

EVERY PART MANUFACTURED IN OUR OWN PLANT

FLEMISH-LYNN PHONOGRAPH CO.

Factory and Executive Offices: 269 Thirty-Seventh Street, Brooklyn, N. Y.

IMPORTANT PATHE CANADIAN DEAL

Manufacturing and Distributing Rights Secured by Pathé Frères Phonograph Co., Ltd.

E. A. Widmann, president of the Pathé Frères Phonograph Co., New York, announced this week that an importnat deal had been consummated which provided for the company's Canadian distribution along lines allowing for material expansion and development.

According to the terms of this deal the Pathé Frères Phonograph Co. of Canada, Ltd., will have the entire distributing rights for the Pathé products in the Dominion of Canada, and will also manufacture Pathephones and Pathé discs in a Canadian factory to be located at Toronto. The executive offices of the Pathé Frères Phonograph Co. of Canada will also be located at Toronto, and all plans have been completed for the formation of a manufacturing and sales organization which will enable the company to give maximum service to the dealers in Canada.

W. J. Craig, James Markham and N. G. Valiquette, all of whom are prominent in Toronto business circles, are the executives in the new Canadian company, and it is understood that the Pathé Frères Phonograph Co. in New York is actively connected with the Canadian organization.

In order that the Canadian company may inaugurate immediately its service campaign to the dealers, the Pathé Frères Phonograph Co. in New York shipped to the Canadian company this week eight cars of Pathephones and Pathé discs. The new Canadian factory is being rushed to completion and will afford the new company ample facilities to handle trade in the Dominion.

MYRON J. SCHLOSS ON THE ROAD

Myron J. Schloss, president of Schloss Bros., the prominent talking machine record cabinet manufacturers of New York, left last week on an extended business trip through the South and West during the course of which he will call on the trade in Philadelphia, Baltimore, Washington, Pittsburgh and other cities.

At the Schloss Bros. factory the activity continues unabated, the demand for all styles of cabinets being unusually strong. The wheel cabinet is proving one of the features of the summer trade, due both to its attractive appearance and its convenience. The company has lately received orders from all sections of the country, including the Pacific Coast, for all their various cabinet styles to match the leading models of machines.

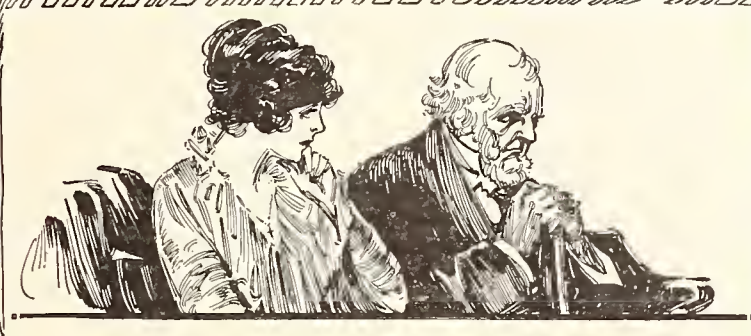
GOOD OROTUND DISPLAY

CHICAGO, ILL., June 10.—The Combination Attachment Co., makers of the Orotund sound boxes and attachments for playing any type of record on machines adapted primarily for playing lateral cut records, are now nicely settled in their new quarters in the Republic Building, where they have excellent facilities for demonstrating their product, together with a completely fitted up laboratory for Mr. Tures, the acoustical expert and inventor of the Orotund.

In a display window on the ground floor lobby of the Republic Building, a beautiful display of the Orotund in the various adaptations is made.

TALKING MACHINE BUSINESS for sale in Newark; factory, 2-story brick building, 22x65, with all necessary machinery; an office in the centre of the city, beautifully fitted up, two desks, typewriter and different other furnishings; about 100 different kinds of cabinet talking machines; will sell all or in parts, or will take in a partner, an able business man; am connected in other business and have no time to attend the above. Address TALKING, 810 Broad street, Newark, N. J.

A Distinctly Individual Advertising Plan for Talking Machine Dealers



The Soul of Music

THAN music there is no pleasure possible that has a more far-reaching influence for good upon us. Still we do not nearly take what we should from the music of the world. We, therefore, as a nation and as a people, do not benefit as we might from a good that is ours to take.

A Victrola or an Edison

in your home will enable you and the children to personally benefit from the great fund of music which the world offers. These wonderful instruments make it possible for you to render every kind of music in all the beauty and power of the composer's original conception.

You should come in and hear these instruments. Know their wonderful interpretative powers. No obligation to buy. Your time will be well spent.

LENORD
PIANO AND MUSIC COMPANY
POSTOFFICE BLOCK
MIAMI ARIZONA

ABOVE we reproduce one advertisement from our new Talking Machine Selling Campaign. Because of their beauty and effectiveness in illustration and text, and from our years of experience in intimate touch with the Talking Machine trade, we know this series is something which every progressive dealer can use mighty effectively in creating sales.

Here is the first opportunity the Talking Machine Dealer has had to secure a series of distinctly individual advertisements that he can call his own.

These talks are built for use in newspapers, or on the back of our copyright, colored mailing cards. The names of any make of machines you carry can be inserted in each advertisement. Only one dealer in a community to be closed. If you want it—write *now*, for particulars.

EDWARD C. PLUME COMPANY
Greatest Musical Advertising Service Company
417-421 South Dearborn Street **Chicago, Illinois**

A Necessity that Sells Easily

This needle, harder than steel, prolongs the life of records, a consideration which is especially important when expensive records are involved.

It can be used hundreds of times without being impaired and is *guaranteed* for home use *for three months' satisfactory service.*

Sonora

Multi-Playing Jewel

Needles

should be stocked by every dealer because they are in demand and materially improve the effectiveness of the phonograph.

They retail for $1 and give you an excellent profit.

Write today for prices and information.

Sonora Phonograph Corporation

GEORGE E. BRIGHTSON, *President*

Makers of Sonora Phonograph and Sonora Multi-playing Jewel Needle

57 READE STREET, NEW YORK

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Business opportunities 25c. per line.

RETAIL SALESMAN thoroughly understanding every department of the business is open for a position that will give a real opportunity for advancement. Will go anywhere. A1 references. Address "Box 327," care The Talking Machine World, 373 Fourth Ave., New York City.

CREDIT MANAGER desires to change position. Has expert knowledge of the talking machine business. Has made a thorough study of net profits in relation to cost of doing business from a wholesale and retail sales standpoint. Good working knowledge of the French language. Thoroughly interested in all that pertains to the talking machine industry. Would prefer Victor or Columbia line, also a large center. Highest references given. Address "Box 328," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED, A POSITION IN THE SOUTH—Am at present manager for one of the largest retail dealers in Central New York, and understand thoroughly the mechanical construction of all makes of machines and a close buyer of accessories. I can sell goods outside as well as inside and have working plans, which I guarantee will increase your business. Will gladly correspond fully with any dealer wanting an A1 talking machine man. Only reason for changing, I prefer a warmer climate. Address "Box 329," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Large concern wants young salesman as head of its Victrola department in central western city of four hundred thousand. Must be a sure shot closer, one who can enthuse sales people under him and show them how. Don't reply if you use liquor in any way or have other bad habits. No floaters wanted. Address "Box 330," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Talking machine repair man, thoroughly experienced in all branches for inside and outside work. One who can drive automobile preferred. Salary to start $15.00. Unusual opportunity for advancement to right man. Give full details in first letter. Address "Box 331," care The Talking Machine World, 373 Fourth Ave., New York City.

PARTNER WANTED by manufacturer of talking machines, have a nice cabinet factory, beautifully fitted up offices, have invested $4,000.00. My foreman wants to invest $1,000.00. Want a first class salesman, with a little money and clean record, and one who can put his entire time to this business to come with us. Good opportunity for the right party. Address "Box 332," care The Talking Machine World, 373 Fourth Ave., New York City.

A PROFITABLE SIDE LINE for travelers visiting talking machine dealers. We have a popular-priced record proposition that is a sure money-maker for the right men. Address "Box R," care The Talking Machine World, 373 Fourth Ave., New York City.

FACTORY FOR SALE—Ideal for manufacturing phonographs or records. Three-story brick, fully equipped. All railroads. 150 miles New York and Philadelphia. Address Bargain, care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—The best man in U. S. A. by corporation manufacturing tone arms and sound boxes in New York City. Must be man with inventive ability, capable of introducing time and cost saving methods. State age, experience, etc. Address "Box 5," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—A Strov violin, viola and cello. State age, condition and lowest price. Emerson Phonograph Co., Inc., 3 West Thirty-fifth St., New York City.

FOR SALE—INTEREST IN EXCLUSIVE TALKING MACHINE BUSINESS—Exclusive retail talking machine house—Victor and Columbia agencies—doing largest retail talking machine business in Southwest wants services of an experienced man with $10,000.00 to invest in business. A most excellent opportunity for experienced talking machine man with capital. References as to character and ability required. Increasing capital from $15,000.00 to $25,000.00 result of growth of business. Located in city of 65,000 population. Center of rich trading territory. Will stand closest investigation. Address "Box S500," care The Talking Machine World, 373 Fourth Ave., New York City.

RECORD MANUFACTURING EXPERT would like to hear from some company which is having difficulties in some department or from parties contemplating the manufacture of records. Have had twelve years experience here and abroad and have intimate knowledge of all branches of record making from the blank wax to the finished product. Can systematize and reduce costs. "Box 333," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Buyer or inspector for your Cahinet Department hy an experienced furniture man, who understands woodwork construction. Highest reference. "Box 334," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Young man, age 27, desires position with reliahle firm; thoroughly competent and understands all details, purchasing parts, repairing and assembling. Best references. Address "Box 335," care The Talking Machine World, 373 Fourth Ave., New York.

YOUNG MAN WANTED—Gentile, to take charge of new Brooklyn suburhan talking machine store, spend part time inside and part outside selling; make slight repairs. Write only, stating experience and salary and commission wanted, to N. W. Herrington, 1543 East Fourteenth St., Brooklyn, N. Y.

POSITION WANTED—A first-class Victrola and talking machine mechanic, with 18 years' experience in the talking machine business, also factory experience, and possessing inventive ahility and a thorough knowledge of spring motors, sound hoxes, etc. Good sound hox assemhler. Desires position with reliahle firm. Will go anywhere. "Box 336", care The Talking Machine World, 373 Fourth Ave., New York.

SALESMAN WANTED—Company manufacturing complete line of high grade talking machines has splendid opening for first-class salesman, experienced in selling talking machines to dealers. Give fullest particulars as to age, experience, references, etc. Address "J. E., No. 2," care The Talking Machine World, 220 South State St., Chicago, Ill.

THE THOMAS MANUFACTURING CO., Dayton, Ohio, makers of tone arms, machinings, stampings, punch and die work, tool makers, die workers, etc. Address Thomas Manufacturing Co., Dayton, Ohio, Factory Dept. M.

WANTED
Motor Expert

A manufacturer of phonograph motors and phonographs wishes to hire an experienced *man to take charge of Motor Manufacturing Department.* Factory located in the Middle West. State your age, your experience in this line and full particulars.

Address "Motor Expert"
Care of TALKING MACHINE WORLD
373 4th Ave., N. Y. City

WANTED—Thoroughly competent phonograph man to take charge of assembling. Must have a technical and practical knowledge of all phonograph parts and be fully acquainted with and able to detect imperfections. Only those who can fill these requirements need apply, stating age, experience, references and salary expected. Address "A," The Talking Machine World, 373 Fourth Ave., New York City.

Manufacturers, Jobbers, Retailers and every description of Talking Machine Dealers:—I will pay cash for Remainders of any quantity. We are in the market for complete bankrupt stocks and new records of all descriptions. When any part of your stock is for sale, for quick action, write J. I. Williams Book Co., 533 Main street, Worcester, Mass.

THE PATHEPHONE IN INDIANAPOLIS

Tobin Bros. Very Energetic and Successful in Handling That Line Both Wholesale and Retail—Have Handsome Store—Good Publicity

INDIANAPOLIS, IND., June 5.—Among the active factors in the local talking machine field are Tobin Bros., who several months ago became Indiana distributors for the Pathé phonographs and records and who opened a retail store in one of the choicest locations in the retail district of this city. M. P. Tobin is head of the concern and is assisted by his two brothers, all of whom have been extremely busy and very successful ever since entering the business.

J. F. Collins, general sales manager of the

Tobin Bros.' Attractive Quarters

Pathé Frères Phonograph Co., who was in Indianapolis recently, highly complimented Tobin Bros., on the arrangement and location of the store and the manner in which the company was conducting its business.

Mr. Tobin is at present working a new and interesting advertising stunt by distributing gratis, a song entitled "At Home, With My Pathé Pathephone," the words and music written by Ervin R. Miller, a local composer. The music is written in lively one-step rhythm and should prove popular.

APPOINTED FACTORY DISTRIBUTERS

W. R. Anderson & Co., 220 Fifth avenue, New York, have been appointed factory distributers for the Domino records, manufactured by the Domino Phonograph Co., New York. They have perfected a competent sales organization and have made far-reaching plans whereby the dealers throughout the country will receive prompt and efficient service and co-operation.

The Domino record is manufactured by men who have been associated with the talking machine industry for many years, and the first lists of these records present the names of artists who have achieved country-wide fame. The Domino record is a "hill and dale record" and will play on all machines constructed to reproduce this type of record. It is a double-faced record and the library will include all classes of music, new supplements being issued monthly.

MAKING TALKING MACHINE PARTS

The Consolidated Phono Parts Corp., which has taken over several large concerns in the talking machine field, is now producing tone-arms, sound boxes and all talking machine parts at its factory in New York. This plant occupies many thousand square feet in the building at 142 West Fourteenth street and the company is making a specialty of turning out parts to order. Harry Davis is in direct charge of sales, and has already closed contracts involving many thousands of parts.

Eldridge R. Johnson, president of the Victor Talking Machine Co., has leased Castle Wall, the property of Myron H. Oppenheim, for a summer residence. The property is located on a hill just west of the railroad, between Hollywood and Elberon, N. J.

AN ADVERTISING TRIUMPH

E. C. Plume, Former Member of Trade, Now of Sunlight of Publicity Fame, Produces Remarkable Series of Syndicated Talking Machine Newspaper Ads and Folders

CHICAGO, ILL., June 10.—The E. C. Plume Co., 417 South Dearborn street, this city, is just out with a very remarkable series of talking machine advertisements for the dealers' use. The advertisements are entirely out of the ordinary, both as to text and illustrations—both being the work of artists in their respective lines. They are furnished the dealer for insertion in his local papers complete, save for the insertion of the dealers name and that of the machine or machines offered. Before embarking in his present business, Mr. Plume was for fifteen years a very prominent member of the talking machine trade, and the knowledge of conditions thus gained have, of course, been at the disposal of the trained experts who have designed these advertisements. They are also furnished in attractive folder form for direct mailing. The company is also nearly ready with a new series of piano and musical instrument ads which far surpass anything the company has done in this line in the past. The company also has ad services for practically every line of merchandise.

UNION PHONOGRAPH SUPPLY CO.

Is New Name of the Old Union Specialty and Plating Co., Makers of Talking Machine Accessories—Moves Into New Quarters

CLEVELAND, O., June 12.—W. J. McNamara, president of the concern formerly known as the Union Specialty & Plating Co., announces that it has changed its name to the Union Phonograph Supply Co. The concern manufactures tone arms and sound boxes for all makes of talking machines, and due to the constantly increasing business which it is doing it has secured new quarters at 1100 West Ninth street, where a building containing over 50,000 square feet of space has been made ready for occupancy. On another page of this issue will be found an announcement of the removal of the firm into its new headquarters.

FILE INCORPORATION PAPERS

The Mutual Talking Machine Co. received a charter of incorporation this week from the Secretary of State at Albany, N. Y. The capital of the concern is $15,000 and the incorporators are H. Segal, H. Lobschutz, Maurice Richmond and W. Phillips. The last two named incorporators are connected with the Enterprise Music Co., prominent in music publishing circles, and this company will be actively associated with the Mutual Talking Machine Co. in the future. The company will manufacture machines, cabinets and parts.

The Victor Victrola department of the Hoffman music store, of Wooster, O., is now in charge of S. Townsley, who was formerly connected with the Victrola department of John Wanamaker, New York City. Mr. Townsley assumed his new duties last week and is optimistic over the outlook.

TRANSCONTINENTAL TONE TESTS

Madame Marie Rappold Completes Country Wide Demonstration Tour With the New Edison Diamond Disc Phonograph at a Tone Test Held in Seattle, Wash.

SEATTLE, WASH., June 3.—May 31 saw the wind-up in this city of the Transcontinental tone test tour which the new Edison Diamond Disc phonograph and Mme. Marie Rappold, prima donna soprano of the Metropolitan Opera Co., were the principal participants. The tour beban in Rochester, N. Y., on April 26.

On April 28 Mme. Rappold, Verdi E. D. Fuller, general supervisor for, and Arthur Walsh,

Mme. Marie Rappold

violinist of the Edison laboratory, gave a tone test before 2,500 music lovers at Carnegie Hall, New York. The tone test was then given belarge audiences in Newark, N. J.; Philadelphia, Cincinnati, Columbus, Evanston, Ill.; Minneapolis, St. Paul, Birmingham, Dallas, Pueblo and Greeley, Colo.; Pasadena, San Diego, Los Angeles, San Francisco and finally this city. The tour covered in all nearly 12,000 miles and some 30,000 people made up the composite audience. The accompanying illustration shows Mme. Rappold posing with the new Edison in the store of Laurence H. Lucker, Minneapolis.

NEW QUARTERS FOR GRAFONOLA CO.

CLEVELAND, O., June 12.—The Grafonola Co., of 913 Euclid avenue, has leased the retail store room on the first floor in the new Hotel Statler addition on upper Euclid avenue, for a term of ten years, at a reported rental of $10,000 per year. The new quarters, which include a mezzanine floor and the basement, will contain approximately 6,000 square feet of floor space. The concern recently increased its capitalization from $25,000 to $50,000, the increase being in common stock.

Talking Machine Supplies and Repair Parts

THE RENÉ MANUFACTURING CO.

HILLSDALE, NEW JERSEY

VICTOR DEALERS DINED IN BUFFALO

Neal, Clark & Neal Give Banquet to Introduce V. W. Moody, the New Sales Manager of the Company—Interesting Addresses Made

BUFFALO, N. Y., June 9.—Over sixty Victor dealers in Buffalo and neighboring cities and towns in New York, Pennsylvania and Ohio were the guests of Neal, Clark & Neal, the prominent Victor distributors of this city at a banquet given on May 25 in the Dutch grill of the Hotel Statler, for the purpose of introducing V. W. Moody, who recently came from New York City to become sales manager for Neal, Clark & Neal.

Following the banquet proper the dealers listened to illuminating and interesting addresses on trade topics from Mr. Moody, who talked on the "Opportunities and Possibilities of Victrola Dealers and Distributors."

In the course of his address Mr. Moody brought out a number of interesting points which greatly impressed the dealers present. He cited concrete instances where dealers had achieved success with the Victor line by the use of good sound business methods, and also pointed out where other dealers had failed because they had not recognized that the Victor business required specialization and concentration in order to be profitable.

Mr. Moody illustrated how the Victor dealers can build up a profitable record business and emphasized the fact that record sales constitute an unfailing barometer of a dealer's success. He told the dealers that they should study the regular Victor catalog and the records themselves and know what the good things are and just what the good points of a record consists of. He devoted a little time to the discussion of stock systems, and as Mr. Moody is recognized as one of the foremost authorities in this country in this particular division of the Victor business, his suggestions were received with interest.

Mr. Moody's address was marked by frequent applause as he emphasized various points which the average Victor dealer is inclined to overlook in the conduct of his daily business, and one of Mr. Moody's timely Southern stories gave a humorous finish to one of the most valuable and interesting discussions that the local trade has ever heard.

The other speakers were O. C. Neal, of Neal, Clark & Neal, who acted as toastmaster; L. I. Brennenarc, of the educational department of the Victor Talking Machine Co., who pointed out the opportunities for placing the Victor in the schools and the benefits that were gained through that means in the development of business generally and who stated that the average dealer did not appear able or willing to go after that trade properly. The last speaker was Arthur F. Sheldon, the noted salesmanship expert and head of the Sheldon School, who offered some general points on good salesmanship.

On the day following the banquet the dealers were taken on a sightseeing trip to Niagara Falls by the Neal, Clark & Neal Co.

CENSUS BUREAU ISSUES STATISTICS ON MUSIC INDUSTRY

Preliminary Statement of Facts Obtained in Piano, Talking Machine and Organ Trade Census of 1914 Published by the Census Bureau—Some Amusing Figures

WASHINGTON, D. C., June 3.—A preliminary statement of the general results of the 1914 census of manufactures for the piano, organ, phonograph, graphophone and talking machine industry has been issued by Director Sam L. Rogers, of the Bureau of the Census, Department of Commerce. It consists of a statement of the quantities and values of the various products manufactured, prepared under the direction for the uninitiated, but to members of the trade acquainted with the actual facts give reason for humorous comment due to the glaring insupposed to represent gains and losses.

Reports were received from 339 establishments which manufactured pianos and organs of these establishments, including the materials, music rolls and other supplies manufactured by them, amounted to $68,769,476. At the census of 1909 there were reported 380 establishments, thus a decrease of 41 in the number of establishments and 1.8 per cent in the value of products.

In addition, in 1914, seven establishments, engaged primarily in other industries, manufactured pianos and organs, materials and supplies valued at $38,167, and 10,428 player attachments.

The number of pianos of all kinds manufactured decreased from 364,545 in 1909 to 325,893 in 1914, or 10.6 per cent. and the value decreased from $58,493,846 to $56,266,362, or 3.8 per cent. The decrease in this branch of the industry is due entirely to the falling off in the output of upright pianos without player attachments.

In the manufacture of organs there was a falling off in number, but a decided increase in value, the number having decreased from 65,335, in 1909 to 42,806 in 1914, or by 34.5 per cent. while the value increased from $5,309,016 to $6,378,912, or by 20.2 per cent.

Corresponding to the increase in the number of pianos with player attachments reported, there was a considerable increase in the value of perforated music rolls manufactured, namely, from $216,159 in 1909 to $853,357 in 1914, or 285.5 per cent.

A great increase is shown in the manufacture of phonographs, graphophones, talking machines, records and blanks. The output of these machines increased from 344,681 with a value of $5,406,684, in 1909, to 515,154, with a value of $15,290,491, in 1914, or by 49.4 per cent. in number and 182.8 per cent. in value. The records and blanks, although increasing but little in number, increased in value from $5,007,104 to $11,111,418 or by 121.9 per cent.

Thomas F. Hennessey has secured the Edison Diamond Disc agency for Oswego, N. Y., and has received his first shipment of machines.

Jobbers, get in for your contracts early. Distributors, be on the jump and get in on the ground floor. Dealers, make the most of "your chance" while it is still open.

WRITE TO FIND OUT ABOUT THE NEW MONEY-MAKER

To increase the dealer's profit, we are making new, double disc records, which we will be ready to ship about the middle of July. NO, they aren't small ones—they are in the popular ten and twelve inch sizes. Several hundred numbers in the first list.

Progress means moving ahead. That's why, in every issue of the World, we put out something NEW. We prove in ***concrete*** form that we are ***constantly*** "going ahead."

Our line of machines retail from ***ten to two hundred dollars.*** Our Pride is the Fraad Jr., a cabinet machine which retails at ***thirty-five dollars.***

The machine proposition we offer to dealers means an increased total in the dealer's sales and an increase of sales means an increase in profits.

Our organization specializes on delivery. "Peppy" delivery service not only brings lots of new business, BUT it keeps our present dealers "busy all the time." We keep our machines "ready to ship."

Write for catalogues and other particulars

FRAAD TALKING MACHINE CO., Inc.

225 Lexington Avenue, New York City — *Showrooms:* 1160 Broadway

Telephones, 5106-5821 Murray Hill

REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

[This department of The Talking Machine World which was started with the April issue, is designed for the service of all classes of our readers, including those who make, and those who sell, talking machines. A talking machine out of order often reflects both upon the maker and dealer, and yet frequently the trouble is so slight that the simple knowledge of repairs will permit of the machine being put into proper running order, quickly and practically without expense. In the large cities talking machine repair shops are, of course, available, but this department should prove of particular value to the out-of-town talking machine men.

Andrew H. Dodin, who conducts this department, has a wide and enviable reputation as a repairer of talking machines and conducts an exclusive talking machine repair shop at 25 East Fourteenth street, New York. Tell him your troubles through The World and he will help you if possible. The service is free.—Editor.]

The average dealer expects that when he unpacks a new machine it should run perfectly when he puts on the first record, and seems very much surprised and loud in his condemnation of the particular manufacturer of it, when he finds that the springs jump or it varies in pitch or has some other fault that motors are heir to.

When we buy an automobile or a fine Swiss watch we would not think of accepting them unless the automobile was tried out many times or the watch was timed to the second—so why should we think that a machine, which might possibly have been in its respective packing case for two or three months, knocking around storehouses, freight cars and express wagons, to be absolutely right without first looking it over and readjusting it.

The dealer, by using a little judgment, will save himself a lot of useless trouble by making it a rule to examine every motor in the new machines he unpacks, and I suggest that he follow the little points I am giving, in the order named:

1—Wipe off vaseline from spirals of governor shaft and turntable spindle with cheese cloth.

2—Take small screwdriver and test all screws, particularly the governor bearing screws and the governor gear screw, also the screws holding motor to board.

3—Be sure that all bits of cabinet wood excelsior or other packing material are removed from all parts of the motor, especially the gear teeth.

4—Oil all bearings, gear teeth and governor check leather or felts.

5—Put pure vaseline on spirals and winding gears.

6—Wind up motor and let it run down two or three times—this will distribute the graphite all through the coils of the springs and prevent them jumping.

If these points are followed out with all new machines you will prevent many repetitions of the troubles you have had in the past.

To continue my article in the May issue, in reference to Victor-Victrolas IX, Type F motors, will say that I have had many dealers ask me the cause of the jump or knock in the spring cages in this particular motor.

I can best explain these causes as I have found them by outlining my method of repairing those that have been sent to me for adjustment.

I first examine the springs (by examining, I mean take them out of the cage and clean off old graphite with gasolene), see that they are not cracked in any place, put them back in cage and put in new graphite mixture.

Before putting spring cage caps into place I make sure that they are perfectly straight—not bent so that they press against the spring.

I then see that the tangs on the cage are perfectly straight—sometimes smooth them off with emery cloth and then take winding shaft and emery off any ridges or rough spots where the sleeves of the cage touch it.

Reassembling motor, oiling all parts and putting vaseline on spirals completes the work. Then wind up springs and test. If the little details are followed out and the work done with care and judgment, there is no reason why you should have any trouble with this motor, and I will say that I find it one of the best running motors that I know of, and from a repairman's view, one of the simplest to repair and adjust.

"Mr. A. H. Dodin,

"Care The Talking Machine World,

"New York.

"Dear Sir—On several machines that I have had recently, none of which might be termed standard makes, I have had considerable difficulty in adjusting the speed. I operate the speed regulator as directed, but it does not respond readily. For instance, if I desire to slow down the motor, the regulator does not appear to work until it acts as an absolute brake and stops the machine. Can you give me any advice as to how to adjust the speed regulator to get the best results?—L. W. B."

ANSWER.—It is a very difficult matter to definitely locate your troubles without examining the machine in question. There are so many different styles of speed regulators in use at present on motors, which as you say, are not of standard make, that without knowing the exact method of speed control used it would be foolish for me to try, in this limited space, to describe the troubles which might happen to any or all of them.

Could you let me know the name of machine or the manufacturer of them and I will be pleased to give you further information?—A. H. Dodin.

"Repairs, Talking Machine World, New York,

"Gentlemen—I have read with interest your articles on the lubricating of the spring with graphite. Would appreciate it if you could advise me of the most suitable oil to be used for other parts of the motor, such as the gears, or, if oil is the best substance.—M. M."

ANSWER.—The best oils I can recommend for use on talking machine motors are Wado-Oil, manufactured by Wade & Wade. There are a number of very good oils on the market, suitable for talking machine motors and are used very successfully: the Wado-Oil, manufactured by Wade & Wade, Chicago, and the Victor lubricating oil, put out by the Victor Talking Machine Co., of Camden. These and other suitable oils may be obtained from almost any talking machine dealer.—A. H. Dodin.

D. L. Sinter, Philadelphia, Pa.—Your letter will be answered personally by mail within a few days.—A. H. Dodin.

"Repair Department, The World, New York,

"Gentlemen—I have a machine of foreign make on which the reproducer worked very well when it was new. Recently, however, the reproducer blasts on ordinarily high notes and otherwise proves unsatisfactory. It has not been dropped or otherwise damaged to my knowledge. Will you kindly suggest what may be the trouble with the soundbox?—C. J. S."

ANSWER.—Blasts in a reproducer are caused by several reasons, as follows: the rubber insulators or gaskets become dry and hard, leaving the diaphragm loose in its setting; the screws holding the needle arm to frame work loose, permitting the arm to become loose on its bearing points; the wax which is placed at the point of contact of the needle arm to the diaphragm may become cracked or the screws holding the metal back (or in some cases a face ring is used which presses against the gasket), may not be tight. If you look over all these points carefully, replace gasket if necessary and tighten all screws, I should say that the soundbox will reproduce perfectly.—A. H. Dodin.

PATHE JOBBERS TO MEET JUNE 19

It is understood that the jobbers throughout the country representing the Pathé Frères Phonograph Co., New York, will convene in New York the week of June 19, and hold their first annual convention. A number of important matters will be discussed at this convention, and it is expected that every Pathé jobber will be in attendance.

Carl Noelke, piano and Victor dealer of La Crosse, Wis., has enlarged his quarters through the erection of a two-story addition.

BUFFALO

RAILROAD — EXPRESS — STEAMSHIP

Look at the list of railroads running out of Buffalo; New York Central, West Shore, Lake Shore, Nickel Plate, Wabash, Erie, Pennsylvania, Lackawanna, Grand Trunk, Michigan Central, Lehigh, B. R. & P. and B. & S.

Four express companies will give you a complete service: American, National, Adams & Wells-Fargo.

Boat lines touch a great many cities, on the Lakes, and Andrews' Service can catch any boat on fifteen minutes' notice.

Doesn't it stand to reason that we mean what we say when we remark: Andrews' Victor Service is ***Fast*** and ***Complete.***

W. D. Andrews, Buffalo, N. Y.

ANDREWS

A FACTORY WHERE EFFICIENCY IS THE WATCHWORD

Plant of the Brunswick-Balke-Collender Co., in Dubuque, Ia., Which Is Being Devoted to the Manufacture of Talking Machines, Unusually Well Equipped According to Modern Ideas —Time and Labor Saving Devices Used—Machines in the Making—Interesting Review

CHICAGO, ILL., June 10.—The question that is invariably asked by the trade nowadays when the announcement has been made of a new concern entering the talking machine manufacturing field, is "Will it be able to make deliveries?" There need be little doubt as to the ability in this respect of the Brunswick-Balke-Collender Co.

Peculiar conditions surround the talking machine debut of this great corporation. It might almost be said that this concern came into this line fully equipped. When the company decided to bring out the Brunswick talking machine it was potentially ready. In its well-equipped plants at Muskegon, Mich., and Dubuque, Ia., this company had been making cabinets for other talking machine manufacturers for some time. In fact, although this has not been generally known, quite an amount of installing had been done. Not only had this concern had the collective experience of years of cabinet making, but in charge of the piano case and talking machine cabinet departments was a man who had had years of experience in piano factories and was a thoroughly equipped acoustician as well as an expert case designer. It is the purpose of this article to give some idea of the company's plant at Dubuque, where something like 16,000 Brunswick talking machines are now in progress of construction, and where a great many more will be put in work in the course of a week or two. These instruments will be ready for shipment, in considerable quantities, on August first.

The plant at Dubuque is an unusual one in many ways. It has been possible for the company to do there what it could not do in larger cities, because of the disproportionate cost of land. The factory buildings themselves occupy from eight to ten acres, while the whole plant, including lumber yards, auxiliary buildings and

Where the Covers Are Made

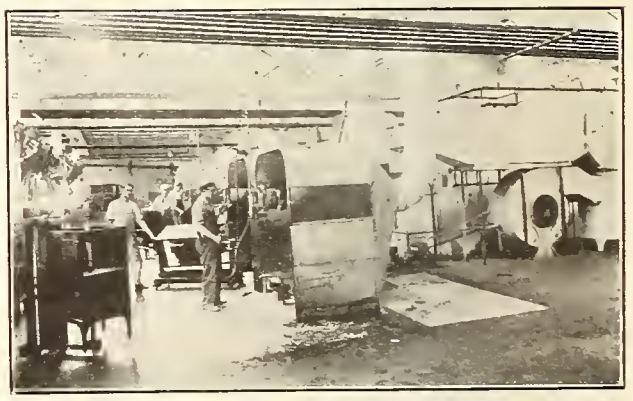
land provided for the purpose of future expansion, covers something like thirty-five acres. There are four-one-story buildings each 800 feet long by something over a 100 feet wide, giving a total space, including auxiliary buildings, of somewhere between 350,000 and 400,000 square feet. The plant is on the main line of the Great Western and connects directly with the Illinois Central, Chicago, Milwaukee & St. Paul and C. B. & Q. railroads. The yards contain at all times at least two and one-half million feet of lumber, giving plenty of time for further weather seasoning before admission to the dry kilns. Speaking liberally, the plant is run by

Two City Blocks of Phonograph Cabinets at Dubuque factory

electric power and compressed air. In the big power house at the north end of the plant there are two immense 400 horsepower boilers, hydraulic equipment for running the veneer presses and an immense air compressor for supplying the varnish sprayers, etc. There is also an isolated electric lighting plant. The machines throughout the plant are run by individual motors, supplied by power current from the city plant. The plant has its own fire protection and its own fire company organized among the employes, and an artesian well 1,209 feet deep, which furnishes an excellent fluid for quenching internal as well as external fires. Adjoining the power plant is a completely equipped machine shop for repairing tools, die making and the like. The big dry kilns, which are also located at this north end of the plant have a capacity of 250,000 feet of lumber, which is brought into the kilns from the yards on transfer trucks. The kilns are of the very latest and most approved construction and there is a remarkable apparatus for testing the lumber for moisture. If the test shows a greater percentage of moisture than that approved as a result of experience, the lumber is put back in the kilns.

One of the most interesting places of the whole plant is the immense veneer store room. When The World man visited it, he was told that there were something like two million feet of mahogany, 500,000 feet of quarter sawed oak, a couple of million feet of poplar, besides a few other little items which are forgotten.

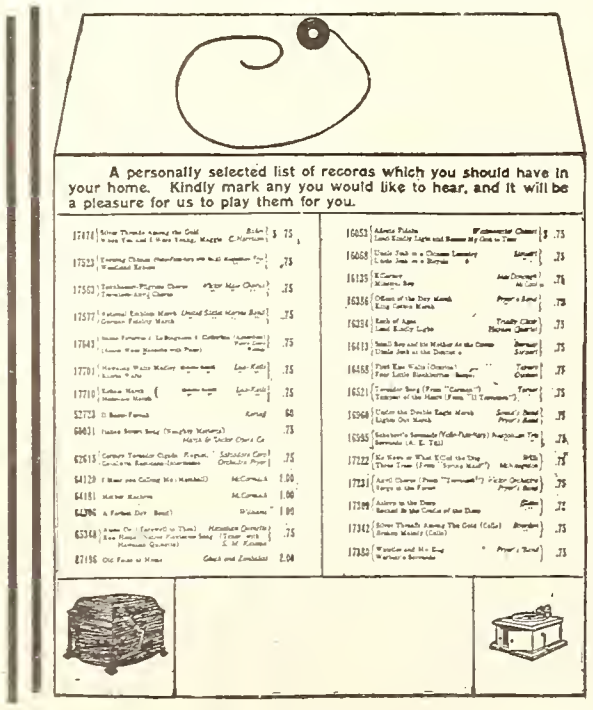
From the dry kilns the lumber is run on trucks across other trucks, which are in effect clever, movable pontoon bridges, into the mill room. It would take much more space that is here available to give the slightest idea of the superb equipment of this most important department of the plant. It is hardly necessary to state that a concern like the Brunswick-Balke-Collender Co. does nothing in a slipshod way. If to-day, John Ehrenpreis, the efficient manager of the Dubuque plant, looks over his machinery and decides that every machine constitutes the last word in the perform-



A Section of the Varnish Department

ance of its particular function, well and good; but if to-morrow he is shown something new and which impresses him as being better, it is a ten to one shot that an order is immediately placed for the new and better.

There are automatic lathes that are wonderful.



TRADE MARK

BEE CROFT

Do You Know That Record Delivery Envelopes Are Cheaper Than Wrapping Paper and String?

SAMPLES AND PRICES ON APPLICATION

Record Delivery Envelopes
Record Stock Envelopes
Catalog Supplement Envelopes

Long Cabinets
Bagshaw Needles
Perfection Record Holders
Peerless Locking Plates

CLEMENT BEECROFT, 309 W. Susquehanna Ave., PHILADELPHIA

The dust collecting system the company believes to be the most perfect yet devised. It carries

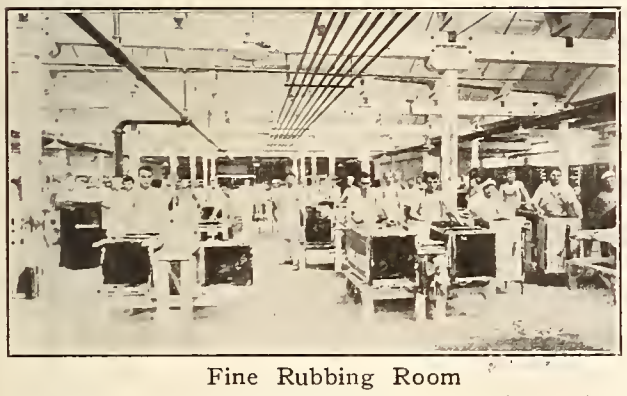
Martin Nystrom

dust away from possible contact with the lungs of the workers and prevents shavings and debris from littering the floor. Every kind of saw for doing every kind of sawing is in evidence and there is a big shop just full of automatic saw-

Veneering Department

filing machines. A dull saw is the worst criminal known around a B.-B.-C. plant.

There are automatic gluing machines of special design and which are said to be the largest on record. There is a special machine for



Fine Rubbing Room

clamping dove-tail glue joints, panel gluers, and a new "glue printing" device that stipples just the right amount of glue on without any slop-over. The type of hydraulic veneer presses used in this plant are a study in themselves. After the work has been veneered and glued, up it goes into the humidifier kiln equipped with an automatic device which controls the exact amount of moisture permitted.

In the great assembling room, as elsewhere in the plant, the most perfect system prevails. "Doubling back," with its consequent waste of labor and increased cost, is an error which all the skill of the great corps of mechanical engineers employed by the Brunswick-Balke-Collender Co. must constantly work to avoid.

The lay-out of the Dubuque plant in one-story buildings exclusively promotes this desired ideal to the highest possible degree.

With these few remarks about the avoidance of the "doubling back" error cometh the finishing departments. After the staining and filling, everything, which means the shellac and four varnish coats, is done by spraying. For every one of these processes there is a separate set of spraying booths and for every varnish coat a drying room. For every finishing process there is a separate crew. Certainly no "doubling back" here. Great machines are provided for the coarse rubbing, but the fine rubbing is done by hand rubbers. At the completion of each process there is an exacting inspection. After a visit to the trimming department, where the hardware and hinges are put on, the oilers take charge. Here the most minute defect in finishing is corrected. But still a final inspection is made.

The installation room, where the tone arms, sound boxes, motors, turn tables, etc., are put in place, is 100 feet by 200 feet in size and in the center is a large soundproof testing room, where every machine is played and goes through a rigid examination to ascertain if its musical education is complete and it is entitled to a diploma from the tone inspector.

Contiguous to the installation room is the experimental laboratory.

The extensive shipping department is in the extreme south end of the plant where the finished product is loaded direct onto the cars just as the lumber and other supplies are unloaded at the extreme north end of the plant. The progress from raw material to finished product is continuous and unbroken.

There is one feature of the plant that is undesirable from the viewpoint of the newspaper man. The saw-tooth roofing—just one big slanting skylight after another—makes it impossible to get a photograph of the buildings that does not make them look like a succession of lumber piles. But when you see the buildings themselves—ah, that is different. They are really beautiful and they look light and airy.

All sorts of comforts are provided for the employes. There are half a dozen billiard tables, together with card and checker tables—no charge either. Every noon this "department" is crowded. Furthermore, there is a spacious lunch room, where a big round wholesome, satisfying meal, soup, meat, vegetables and dessert is served for fifteen cents.

The B.-B.-C. plant is the pride of the thriving city of 40,000 people, and Fridolin J. Herr, the well-known Dubuque architect who designed it and superintended its construction, has received important commissions because of the fame of this masterpiece in industrial construction. The entire plant, it should be noted, is devoted to the construction of talking machines and cabinets.

Martin Nystrom, the manager of the phonograph department of the Brunswick-Balke-Collender Co., has been connected with the company for eight years. Prior to that he was superintendent of one of the notable piano plants of the country, a position he won after long service in all branches of piano manufacture.

His skill as a case designer attracted the attention of the Brunswick-Balke-Collender Co. and when this concern entered the field of piano case manufacturing he was put in charge of that department. But he has not forgotten his practical knowledge of acoustics gained in his years of piano building, and for several years he has been experimenting in a quiet way with the view of ultimately producing talking machines. He found the Brunswick-Balke-Collender Co. quick to accept his viewpoint and the remarkable resources of the big concern were placed at his disposal. Mr. Nystrom divides each week about equally between the Dubuque plant, the piano case plant at Muskegon, where talking machines will also be made, and the general offices in Chicago. He has the hearty co-operation at Dubuque of Mr. Ehrenpreis, who took charge of the plant there on its construction a few years ago, going from Chicago, where he had been in charge of one of the company's factories for years.

The various Brunswick phonograph models can now be inspected at the company's warerooms at 629 South Wabash avenue, this city. They exhibit a remarkable variety of case designs and constructional features, which evidently make a strong appeal to dealers who have inspected them.

BUY YOUR

SAPPHIRE NEEDLES

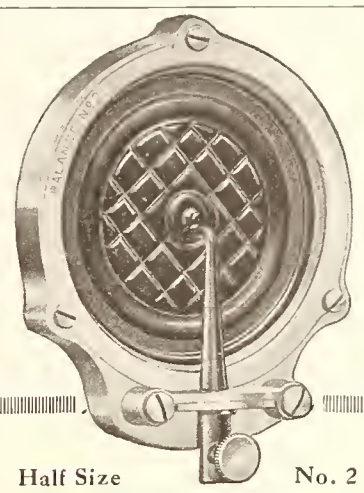
WHILE PRICES ARE LOW

Prices are advancing rapidly on jewel points, so stock up today. We have a tremendous stock of needles at low prices, and can guarantee immediate delivery.

Supertone supplies are made right and are the ideal needles for securing good music.

Don't delay but write today for prices

Supertone Talking Machine Co.
8 West 20th Street NEW YORK



Half Size No. 2

Balance Sound Box

The NEW No.2M Balance Sound Box, with the IMPROVED Metalloy Diaphragm, is a revelation for tonal reproduction. Several of the largest phonograph manufacturers have adopted it.

Strictly high class. Jobbers and Manufacturers write for prices. We can make prompt delivery. No orders too large or too small.

We also manufacture

SAPPHIRE NEEDLES

TONE ARMS

made from brass tubing, light and highly finished.

HIGH-GRADE MOTORS

A. F. Meisselbach & Bro.
Factories: Prospect Street and Congress Street
Office: 29 Congress St., Newark, N.J.

DINNER TO HAYWARD CLEVELAND

Columbia Graphophone Co. Staff Gives Dinner to Member of Auditing Department at Keen's Chop House—Those Present at the Event

Hayward Cleveland, of the Columbia Graphophone Co., New York, was the guest of honor at a dinner held on June 1 at Keen's Chop House, New York. This dinner was given by the members of the Columbia Co.'s staffs in

Hayward Cleveland

the different sections of the city, many of whom had been associated with Mr. Cleveland for a number of years.

For over eighteen years Mr. Cleveland had been a member of the Columbia Graphophone Co.'s retail selling division, and during that time had not only achieved success from a merchandising standpoint, but had also aided materially in making successful talking machine men of the younger members of the company's staffs.

Mr. Cleveland is now a member of the auditing department, with headquarters at the company's executive offices in the Woolworth Building, and Thursday's dinner was in the nature of a testimonial from his former associates. The dinner was a success from start to finish, and telegrams of felicitation were received by Mr. Cleveland from members of the company's staff in different sections of the country, who had been associated with Mr. Cleveland in the past.

A number of informal addresses were made at the dinner, and there was a spirit of good cheer which evidenced the high esteem in which Mr. Cleveland is held by his co-workers. As a matter of fact Mr. Cleveland's admirers are scattered around the globe, for several of the men who worked under his direction now occupy very responsible positions at foreign points. Those at the dinner were Frederic E. Goodwin, J. C. Ray, L. U. Shapter, Walter Forbush, D. J. Fountain, Harry Foster, Courtland Shaw, Wm. Button, Donald Stewart, Clarence Seward, Harold Tuers, Philip Mardillo, George Stevens, Robert Trowsdale, Prescott and Horace Cleveland, John Affitica, A. Bazin, Walter Brunner, John Conway, Louis Miller, Walter Hard, J. A. Armstrong. Arthur Fields, of the Columbia recording staff rendered a number of vocal selections, accompanied by Mr. Franklin.

PATHE DISTRIBUTERS IN ST. PAUL

The Pathé Frères Phonograph Co., New York, announced this week the consummation of arrangements whereby G. Sommers & Co., of St. Paul, Minn., will become Pathé distributers in the Northwest. This concern, which is one of the most successful merchandising houses in its territory, has perfected plans for an aggressive Pathé campaign and will have a staff of more than twenty men on the road at all times.

Jewel Needles

DIAMOND, SAPPHIRE, AGATE

For All Types of Records

Our methods of grinding needles are the most scientific known, producing a most uniform and highly polished product.

We manufacture ALL parts of Talking Machines

Dixon Manufacturing Co., Inc.

295 FIFTH AVENUE NEW YORK

K. R. MOSES SALES MANAGER

Of the Amberola Division of Thos. A. Edison, Inc., Orange, N. J.

K. R. Moses, well known in the phonograph industry, was recently appointed sales manager of the Amberola division of Thos. A. Edison, Inc., Orange, N. J. A close student of industrial and economic conditions, Mr. Moses has paid particular attention to the development of efficient merchandising, and in his new capacity, the Amberola division is already showing signs of a good growth. This news is rather startling to many people who do not realize that cylinder records and machines are in demand in many sections of the country.

K. R. Moses

The Wichita Piano Exchange, of 120 South Main street, Wichita, Kan., will move on June 15 to 153 North Main street, and is featuring a removal sale of pianos, talking machines and other musical goods.

LONG CABINETS

WELL MADE THROUGHOUT

These With Others Comprise the

D 77

Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19⅛x 22⅝ in. Holds 192 12-in. Records. For Victrolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Shelf. Average weight, crated, 80 lbs.

D 79

Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19⅛x 22⅝ in. Holds 192 12-in. Records. For Victrolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Shelf. Average weight, crated, 85 lbs.

ELEGANTLY FINISHED

Most Complete Line of Record Cabinets

PROMPT DELIVERIES ON ALL ORDERS

Write for Illustrated Catalogue

THE GEO. A. LONG CABINET CO.,

HANOVER, PA.

THE PATHE LINE IN KANSAS CITY

E. E. Trower Music Co., of St. Joseph, Mo., Opens Quarters in That City and Will Handle Pathephones, Both Wholesale and Retail

KANSAS CITY, Mo., June 5.—Kansas City's "Music Row" is to have an addition. Fourteen years of music experience have brought E. E. Trower from St. Joseph to Kansas City, where he has been "snooping" round for the last three months for a suitable location for the E. E. Trower Music Co. He finally selected 913 Grand avenue, in "Music Row." The music company of St. Joseph was both wholesale and retail; in Kansas City it will have the added distinction of being the sole agent for the Pathé phonographs. Mr. Trower has been a Pathé jobber for the district of the Southwest since September, 1915.

The room Mr. Trower has selected is one of the best on Grand avenue, and being large, will afford space for a concert room in the front and booths in the back. The booths will be of glass and white enameled woodwork. William C. Junkins will have charge of the retail department; J. Roy Spence will have the management of the record department.

Mr. Trower is going to attend a meeting of all the Pathé jobbers of the United States, which will be held in New York, June 17.

COLUMBIA LITERATURE

New Booklet Issued Describing Complete Grafonola Line

The advertising department of the Columbia Graphophone Co. has just prepared for distribution a neat and attractive Grafonola booklet which can be used to excellent advantage in circular and follow-up work. This booklet contains the complete line of Grafonolas now on the market, together with a brief description. The machines are shown clearly and distinctly, and as the booklet was arranged with convenience of handling as the prime consideration, prospective purchasers cannot fail to be interested in its contents. The Grafonolas illustrated and described in this publication are Nos. 15, 25, 35, 50, 75, 85, 100, 150, 200, 125E, 175E, 225E and 350. There are also shown two types of horn machines, Grafonolas 25H and 60H. The Columbia Grafonola line is now designated so that the name of the machine indicates the price, and it has been found that this method is satisfactory in every way.

MEMBER OF ADVISORY COMMITTEE

J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York Victor distributer, has been appointed a member of the Advisory Committee of the American Fair Trade League, in recognition of the indefatigable efforts he has been making to assist the league in its work in behalf of the Stephens bill.

NEW CONCERN IN KANSAS CITY

KANSAS CITY, Mo., June 5.—When the Architects & Engineers' Supply Co., at present situated at 923 Walnut street, changes its quarters to a place on Grand avenue, this city will have added another talking machine dealer to its list. James T. Clenny, president and treasurer of the Architects & Engineers' Supply Co. has announced that it will be sole jobber and retail agent for the Playerphone in this territory. The firm will operate under the name of the Playerphone Co., and will handle, besides the Playerphone, records and talking machine supplies.

EDMUND V. BRAGDON
BOOKKEEPING SYSTEMS FOR TALKING MACHINE DEALERS
140 Nassau Street, New York

TALKING MACHINE EXPORTS

The Figures for March Presented—Exports Show Increase for the Month

WASHINGTON, D. C., June 5.—In the summary of the exports and imports of the commerce of the United States for the month of March, 1916 (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following figures relating to talking machines and supplies are set forth:

Talking machines to the number of 3,107, valued at $88,416, were exported for March, 1916, as compared with 1,600 talking machines, valued at $47,334, sent abroad in the same month of 1915. The total exports of records and supplies for March were valued at $98,231, as compared with $55,576 in March, 1915. For the nine months 28,247 talking machines were exported, valued at $836,946, and records and supplies valued at $664,269 were sent abroad for that period.

TALKING MACHINE LEAGUE NOTES

N. Y. Talking Machine Co. Team Sends the G. T. Williams Nine Down to Defeat

The baseball nine representing the New York Talking Machine Co., Victor distributer, played its first game on Saturday and defeated the team wearing the colors of the G. T. Williams Co., Brooklyn, N. Y., Victor distributer. The game was marked by heavy hitting by the winners, and some interesting batting averages were achieved. Brickley and H. Miller pitched for the New York T. M. Co., with W. Miller on the receiving end. A number of games with talking machine houses have been arranged for the next few months, and H. Miller is in charge.

PROMOTION FOR EDMUND F. SAUSE

Leaves Columbia Export Department to Become Associated with W. C. Fuhri

W. C. Fuhri, United States manager of the Columbia Graphophone Co., New York, sent out this week to the members of the Columbia service the following announcement:

"Edmund F. Sause, who has just started his twelfth year in the Columbia service, will be associated with me beginning June 1.

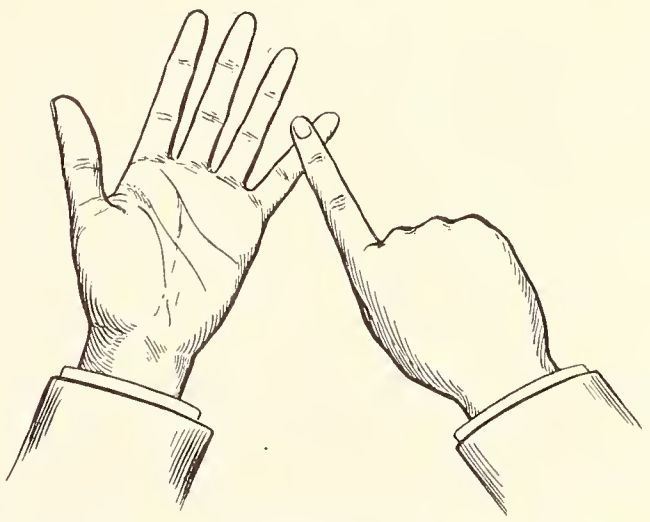
E. F. Sause

"Mr. Sause leaves the export department, where he has been uniformly successful and this in spite of the peculiarly difficult and adverse general conditions existing in practically all of the foreign countries.

"His many friends will be gratified that his new work will give him a larger and more immediately productive field of usefulness. I know that you will extend to Mr. Sause the same spirit of friendly co-operation that has always existed in the Columbia Co., and which has contributed so greatly to its success."

Articles of incorporation were filed last week with the Secretary of State at Albany for the Universal Talking Machine Co., of New York. The concern will manufacture and sell talking machines for domestic and export trade. Incorporators are Wm. H. Dean, Walter B. Craighead and Jas. Bloomfield.

Here's the Point!



Send us your orders for Victrolas now

During the coming months you should stock up for the busy season.

It is not true that opportunity knocks at every man's door but once. At least not in the case of the Victor dealer. It knocks at his door this time every year.

In fact it's there NOW.

Let us help you take advantage of it on this occasion.

Blackman TALKING MACHINE CO.
97 CHAMBERS ST NEAR CHURCH ST. NEW YORK
Victor Distributors

EDISON PHONOGRAPH AS SERENADER

Unique Publicity Stunt for the Summer Put Into Force by Loveman, Joseph & Loeb, Birmingham, Ala.—Busy Every Night

Messrs. Loveman, Joseph & Loeb, Edison dealers at Birmingham, Ala., have adopted a most unique and timely method of demonstrating the new Edison during the summer months. Summer is the time for serenading and this enterprising firm is taking full advantage of that fact by serenading the music lovers of Birmingham a la Edison.

"It's simply the carrying out of an idea born and bred in the head of Leo Loeb, of Loveman, Joseph & Loeb, to make the slumbers of Birmingham people sweeter, and to add pleasure to the hours of families gathered on the front verandas for the summer evenings," said the Birmingham News in a recent issue. "The sweet music, made possible by Thomas A. Edison, will be wafted on the summer breezes."

Messrs. Loveman, Joseph & Loeb call this innovation their "Serenader." It is a new Edison mounted on the chassis of an electric runabout, as can be noted in the accompanying illustration. Dealers should find this plan worthy of consideration.

Loveman, Joseph & Loeb's Twentieth Century Serenader

THORPE ELECTRIC MOTORS
FOR TALKING MACHINES (Operates on all currents)
WALTER THORE, Manufacturer, 29 West 34th Street, NEW YORK CITY

SONORA INTRODUCES NEW MODELS

New models are announced by the Sonora Phonograph Corp, and the line is now remarkably complete as to price range and machine style. The newcomers are "Melodie," $45; "Barcarolle," $60, and "Laureate," $190.

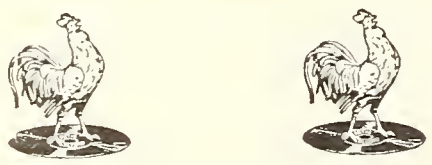
The names and prices of the group of models now comprising the Sonora line are: "Melodie," $45; "Barcarolle," $60; "Troubadour," $75; "Imperial," $100; "Baby Grand," $150; "Elite," $175; "Laureate," $190; "Grand," $225; "Invincible," $350; "Supreme," $1,000.

A. E. GARMAIZE BECOMES MANAGER

A. E. Garmaize has been appointed manager of the export department of the Columbia Graphophone Co., New York, succeeding Edmund F. Sause, who has been appointed to an important executive post in the United States division. Mr. Garmaize is ideally fitted for his new position, as he has been associated with the Columbia Co.'s export department for six and one-half years, and is thoroughly familiar with every phase of export requirements. He has visited all the South American countries, and has also made frequent trips to Cuba in the interests of Columbia export activities. He has won the friendship and esteem of Columbia dealers throughout the world, and will have unlimited opportunities to extend Columbia dealers maximum service and co-operation.

THE PATHEPHONE SALES CO.
OF NEW YORK
E. D. BRISTOL, President N. G. BARBER, Treasurer
115 East 14th Street, New York

PATHÉ DISTRIBUTORS
"A Metropolitan House Giving Metropolitan Service"



Why don't you ask us for details on how to build a good retail business and make a good profit?

The PATHÉ LINE is complete with Machines and Records. It is backed with wide national publicity, and your interests are best cared for by the Pathephone Sales Co. of New York.

Don't hesitate any longer, but write us for information to-day.

Three New
TRITON
Models
—new standards of talking machine value

All TRITONS are equipped with reversible tone arms, playing *all* makes of disc records with a mere turn—without any attachment.

Cabinet work of standard grade, well finished.

STYLE D. —Retail price $30.00. Dimensions 18x22x14. Mahogany finish. Strong worm drive, double spring motor.

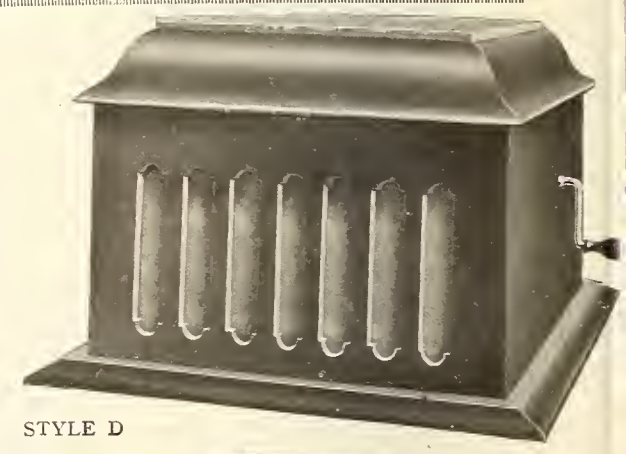
STYLE C. —Retail price $17.50. Dimensions 16x16x11. Mahogany finish. Strong single spring Triton motor.

STYLE 2. —Retail price $10.00. Dimensions. 16½x16½x7¼. Mahogany finish. Strong single spring Triton motor.

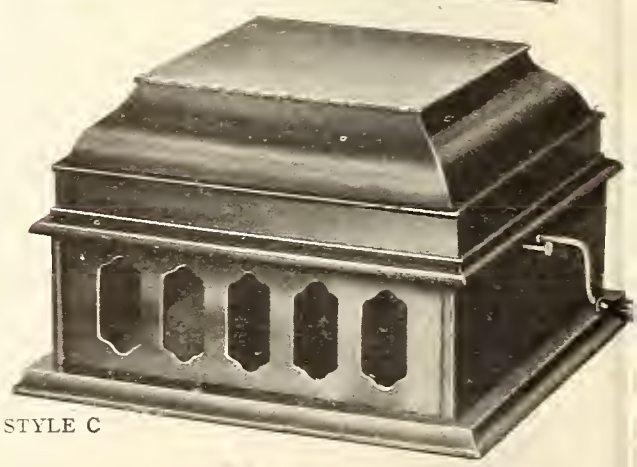
BETTER DISCOUNT TO DEALERS

Exclusive territorial arrangements for dealers and jobbers.

TRITON
Phonograph Co.
41 UNION SQUARE
NEW YORK



STYLE D



STYLE C

STYLE 2

DECISION IN INTERESTING SUIT

U. S. District Court Holds, in Action of Columbia Graphophone Co., Against Gimbel Bros., That MacDonald Patent Was Not Infringed by Defendants in Selling Certain Records, and Dismisses Complaint

Judge Thomas, of the United States District Court, New York, handed down a decision last week in the case of the American Graphophone Co. vs. Gimbel Bros., New York, which had been argued some time ago. The bill of complaint was dismissed on the grounds that Gimbel Bros. had not infringed the MacDonald Graphophone grand patent involved in this suit, although he did not attack the validity of this patent, which formed the basis of the suit.

Gimbel Bros. had bought and offered for sale Pathé, Rex and Keen-o-phone records, which the American Graphophone Co. contended infringed the MacDonald graphophone grand patent and accordingly entered suit.

Judge Thomas in his decision referred to the MacDonald graphophone grand patent as covering both process and product, and based his decision primarily on the process division of the patent claims. Referring to the non-infringement of the patent in this respect, Judge Thomas said in part:

"The defendant purchased its records in the open market ready made and without any knowledge on its part as to how they were made, and no evidence has been introduced, other than a claimed inference or conjecture as to the complete process by which these records were made, although there is some evidence that the different records were made by different operations; either directly or indirectly with the manufacture of the records.

"And this brings us to the substantial question involved—has the defendant infringed the claims in controversy by purchasing, in the open market, records ready made without knowledge on its part as to how they were made, and without any charge or pretense that the defendant has been guilty of any act of contributory infringement? Claim 4 is, in express terms, for a process or method. A process is a mode of treatment of certain materials to produce a given result.

"But a process patent is not infringed by selling the product, and the vendee of a product which had been made in infringement of a patented process cannot be held liable to the patentee, or in any extent to be an infringer. Similarity or even identity in appearance of a product is not sufficient, and the charge of infringement can only be sustained by certain proof that the defendant used the process of the patent. The process and the product are but one, and it may well be assumed that the product results from the use of the process described in the patent, and that the patent is not one which may be produced in any other way. A case directly in point is Downes vs. Teter-Heany Development Co., decided by the Circuit Court of Appeals for the Third Circuit, in which it was distinctly held that where a patent includes claims for a process and also for the product of such process, the latter are to be construed in connection with, and are limited in scope by the former, and are not infringed unless the process claims are also infringed."

A number of minor patents were also involved in a second American Graphophone Co. vs. Gimbel Bros. suit decided by Judge Thomas. These included the Phillips patent for a record holder and the Sheble needle box patent, both of which were held invalid. Judge Thomas also held that no infringement was shown of the Emerson adjustable sound box patent, the Hawthorne phonograph patent, the Mac Donald diaphragm, the Kraemer adjustable sound box and the MacDonald swinging tone arm patents.

The

Union Phonograph Supply Co.

Successors to
The Union Specialty & Plating Company

announce the removal of their general offices and factory to their new and modern building

1100-1108 West Ninth Street
Corner of Front Avenue

containing 50,000 square feet of floor space and equipped with all the latest modern improvements.

Thanking you for past favors and soliciting your future business, we are

Very truly yours,
The Union Phonograph Supply Company.

We make tone arms and sound boxes for all makes of talking machines also attachments for Victor, Pathé, Edison and Columbia machines

NEW ISSUE OF "ALONG BROADWAY"

June Number Full of Interesting Information Regarding the Artists Who Are Assisting in Making the Edison Diamond Disc

The second issue of "Along Broadway," that for June, 1916, has just been issued by Thos. A. Edison, Inc. The new book, previously described, in The World, treats of matters of general interest in connection with the exploitation of the Edison Diamond Disc Phonograph. It tells of the recent tone tests held at Carnegie Hall, of New York's Music Lovers Contest, What Music Does for the Child, Thumb Nail Histories of Liszt, Gounod and Verdi, and chats with and news of noted recording artists. A list of recent Edison Re-creations is also appended.

INCORPORATED

The Human Voice Corp. (the Home of the Victor-Victrola), Norfolk, Va., has been incorporated with a capital stock of $5,000. Ira S. Lightfoot is president and E. J. Doran, secretary and treasurer of the new company.

STYLE "A"
Height, 45½"
Width, 17"
Depth, 19"

This is the **"MOZART"** *Special*

That sells to the Masses as well as the Classes.

Retail Price $55.00

Made in any finish. Plays all makes of records. Equipped with universal joint, Tone Arm, Tone-modifier. Entire wood sound chamber (which eliminates all metallic sounds).

DEALERS—Write for interesting proposition

THE MOZART TALKING MACHINE CO.
1432-1442 N. 20th Street **ST. LOUIS, MO.**

H. M. HULL MARRIED

Miss Ruby Spaulding, Well Known in Talking Machine Circles, Married to Popular Traveling Representative of the Aeolian-Vocalion

A real romance of the talking machine industry saw its finale Thursday of last week, when H. M. Hull, traveling representative for the Vocalion division of the Aeolian Co., New York,

H. M. Hull

was married to Miss Ruby Spaulding, well known in local talking machine circles. The ceremony was held at St. Bartholomew's Church, Forty-fourth street and Madison avenue, New York, and was attended by a large number of relatives and friends. Miss Peri Spaulding, of the Aeolian Co.'s retail talking machine department, was a bridesmaid, and Allen Killifer, coach at Columbia University, was best man. The ceremony was performed by Dr. George W. Hull, of Millersville, Pa., father of the groom.

H. M. Hull has been associated with the Aeolian Co. for the past nine years and prior to joining the traveling staff of the Aeolian-Vocalion division was a member of the traveling force of the wholesale music roll department. He is one of the most popular members of the wholesale trade, and has the friendship of dealers from coast to coast. Mr. Hull has achieved signal success with the Aeolian-Vocalion line, and has established a number of important agencies since the first of the year.

Miss Spaulding was for a number of years manager of the talking machine department at Aeolian Hall, and more recently was associated with Ormes on Fifth avenue. She numbers among her friends members of the talking machine industry in all sections of the country and is also popular in the local piano trade.

USING TRAILER DELIVERY

Dealers Find the Trailers Made by the DeKalb Wagon Co., Useful for Delivery Purposes

DeKalb, Ill., June 8.—Another business in which is reflected the growing prosperity of the talking machine trade, is that of the DeKalb Wagon Co., of this city, makers of trailers for delivery purposes.

"We are feeling strongly the growth of the talking machine industry," said E. S. Hunt, treasurer and manager of the company, in a recent interview. "For a long time we have been supplying piano dealers with trailers whereby they can hitch the same on to their automobiles and make deliveries, but about a year ago inquiries as to the capacity of our trailers for the delivery of talking machines began coming in and since that time our business in this direction has been decidedly on the increase. We are now making two styles suitable for talking machine deliveries, each of which will hold three Victrola XVI's or similar machines. The advantage of our system is quite apparent, as the dealer can use the same automobile which he uses for soliciting business for delivering the machines sold. The trailer is so light and serviceable that it can be taken almost anywhere.

"Our Style B has a capacity that is slightly increased over our Style A, but either one is completely serviceable for talking machine dealers.

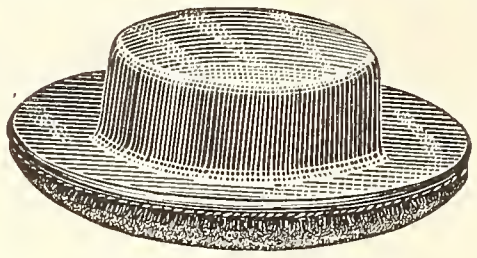
"The prices are $40 and $45 except where roller bearing axle is specified, charges being $10 and $12.50 additional.

"Dealers who have used our products speak highly of them."

INCREASE THE PRICE

C. M. Mayers, sales manager of the Castle Phonograph Co., New York, announced this week that the retail price of the company's Model "E" has been increased from $25 to $30. This was found necessary because of the tremendous advance in the costs of raw material and labor. Mr. Mayer states that this model has achieved unusual success in the short while on the market, and is proving a ready seller with the dealers. Mr. Mayers recently returned from a successful Western trip.

"Standard" Record Cleaner



ARTISTIC AND ATTRACTIVE

Grips the record surface and clings as if on rails.

Extended brush area cleans record with one sweeping circuit.

Price, 50 Cents, List
Patented June 2, 1914

Send 10 cents in stamps for a sample cleaner. Write on your business letter head only. Place regular orders through your jobber.

STANDARD GRAMAPHONE APPLIANCE CO.
237 LAFAYETTE STREET NEW YORK

We also manufacture the Simplex Record Cleaner, Price 15 cents, list.

Cressey & Allen
Victor Distributors
Portland Maine
C. & A. SERVICE THE BEST

Truetone Combination Sets

MADE IN U. S. A.

Five different tones, each tone packed separately. 200 in a metal box, 5 boxes in a convenient container holding 1000 needles, retailing at 75c.

Five of these containers packed in a carton and sent prepaid to dealers anywhere in U. S. for $1.50, and postage on 2½ lbs.

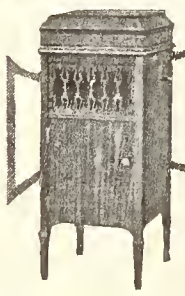
(Cash with order on sample lots)

NEW YORK DISC NEEDLE CO.
110 WORTH STREET, NEW YORK CITY

Truetone TRADE MARK
Highest Grade Ever Made

SEND FOR SAMPLES AND PRICES ON OUR COMPLETE LINE

DECALCOMANIE
• NAME PLATES •
FOR PIANOS, TALKING MACHINES, ETC. SEND COPY FOR PRICES. SKETCHES FREE.
GLOBE DECALCOMANIE CO.
JERSEY CITY, N. J.



THE PREMIER CABINET CO.
Makers and Distributors of the
Premier
TALKING MACHINES and CABINETS
Chicago, Ill
Williamsport, Pa
Goshen Ind
Williamsport, Pa.

The quicker you turn over your order to the nearest Columbia distributor for the new records by Florence Macbeth, Eddy Brown, Leon Rothier and Helen Stanley the quicker you will turn over your money.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

PATHE JOBBERS AT HEADQUARTERS

Energetic Wholesale Representatives of Pathé Frères Phonograph Co. Keep in Close Touch with the Various Departments

During the past few weeks a number of the prominent jobbers handling the products of the Pathé Frères Phonograph Co., New York, have visited the company's executive offices to

H. F. Ricca, Jesse Rosenstein, H. J. Brennen

confer with the sales department regarding the shipment of merchandise, introduction of new styles, etc. These jobbers have all been enthusiastic in their predictions for the business outlook for the rest of the year, stating that their Pathé business to date has far exceeded all expectations.

A group of these live-wire jobbers who visited headquarters recently is shown in the accompanying illustration. They include Jesse Rosenstein, National Piano Co., Baltimore, Md.; H. J. Brennen, M. H. Pickering & Co., Pittsburgh, Pa., and H. F. Ricca, of the Peerless Phonograph Co., New York. These callers spent some time listening to the new Pathé records and expressed their admiration of the records now being produced.

EDISON TRADE IN NEWARK, N. J.

NEWARK, N. J., June 5.—The Phonograph Shop, at 861 Broad street, this city, has been doing an exceptionally good business since its opening. Charles O'Conor Sloane, president of the company, reports that the Edison Diamond Disc phonograph recitals held each afternoon have proven very successful in developing business. The building of the company, specially designed to meet the demands of the business, permits of the holding of the recitals with a maximum of comfort and convenience.

WORLD WIDELY AND WELL READ

In enclosing a subscription to The Talking Machine World, F. W. Matthews, of Hollywood, Cal., formerly connected with recording laboratories in the East, says: "I want to take this occasion to thank you for the wonderful service you gave in the matter of the want ad you inserted in recent issues of The World. The answers were many and of inestimable value to me, and prove how widely and well read your journal is."

A PROGRESSIVE TACOMA HOUSE

Is That Opened by the Hopper-Kelly Co. in the Temple of Music Building

TACOMA, WASH., June 3.—Handling a complete line of standard makes of talking machines and planning free weekly concerts, and an unusually fine service department for the handling and distributing of records, the Hopper-Kelly Co. has opened a new store in the Temple of Music Building, 945 Broadway. The store has been completely remodeled and is one of the most attractive musical centers in Tacoma.

C. H. Hopper and E. P. Kelly are the partners associated in the enterprise. The company has one store in Seattle and the new quarters in Tacoma are being operated as an entirely separate business. The firm carries a complete stock of Victor, Columbia and Edison products.

It is in their service department that the Hopper-Kelly Co. plans to excel. An abundant stock of records of all makes is carried and the firm has a regular service by which the latest records are received in Tacoma at the earliest possible moment.

The store is fitted up with five record rooms and three salesrooms. The interior of the store is furnished tastefully with handsome rugs and draperies, the general color scheme being a handsome shade of gray and the decorations being most artistic.

Among the features of the new store are the free public concerts every Saturday night, which are held in the recital hall of the Temple of Music Building. At these concerts music lovers have an opportunity to enjoy the latest and highest class music as rendered by the leading artists on the different phonographs.

The formal opening of the store was in April and a splendid celebration was held at that time.

KILLEA GETS HONORABLE MENTION

ALBANY, N. Y., May 29.—William J. Killea, Victor dealer at 74 South Pearl street, received honorable mention for original advertising in the "Voice of the Victor" this month. At the time of the Villa raid on Columbus, N. M., he wrote an advertisement in the form of a news item, headed "They're on Their Way to Mexico," which is the title of one of the Victor records. The story described the record.

LIST OF PATRIOTIC RECORDS

Always endeavoring to assist its dealers in developing new fields for record sales, and especially at opportune times, the Victor Co. advised its representatives this week of the compilation of a special list of Victor records, suitable for Fourth of July presentation. This list is made up of selections already to be found in the regular catalog, but the company is preparing a special hanger and supplement to be used in advertising these particular selections.

M. B. Fergusson has opened a talking machine store at 2301 Jefferson avenue, Newport, Va.

SPECIALISTS IN CUTTING, PUNCHING, AND STRIPPING OF FELT, LEATHER, PAPER AND RUBBER

THE WIDNEY COMPANY

THE BEST EQUIPPED PLANT IN EXISTENCE CARRYING A COMPLETE LINE OF FELTS FOR ALL PURPOSES

TURNTABLE FELTS

ARE OUR SPECIALTY

WE CAN SAVE YOU MONEY

Also on

FELT AND RUBBER BUMPERS

Our specially designed machinery enables us to offer you QUALITY and SERVICE at the right prices with prompt deliveries.

LET US SUBMIT ESTIMATES ON YOUR REQUIREMENTS

Continuous Hinges

We also handle the finest line of Continuous Hinges on which we will be glad to quote you.

THE WIDNEY COMPANY

163 West Harrison St. CHICAGO

THE TRADE IN NEW YORK CITY AND VICINITY

The most noteworthy feature of the local talking machine trade in May was the excellent record business reported by the majority of dealers. For the past few months manufacturers and distributers have told their dealers that it would be to their advantage to pay closer attention to the development of their record department; especially in view of the fact that the shortage of product has been concentrated on machines. The dealers as a whole have recognized the wisdom of this advice, and the results of their efforts are indicated in the record sales total for the month of May, which shows a substantial increase as compared with last year.

The month of May was generally satisfactory, all factors of the industry showing a large gain over 1915. The shortage of machines has abated somewhat although the demand for the $75 and $100 models is still far in advance of the supply. There is also a scarcity of the moderate priced machines, due, of course, to the start of the summer season, which brings with it a call for machines for camping and general vacation purposes.

Working in Behalf of Stephens Bill

The local trade is evincing considerable interest in the passage of the Stephens bill which will permit price fixing of patented articles under specified conditions. The talking machine dealers recognize that this bill has the support of the most progressive and successful trade organizations in the country, and also realize that the wonderful success of the talking machine industry may be attributed, in a large degree, to the one-price policies adopted and sponsored by the leading talking machine companies. The Talking Machine Men, the local dealers' organization, has been an earnest supporter of the Stephens bill since the time it was first introduced in Congress, and Henry Mielke, secretary of this association, visited Washington on May 30 to attend the hearings before the House Interstate and Foreign Commerce Committee on the bill.

A number of out-of-town jobbers were also present at these hearings, and Mr. Mielke was well pleased with the fact that the advocates of this measure presented conclusive arguments regarding its merits.

Getting Summer Business

With the advent of warm weather there has been, of course, a slight falling off in the general talking machine business, but comparatively speaking, this falling off has been far less than in other retail lines. Many of the local dealers have perfected aggressive, far-reaching campaigns, to garner all possible summer trade in their respective localities, and there is no doubt but that these campaigns will be productive of profitable results. This is particularly true in connection with record sales, as the summer season stimulates a demand for various classes of records that are particularly adaptable for warm weather months.

Efficiency Department's Activities

The efficiency department of the New York Talking Machine Co., Victor distributer, is continuing its excellent work and is turning out dealer helps which cannot fail to prove valuable, if used consistently. The company is issuing this month a very attractive window card featuring the Victor record, "Shades of Night," as sung by the Sterling Trio. This record is also used in the special electro service which was introduced a few months ago, and which has achieved remarkable success. As indicative of the popularity of the New York Talking Machine Co.'s dealer aids it is interesting to note that the special supplement envelope service which has been used for the past year has shown an increase of 100 per cent. since the issuance of the March supplement. Referring to general business, the company points to the fact that it has received many letters from Victor dealers in the East, stating that they are contemplating increasing their facilities in order to handle fall trade. This speaks volumes for the prosperity and stability of Victor business.

Collections in Splendid Shape

"The month of May was by far the best May in our history," said George A. Baker, assistant manager of the Columbia Graphophone Co., 83 Chambers street, New York. "A source of considerable gratification to all of us was the fact that record sales were ahead of April, and machine sales would have also shown a gain over that month, if it were not for the shortage of stock. As a rule May is considerably behind April in the total business closed, and we are therefore well pleased with the net results for this May. Collections last month were far ahead of April, indicating the prosperity and strength of the individual dealer's business. There is no apparent let-up in the machine and record demand, but on the contrary we are receiving large orders for July and August delivery."

Artistic New "Columbia" Store

The accompanying illustration will give an idea of the beauty of the new store opened a short while ago by Mrs. E. Byrne DeWitt, at 1398 Third avenue, New York. This store is

DeWitt's Attractive Room

handling the Columbia line exclusively and every effort will be made to give patrons maximum service and co-operation in the selection of machines and records.

Aggressive Bronx Dealer

E. H. Smith, the well-known Victor dealer in the Bronx is now completely settled in his new store at 163d street and Southern boulevard. This store is one of the finest Victor establishments above the Harlem River and Mr. Smith's lengthy experience in the talking machine business has enabled him to build up a profitable business through the use of efficient methods coupled with excellent service.

New Cabinet a Success

Landay Bros., New York, Victor distributers, are achieving gratifying success with the new cabinet which they introduced a few weeks ago. This cabinet is designed to fit the No. IX Victrola, and Landay Bros. state that their Victor dealers have found it a source of complete satisfaction to themselves and also to their customers.

Unusual Window Displays Attract Attention

The Edison Shop, 473 Fifth avenue, New York (controlled by the Phonograph Corporation of Manhattan), has been presenting a series of unusual window displays which have won commendation from many passers-by along Piano Row. This week's window was very attractively arranged, one of the features being a handsomely colored display card which invited the public to visit the store's recital hall and hear the duet, "Whispering Hope," sung by Marie Rappold and Christine Miller. This card brought many music lovers to the auditorium in the Edison Shop, and also resulted in numerous sales of this popular Edison Diamond Disc record. Among the machines shown in this window was the Chippendale, official laboratory model, and the Edison Diamond Disc $100 and $200 models. In a chat with The World, Raymond Duncan, of the Edison Shop, commented upon the excellence of the Edison Diamond Disc records now being received from the factory, stating that surface noises have been entirely eliminated in the records now being placed on the market.

(*Continued on page 74*)

Room 73
65 Nassau Street
Clifford A. Wolf
MANUFACTURER OF
Diamond and Sapphire
Phonograph Points
New York City
Phone, 2124 Cortlandt

Proven Statements
Proven Claims

THESE ARE WHAT YOU WANT

If it costs no more

and

You can deal with the biggest exclusive wholesale distributors of Victor Merchandise in the United States

WHY NOT PLACE THAT ORDER

Always first with

THE NEW YORK TALKING MACHINE CO.
119 WEST FORTIETH ST. NEW YORK

Columbia Records TRADE MARK Note the Notes

If you want to know why the new Electric Columbia Grafonolas were sure to bring about the revolution in this industry which they are bringing about, ask us to send you the circular describing these new instruments.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

TRADE IN NEW YORK AND VICINITY

(*Continued from page 72*)

New Uptown Pathé Dealer

One of the many recent additions to the lists of Pathé dealers in local territory is the Secord Piano Co., which opened warerooms last week at 3493 Broadway, corner of 143d street. N. A. Secord, head of this concern, was formerly manager of the piano department of John Wanamaker, New York, and is one of the best known piano men in the country. His new store is attractively furnished and decorated, and considerable space in the warerooms will be devoted to the presentation of the Pathé product. This store is located in the heart of the uptown residential district and the Secord Piano Co. will doubtless build up a profitable Pathé business.

Way Ahead of Last Year

G. T. Williams, president of the G. T. Williams Co., Brooklyn, N. Y., Victor distributer, referring to general conditions, said: "May was a very satisfactory month, showing a nice increase over last year. Our dealers seem to be optimistic regarding the summer outlook and tell us that their business is keeping up very well indeed for this time of the year.

Leases Adjoining Store

The Weber Talking Machine Co., which recently opened an exclusive Columbia store at 281 Broadway, Brooklyn, N. Y., has found it necessary to lease the adjoining store in order to handle the business in this locality. The company is carrying a complete stock of Columbia graphophones and records and in its new home will have ample facilities for handling its fast growing trade.

Closing High Grade Business

Hardman, Peck & Co., 433 Fifth avenue, New York, one of the leading piano houses in the city, has been closing a very fine Edison Diamond Disc business. This company caters to a high-class trade, which appreciates the musical quality of the Edison Diamond Disc product, especially the new records which are now being turned out by the Edison factory.

Consistent Advertising Campaign

Henry B. Pye & Co., which has been handling the Pathé line for some time past, is devoting a good-sized portion of their advertising in the local newspapers to this department. They call attention to the many distinctive qualities of the Pathephone and emphasize the fact that the Pathé disc library embodies every class of music, including recordings by many world-famous artists. This concern is one of the leading furniture houses in the Bronx and has an extensive neighborhood clientele.

EDISON IN PREPAREDNESS PARADE

A feature of the Citizens' Preparedness Parade that was held in New York quite recently, which attracted particular attention, was the appearance among the marchers of Thomas A. Edison, who paraded over the entire route at the head of the Naval Consulting Board, of which he is chairman. Mr. Edison, although in his sixty-ninth year, marched with surprising vigor and was greeted enthusiastically by the crowds throughout the line of march.

This Should Interest You

510

SCHLOSS BROTHERS CABINETMATCH NEW YORK TRADE MARK

$9.00

Matches No. 9 Victrola Perfectly

510—Mahogany, Golden Oak, Fumed Oak, Weathered Oak, Nickel plated trimmings. Lock and key. Height, 33 inches. Top, 17 x 20½. Holds 192 twelve-inch Records. Matches New Victrola IX. Top has countersunk holes to accommodate rubber bumpers on machine. Moulding on top securely fits base of machine. Average weight, crated, 75 pounds.

Construction and Finish Guaranteed

Immediate Deliveries
You NEED our Catalog AT ONCE

Schloss Brothers
637-645 West 55th Street, NEW YORK
'Phone Columbus 7947

TALKING MACHINE MEN, WHO AM I?

I am more powerful than the combined armies of the world.

I am more deadly than bullets, and have wrecked more homes than the mightiest of siege guns.

I steal in the United States alone over $300,000,000 each year.

I spare no one, and find my victims among the rich and poor alike; the young and the old; the strong and the weak; widows and orphans know me.

I massacre thousands upon thousands of wage-earners in a year.

I lurk in unseen places, and do most of my work silently. You are warned against me, but you heed not.

I am relentless. I am everywhere; in the home, on the street, in the factory, at railroad crossings and on the sea.

I bring sickness, degradation and death, and yet few seek to avoid me.

I destroy, crush and maim. I give nothing, but take all.

I am your worst enemy.

I am Carelessness.

ONE ON US

A contribution from our subscription department: "Please discontinue The Talking Machine World. I find no fault with the magazine, which I greatly admire for its constructive, upbuilding policy in aiding the trade, but the fact is I am no longer in the talking machine business and besides I'm married."

The American Talking Film Corp., manufacturer of motion picture talking machines, was incorporated recently with a capitalization of $2,500 by J. J. Comer, Walter I. Patton and H. P. and A. J. Elliott, all of whom are residents of Chicago, Ill.

There is quality in Boston Albums. Each one is made in one piece and without seams. No glue or paste used. Envelopes are locked in a metal back, and cannot sag. Every special feature patent and cannot be found in any other album.

Made for all disc records. Send for prices.

THE BOSTON BOOK CO., Inc.
73 Broadway, Brooklyn, New York Factory, 103 Broadway

LOOK FOR ACTIVE SUMMER TRADE

Cincinnatians Are Buying Talking Machines and Records in Good Volume—Leading Jobbers Tell of Conditions Which Are Satisfactory Despite Unevenness in Retail Field

CINCINNATI, O., June 4.—No high spots were touched by the talking machine trade during the past thirty days. The situation was inclined to be a little quiet, which is the general predicament of all lines in the Middle West just now. The best illustration, showing what the people are doing with their money, is to be found among the building associations. Their treasuries are literally swamped with coin and the officers are unable to find places to invest it.

Manager Dittrich, of the talking machine department of the Rudolph Wurlitzer Co., summarizes the Victor situation as follows:

"All signs point to an extremely active summer, to a record-breaking fall and a holiday demand that will exceed anything ever thought possible in the past. Most dealers have already placed orders for their requirements in Victrolas for the balance of the year, and it is of great importance that dealers who have not already done so to place their orders immediately for their future requirements. Advance orders this year are more than double what they were last year, and it does not take a very far-sighted dealer to foresee the inevitable result of such a condition. Every mail is bringing in advance orders, and as there is a limit to the output of the factory, the inevitable must happen in the case of those dealers who do not anticipate their requirements.

"Record business continues active, and orders show that dealers everywhere are renewing and increasing their stock in evident anticipation of a most active summer demand. A number of orders for record demonstration booths have been received during the last thirty days, indicating that the short breathing spell given dealers by the slight slackening of trade, incidental to the hot weather, has enabled them for the first time to take stock of the situation and realize their shortcomings.

"We are preparing to meet the situation with vastly increased facilities, and we know that we do not over-estimate the requirements of our dealers."

From a comparative standpoint the Vocalion department of the Aeolian Co. exceeded last year's May business, which, in a way, is a gratifying method of looking at the situation. The month was a fairly busy one. The manager, Charles L. Byers, left Friday night for Atlanta to visit his father, who is seriously ill.

R. J. Whelen, local manager of the Columbia Graphophone Co., says: "Business is good and we are well pleased with the May totals, as they are far in excess of last year's totals for May. There was some decrease in the retail business during the fore part of the month, but the latter part made up for that. Wholesale business keeps up remarkably and the demand for our machines seems to be greater than ever before in our history." He further stated that the traveling men were back on the job and report business good all along the line. "Machines are now coming through from the factory and we believe when the new factory is in working order all orders will be filled promptly."

S. H. Nichols, district manager of the Columbia Graphophone Co., spent a day in Cincinnati going over the fall campaign and getting the traveling men started out after fall orders.

The new six-story home of the Starr phonograph may be ready for occupancy within another month.

The Knabe Crystola phonograph, which now includes a $200 instrument, is being handled by five houses in this city and Covington.

Louis Ahaus, one of the original Victor salesmen about Cincinnati, who had charge of the talking machine department of the Lyric piano Co., is now with the Rudolph Wurlitzer Co.

The "Safety First" train, here during the past week, carried a Columbia Grafonola in every car for the entertainment of the attaches of the train as well as the visitors.

The Nationola Co., Cleveland, dealing in talking machines, was incorporated during the past week for $25,000 by J. R. Juringus, E. C. Fox, N. E. McIntyre, A. Allen and E. Leary.

LOCATED IN THEIR NEW QUARTERS

Arthur L. Van Veen & Co., manufacturers of Van Veen demonstration booths, are now located in their new home in the Marbridge Building, Broadway and Thirty-fourth street, New York, where they have at their disposal considerably better facilities than were afforded them in their former quarters.

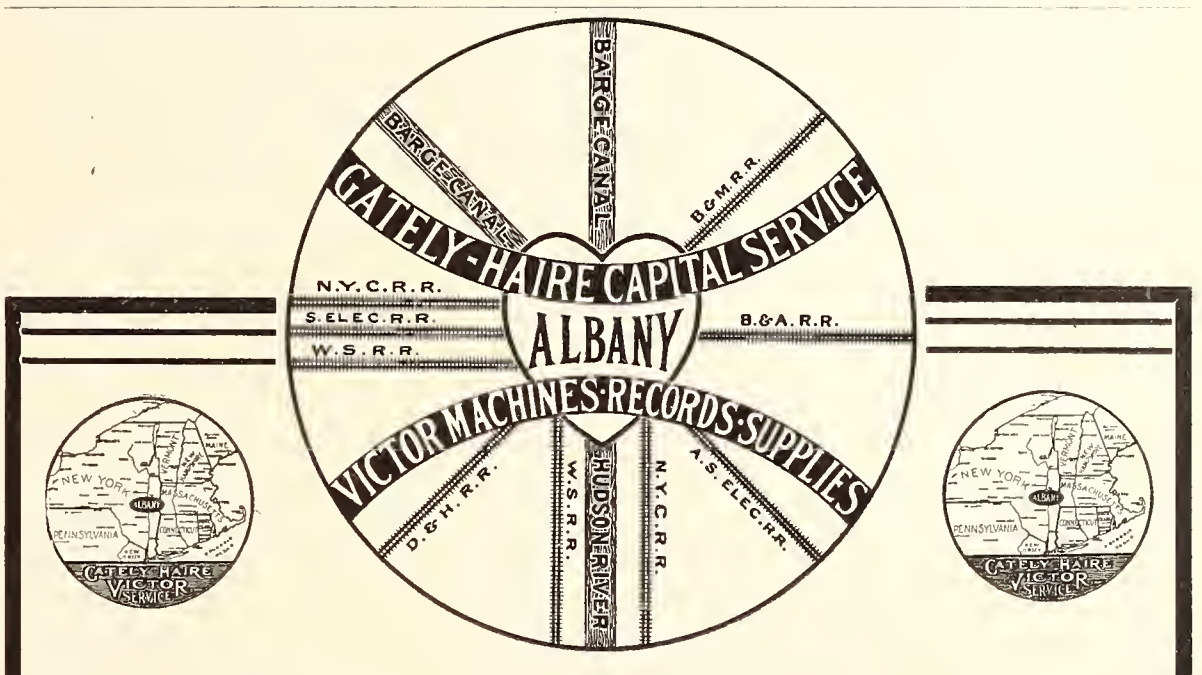
Mr. Van Veen stated this week that the company had received a number of repeat orders for Van Veen booths from dealers in different sections of the country, who were well pleased with the booths they had originally ordered. Among the recent contracts completed by Van Veen & Co. were the installation of Van Veen booths in the new stores of Krakauer Bros., 125 West Forty-second street, New York, and Christman Sons, 753 Sixth avenue, New York.

SCORING QUITE A SUCCESS

E. W. Fortiner, for three years field representative of the Victor Talking Machine Co., who recently made connections with the sales department of the Stewart Talking Machine Co., Victor jobber, of Indianapolis, is scoring a success with that enterprising house. Mr. Fortiner's wide acquaintance among the trade is regarded as a distinct asset. His addition to the Stewart forces has greatly strengthened the service-to-dealers of that company.

VICTOR DEALER ENLARGES

The Suburban Quality Shop, of Danvers, Mass., has been enlarged, a new demonstration room having been installed for the display of Victor Victrolas and records. Manager Quigley reports an excellent business.



ALBANY is right in the heart of things, as you will see from the above "baseball." Notice the various shipping lines, and we want to say that we are only three hours from New York; six hours from Boston, and six hours from Buffalo. Within a night's ride are more than half of the people in the country.

Gately-Haire Service combines efficiency in ordering, receiving and shipping—the trinity of service.

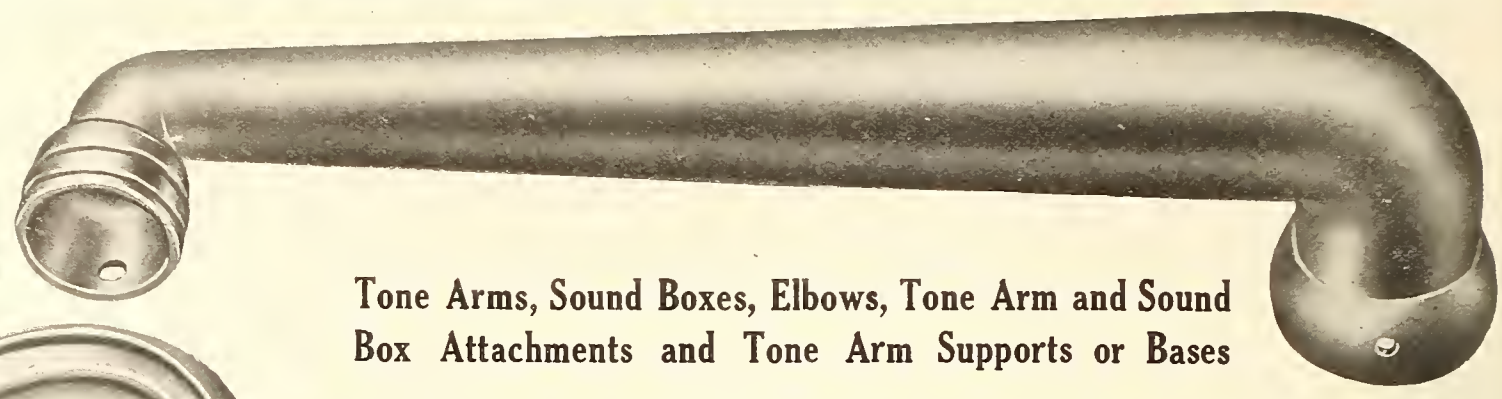
Repeat our slogan: "Albany—for capital service"—and remember that we'll back it up.

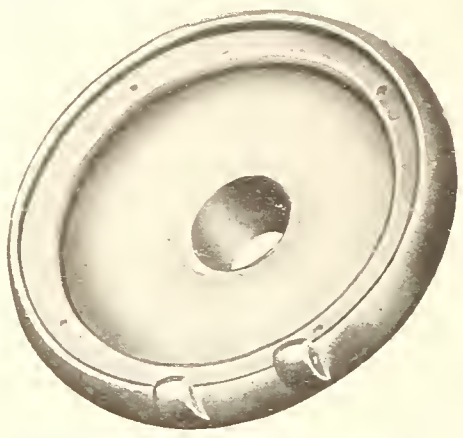
The Gately-Haire Co., Inc.

JOHN H. GATELY, Pres. CLAUDE B. HAIRE

ALBANY

TRADE MARK.





Tone Arms, Sound Boxes, Elbows, Tone Arm and Sound Box Attachments and Tone Arm Supports or Bases

may be die-cast by the Acme process, when used in quantities, giving you a beautiful and accurate product at less cost than if the same parts were made out of tubing or sand castings. The parts have a perfect finish and fit and are delivered by us unplated, but otherwise ready for assembly. We have had years of special experience in phonograph work, and will co operate with you in the matter of design when desired. Submit models for estimate, stating quantities you will order.

ACME DIE CASTING CORPORATION

Bush Terminal Building 5, 35th Street and 3rd Avenue **Brooklyn, N. Y.**

PLANT ADDITIONS SOON READY

Additions Being Made to Heineman Plant at Elyria, O., Will Increase Output 200 Per Cent.—Tremendous Demand for Goods

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., 25 West Forty-fifth street, New York, manufacturer of motors, tone arms and sound boxes, stated this week that the various additions to the company's plant at Elyria, O., which had been started some time ago, were fast nearing completion, and that the new departments would be ready by July 1.

With the addition of these new departments for manufacturing and assembling, the Otto Heineman Phonograph Supply Co. will be in a position to increase its output by 200 per cent. For the past six months, the immense Heineman factory at Elyria, O., has been working to capacity, but the tremendous success achieved by the company's products has resulted in the receipt of orders of unusual magnitude. Mr. Heineman has been working indefatigably to give every one of his clients maximum co-operation and service, and the recent addition to his factory facilities will enable him to adequately take care of the remarkable volume of business which his company is receiving from the leading talking machine manufacturers in all sections of the country.

The Secretary of State at Albany, N. Y., granted a certificate of incorporation last week to the Mutual Talking Machine Co., dealer in talking machines and records. The capitalization is $15,000, the incorporators being H. Segal, W. Phillips and M. A. Richmond, of Hollis, L. I.

TALKING MACHINE FOR ORPET JURY

Court Grants Permission for Installation of Machine in Jury Room During Trial

WAUKEGAN, WIS., June 5.—One of the interesting preliminary features of the trial of Will Orpet for the murder of Marian Lambert, during the efforts to secure a jury, was the permission given by Judge Donnelly to James O'Shea, one of the jurors, who has a music store in Washington, Wis., to bring a talking machine into the jury room. The court, however, suggested that the records include religious and operatic suggestions, as well as ragtime, in order that everybody might be pleased.

The Hough Organ Co., of Bay City, Mich., has leased a three-story building on Washington street, near First street, for the manufacture of talking machines.

CRESCENT

TRADE *Silver tone* MARK

PHONOGRAPHS

$15 to $225

Play Perfectly Every Type of Disc Record Without Change of Mechanical Parts

DISTRIBUTORS

CRESCENT SALES CO.
Providence, R. I.

LOUIS WOLF & CO.
Furniture Exposition Building
1319 Michigan Ave., Chicago, Ill.

SCHILLING PIANO CO.
112 West 23rd St., New York City

CRESCENT RECORDS

To permit the enjoyment of the popular CRESCENT 35c. records on machines which only play lateral cut records, there is an attachment which brings the sound box into the proper position, and retails for only 25c.

These attachments necessarily enable you to play not only our own records, but also all Jewel or Diamond point records on any of the other well-known phonographs. ***Among the June Records are the following:***

1. On the Beach of Wakikiki, from "Very Good Eddie."
2. Rackety Coo, from "Katinka."
3. Arrah-Go-On, I Am Going Back to Oregon.
4. Pagliacci (Prologue).
5. Elsa's Dream, from "Lohengrin."
6. Where Did Robinson Crusoe Go with Friday on Saturday Night, from "Winter Garden."

CRESCENT TALKING MACHINE CO., 89 Chambers Street, New York City

THE TRADE IN THE SOUTH

"DINNER DANCE" DISPLAY A HIT

Original Method for Calling Attention to Victor Danee Records Proves a Big Drawing Card for the Rhodes-Mahoney Co.

CHATTANOOGA, TENN., June 1.—One of the most clever advertising stunts in the interests of the Victor dance records was recently "pulled off" by the Rhodes-Mahoney Co., of this city, which concern has on several previous occasions had some effective exhibits for encouraging the purchase and use of Victrolas and records to meet the demands of the dance craze.

For the purpose of arousing public curiosity and interest the display was widely advertised as a "dinner dance" and at the appointed time a large crowd gathered. The curtains of the window were pulled back to disclose a well appointed dining room with two couples seated at the table. A regular course dinner was served by a negro waiter in full view of the audience in the street, and between courses one or the other of the young couples took the opportunity of dancing in one corner of the room to the music of the Victrola. The waiter incidentally added a few bits of comedy through his pantomime.

The "show" lasted for two hours, and special police had to be called to handle the crowd in the street. Before the curtains were drawn on the scene both "ladies" pulled off their wigs and stood forth, revealed as two of the prominent young men of the city. The dinner was widely and favorably commented on in the local papers.

NEW EDISON STORE IN ATLANTA

Atlanta, Ga., May 29.—Phonographs, Inc., local Edison jobber, is going to have one of the finest Edison homes south of the Mason and Dixon line. O. Simmons, head of the concern, states that the new home, situated at the corner of Ellis and Peachtree streets, in the best business section of Atlanta, will be ready for occupancy on October 1. The lower floor will be equipped with sound-proof rooms and recital hall, together with a private office and mezzanine balcony. There will be also a ladies' rest room. The second floor will be devoted to the wholesale department, the bookkeeping and mailing departments.

TAKES CHARGE IN NEW ORLEANS

H. L. O'Brian, who was formerly connected with the recital department of the Aeolian Co., New York, and more recently was a member of the staff of the Brooklyn store, and floor salesman in the Aeolian-Vocalion department, has taken charge of the Vocalion department of the D. H. Holmes Co., Ltd, New Orleans, who recently closed arrangements to handle the Aeolian-Vocalion line. He expects to develop a profitable market.

SPRING FESTIVAL AT RICHMOND

RICHMOND, VA., June 8.—We have recently had in our community the great spring festival, which is given each year by the Wednesday Club, one of the oldest musical organizations of the entire South. This year the following artists appeared in these concerts and scored tremendous successes: Pasquale Amato, Olive Kline, George Coeplan, Sophie Braslau, Giovanni Martinelli, Julia Culp, Anna Case and Richard Haggeman, director of the Metropolitan Orchestra.

Over 10,000 people heard the three great concerts, which is the largest attendance in the history of the club. Undoubtedly this great attendance is due primarily to the education of the public, which has been caused by the advent of the talking machine; it should not, however, be taken that all of the benefit has been derived by the public from the talking machine inasmuch as the dealer has profited immeasurably through their sale; therefore, the great festivals have well correlated in this work. The increase in the record business due to the stimulus given by the concerts has been tremendous, the sales of records by the artists who appeared doubling, and in some instances, trebling.

Inasmuch as the South has been particularly favored this year with many visits from the great Metropolitan artists of the country, who make records for the Victor, this advantage has naturally accrued to the benefit of the entire Victor dealership of this section of the country. In return for the evident help that the dealers are receiving, they, on their part, should make every effort to promote to a successful conclusion, spring festivals, concerts of great artists, and local musicals, as the result, in so far as they are concerned, is of necessity, obliged to bring direct returns.

BIG TONE TEST IN BIRMINGHAM

Over 2,500 Members of Birmingham Society Pack Jefferson Theatre for Occasion—Held Under Auspices of Loveman, Joseph & Loeb —Convention of Edison Dealers Also Held

BIRMINGHAM, ALA., June 3.—One of the musical events in this city recently was the tone test recital given at the Jefferson Theatre under the auspices of Loveman, Joseph & Loeb. Mme. Marie Rappold was the leading artist and her demonstration of the re-creation of her voice through the new Edison phonograph was enthusiastically received.

The recital was arranged largely through the efforts of J. L. Baskin, manager of the phonograph department of Loveman, Joseph & Loeb, who is a man of long experience in the phonograph field, having built up his department until it is one of the most important in the big store.

The Jefferson Theatre, with a seating capacity of about 2,500, was crowded to the doors by the society of Birmingham, and over 300 people were turned away for lack of space. The recital itself was under the direction of Verdi E. B. Fuller. In addition to Mme. Rappold's singing, Arthur Walsh, from the Edison laboratories also played violin selections in unison with the Diamond Disc phonograph. The feat of Mme. Rappold in apparently singing duets with herself was especially appreciated by the audience.

Phonographs, Inc., the Edison jobbers for the Atlanta zone, took advantage of the opportunity and held a dealers' convention in Birmingham the same day as the recital. There was a very successful business session held in the afternoon, and this was followed by a banquet in the evening at the Hotel Tutwiler. Some of the dealers present were Leo Loeb, J. L. Baskin, Verdi E. B. Fuller, A. Walsh, C. R. Lee, W. L. F. Rosenblatt, O. Simmons, W. B. Word, Winship Nunnally, Custis Guttenberger, Carl Laverty, W. C. Strickland, A. A. Keyes, J. D. Fleming and E. E. Bedford.

The new store of the DeLoache Phonograph Corp., located at 1701 Elm street, Dallas, Tex., recently opened is considered one of the most modern talking machine sales rooms in the Southwest. Ira DeLoache is president of the concern.

We Admit—"There's a Reason"

If you are looking for close co-operation—

you'll find OUR VICTOR SERVICE QUICK and satisfactory in every way

LOW FREIGHT RATES, FULL AND COMPLETE STOCKS and ADVANTAGEOUS LOCATION for prompt deliveries, enable us to replenish your stock QUICKER—and at LESS SHIPPING COST to you.

Proof on the First Order

THE HOUSE THAT MADE RICHMOND MUSICAL

The Corley Company INC.

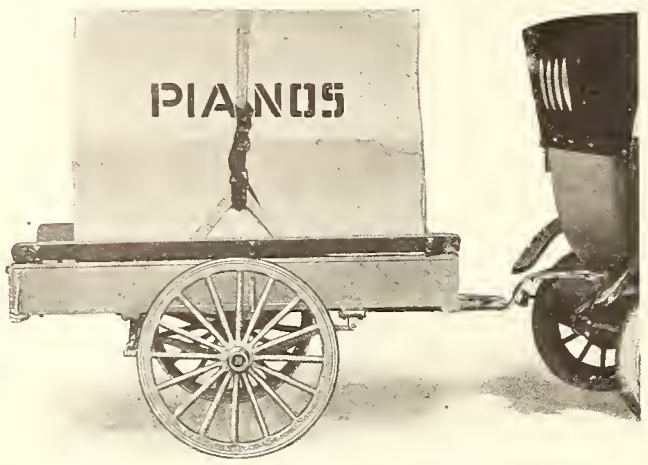
The South's Leading Victor Distributors

213 East Broad Street, Richmond, Va.

RUSH ORDERS—

Records and Supplies—filled immediately. Complete stock of Foreign Records. Victor Repairs by factory-trained experts. Free Advertising Ideas and advice.

Dealers Who Believe in Efficiency and Who Want—



Model A holds 3 Victrolas or 3 similar-sized machines. Also easily carries 1 piano.

To Secure Maximum Utility From an Automobile Should Get

THE DeKALB TRAILER

One of these attached to any make of automobile will completely solve your delivery and receiving problems

Length, 7 ft.; width, 40 in.; sides 8 in. deep. Solid steel axle, hickory wheels, with either steel or rubber tires. Best quality steel springs. Painted auto black and equipped with draw bar that is quickly attached to any car. Weight, 400 lbs. Easy running and easily handled.

Send a postal for details. It's certainly worth your business' while

DeKALB WAGON COMPANY

DeKalb, Illinois

GENERAL ACTIVITY IN MONTREAL

Edison Diamond Disc Phonograph in Recital for Red Cross—M. H. Browne Co. Moves—Record Stars to Appear in Concert—New Stores Being Opened—After Summer Trade

MONTREAL, QUE., June 5.—The Edison Diamond Disc phonograph was recently featured at a musicale at the Gayety Theatre in Sherbrooke, Que., in aid of the Red Cross Society. The machine and records were supplied by Arthur Bloin, a music dealer of that city, and the event was widely advertised.

The M. H. Browne Co., representing the Dictaphone Co., has removed to 58 Beaver Hall Hill, this city.

Arthur L. Mandy, formerly with the R. S. Williams Sons Co., Ltd., and more recently manager of the Phonograph Shop, Ltd., Ottawa, Ont., has enlisted in the Canadian contingent and is now taking the officers' training course at Kingston.

H. C. Fortier, of the well-known Quebec distributing house of P. T. Legare, Ltd., recently returned from a visit to New York and other cities in the United States.

Anna Case, the Edison artist; Louis Graveure, the Columbia star, and Maggie Teyte, the Victor favorite, are all scheduled for a recital in Montreal shortly.

P. H. Lobelle & Co., Ltd., furniture dealers of this city, report continued success with the Columbia and Sonora lines of phonographs.

It is reported that N. H. Phinney & Co., of Halifax, N. S., have opened a branch salesroom in Kentville, N. S., featuring the Edison and Columbia lines.

Almy's, Ltd., reports some excellent business in Columbia machines, selling at $85 and $100, besides many sales in the cheaper types. Miss Vezina is in charge of this department.

The Berliner Gramophone Co., Ltd., is at present featuring some attractive camping scenes in its show window to stimulate summer Victrola business.

Geo. A. House, direct from the Edison laboratories, has recently been demonstrating the new diamond disc phonograph in the Maratime Provinces.

ATTRACTIVE VICTOR DISPLAY

Dealers in New York State pay particular attention to window displays and one of the best musical instrument displays shown recently was the display of Finch & Hahn, Troy, New York, this being created under the direction of Frank H. Burdick, manager. This window appeared sometime ago, it being in the nature of an Easter window showing. The effect produced by thousands of electric lights and many Easter lilies, each with a lighted center, together with a proper showing of various models of Victrola machines, all of which was beautifully reinforced by trellis work, caused nearly all passers-by to stop and spend some time viewing the magnificent showing.

SOSS Invisible Hinges

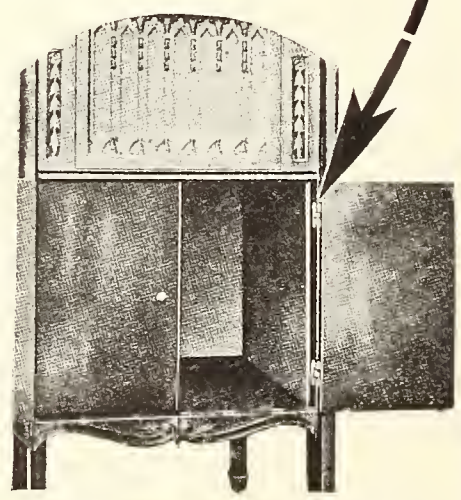
Preserve the beauty of well designed and finely finished

Talking Machines
Music Cabinets
Pianos
Player Pianos and Benches

They are made in numerous sizes for these particular purposes.

When you fail to see an unsightly Hinge protruding you know SOSS is the answer.

Write to-day for catalogue T.



Soss Manufacturing Co.

435-443 Atlantic Avenue, Brooklyn, N. Y.

BRANCH OFFICES:

Chicago—160 North Fifth Avenue.
Los Angeles—224 Central Bldg.
San Francisco—164 Hansford Bldg.
Minneapolis—3416 2nd Ave. So.
Detroit—922 David Whitney Bldg.

TWO INTERESTING LETTERS

Received by Columbia Co. Which Tell Their Own Story of Product Efficiency

The Columbia Graphophone Co., New York, received recently the following letter from Flore Revalles, of the Serge de Diaghileff Ballet Russe, relative to the efficiency of Columbia dance records.

"Though a newcomer to your country, I have been more than interested in your wonderful talking machine records that have been brought to my notice. My curiosity has been so great that I have been using your dance records for my rehearsals with the utmost satisfaction, and I think it is due you to say I think all who dance can have much satisfaction from your Grafonolas and records, as their tempo, rhythm and musical qualities simply are charming and of great assistance."

Another interesting letter was sent to the Columbia Co. by E. A. Hungerford, department secretary of the Central Branch of the Y. M. C. A., Brooklyn, N. Y., the finest Y. M. C. A. building in the country. This letter reads in part as follows:

"I am writing to express to you our great satisfaction at the results we are getting from our Columbia Grafonola. It is in constant use in the building and is a source of a great deal of pleasure to our members. We would not be without it for anything in the world."

INCORPORATED

The Harrolla Talking Machine Co., of Newark, N. J., was incorporated recently for the purpose of manufacturing talking machines and cabinets, with a capitalization of $100,000.

D. A. White, of the White Furniture Co., Mebane, N. C., has installed a large Edison Diamond Disc phonograph in his factory for the use of the employes there.

TRANSFER NAME-PLATES

We make the Name-Plates and Transfers for the largest talking machine manufacturers in this country and for dealers in every State.

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

Samples, Suggestions and Sketches Furnished **FREE**

THE MEYERCORD CO.

LARGEST MANUFACTURERS OF

DECALCOMANIA

TRANSFER NAME-PLATES

CHICAGO

ARGUMENTS PRESENTED IN PRICE-CUTTING CASE

Elisha K. Camp Argues Appeal of Boston Store in Action Brought by Columbia Graphophone Co.—Makes Some Interesting Contentions and Cites Numerous Precedents

The appeal of the Boston Store, of Chicago, from the interlocutory decree entered by the United States District Court, on September 27, 1915, against the Boston Store, its officers, servants, etc., *pendente lite*, enjoining the Boston Store from cutting prices on Columbia records, came on recently for argument before the Circuit Court of Appeals, Seventh Circuit, in Chicago.

The Boston Store was represented by Moritz Rosenthal, Henry H. Kennedy, Joseph W. Moses, Julius Moses, Hamilton Moses, Walter Bachrach and S. Sidney Stein. The appeal was argued by Hamilton Moses.

The Graphophone Cos. were represented by Elisha K. Camp, Daniel N. Kirby, Taylor E. Brown and Clarence E. Mehlhope. Mr. Camp and Mr. Kirby argued the appeal for the Graphophone Cos. In his argument Mr. Camp said:

"The fundamental, chief and controlling question in this case is the one which was thus stated by Judge Geiger in the Court below:

" 'Can a patentee, upon a sale of a patented article, by contract require of his immediate vendee the observance of price restrictions upon resale?'

" 'It is the question,' says Judge Geiger, 'which in the Victor case, 123 Fed. 424, was somewhat more broadly stated to involve these facts: "the bill very clearly shows that appellant said to the jobber: 'we are unwilling to part with the whole of our monopoly. There are no terms on which we will give you an unrestricted right to deal in our machines. However, if you choose to pay our price for a limited right, we will place our machines in your hands, to be sold by you or by dealers under you, to the public at not less than $25 each,' and that the jobber explicitly accepted this offer.' "

"This is not a case like the Sanatogen case (Bauer vs. O'Donnell, 229 U. S. 1) where the defendant was not under contract with complainant to maintain prices and *where the patentee made an outright sale of his patented article without restriction of any kind,* allowing the patented article to pass out of the monopoly without committing by proper agreement, the one to whom the article came, to the observance of an obligation on his part and then tried to recall it or to claim that by 'notice,' he burdened the article with such a reservation; but this is a case where the patentee, through its authorized agent acting within the scope of its authority as its representative, made a conditional or restricted sale of the patented articles in question by contract directly with the defendant, and the latter expressly agreed, *at the very instant of the sale,* to observe the said conditions and restrictions which were reasonable and lawful and which required the defendant to observe the resale price fixed by the patentee, through its said agent. The patentee expressly reserved and retained part of his patented monopoly to sell and did not attempt to go beyond this, or by a 'mere notice,' as in the Sanatogen case, to burden the patented article with a restriction or reservation not imposed at the very instant of the sale. The defendant, Boston Store, having expressly agreed by contract, to observe the restrictions aforesaid, we contend that those restrictions should be enforced whether the contract be regarded as constituting a valid agreement in and of itself, or, as merely evidencing the extent to which the patentee has retained a part of his monopoly right to sell, and has granted a restricted right to resell. It is also our contention that the case comes squarely under the ruling in Bement vs. Harrow Co., 186 U. S. 70, where the Supreme Court said (p. 91):

" '* * * The general rule is absolute freedom in the use or sale of rights under the *patent* laws of the United States. The very object of these laws is monopoly, and the rule is, with few exceptions, that ANY CONDITIONS that are not in their very nature illegal with regard to this kind of property, IMPOSED BY THE PATENTEE AND AGREED TO BY THE LICENSEE, for the right to manufacture or use or sell the article, WILL BE UPHELD BY THE COURTS. The fact that the conditions in the contract keep up the monopoly does not render them illegal.'

"It is our further contention that, as held by Judge Geiger, the patentee can say:

" 'I will manufacture the patented articles myself and I will sell to no one except on condition that he observe a resale price, to be fixed by me.' "And, he can do so, for the reason that the article, because of its embodiment of the invention, has been made a subject of lawfully restrictive, price bargaining; and the Wall Paper and Dr. Miles Medical cases, 212 U. S. 233, 220 U. S. 393, are most persuasive in supporting such view. The language of the Supreme Court in the Miles case (see p. 401) could give no clearer recognition to the full right of the patentee to bargain for price restriction. The statement is almost made in plain words, that if the proprietary medicine were a patented article, the contract there in question would, as between the parties, receive the protection of the patent laws as construed in the Bement case."

"Accordingly Judge Geiger was right in holding:

" 'That Dick vs. Henry and Bement vs. Harrow Co., Victor vs. The Fair, and the other cases, *supra,* so far as they permit a patentee, *while exercising* any of his three co-ordinate monopoly rights, by proper amendment, to reserve such portion thereof as he sees fit, have not been overruled by Bauer vs. O'Donnell; but that, after he has once allowed the patented article to pass out of the monopoly without committing, by proper agreement, the one to whom the article comes, to the observance of an obligation on his part, he cannot then recall it or claim that, by a notice, he burdened the article with such reservation.'

"What the patentee did was what was expressly held to be lawful and proper by the Circuit Court of Appeals of the Eighth Circuit, in National Phonograph Co. vs. Schlegel, 128 Fed., 733, and by the District Court, Eastern District of Pennsylvania, in United States, vs. Keystone Watch Case Co., 218 Fed. 502, before Buffington, Hunt and McPherson, Circuit Judges. Speaking for the Court in the Schlegel case, Judge (now Mr. Justice) Van Devanter said:

" 'An unconditional or unrestricted sale by the patentee, or by a licensee authorized to make such sale, of an article embodying the patented invention or discovery, passes the article without the limits of the monopoly and authorizes the buyer to use or sell it without restriction; *but to the extent that the sale is subject to any restriction upon the use or future sale* the article has not been released from the monopoly, but is within its limits, and, as against all who have notice of the restriction, is subject to control of whoever retains the monopoly. This results from the fact that the monopoly is a substantial property right conferred by law as an inducement or stimulus to useful invention and discovery, and that *it rests with the owner to say* what part of this property he will reserve to himself and what part he will transfer to others, and *upon what terms he will make the transfer.*'

"Mr. Justice Lurton quoted this opinion with approval, in delivering the opinion of the Supreme Court in the Mimeograph case (Henry vs. Dick, 224 U. S. 1).

"Speaking for the Court in the Keystone Watch case, Judge McPherson said (p. 514):

" 'The defendant company attempted to restrict the prices at which the wholesaler or jobber might sell, to the retailer, and to this end made a direct agreement with the jobber. *As we understand the decisions, such an agreement was within the company's lawful rights.* Certain material parts of the Howard watch were covered by *bona fide* patents taken out and used for a lawful purpose, and *as the owner of these patents the company had a right to make a direct agreement with the jobbers whereby a minimum price was fixed at which the jobber might sell.* Bement vs. Harrow Co., 186 U. S., 70, 22 Sup. Ct., 747, 46 L. Ed., 1058; Henry vs. Dick Co., 224 U. S. 1, 32 Sup. Ct., 364; 56 L. Ed., 645, Ann. Cas., 1013, D., 880.

"But the company went further, and by mere notice to the retailer, accompanying the box in which the watch was sold by the jobber, attempted to fix the minimum price at which the retailer might sell to the consumer. *No direct agreement was made with the retailer.* When the company sold the watch to the jobber it had fully exercised its right to vend, and had no right to use the notice subsequently given in order to control the price at which the retailer might sell. Bauer vs. O'Donnell, 229 U. S., 1, 33 Sup. Ct., 616, 57 L. Ed., 1041, 50 L. R. A. (N. S.), 1185.'

"The jobber, not being the agent of the patentee, could not create privity between the patentee and the retailer. Therefore when the retailer bought subject to mere notic, he got articles which then passed out from under the monopoly.

"The Supreme Court cited the Harrow case with approval in its last word on this subject, namely, the Sanatogen case, *supra.*

"It is important to note also that in refusing to grant the writ of certiorari asked for in the Waltham Watch Co. case (Waltham Watch Co. vs. Keene, 232 U. S., 724), the Supreme Court did not modify its ruling in the Harrow case to the effect, as already stated, that A PATENTEE, BY CONTRACT, MAY FIX THE PRICES ON HIS PATENTED PRODUCT. The defendant Keene in that case was not a party or a privy to the Waltham Watch Company's price maintenance contract. It is expressly stated in Judge Ray's opinion (202 Fed., 235), (at p. 230) that

" 'There is no allegation or stipulation that the defendant has purchased any of these movements from the complainant or that the complainant sold him any.'

"In two of the strongest opinions on the subject which we have found, this Court has clearly defined the rights of a patentee and the public policy declared by the patent laws. In the first of these, Victor Talking Machine Co. vs. The Fair, 123 Fed., 424, Judge Baker, writing the opinion of this Court said (p. 426):

" 'Within his domain, the patentee is Czar. The people *must take the invention on the terms he dictates or let it alone for* 17 *years. This is a necessity from the nature of the grant.* Cries of restraint of trade and impairment of the freedom of sales are unavailing, because for the promotion of the useful arts the Constitution and Statutes authorize this very monopoly. * * * The patentee may agree with one that he will not exclude him from making, with another from using, and with yet another *from selling* devices that exemplify the principles of his invention; * * * he may subdivide as he pleases and offer to sell or lease in the most fanciful parcels on the harshest terms; * * * whether purchasers and tenants come or not is purely his own concern; * * * if purchasers or tenants do come, the Courts will enforce the terms of the sale or lease; * * * he cannot be compelled to part with his own except on inducements to his liking.'

"In the other, Rubber Tire Wheel Co. vs. Milwaukee Rubber Works Co., 154 Fed., 358, Judge Baker, also writing the opinion of this Court, said (p. 362, italics ours):

" 'Under its constitutional right to legislate for the promotion of the useful arts, Congress passed the patent statutes. The public policy thereby declared is this:—Inventive minds may fail to produce many useful things that they would produce if stimulated by the promise of a substantial reward; what is produced is the property of the inventor; he and his heirs and assigns may hold it as a secret till the end of time; the public would be largely benefitted by obtaining conveyances of these new properties; so the people through their representatives say to the inventor: Deed us your property, possession to be yielded at the end of 17 years, and in the meantime we will protect you absolutely in the right to exclude every one from making, using, or vending the thing patented, without your permission. Bloomer vs. McQuewan, 14 How., 539, 548, 14 L. Ed., 532; United States vs. American Bell Telephone Co., 167 U. S., 224, 17 Sup. Ct., 809, 42 L. Ed., 144; Bement vs. National Harrow Co., 186 U. S., 70, 22 Sup. Ct., 747, 46 L. Ed., 1058; Good vs. Daland, 121 N. Y., 1, 24 N. E. 15; Fuller vs. Berger, 120 Fed., 274, 56 C. C. A., 588, 65 L. R. A., 381; Victor Talking Machine Co. vs. The Fair, 123 Fed., 424, 61 C. C. A., 58, Rupp-Wittgenfeld Co. vs. Elliott, 131 Fed., 730, 65 C. C. A., 544. Congress put no limitations, excepting time, upon the monopoly. Courts can create none without legislating. The monopoly is of the invention, the mental concept as distinguished from the materials that are brought together to give it a body. Use of the materials, as noted above, may be enjoined as injurious to the public; but that does not invade the monopoly. *Use of the invention cannot be had except on the inventor's terms. Without paying or doing whatever he exacts, no one can be exempted from his right to exclude. Whatever the terms, courts will enforce them, provided only that the licensee is not thereby required to violate some law outside of the patent law, like the doing of murder or arson.*'

"The opinion of the Supreme Court of Washington in Fisher Flouring Mills Co. vs. Swanson, 137 Pac., 114, 76 Washington, 649, contains a very interesting discussion of the question of price fixing (though not of patented articles), and concludes with this strong argument in favor of the practice:

" 'Finally, it seems to us an economic fallacy to assume that the competition, which in the absence of monopoly benefits the public, is competition between rival retailers. The true competition is between rival articles, a competition in excellence, which can never be maintained if, through the perfidy of the retailer who cut prices for his own ulterior purposes, the manufacturer is forced to compete in prices with goods of his own production, while the retailer recoups his losses on the cut price by the sale of other articles, at, or above, their reasonable price. It is a fallacy to assume that the price cutter pockets the loss. The public makes it up on other purchases. The manufacturer alone is injured, except as the public is also injured through the manufacturer's inability, in the face of cut prices, to maintain the excellence of his product. Fixing the price on all brands of high-grade flour is a very different thing from fixing the price on one grade of high-grade flour. The one means the destruction of all competition and of all incentive to increased excellence. The other means heightened competition and intensified incentive to increased excellence. It will not do to say that the manufacturer has not interests to protect by contract in the goods after he has sold them. They are personally identified and morally guaranteed by his mark and his advertisement.' "

There's A Fine Profit for You in MOTROLAS

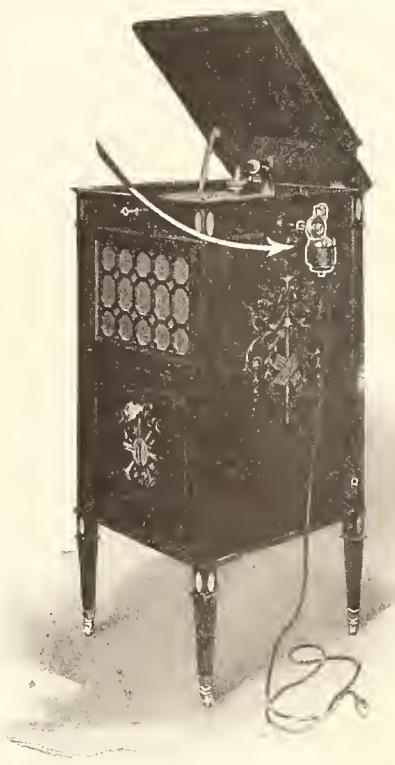
THEY sell fast—because they are *necessary* for the *complete* enjoyment of the instrument.

No more winding by hand—the Motrola does it for you. Simple to attach—just unscrew the winding crank and put the Motrola in its place. Connected with electric current it winds automatically, insuring true tone and even time.

Costs practically nothing to run. It can't get out of order.

Be one of the first to have a Motrola for demonstrating purposes. A sample Motrola will be sent on 10 days' trial to any responsible dealer.

Prices and all other information sent on request.



If you are in the vicinity of New York—on a convention trip or otherwise—we will consider it a pleasure to demonstrate the Motrola to you if you will call at our office.

JONES-MOTROLA, INC.

171 Madison Ave. (cor. 33d St.)

NEW YORK CITY

Columbia
Columbia Records
TRADE MARK
Note the Notes

Every time you sell a $200 Columbia Grafonola—you have made a beautiful profit—you have made a certain and regular record buyer, and you have added one more completely pleased and actively interested customer to your list.

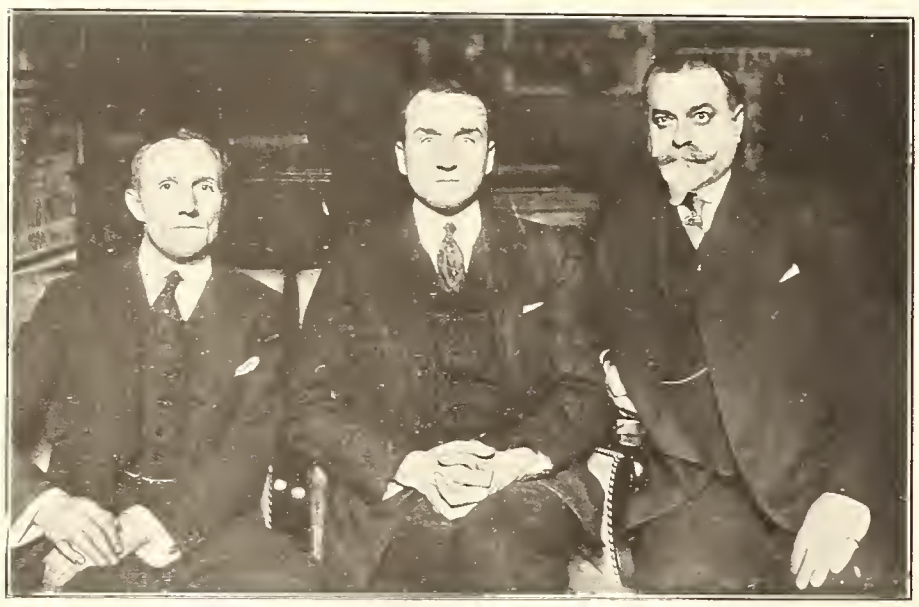
(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

NEW PATHE OFFICERS ELECTED

E. A. Widmann Becomes President, J. E. Pathé, Vice-President; G. W. Case, Jr., Secretary, and T. E. La Montagne, Treasurer

The annual meeting of the stockholders of the Pathé Frères Phonograph Co., New York, was held last week at the company's executive offices, 29 West Thirty-eighth street, New York, and subsequent to the transaction of general routine matters, the following officers for the ensuing year were elected: Eugene A. Widmann, president; Jacques Emile Pathé, vice-president; George W. Case, Jr., secretary; T. E. La Montagne, treasurer.



New Officers of the Pathé Frères Phonograph Co.
Left to Right—George W. Case, Jr. Secretary; Eugene A. Widmann, President; T. E. La Montagne, Treasurer

Mr. Widmann was previously secretary and treasurer of the company, and his election to the presidency of the company is in acknowledgment of his untiring and indefatigable efforts to place the Pathé Frères Phonograph Co. in the high position it now occupies in the phonograph and commercial worlds. Mr. Widmann is a keen business man and an able financier and before he joined the executive forces of the Pathé Frères Co. several years ago was prominent in other branches of mercantile life.

Jacques Emile Pathé, the newly elected vice-president, is a son of Emile Pathé, of the Pathé Frères Co., Paris, France. He is an officer in the French army, and was last week wounded in the fighting at Verdun. He is convalescing rapidly, however, and expects to rejoin his regiment in a short while. Mr. Pathé's second son was also wounded some time ago while fighting with the French army.

George W. Case, Jr., has been patent counsel for the Pathé Frères Phonograph Co. for a number of years, and is recognized as one of the best informed members of the phonograph industry's legal division. He will continue in this capacity in addition to occupying the important post of secretary. T. E. La Montagne is a leading figure in the city's financial circles, although he is now devoting the greater portion of his time to Pathé Frères Phonograph Co. activities.

The four officers and the following business men, many of whom are prominent in their respective spheres, constitute the Pathé Frères directorate: Otto Doll, Herman A. Metz, Robert W. Crawford, Joseph F. Collins, H. N. McMenimen, W. Herman Rose, Louis M. Cohen.

ADVOCATE PRICE MAINTENANCE

Kansas City Chamber of Commerce Votes Favorably on Referenda Sent by National Chamber—C. J. Schmelzer Joins in Debate

Kansas City, Mo., June 6.—The Kansas City Commercial Club has voted favorably on both the referenda of the National Chamber of Commerce with reference to maintenance of resale prices and unfair competition. The first proposition was about Federal legislation permitting such maintenance of resale prices, the second recommending legislation giving the Federal Trade Commission authority to prevent price cutting in interstate and foreign commerce.

The club had submitted both referenda to its members, and their vote was favorable to both propositions. Tuesday evening, May 16, there was a meeting of the board of directors of the club, at which a formal vote was taken—which also resulted in favor of both proposals.

There was a heated debate before the board of directors, in which C. J. Schmelzer, president of the Schmelzer Arms Co., distributor of Victor talking machines, championed the Stephens bill, and the price maintenance referendum. One of Mr. Schmelzer's opponents in the debate was L. H. Austin, representative of the National Chamber of Commerce, who had been called on by opponents of the bill to state certain arguments against it.

OFFER NEW MODEL PATHEPHONE

Latest $100 Instrument Is Finished in Chinese Lacquer Design—Is Very Attractive

The Pathé Frerès Phonograph Co., New York, has added to its line a new model of its $100 Pathephone which is finished in a Chinese lacquered design. This model is the same size as the $100 Pathephone in mahogany and other finishes, but the originality and artistic conception of the design has served to attract the attention of numerous music lovers.

John M. Dean Corporation
Putnam, Conn.

Manufacturers of

Talking Machine NEEDLES

Dean Service covers every essential need in talking machine needles. Needles furnished in bulk or in special packages. Quality needles only.

COLUMBIA CO. BUSINESS ACTIVE

W. C. Fuhri Brings Pleasing Reports on Conditions From the Middle West—May Business Breaks Month's Record—R. F. Bolton on Western Trip—Exchanging Views with Trade

"Business conditions in the Middle West are excellent, and give every indication of permanence," said W. C. Fuhri, United States manager of the Columbia Graphophone Co., who returned late last week from a trip through this territory. "Wherever I visited, there was a feeling of confidence in the industrial outlook which augurs well for the future." Mr. Fuhri returned to New York in his automobile, making the trip from Chicago in eight days, and stopping at Buffalo and Cleveland en route. He expects to remain in the East for some time, as his permanent headquarters will be at the company's executive offices in the Woolworth Building.

The Columbia Co.'s sales totals for the month of May reached a high water mark for this month, showing the same remarkable gain over last May that each month this year has registered over 1915's corresponding month. Work on the new factory additions is being rushed, and the new building which was purchased last month will be occupied by the Columbia Co.'s employes during the course of the month.

R. F. Bolton, district manager of the Columbia Co., with headquarters at 83 Chambers street, New York, left June 1 for a visit to the company's wholesale divisions in the Middle West. Mr. Bolton, who will be away about ten days, will take advantage of the opportunity offered him to exchange views and ideas with his co-workers in this section, and this trip will doubtless enable him to introduce a number of new plans for the extension of further co-operation to Columbia dealers in local territory. The Western managers will also learn just how the New York offices have been able to achieve new sales total records month after month.

NEW EDISON DEALERS

Twenty-eight Sign During the Past Month to Handle Edison Diamond Amberola

Thos. A. Edison, Inc., announces that twenty-eight dealers have during the past month signed the agreement under which they are licensed to sell the Edison Diamond Amberola. Of this number twelve will handle the Amberola line exclusively, and six who have been handling only the Diamond Disc line will take on the cylinder line. The remaining ten dealers have taken both the disc and cylinder lines. The new cylinder dealers in the three classes are:

Amberola Only—W. W. Miller, Consecon, Ont., Can.; Lovins, House Furnishing Co., Mahnomen, Minn.; Whitney & Demoney, Columbia City, Ind.; R. E. Behm, Pittsburg, Pa.; Malloy Drug Co., Van Hook, N. D.; Stein Jewelry and Music Co., Geneseo, Ill.; J. R. Crain, Florence, Kan.; J. D. Bruns, Richland, Ia.; Leach Lake Trading Post, Walker, Minn.; Red River Lumber Co., Westwood, Cal.; Aiken Furniture Co., Aiken, S. C.; Nelson J. Renaud, Vergennes, Ver.

Amberola and Disc—G. G. Fineman, Tarboro, N. C.; Johnstown Phonograph Co., Johnstown, Pa.; C. B. Beaulieu, Newberry, Mich.; M. F. Hobart, Gilman, Ill.; A. D. Smith, Fredericksburg, Ia.; Red Cross Pharmacy, Kalispell, Mont.; Mitchell-Neighbors Music Co., Mountain Grove, Mo.; Charles A. Harrington, Zearing, Ia.; Diamond Disc Co., Lawrence, Kan.; Benton County Hardware Co., Siloam Springs, Ark.

Previous Disc Dealers Taking on Amberola—M. M. Bovard & Son, Manayunk, Pa.; Harmon Drug Store, Kiowa, Kan.; Colwell Drug Co., Pawnee, Neb.; Loveman, Joseph & Loeb, Birmingham, Ala.; Demain Pharmacy, Kinsley, Kan.; Moisman Bros., Millbank, S. D.

The Home Music Co. has opened a talking machine shop at Lancaster, Pa., where the Columbia line will be handled exclusively.

TO JOBBERS:

We have on hand a quantity of $1^{23}/_{32}$ inch first quality MICA diaphragms for immediate delivery. Price $12 per hundred. Other sizes and prices upon request

JAMES FRAZEE
30 Church St., New York

TORONTO MARKET VERY ACTIVE

Montagnes & Co. Seek Larger Shipments of Sonora Phonographs—Wright Piano Co. Opens Store in London, Ont.—Big Poster Campaign for Columbia—Cabanas in West

TORONTO, CAN., June 5.—I. Montagnes & Co., the Canadian distributers of Sonora phonographs, report unusual activity for these instruments. They are at present featuring the Sonora "Supreme," the Canadian price for which is $1,500, and are distributing an elaborate booklet describing this instrument. I. Montagnes, head of the company, recently spent some time in New York at the Sonora headquarters arranging for larger shipments.

The Wright Piano Co., Strathroy, Ont., has opened retail salesrooms in London, Ont. This company is featuring the Columbia graphophone and records.

The Music Supply Co., distributers of Columbia goods in this city announce an elaborate poster campaign in the interests of the Columbia line which is expected to stimulate summer business materially.

The Burnett Piano & Grafonola Co. is the title of a new concern recently registered in Toronto.

Ralph Cabanas, manager of the Canadian division of the Columbia Graphophone Co., with headquarters in this city, is now in the West, and upon returning will visit all the large cities from Ft. William and Port Arthur to the Coast. In his absence Otis C. Dorian, assistant manager, is in charge.

The Edison Diamond Disc phonograph furnished by the R. S. Williams & Sons Co., Ltd., was one of the features at a recent concert held in Massey Hall, Toronto, in the interests of "Bantam's Battalion." Alice Verlet, Vernon Archibald, Glenn Ellison and Fred Van Epps appeared in person at the recital and sang in unison with their voices as re-created by the Diamond Disc phonograph.

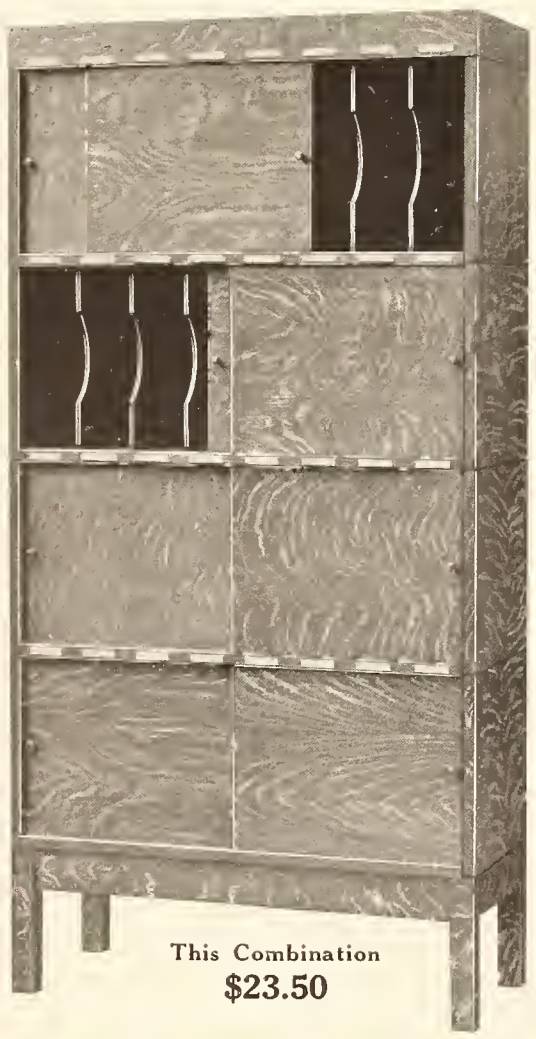
OPEN A FACTORY IN NEWARK, O.

Art Cabinet Specialty & Manufacturing Co. Recently Incorporated to Make Talking Machines and Cabinets in That City

NEWARK, O., June 1.—The Art Cabinet & Specialty Manufacturing Co., manufacturers of talking machines and special cabinets, has incorporated a new company with a capital of $15,000, the incorporators being G. M. Scharr, Columbus, O.; Geo. Hayden and C. W. Miller, Newark, O.; J. A. Kettering and L. C. Wogan, of Marion, O.

The company has leased a temporary plant in this city, but is looking for a new location and adequate factory facilities to meet its future requirements.

A Good Filing Cabinet for the Price of a Good Record



This Combination
$23.50

Send for descriptive Circular No. 50

"Lundstrom"
IT GROWS WITH YOUR BUSINESS

Sectional Record Cabinet

This cabinet has been designed with view of meeting the demand for a *Practical, Inexpensive* and *Attractive* Record Cabinet for dealers in Talking Machines.

Constructed on the expansion principle, it possesses the following advantages over stationary cabinets or shelving, viz:

It Grows With Your Requirements
(You add sections as you need them.)

You Pay Only for What You Use
(No empty shelves nor overcrowding.)

Easily Adapted to Any Space
(Quickly rearranged to suit new conditions.)

Carefully Made and Beautifully Finished
in Quartered Oak or Imitation Mahogany, it will harmonize with the most costly surroundings and lend a tone of refinement to your Talking Machine Department.

Price per section with sliding fronts, $4.75

Per section without sliding fronts, 3.75

Capacity of each section, 200 Records; 100 Edison Records

Tops and Bases $2.25 Each
Sold direct from factory only.

Shipped on Approval, Freight Paid
to all points east of Montana, Wyoming, Colorado and New Mexico; freight equalized to points in and beyond these States. You do not help to test a doubtful experiment in placing your order with us. We have been engaged in the manufacture of sectional bookcases and filing cabinets for over fifteen years, and give you the benefit of our long experience.

The C. J. LUNDSTROM MFG. CO., Little Falls, N. Y.
Branch Office, FLATIRON BLDG., NEW YORK CITY

Columbia
Columbia Records
TRADE MARK
Note the Notes

The Columbia Grafonola is more and more being recognized as the supreme instrument of music. The greatest music lovers are buying the most perfect instrument.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

EFFECTIVE WINDOW DISPLAY MADE IN MINNEAPOLIS

MINNEAPOLIS, MINN., June 5.—At the time of the appearance of the Boston Grand Opera Company in this city, the local headquarters of the Columbia Graphophone Co., 414 Nicollet avenue, prepared the window display shown in the accompanying illustration. This window won very favorable mention from the local trade, and was even commented upon by several newspapers. The photographs of the opera stars in the window gave a personal touch to the display, which added considerably to its effectiveness. The window as a whole, is, of course, pertinent to the visit of the Boston Grand Opera Company, and Columbia dealers in this territory have found it to their advantage to use displays of this character whenever the occasion is presented.

Columbia Co.'s Window Display During Visit of Boston Opera Co.

COMMENTS ON EDISON TONE-TESTS

Interesting Volume of Press Comments on the Demonstrations of the Edison Diamond Disc Phonograph and Records Just Issued

Thos. A. Edison, Inc., has just issued a most interesting volume which emphasizes the value and success of the "re-creation" tone tests that have been held throughout the country. The book in question contains reproductions of comments on the tone tests which have appeared in the daily papers in all sections of the country, all the comments being of a most favorable nature. In connection with the newspaper articles there are shown portraits of several of the leading artists who have figured in the tone tests which proved the success of the Edison method of re-creation.

NEW VICTOR DEALERS' CATALOG

The Victor Talking Machine Co. sent out to its dealers recently a new numerical catalog listing all records which were issued up to and including the April supplement. In this numerical catalog, extra pages are provided for pasting in the new records issued every month, and six divided spaces before each number afford a most convenient method for keeping track of the demand for each particular record.

Other literature mailed this week by the Victor Co. included the regular June supplement of new Victor records and supplements of new German, Hebrew, Hungarian, Italian, Polish, Portuguese, Russian, Swedish and Spanish records.

NEWS FOR THE BASEBALL FANS

The Blackman Talking Machine Co., 97 Chambers street, New York, Victor distributor, will have a uniformed baseball "nine" on the "diamond" this season, and games are now being booked with teams representing other jobbers and talking machine houses in this territory. The schedule already calls for games with the teams from the American Talking Machine Co., Brooklyn, N. Y.; New York Talking Machine Co., New York; G. T. Williams Co., Brooklyn, N. Y., and the Columbia Graphophone Co.'s distributing division, New York. George Thau is manager of the Blackman team.

COLUMBIA CO. FILES SUIT

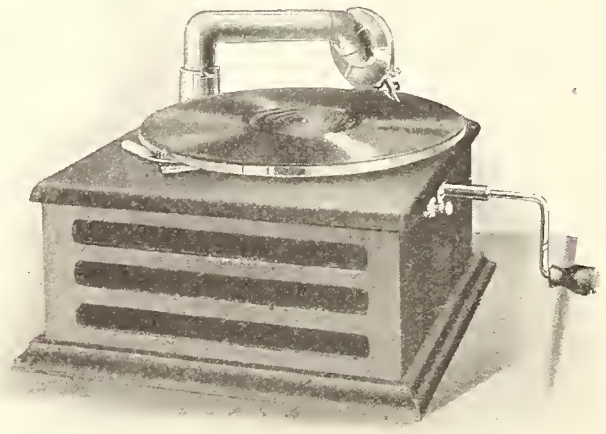
The Columbia Graphophone Co., New York, has filed suit in the United States District Court against the Emerson Phonograph Co., alleging that the latter has infringed the Jones patent in the production of Emerson records.

"PHONO-CUT" RECORDS

Now 25c. F. O. B. N. Y.

LIST PRICE 65c.

PHONO CUT
10 inch Double Face. Vertical Cut.
List Price, 65c. Sample Price, 25c., Plus Postage
F. O. B. New York

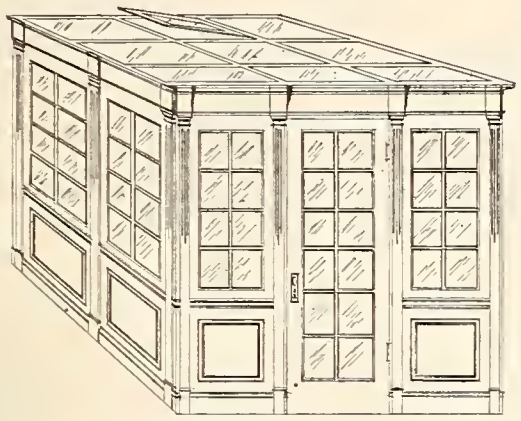


"WONDER" No. 2
List Price $7.50.
Equipped with Universal Tone Arm and Sound Box
Colonial Mahogany Finish, Cabinet size, 5⅛x12x12.

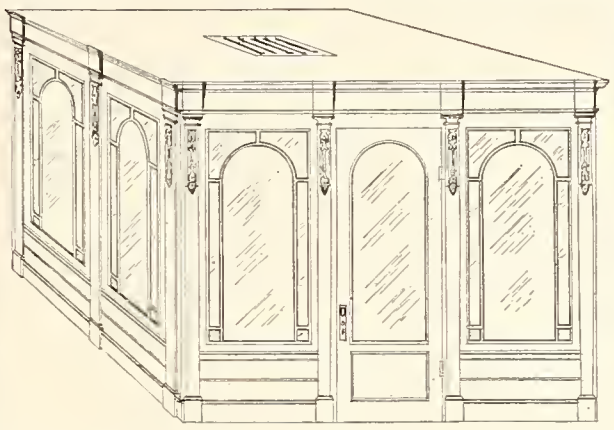
Write for descriptive folders, advertising material and special dealers' proposition.

WONDER TALKING MACHINE CO.
113-119 FOURTH AVENUE (at 12th Street), NEW YORK
Telephones: STUYVESANT 1666, 1667, 1668

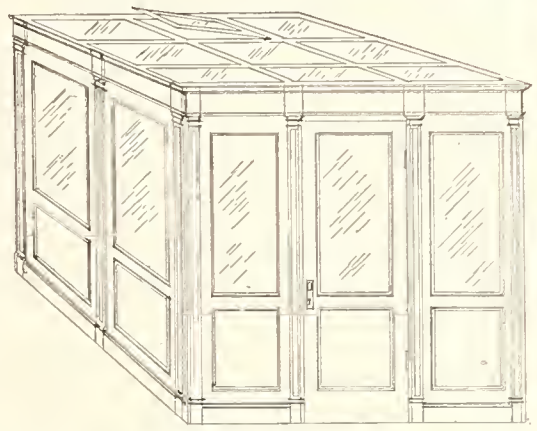
NOW IS THE TIME TO INSTALL NEW BOOTHS



STYLE "A"



STYLE "B"



STYLE "C"

Van Veen Sectional Bed-Set Booths can be erected as easily as a bed (no skilled labor required). Our standard designs shown above. Booths shipped on short notice *anywhere*. Room sizes any multiple of 3 feet. High grade finish, will match your sample if desired. Sound proof construction. Mail your requirements for prices and descriptive circulars.

ARTHUR L. VAN VEEN & CO., Marbridge Bldg., Broadway and 34th St., New York

NO SEASONS IN KANSAS CITY TALKING MACHINE TRADE

Demand for Machines and Records Shows No Signs of Break—J. F. Ditzell Breaks Hand—R. L. Burke Joins Rotary Club—Joe Mullen Goes with Wunderlich—Improvements in Jones Department—Dealers Favor Interest Charge on Talking Machine Sales

KANSAS CITY, Mo., June 5.—The talking machine business in Kansas City is no longer a matter of seasons, but has become a question of being able to supply the great demand for instruments at all times. Some of the stores report trade as strong as that of the holiday months, while others remark on the firmness of the business, expressing surprise at the wonderful way in which it is holding up. Kansas City, as a whole, has suffered from a very late spring, but this has seemed to be of aid to the talking machine dealers. With the opening of the summer season it is expected that a number of cheaper grade instruments will be sold to meet the demand of the out-of-door contingent.

John F. Ditzell, manager of the Victrola department of the George B. Peck's store, is suffering from a broken hand, which was injured while participating in a baseball game on the Kansas City Athletic Club's field, of which he is a member.

R. L. Burke, proprietor of the R. L. Burke Music Co., Joplin, Mo., was one of the charter members of a Rotary Club, recently organized in Joplin, Mo. Mr. Burke represents the piano and talking machine industry in that city.

The recently organized Steinola Co. reports that it is making excellent progress.

A man who gives expression to the thoughts of many dealers in this section is E. S. Hall, proprietor of the Hall Music Co., who said, "I find it is harder to get instruments than it is to sell them. Notwithstanding the many brands of talking machines now on the market, I find a dandy business with my Victrolas." Mr. Hall has a location that is very unique, and which he believes is one of the best in the city. One window of his store faces the street, while the other side is exposed to the lobby of one of the largest down-town office buildings.

Joe Mullen, who for the past twelve years has been in charge of the talking machine department of the Carl Hoffman Music Co., is now with the Wunderlich Music Co.

James H. Hamilton is the new wholesale representative for the Thomas A. Edison, Inc., in the Missouri territory, working out of Kansas City. He succeeds Charles H. Yates, who left for the Western Coast recently.

The Schmelzer Arms Co. reports its sale of records as equalling the winter standard and are very much pleased with the showing. Orders have been coming in from the out-of-town cities asking for the Billy Sunday records.

Since the opening of the piano department of the Jones Store Co., the arrangement of the Victrola quarters has been somewhat altered. The booths have been moved around and squared together, and although the department looks a trifle smaller, it really is much better, as it gives it a more secluded section and furthers its resemblance to a separate part of the store. The piano salesmen who work outside of the store are being used as prospect-getters for the Victrola department, and Harry H. Bibb, manager of that department, reports some good sales. The reverse is also true, however, and quite often a talking machine salesman can "tip" off a piano man, with a resultant benefit.

Ever since "Billy" Sunday has been in Kansas City each Victrola dealer has been flooded with requests for music by the famous Homer Rodeheaver. And they are all glad to say that the supply of these records is holding up very well.

Expert Schwenker, of the mechanical department of the Victor Co., recently called on the Victor dealers in this territory and gave them advice regarding the Victor motor. Other technical points regarding the instrument was also expounded.

Several Kansas City dealers have mentioned the subject of cash payments on talking machines as compared to time sales. Three or four volunteered information that there should be some method of allowing something to the person who pays cash for his machine. "There is absolutely no incentive for a person to lay down $150 for an instrument when all he needs is cash enough to make the first payment," said a prominent dealer recently. "I believe that there is but one way to handle this, and that is for the manufacturers to make a clause in their contracts with the dealers regarding the same. In no other way will we ever be able to handle the situation."

An item of unusual interest in the music instrument field of Kansas City is that the stock of the Carl Hoffman Music Co. was purchased on June 1 by the Wunderlich Music Co. This did not, however, include the Victrola and Columbia franchises, both of which were forfeited. It is not known whether either company will release these franchises and allow someone else to open in Kansas City, but the report is that this will not be done.

M. M. Blackman, resident manager of the Edison Co., reports an excellent business in this territory. He recently returned from a two weeks' trip over the territory, during which time he visited Iola, Ft. Scott, Columbus, Clinton, Springfield, Joplin and other intervening points.

ESTABLISHED 1868

EDWARD B. JORDAN & CO., Inc.

127-135 DEGRAW ST.—36-60 TIFFANY PL., BROOKLYN, N. Y.

Talking Machine Cabinet Manufacturers

We made the first talking machine cabinets created in this country, and we have specialized in this particular line ever since.

We will submit special designs of talking machine or record cabinets, or quote you from blue prints or samples. We manufacture to order only.

Columbia Records TRADE MARK Note the Notes

"Tone plus tone control" comes as near as ever you will get to a nut-shell definition of what the Columbia is offering and what record buyers are wanting.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

GENERAL EXPANSION THE RULE IN MILWAUKEE TRADE

Many New Concerns Handling Talking Machines and Records—Aeolian-Vocalion Makes Formal Bow to the Public—A. G. Kunde on Merchants' Excursion—Important Addition to Schuster & Co.'s Staff—Emil O. Schmidt to Move—Other News of Interest

MILWAUKEE, WIS., June 5.—The talking machine business in all lines in this city is keeping up at a rate that is apparently only limited by the inability of the wholesalers and retailers to secure sufficient stock in certain lines. New concerns and new machines have entered the field but the old stand-bys are still holding their own in good shape.

The Aeolian-Vocalion made its formal bow to a select audience of Milwaukee musicians on May 31, when Edmund Gram, 414-416 Milwaukee street, "christened his new baby," the Edmund Gram parlor grand, a new product of the Edmund Gram Piano Co., manufacturers. Aeolian-Vocalion selections were interspersed with the classical music on the piano by Robert Adams-Buell. Mr. Gram accompanied Vocalion vocal selections on his new grand after the formal program was ended.

A. G. Kunde, Columbia distributer, 516 Grand avenue, spent the week of June 4 on the annual excursion of the Merchants' and Manufacturers' Association, which sent ninety prominent Milwaukee business men on a tour in a special train through northern Illinois, eastern Iowa and southern Wisconsin for six days. Mr. Kunde is the only representative of the music trades on this year's trip.

The Gether Piano Co., recently incorporated by Milwaukee interests, has opened a piano and talking machine store at 625 Grand avenue, and is pushing the Empire talking machine.

J. H. Becker, manager of the piano and talking machine department of the big Twelfth street store of Edward Schuster & Co., reports a record-breaking May business, and is confident that June will be even better. Mr. Becker has been fortunate in obtaining the services of Miss Blanche Brewster, an accomplished pianist, who is devoting much of her time to the Victrola business and has introduced some new "stunts" in accompanying Victor records on the piano and player-piano. Miss Brewster arranged a splendid program of patriotic music for the afternoon of Memorial Day and the audience overflowed the recital hall, necessitating a second performance, which lasted until the store gong rang and had to be cut short. The result of the new arrangement has been that piano owners have become Victrola enthusiasts and Victrola owners have become piano enthusiasts, with a corresponding increase in the sales of each. A. Meyer, who handles the same department in the big South Side store on Mitchell street, also reports an excellent run of business.

J. C. Berryman has opened a music shop at Brodhead, Wis., and is meeting with good business in the Columbia and other lines, which heretofore have not had adequate representation in the extreme southern part of Wisconsin.

George L. Hibbard, manager of the Columbia department of the Smith Piano Co., 90 Wisconsin street, Milwaukee, is using his big six-cylinder Cole to excellent advantage in running down prospects. Mr. Hibbard is not literally running them down, but has established a fine record for getting there before the other fellow.

The Edmund Gram Music House, 414-416 Milwaukee street, reports a list of Aeolian-Vocalion sales which is rather astonishing, considering the fact that the line has been before the Milwaukee public only two months. The Gram talking machine business for May was by far the largest of any month in the history of the department, barring only December of last year. One of the best sales of the month was that of a Style J Vocalion and a Style B Steinway grand to A. G. Wells, prominent grain man of DePere, Wis., the sales aggregating $1,500. Paul Seeger, manager of the department, spent two weeks at the Aeolian factories in New York, and is now able to extol the merits of the line to the best advantage, having received minute instruction in all the inner workings of the Vocalion.

Emil O. Schmidt, 310 Grand avenue, Milwaukee, who will move to his new store in the new Palace Hippodrome building at Grand avenue and Sixth street, about June 15 or 20, has incorporated the business under the name of Emil O. Schmidt Piano Co., with a capital stock of $25,000. Henry M. Steussy, a well known business man of New Glarus, Wis., has become associated with Mr. Schmidt and will take an active part in the management, devoting most of his attention to the talking machine department, which represents the Pathé.

Gustave Spankus, manager of the talking machine department of the Hoeffler Piano Mfg. Co., Milwaukee, has resigned to become a member of the Victrola staff of the Boston Store, Milwaukee. H. R. Bruder succeeds him as manager at Hoeffler's.

A. L. Towne & Son, Waterloo, Wis., are new Pathé dealers reported by the Pathephone Co., of Milwaukee.

The Milwaukee branch of the W. W. Kimball Co., Broadway and Mason streets, is doing a fine business in Edison machines and reports several exceptional sales of the more expensive styles to Milwaukee business men.

"Victrola business is the best we have ever experienced," is the good word coming from L. C. Parker, manager of the talking machine department of Gimbel Bros., Milwaukee. The fumed oak cabinets are very much in demand and hardly enough can be obtained to fill orders. Mr. Parker says the $150 Victrola is the leader of them all in number of sales, although the $100 style is not far behind. Among the best sales reported by Mr. Parker are: Albert C. Downing, illustrious potentate of Tripoli Temple, Nobles of the Mystic Shrine, $250 Victrola; Fred Zwaska, champion of Milwaukee golfers, $150 Victrola.

Stampf & Langhoff, Ltd., who have been operating a large department store at Grand avenue and Second street, in addition to six men's stores in various parts of the city, will discontinue the department store about July 1. The store has been representing the Columbia.

The Premier Talking Machine Co., 220 West Water street, is one of the heavy advertisers in Milwaukee newspapers and as a result is getting a good share of the business. The concern is wholesale and retail distributers of the Premier for Wisconsin.

The Elginola Talking Machine Co., of this city, is making a strong bid for patronage, not only in Milwaukee but throughout the State. Frank Rose, general manager, has spent much of his time on the road and reports good wholesale as well as retail sales.

Word has been received in Milwaukee that the Automatic File & Index Co., Green Bay, Wis., is largely extending its facilities, particularly in the department devoted to talking machine and music cabinets. A two-story addition, 40 by 100 feet, is now under way.

Thomas P. Ratcliff, representing the educational department, and G. F. Floyd, Wisconsin traveling representative of the Victor Talking Machine Co., spent the week of May 15-20 in Milwaukee assisting the Badger Talking Machine Shop on the occasion of its formal opening.

The Hannah Drug Store, at Mangum, Okla., has added a full line of Victor-Victrolas, records and supplies.

"MAGNET" DECALCOMANIE NAMEPLATES FOR TALKING MACHINE CABINETS ETC.

From the DORAN CO. 45 MICHIGAN AVE. DETROIT

SOLD BY HURTEAU, WILLIAMS & CO. LTD. MONTREAL — OTTAWA

Kunkel Piano Co. BALTIMORE

We can furnish the same or similar style as shown herewith, according to the price scale given below.

	250	500	1000
Gold letters, black edged . .	$12	$15	$20
Black letters, solid gold background, with fancy border	$16	$20	$25

Samples upon application.

GEO. A. SMITH & CO., Inc.
136 Liberty Street, New York, N.Y.

FROM THE PHONOGRAPH CO. 1240 HURON ROAD (ENTIRE THIRD FLOOR) PHONES - PROSPECT 2140 - CENT 1406 CLEVELAND

SOLD BY WALTER D. MOSES & CO. Oldest Music House in VA. and N.C. 103 E. BROAD STREET RICHMOND, VA.

SOLD BY J. E. STRATFORD AUGUSTA, GA.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Despite Restrictions Due to Governmental Action on Supplies the Talking Machine Trade in England Continues to Exist—Difficulties Are Many But Efforts Are Being Made to Solve Them—Members of Trade Keeping in Touch with Developments—Congratulations on J. E. Hough's Marriage—Music Trade Men to Meet in Convention—Budget of His Master's Voice News—Pathé Frères May Manufacture in England—New Columbia Records by Mme. Clara Butt—News of Month

LONDON, ENG., E. C., June 4.—Notwithstanding the exigencies of present circumstances, it is a matter for some gratification that the British talking machine trade continues to exist. As is well known official action would tend to confine to this country alone such trade as with the restriction of supply parts, gramophone manufacturers are able to cultivate. In other words, the business activity of ourselves and of our buyers from overseas, is seriously threatened. The total extinction of trade in musical instruments is scarcely possible; though to be sure, our commercial path is strewn with formidable obstacles. Difficulties are made to be overcome. By concentrated effort, it is within common recognition that so far, the trade has demonstrated fully its ability to protect the interests of our industry, and if to-day it is up against a bigger proposition in the recent prohibition of imports and exports, we may rest assured that every effort is being put forth to obtain reasonable concessions from the powers that be.

The Musical Industries' Emergency Committee has amalgamated with the Music Trades Convention, and much good work has already been accomplished under the energetic secretaryship of M. E. Ricketts, of the Gramophone Co., Ltd. Sir Guy Granet, representing the Board of Trade Restriction of Imports Department, lent a sympathetic ear to the views and opinions of a representative deputation from the Music Trades Convention, and by request, he has since received some valuable data as to the component parts absolutely necessary for musical instrument manufactures, and is also in possession of a compromise proposition anent the amount of tonnage which could be dispensed with in the event of the granting of restricted licenses. It may be assumed that as the Government very naturally desires to maintain its trade sources of revenue, it will not readily restrict altogether the trading proclivity of a community which has millions of pounds sterling capitalized and disburses large sums in wages to thousands of employes. Some evidence that this view is not unreasonable is found in the fact that manufacturers have so far experienced no great difficulty in obtaining export licenses. We may, therefore, without detriment to further and persistent representations in official quarters, adopt a sanguine anticipation that matters will not become as bad as some would have us believe. Nevertheless, it is very necessary to continue a strong propaganda against any further inroads into the welfare of the musical instrument trade, and to this end, it is expected that all live dealers will respond by exercising their best efforts in support of those who are giving so much time and trouble to the protection of trade interests.

Present Trade Satisfactory—Outlook Not Bright

It is pleasant to note that from all sources reports indicate that talking machine trade in general continues to maintain a fairly steady position. All things considered, the sales of records are particularly good, especially in the industrial centers where the purchasing power of the masses would seem to be only restricted by its desire to lend financial aid in the prosecution of this terrible war. The class of record that is most in demand varies considerably, according to local conditions. Bulk sales are represented by topical ditties, the lighter type of music, etc., but of the whole a very respectful percentage of sales may be classified under the heading of standard works, ballads and the serio-sentimental items. Musical comedy and revue music is in fair demand, which also may be said of the classical record issues.

On the machine side, things are still in an unsettled state, and may be expected to so continue. There is a shortage of all supplies, and what few instruments are available would seem to be sold before they are made, judging by advance bookings, and the almost frantic letters manufacturers receive from their dealers asking for deliveries.

Since the introduction in Parliament of a bill for securing general service from all men of military age, it is feared that the output of musical goods may be still further curtailed. It is, of course, inevitable!

J. E. Hough Married

The indication given in my last report of the prospective marriage of a leading British gramophone record manufacturer, is now au fait accompli. It is no less a personage than our old friend, J. E. Hough, the father of the trade,

(*Continued on page* 86)

"His Master's Voice" *Copyright*

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Cia. Francesca del Gramophone, 56, Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain :

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

We do not rely on giant advertisements for Sales—We depend on intrinsic Merit alone.

No amount of advertising can increase the value of

WINNER RECORDS:

("The World's Super-Disc")

They outwear all others.

Only up-to-date songs and selections recorded.

Winners leave the dealer a generous margin of profit.

THEY SELL ON THEIR MERITS

Independent LIVE REPRESENTATIVES WANTED—in U. S. and British Colonies

Write the manufacturers for Trade Terms

THE WINNER RECORD CO., Ltd.

Willowbrook Grove, Camberwell, London, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 85)

whose marriage with a lady of sweet mien, Mrs. Harriet Marland, was solemnized last month at St. Luke's Parish Church, West Norwood. The happy event was preceded by an interesting ceremony, the memory of which Mr. Hough will cherish all his life. It consisted of a presentation by the whole staff of the Edison Bell Works of a silver tea and coffee service, an illuminated address and gold wrislet watch with band of particularly choice design. In his acknowledgment, it was obvious that Mr. Hough was much moved by the feeling of affection displayed by his employes toward himself, and in this sense he gave ample evidence of his appreciation, especially remarking upon the symbol of the illuminated address which for his own part represented a band between them that could never be broken while he lived.

Attended by a wide circle of trade and private friends and relatives from all parts of the country, the wedding itself passed off pleasantly and smoothly. The bride was given away by Robert Marland, and as best man, Harold Hough acquitted himself well.

During the reception held at Willoughby Hall, close by the church, Mr. and Mrs. J. E. Hough clasped the hand of friendship and received the congratulations of some one hundred and fifty guests, whose presence, it may be said, stood for some, if totally inadequate, recognition of the wide popularity and general esteem in which the bride and bridegroom are held. On behalf of Mr. Hough's many American friends, and from myself, I would take this opportunity of extending hearty felicitations upon the happy ceremony and in spirit raise a glass to toast long life, prosperity and happiness to bride and bridegroom!

The recording band of J. E. Hough, Ltd., under the baton of Victor Willis, provided an excellent musical program during the wedding breakfast and between the speeches, which latter by the way, were couched in terms of especial warmth. In reply to the usual toasts, Mr. Hough gave free rein to his thoughts which, though of a kindly, humorous turn, revealed at times a sense of emotion typical of his high character and general good nature. To all those who had assisted in the ceremony he paid handsome tribute, but it was very evident that what touched him the most, if one may be permitted to say so, were the many expressions of loyalty and affection from his extensive staff. He gave himself free expression to these feelings and assured his employes that he fully reciprocated their manifestation of respect and love.

The unavoidable absence of His Worship the Mayor of Lambeth, due to matters connected with the Royal Command in reference to a military contingent, was feelingly referred to by Mr. Hough.

Through her "worser" half, Mrs. Hough intimated her grateful thanks for the warmth with which all had received her, and she very rightly felt that she had not come amongst strangers.

A number of well-known vocalists and variety artists were present as friends of Mr. Hough, and, perhaps, needless to say, rose to the occasion with special contributions from their repertory.

The gramophone trade was strongly represented by manufacturers, factors and dealers, a list of whom only the restrictions of space forbid.

Of the presents, a real fine array was made of almost everything most prized by a newly married couple. If they represented some criterion of the general esteem in which Mr. Hough and his good lady are held, then it is unmistakably sincere.

Again, hearty congratulations and good wishes!

Sixth British Music Convention

The Sixth British Music Convention was held this year at Harrogate, from May 22-25 inclusive. Owing to the necessity of posting my matter earlier than in pre-war times, I am precluded from sending a report until next month. The advance program, however, affords some idea of the subjects which the various sections of the convention will lay under discussion. The trade meets this time under exceptional circumstances and will have before it many difficult problems to elucidate. Among the subjects down for discussion may be mentioned "Standardization of Manufacture and Trade Methods," "British Trade Overseas," "The Adoption of a National Schedule of Minimum Sheet Music Prices," "The Hire Purchase System," etc. Various papers touching upon important trade conditions after the war will be read and fully discussed. Altogether, the convention has planned a busy time, and one may perhaps be permitted to express the hope that practical effect will duly be given to its findings.

Taxation Does Not Affect Home Entertainment

The introduction of an entertainment tax by the British Government gives T. E. Osborne, of Belfast, scope for a timely press announcement. Perhaps no other trader makes such good use of topical events as our Belfast friend, who on this occasion devotes his press advertisements to reminding the public that taxation does not affect home entertainment by means, of course, of the gramophone!

Pathé Frères in England

The great French house of Messrs. Pathé Frères, we learn, has in contemplation the manufacture of its products on this side of the Channel. Factory preparations are proceeding apace!

Captured Even the Dialects

One of Germany's most prominent Shakes-

Mr. DEALER: You Will Be SHORT OF RECORDS This Season!

You lost business last season through the demand exceeding the supply. Don't let it happen again.

Get into touch with us right away, and make sure of your stock for the busiest Fall trade you've ever had.

Our Records are ***better,*** our Prices are ***better,*** and our Deliveries are ***surer*** than any brand you've ever handled.

All enquiries to:—The Manufacturers

THE INVICTA RECORD CO., Ltd., 1 New Inn Yard, London, E. C., England ***Cables***

FROM OUR LONDON HEADQUARTERS—(Continued from page 86)

pearean scholars, Professor Brandt, in the course of a Shakespeare tercentenary address, disclosed the fact that before the war "Junior inquirers into English philology were systematically sent from Germany to England to make gramophone records of English and Scottish dialects." Really!

Leading Seaman Tomsett, D. S. M.!

In honor to the above gentleman who had been in its employ for some five years, the Columbia Graphophone Co. recently gave a little complimentary dinner at the Café Marguerite, London. Louis Sterling occupied the chair and was ably supported by other Columbia officials. Tomsett was on a mine-sweeper somewhere in the North Sea. Two mines became entangled in the gear—two brave men volunteered to release them. One was Tomsett. The terrible operation cost him an arm; yet he freed that mine! In vivid and thrilling words, the story is told in verse by Herbert C. Ridout, and it makes fine reading of how Tomsett won the Distinguished Service Medal.

Wide Variety in New Record Program

If, as the Zonophone Co. says in their latest bulletin, "Variety is the spice of life," its new record program will afford much pleasure in the huge camp of Zonophone dealers. Obviously, the list under review will make a very wide appeal if only by reason of its choice and varied selection of selling titles. The popular lyric tenor, Sidney Coltham, delivers himself well of "Love in her Eyes" and "Where'er You Walk" (Handel), and as usual, the Black Diamond Band presents some exquisitely played contributions—overture part 1 and 2 of "Endure to Conquer" and selections from "Tina," a recent musical comedy success on this side. The foregoing are twelve-inch double records. The ten-inch items bristle with selling value and include further records by the Black Diamond organization. Mr. Hatherley Clarke, counter tenor (with chorus and orchestra), contributes two fine numbers, "White Wings" and "Little Sweetheart, Come and Kiss Me," which will unquestionably please the public. Two "side-splitters" by Whitlock and Bluff teem with pure unadulerated humor, "Shipwrecked" and "Schmidt and the Special Constable" being well calculated to enjoy enormous sales. Jack Pleasants, Nat D. Ayer, Florrie Ford and Charlie Collins are other popular artists who help to endorse the spice-of-life-variety claim.

Filling Orders for Grammavox Records

The Sound Recording Co. advises me it is in a position to fill orders for Grammavox records promptly, and pay special attention to inquiries from overseas. The company undertakes applications for export licenses and can, of course, only accept orders subject to the granting of such licenses. Many new vocal and instrumental records have been issued and its complete catalog covers a very wide field of musical taste.

France's Exports of Musical Instruments

Despite the life struggle in which she is engaged, France still manages to produce and export goods to quite a considerable amount. Musical instrument exports, for instance, reached in 1915 the respectable value of £519,600, an advance over the previous year of something like £110,000! To America the value of these exports in 1915 was close upon £40,000.

Getting Ready for Trade After the War

It is reported that in order to neutralize the Allies' trade plans for a boycott of German goods after the war, German manufacturers are establishing business houses in and incorporated under the laws of Switzerland!

Wm. Boosey Fails of Election

Wm. Boosey, of Messrs. Chappell & Co., pianoforte manufacturers and music publishers, London, who put up a gallant fight as an independent candidate for the parliamentary division of Tewkesbury, unfortunately failed to win a majority of votes. Better luck next time!

"His Master's Voice" News

Hereunder is briefly summarized the more important news received this month from the Gramophone Co., Ltd.:

An innovation of special value these sunny days is the provision of dummy records wherewith the dealer can make a fine window array and save the real records which warp and thus become unsalable when placed in a hot window. To all "H. M. V." dealers a dozen is offered free of charge.

First records of "The Bing Boys Are Here," the latest Alhambra "Revue," are ready and their prompt issue merits commendation. They are made by the versatile composer-singer, Nat D. Ayer, who is responsible for all the music of this attractive Revue. Throughout, the recording is superb and will satisfy the most critical ear.

The one and only Caruso, who records exclusively for the "H. M. V" Co., contributes no less than six new records this month. One is tempted to ask—what matters if Covent Garden Opera is closed, when here, in record form, is the great artist himself giving of that peerless voice which has so enchanted the world? I will not attempt to gild fine gold, suffice it to say that the famous tenor receives full justice at the hands of the "H. M. V." recording expert.

With the May supplementary list—full of good selling titles—goes a specially worded letter to dealers pointing out the vast scope which exists for the cultivation of strong summer trade. Outdoors, the gramophone will this year be more in evidence than ever. It, therefore, behooves all who would make hay while the sun shines to prepare to gather in a rich harvest of sales.

Up-to-date with its methods and with its productions, the Gramophone Co. continues, as usual, the issue of some fine sales-publicity literature, window bills, shop-hangers, etc. Of the latter category, a series of new artistic posters is announced. As a matter of fact they may well be termed pictures for, pleasingly executed in colors, their artistic effect is such as to represent an ornamental adornment on the walls of any dealer's demonstrationg rooms. The artist's photo is superimposed on a suitable design in colors, the whole justifying the purchase of a special frame. These pictures are free to dealers who will give them a prominent display.

Mention should be made of the fact that "His Master's Voice" Co. is well to the fore with its daily newspaper and other press advertisements. All special issues of new records are given suitable publicity and needless to say the record shipping department has little, if any, time to think matters over.

To Issue Playing Card Sets

Some two or three issues back, I mentioned in these columns the Winner Record Co.'s intention to issue a series of playing-card sets. These, I now learn, are ready. The cards are manufactured by the well-known firm of De La Due & Co., whose work is of the finest quality. the back of each card bears the famous Winner trade mark in colors, the words being picked-out in gold, and the whole strikingly relieved on a background of crimson. Each pack is put up in a special case, the whole being priced at a nominal figure to dealers for resale at a profit. It is a fine advertising plan and those interested should write for sample card, terms, etc., to the Winner Record Co., Ltd., Willowbrook Grove, Camberwell, London, S. E.

Records by Historic Band

It is not generally known that the Third Reserve Battalion Scots Guards Band of drums, fifes, bugles and bagpipes marched the Seventh Division of the British army in Flanders up to the Battle of Ypres, one of the most desperate and bloody battles of the war. They stayed too in the fighting line for a period, doing ambulance and other work, during which time several were killed and wounded.

When they returned to England to rest, the Invicta Record Co. with admirable enterprise, secured the services of this famous band for the making of a series of fine records. The fifes, drums, bugles and bagpipes have all recorded in a realistic manner, and the records are ex-

(*Continued on page* 88)

J. Stead & Co., Ltd.
Manor Needle Works
SHEFFIELD, ENGLAND
MANUFACTURERS OF
Talking Machine
Main Springs
Best Prices—Best Quality
Inquiries Solicited

THE EDISON-BELL
VELVET-FACE (VF) RECORD
DOUBLE-SIDED—NEEDLE-CUT—10 inch and 12 inch
IS THE SUPREME EFFORT OF GRAMOPHONIC ART

10 inch
2/6
12 inch
4/—

There are no faulty VF's, as Every Record has to pass a crucial test before it is released for sale. The production is of the highest quality. The Titles and Subjects recorded are by the most prominent artists in the Gramophone world.

If your jobber doesn't stock them, try our Direct Service. It will pay you both for quality and price. Duty paid. For full particulars, Wholesale and Retail, apply to

E. HOUGH, Ltd., Edison Bell Works, Glengall Rd., Peckham, London, England

THE HOUSE OF MANY PARTS

WM. COOPER BROS., Ltd.

63 City Road, London, E. C. Also at Manchester and Cardiff

THE FAMOUS BRITISH-MADE

COLISEUM RECORDS

(10″ and 12″ double-sided)

A large and varied choice of titles, over 1300 catalogued

The prevalent demand from all parts of the world for British records of merit encourages us to make a special offer to enterprising dealers able to handle large quantities. The Coliseum is a record of high tonal quality, bearing a large selection of splendidly recorded titles, including all the English and American "hits" by tip-top artists who have established for themselves a big reputation. **Only real-selling titles listed.**

Our special offer, together with lists and other interesting publicity matter, sent free upon receipt of your trade card.

FROM OUR LONDON HEADQUARTERS—(Continued from page 87)

pected to command enormous sales.

"Brave Women Who Wait" is one of England's biggest songs at the present moment, and on "Guardsman" records seems likely to break all records.

The Invicta Recod Co. has been busily recording during the past month and intends to continue in anticipation of a record season. Owing to additions at the factory they are in a position to deliver a million more records this season than they did last.

New Columbia Records by Clara Butt

The Columbia Co. announces a magnificent record of "The Rosary" by Madame Clara Butt, who in this famous song chant seems to have surpassed herself in beauty and expression of delivery. The recording does full justice to Madame Butt's wonderful voice, and the Columbia officials naturally point with pride to the wide eulogy which their enterprise has evoked. W. H. Squire, Sir Henry J. Wood, Miss Carrie Herwin and much other first class talent contribute to the latest Columbia program, which also includes "out first" records from London's latest Revues—"Follow the Crowd," "Toyland," etc.

High Class Winner Publicity

A batch of high class publicity matter from the Winner Record Co. affords me the opportunity of mentioning that British record houses are, if gradually, coming to realize the importance of presenting their postal sales-arguments along lines which will command attention. Hitherto, any old kind of paper, printing and get-up was deemed sufficient for the purpose. But this reproach no longer holds good with the better class firms. A typical example is the steady improvement noticeable in connection with the Winner advertising matter, which for general quality is all that one could desire. Well written, telling display and generally pleasing to the eye, its value is unquestionably tenfold, and well calculated to successfully achieve its object of stimulating the sales of Winner's, which latter, by the way, shows no sign of diminishing, season notwithstanding.

BIG STORES FAVOR STEPHENS BILL

Leading Department Stores of the Country Favor Maintenance of Resale Prices

WASHINGTON, D. C., June 5.—The Stephens Bill for maintenance of resale prices is continually growing in popular favor. Hitherto it has been supposed that the larger department stores of the country were opposed to the bill, but the American Fair Trade League has proved that this supposition is false by a statement which is to be submitted to Congress, and in which it is stated that some of the largest department stores in the country have been won over to the Stephens bill legalizing uniform price contracts as sound public policy.

The league in its statement says that among the big stores in favor of the plan are B. Altman & Co., who announced its support in a letter declaring that the Stephens bill should be satisfactory to all merchants; John Wanamaker, who personally signed a petition in favor of the measure; James McCreery & Co. and Bloomingdale Bros., of New York; Lamson Bros. Co., of Toledo; the Strouss-Hirshburg Co., of Youngstown, and others of America's greatest merchants who aligned themselves with John Sheppard, Jr., the head of Sheppard, Norwell Co., of Boston, and the Sheppard Co., of Providence, in support of honest advertising methods.

"Monarchs of Music" was the heading of a remarkably strong two-page spread used by the Victor Talking Machine Co. in a recent issue of the Saturday Evening Post. This advertisement referred to the "monarch" as Caruso, the world-famous tenor, who is under exclusive contract with the Victor Co., and the Victrola XVIII., retailing at $350. The reading matter used in these two pages was brief and pithy, calling attention to the sweetness and mellow beauty of Victrola tone, and the mighty army of world-great Victor artists.

EDISON DEALERS TO MEET

It has just been announced that the second annual convention of Edison dealers will be held in New York at the Hotel McAlpin, June 22 and 23. From all indications every dealer who attends should derive considerable benefit therefrom, for he will learn about practical methods of marketing the New Edison.

DIDUR TO RECORD FOR PATHE

Leading Basso of Metropolitan Opera Co. Signs Contract With Pathé Frères

The Pathé Frères Phonograph Co., New York, announced last week the consummation of arrangements whereby Adam Didur, leading bass of the Metropolitan Opera Co., New York, will record exclusively for the Pathé library. Mr. Didur will make his first records in the near future, and his popuarity both here and abroad should insure the favorable reception of his recordings.

Mr. Didur, who has been associated with the Metropolitan Opera Co., for the past eight years, created the title role in the Russian opera "Boris Godounow," by Mossorgsky, the celebrated Russian composer. He achieved a noteworthy success in this role, which added to the laurels he had won in Europe and in this country. The Pathé Frères Co. regard Mr. Didur's acquisition as an important link in their fast growing chain of operatic stars under exclusive contract.

ISSUES "WAKE UP, AMERICA" POSTER

Thos. A. Edison, Inc., Provides Record Selling Aid for the Dealers

Thos. A. Edison, Inc., in line with the policy of developing the demand for new records, has just issued a most striking poster for the use of dealers featuring the preparedness song "Wake Up, America" (Edison Diamond Disc record No. 50,347; Blue Amberol record No. 2,919). The poster, measuring 14x20, has the title in large letters under a handsomely designed heading, while just below is shown a soldier in continental uniform calling to the charge. The poster should prove of real value in developing interest in the record in question.

USE ENVELOPE STOCK SYSTEM

Among the local Victor dealers who installed this month the record envelope stock system introduced some time ago by the New York Talking Machine Co., Victor distributer, are Saul Birns, 111 Second avenue, New York, and B. Guy Warner, Bedford avenue, Brooklyn, N. Y. Both of these dealers are well pleased with the results obtained from the use of this system, as it eliminates guess work and enables the dealer to buy records from actual sales statistics.

Model 546
Yale Champion Racer
$40.

Are We Intruding?

DO you feel that it is out of place to advertise bicycles in a talking machine trade journal?

You wouldn't think so if you knew the number of our dealers who handle both phonographs and bicycles. The inquiries received from our advertising also tell us that many dealers in musical supplies have an eye open to the money-making possibilities of bicycles.

We have recently purchased the manufacturing rights and good will of the well-known

YALE BICYCLES

THEY are a very popular wheel, well and favorably known. A complete line of seven models is now ready at retail prices ranging from $25 to $45.

Write us for agency proposition and illustrated catalog.

The DAVIS SEWING MACHINE COMPANY

Also Mfrs. of Dayton Motorcycles, Bicycles and Motor Bicycles

Dept. Y **DAYTON, OHIO**

EXPECT BUSY SUMMER IN BALTIMORE

Business Outlook Continues Excellent—The Hub to Handle Talking Machines—Sanders & Stayman's New Quarters—J. M. Mann to Install Victor Line—Leading Concerns Make Splendid Reports Regarding Business

BALTIMORE, MD., June 5.—Indications are that the talking machine dealers in this city will be busily engaged all summer. Although one of the summer months has started they report that there has not been the least let-up in business and all that is hindering some of them is an inability to secure sufficient machines to supply the enormous demand. This is particularly true of the distributers. Some of them are pretty well "up in the air" while others seem to be getting some very good shipments. The record sales also are going big and many of the retailers are having big rushes on this end of the business.

While many high priced machines are being sold, the demand for cheaper ones seems to be gaining considerably. This is held to be due to the fact that many persons are going to the country and shores and are taking along small machines for amusement while away.

Of particular interest to the trade is the removal of the Sanders & Stayman Co., representatives of the Aeolian-Vocalion. This house also handles the Victor and Columbia lines. It would be hard to imagine a better establishment in every particular than the one this house has opened at 319 North Charles street. The talking machines are handled on the first floor and there is plenty of room for everything. The entire interior is of the very best quality and the numerous sound-proof booths are enameled in white. The appearance is a most striking one.

Another important announcement is that the Hub, the big department store, will open a talking machine department in conjunction with a piano department at the corner of Charles and Fayette streets, the building vacated by the Sanders & Stayman Co. The location is a good one, being directly in the heart of the city. Charles B. Noon, who came to Baltimore from St. Louis, to handle the piano department, will have charge of the talking machine department. The piano department has not been established as yet. The house handles Columbia and Edison machines.

Still another move of interest to the talking machine trade was the announcement that the Joseph M. Mann Piano Co. would install the Victor line. To prepare for this department in conjunction with his piano department, Mr. Mann has taken over the entire building where he is located. He expects the new department to open by July 1.

The talking machine distributers are much pleased with the way things are moving along.

May was a wonderful month with the Columbia headquarters here, according to A. J. Heath, local manager. It went far ahead of the same month of 1915. During the month Mr. Heath made a tour of the South, visiting Richmond, Roanoke, Norfolk and many points in North Carolina. W. T. McCoy, of Charlotte, has signed to handle the Columbia line.

W. L. Eckardt, district manager of the Columbia; James P. Bradt, general sales manager for the Columbia, and Frank Dorian, general manager of the Columbia's dictaphone department, visited the city during the month.

UKULELES

The biggest sellers in the small musical instrument business. Why handle inferior machine-made American imitations when you can get at similar prices the genuine hand-made instruments of

Jonah Kumulae, Honolulu

The old, thoroughly seasoned native Hawaiian Koa of which they are constructed is greatly superior to any other wood in tone quality—Kumulae instruments have no superior in this respect.

Send for wholesale price list.

SHERMAN, CLAY & CO.
163 KEARNY ST. SAN FRANCISCO
Sole Distributors for the United States and Canada

LANSING

Khaki Moving Covers

will enable you to deliver your phonographs free of blemishes of all kinds.

No. 3 Carrying Strap Shown in Cut, $1.00

THESE covers are made of Government Khaki, interlined with heavy felt or cotton, fleece-lined, quilted and properly manufactured. Perfect protection in all weather.

GRADE B $5.00

GRADE A $7.50

Carrying Straps Extra

Use the Lansing Khaki Moving Cover and your delivery troubles will be over.

Write for booklet

E. H. LANSING
611 Washington St. BOSTON

Remarkable reports are made by W. C. Roberts, manager for E. F. Droop & Sons Co., Victor distributers. He says that May was 90 per cent. better than the corresponding month of last year, and that during the first two days of this month 85 per cent. more business was done than during the entire month of June of last year. Mr. Roberts paid a visit to the factory a few days ago. He says that he is getting some good shipments of machines and he is hoping this good work will continue.

Henry Eisenbrandt, who has charge of the talking machine department of H. R. Eisenbrandt Sons, Inc., also says that things are booming, and that his only complaint is that he is unable to get as many machines as desired. He has just accepted two large orders with the provision that they be filled when possible. This house distributes the Victor lines. The same complaint comes from Cohen & Hughes, also distributers of the Victor. Some big orders are being filled by the house and the demand for machines continues.

Jesse Rosenstein, of the National Piano Co., Pathé distributers, reports big wholesale and retail business, and is suffering to some extent because he is unable to get enough machines to meet the big demand.

The retailers also report good business with numerous sales of high-priced machines. This is particularly true with William Knabe & Co., where the Victor line is handled. The business of May was far better than that done in April by the company, reports Milton Boucher, manager of the talking machine department. Among the sales made was a $200 machine to Dr. Hand, of the University of Maryland Hospital. The machine was placed in one of the sun parlors at the hospital and is being used for the entertainment of the convalescing patients.

INCREASE FACTORY FACILITIES

The Nanes Art Furniture Co., New York, manufacturer of Savoy gramophones, has further increased its factory facilities, and in addition to manufacturing its own cabinets, is now turning out cabinets for a number of prominent manufacturers. The additional manufacturing capacity at the company's disposal will enable it to handle a very large cabinet output. Miss Elizabeth T. Nanes, secretary and general manager of the company, states that the demand for Savoy machines is steadily increasing, the call for the higher-priced models being particularly active.

A PROGRESSIVE BROOKLYN DEALER

One of the aggressive and successful Victor dealers in local territory is George Millard, 1803 Myrtle avenue, Brooklyn, N. Y., who has built up a profitable Victor trade in the city of "trolleys and rubber-plants."

Mr. Millard attributes a considerable portion

Warerooms of Geo. Millard

of his success to the fact that he pays close attention to the condition of his record stock, using a system which enables him to keep his stock up-to-date and complete at all times, in addition to furnishing him with a key to the likes and dislikes of his patrons.

A portion of Mr. Millard's store is shown herewith, and it will be noticed that that record stock is arranged so that it may be handled with maximum efficiency and convenience. Mr. Millard also specializes on the sale of higher-priced Victrolas, in which he has been very successful.

The Reynolds Music Shop at Bisbee, Ariz., reports excellent business in the Columbia Electric Grafonola.

USE
"Arrow"
SOUND BOXES
TONE-ARMS
MOTORS
"They're Built Right"

ARROW MOTOR CO. 207 Market St. NEWARK, N. J.

Columbia Records TRADE MARK Note the Notes

The demand itself is the most unmistakable indication that Columbia Grafonolas and Columbia Double-Disc Records are the product that the public wants.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

E. S. BEALE RESIGNS AS MANAGER

Gives Up Direction of Burgess-Nash Piano Store in Omaha by Direction of Physician

OMAHA, NEB., June 3.—Edgar S. Beale, for the past sixteen months manager of the Burgess-Nash piano store in this city, and one of the most capable and best-liked men in the retail field, has resigned his post, effective June 1.

Mr. Beale has been active in the piano business for the past ten years. He came to Omaha on February 1, 1915, after having been for seven years manager of the St. Louis branch of the Estey Co. Previous to that time he was connected with Phillip Werlein, Ltd., at New Or-

During his stay in Omaha, he has developed the Burgess-Nash piano store into one of the handsomest and most attractive in the city, meanwhile building up a trade which was the object of extreme pride on the part of his house, both in the piano and Victrola departments.

Mr. Beale's action was prompted by the dictum of his physicians, who insisted that he take a vacation and a much needed rest. During the summer he will spend his time chiefly on the Gulf coast.

VICTOR CO.'S NEW RECORD CATALOG

The Victor Talking Machine Co. announced to its dealers this week that the May 1916 edition of the Victor record catalog is now ready for distribution. This new catalog does not differ in make-up and arrangement from recent preceding editions, as it has been conclusively proven that the present method of indexing and listing makes for maximum efficiency and convenience. The many extra pages in the May edition indicate the remarkable activity of the Victor recording department during the past six months, the record catalog being a semi-annual publication.

The Victor Co. has also sent out to its trade a new numerical price list of all repair parts for Victors and Victrolas.

The White Furniture Co., of Mebane, N. C., is making preparations to manufacture talking machine cabinets.

VIEW OF COLUMBIA GRAPHOPHONE CO.'S NEWEST PLANT

Herewith is shown the first photograph of the new factory building purchased a fortnight ago by the American Graphophone Co. (Columbia Graphophone Co.) at Bridgeport, Conn. This factory, which is now being put into shape for occupancy by the Columbia Co., will be used exclusively for record production, and will materially augment the company's record output, which has shown tremendous increases during the past year or two.

This new factory is credited with being one of the most up-to-date and efficiently arranged manufacturing plants in Bridgeport, and was formerly occupied by the Birdsey-Somers Co. It is a four-story building, and with the ground which was included in the purchase occupies an area of six and one-half acres. The building itself has 78,000 square feet, with every modern convenience for the comfort of employes. There is a power and lighting plant connected with the factory building which is not shown in the accompanying photograph.

According to present plans the Columbia Co. will take formal possession of the new plant the early part of the month, and it is likely that 3,000 expert workmen will be employed in the factory.

This latest purchase by the Columbia Co. is the third of a series of recent additions to the company's manufacturing facilities which indicate the wonderful strides that the Columbia product is making. Only recently a new seven-story factory building was completed adjoining the main buildings of the Columbia Co., and a few weeks ago the contract was awarded for the erection of a three-story addition which will give 30,000 additional square feet. With all of these new buildings it is more than likely, however, that the demand for Columbia products the next few months will far outdistance the factory output, but it is encouraging to note that the company is exercising every possible means to co-operate with its dealers, and give them efficient service.

The New Columbia Plant, Formerly the Birdsey-Somers Factory

COLUMBIA IN WESTERN NEW YORK

Several New Dealers Signed Up Recently by Buffalo Headquarters

BUFFALO, N. Y., June 4.—Manager W. O. Sprague, of the Columbia Graphophone Co., with headquarters in this city, reports an exceptional demand for the products of that company in Western New York. The local offices have closed a number of important contracts with dealers recently, the new dealers including Kuhn Bros., Buffalo; Martin Bros., Syracuse, and Praub & Son, Auburn. A number of other deals are pending.

The Doyle Furniture Co., of Galesburg, Ill., recently established a record for a long-distance shipment, when it sent a Victor-Victrola to one of its customers in Sweden.

READY REFERENCE OF GENERAL SUPPLIES

DEALERS
Send for our "Trial Proposition" on the Regina Hexaphone—the latest and best paying popular priced coin-operated instrument for use in public places.

THE REGINA CO.

211 Marbridge Bldg., 34th St. and Broadway, New York City
Manufacturers of Regina Music Boxes; Reginaphones; Coin-operated Mandolin Orchestrions; Vacuum Cleaners and other specialties.

NEEDLES
WE MANUFACTURE
Diamond needles for Edison
Sapphire needles for Edison
Sapphire needles for Pathe
in stock ready for delivery
MERMOD & CO., 505 5th Ave., N. Y.

Keep Your Record Stock with
THE Heise SYSTEM TRADE MARK
Costs about $2.00 for 250 records for 50 years
Send for 20-page catalog
THE SYRACUSE WIRE WORKS,
SYRACUSE - NEW YORK

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., June 5, 1916.—RESONATOR FOR SOUND REPRODUCING DEVICES.—William B. Hollingshead, Mt. Vernon, N. Y., assignor of one-half to Waldo G. Morse, Yonkers, N. Y. Patent No. 1,173,272.

In the following specification is described an improved resonator in connection with a talking machine, but it is obvious that it may be used in other situations.

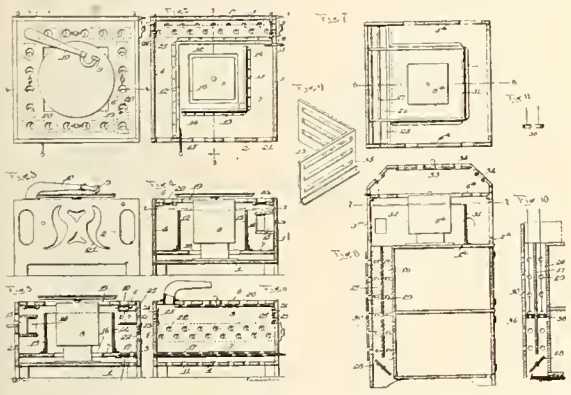
The object is to provide a resonator for talking machines or the like in which the megaphone or horn is entirely eliminated.

A further object is to produce a device in which the intensity of the sounds may be increased or diminished.

A further object is to increase the volume of tone by inserting in the path of the sonorous waves, bodies capable of vibrating together with the principal vibrating body. These vibrating bodies or septa are rigidly attached to the body of the resonator which incloses the talking machine mechanism and with which the tone arm of the talking machine communicates. The septa have free edges which are capable of free vibration. The septa may be made of variable thickness or may be weighted to synchronize them, and the walls of the resonator or cabinet are provided with valved openings for the escape of the amplified sound waves.

In the drawing this invention is illustrated in connection with a phonograph of the disc type, but it is to be understood that it is not limited to machines of this character, but is equally adaptable to talking machines of the cylindrical type.

Fig. 1 is a plan view of the improved resonator showing the same applied to a disc record talking machine. Fig. 2 is a horizontal section on the line



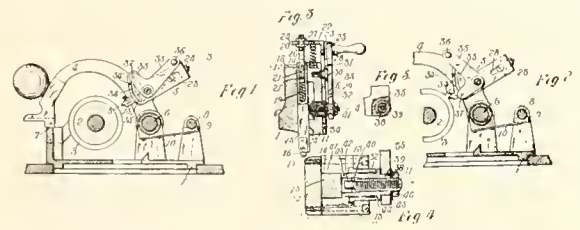
2—2 of Fig. 4. Fig. 3 is a front elevation of the device. Fig. 4 is a section on the line 4—4 of Fig. 1. Fig. 5 is a section on the line 5—5 of Fig. 2. Fig. 6 is a section on the line 6—6 of Fig. 2. Fig. 7 is a horizontal sectional view of a modification, the section being taken on the line 7—7 of Fig. 8. Fig. 8 is a section on the line 8—8 of Fig. 7. Fig. 9 is a perspective view of a modified form of septum. Fig. 10 is a detail view of a further modification. Fig. 11 is a detail view of a still further modification showing a pair of unperforated diaphragms.

MACHINE FOR SHAVING SOUND RECORDS.—Charles Schiftel, Montclair, N. J., assignor to the New Jersey Patent Co., West Orange, N. J. Patent No. 1,174,292.

This invention relates to machines for shaving sound records when it is desired to remove the outer portion of a sound record tablet in which the record is impressed in order that a fresh surface may be presented to be recorded upon, and more particularly to an improved construction for effecting the movement of the shaving knife into and out of operative position and the locking of the same in operative position.

This invention has been especially designed for embodiment in machines in which the shaving knife is adapted to be held in engagement with a rotating record of wax-like material, such as are described, for example, in a patent to John Ott, No. 796,857, dated August 9, 1905, and in an application of Frank E. Traphagen, Serial No. 592,976, filed November 18, 1910, and entitled shaving knife for sound records. In machines of this character heretofore employed, much difficulty has been experienced in readily effecting an adjustment of the shaving knife to secure the proper cut, that is, a cut that is neither too deep nor too shallow.

The principal object of this invention is to obviate this objection, and in accordance with this object there is provided in a machine of this type, an improved construction whereby, regardless of the amount of material which has previously been shaved from a record for which the machine is adapted, a single and easy manipulation first effects the engagement of the cutting tool of the shaving knife with the record and the projection thereof into the material of the record such a distance as to secure the proper depth of cut, and thereafter effects the locking of the knife in such position, and whereby another single manipulation



first effects the release of the knife and thereafter the return thereof to inoperative position.

Another object of the invention resides in rendering the last mentioned action more or less automatic.

This invention also contemplates the provision of a device in the form of an attachment adapted to be readily applied to shaving machines in use for accomplishing the above results.

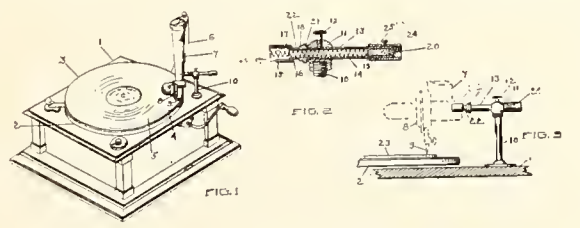
Fig. 1 is a side elevation, partly in section, of a record shaving machine in accordance with the invention with the shaving knife in inoperative position. Fig. 2 is a fragmentary view similar to Fig. 1 with the shaving knife locked in operative position. Fig. 3 is an enlarged sectional view on line 3—3 of Fig. 1, parts being shown in elevation. Fig. 4 is an enlarged sectional view on line 4—4 of Fig. 3, a part being omitted; and Fig. 5 is a fragmentary view, partly in section, showing the connection between the actuating bell crank lever and the mounting therefor.

NEEDLE SETTER.—Frederick A. Chapin, Toledo, O. Patent No. 1,173,251.

This invention relates to means for positioning a member for coaction with another member for subsequent relative travel there-between.

This invention has utility when incorporated in connection with reproducing mechanisms, especially sound reproducers of the disc record type.

Referring to the drawings: Fig. 1 is a perspective view of an embodiment of the invention in



connection with a disc record sound reproducer; Fig. 2 is a longitudinal section, on an enlarged scale, of features of the device of the invention; and Fig. 3 is a side elevation of the device, adjusted for use in connection with a different diameter record than the showing in Fig. 1, with a fragment of the machine shown.

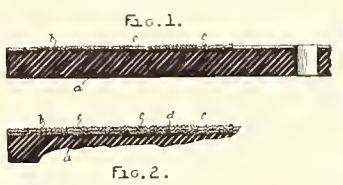
GRAMOPHONE RECORD.—Arthur Eichengrun, Berlin, Germany. Patent No. 1,175,728.

This invention relates to sound records, tablets, discs or other bodies for use in sound recording and sound reproducing machines.

Sound records used for gramophones and the like apparatus give after a very short use indistinct and impure tone. This is caused by miscroscopically small injuries to the edges of the sound grooves or phonetic characters. This phenomenon is due to the brittleness of the foundation material containing shellac, colophonium, asphalt and the like that is generally used for making such sound records. Numerous attempts have been made to obviate this drawback by replacing the usual foundation material by elastic substances such as celluloid, xylonite, gallalite, hardened gelatin, ebonite and the like. These materials, however, have not proved altogether satisfactory for this purpose. Celluloid, which was particularly recommended, is liable gradually to settle down until its surface becomes level, the phonetic characters then becoming partially or entirely obliterated; moreover celluloid is liable to shrink and its tension then becomes so altered as to warp the record. Apart from this physical change of celluloid the material itself is too hard for the purpose in question and produces a shrill harsh tone, and it is inconvenient to employ.

The present invention aims at obviating these drawbacks and at imparting to the record body the requisite degree of toughness coupled with a sufficient but not undue degree of hardness, and also at very materially improving the tone and the details of the phonetic record and at simplifying the process of its manufacture. For this purpose, according to the present invention the foundation layer or body of the record is coated with a layer of cellulose ester containing the acetyl group prior to receiving the sound record and said sound record is then impressed in the layer of the cellulose ester and preferably also in the layer of other material immediately below said cellulose ester. Record bodies produced in this way retain the phonetic characters permanently because the layer of cellulose ester, containing the acetyl group is not liable to level down like a celluloid layer. Such records are not liable to shrink and in consequence of the plasticity and non-elastic character of the layer a fine, soft, mellow tone is obtained.

Owing to the high concentration of the solutions which can be prepared with cellulose ester containing the acetyl group, they can be applied to the record disc in one operation without the necessity of successive coatings or applications. The plasticity of the cellulose ester containing the acetyl group can be modified or adapted to the material in conjunction with which it is to be used, that is to say to the material forming the underlayer or body. This is of vital importance to the production of a good tone because it will be obvious that the particular kind of sound obtained from a record body of one kind of material (say, for example, cardboard) will be very different from the one obtained from a



record body of a widely different material, such, for instance, as vulcanite.

A further advantage is that where the film of the cellulose ester is so thin that the sound record is impressed not only in said film, but in the under layer, the guiding of the needle is effected by said under layer as well as by the cellulose ester layer, while the cellulose ester will protect the walls of the sound record in the under layer and prevent them from crumbling or being otherwise damaged or defaced.

It has sometimes been found convenient not to make layers of cellulose ester containing the acetyl group alone but to employ mixtures of the same with softening agents such as di-chlorhydrin or with liquid or solid bodies adapted to impart increased plastic properties to the layers of cellulose ester, such, for example, as camphor substitutes, and it will be obvious that if desired organic and inorganic filling materials, especially in a finely powdered state may be admixed therewith. Of inorganic filling materials, mineral powders presenting a certain resistance to the needle have been found especially convenient, such, for example, as gypsum, kieselguhr, or the like.

The invention is diagrammatically illustrated in the accompanying drawings, in which:—

Fig. 1 represents in section one form of the disc; and Fig. 2 another form thereof.

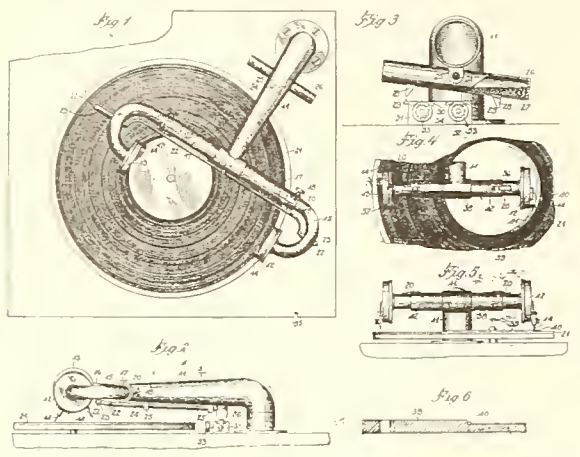
REPEATER.—Edward S. Keogh, New York. Patent No. 1,175,639.

Among the principal objects which the present

LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 91)

invention has in view are: to provide means for automatically replaying a disc record; to diminish the time interval between the repetitions of the playing of said disc record; and to noiselessly suspend and inaugurate the playing of said record.

Drawings.—Fig. 1 is a plan view of a talking machine employing a record disc, showing in conjunction therewith a repeater constructed and arranged in accordance with the present invention; Fig. 2 is a side edge view of the same; Fig. 3 is a



cross section of an enlarged scale, taken as on the line 3—3 in Fig. 2; Fig. 4 is a top plan view showing a fragment of a record disc, and in conjunction therewith a modified form of the invention; Fig. 5 is a front edge view of the construction shown in Fig. 4; Fig. 6 is a detail view of an enlarged scale, showing in cross section a central fragment of a disc constructed and arranged in accordance with the modified form of the invention.

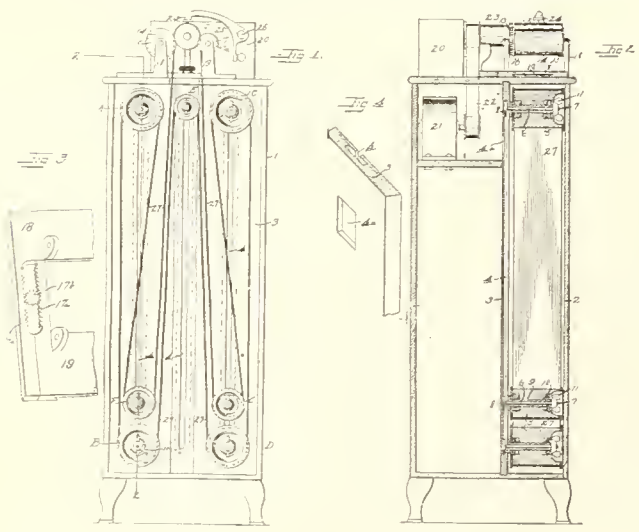
Tape Graphophone.—Isaac S. Turner, Centralia, Wash., and Theodore B. Turner, Penticton, B. C., Canada. Patent No. 1,175,205.

This invention relates to improvements in acoustics, and more specifically to tape graphophones.

The object of the invention is to provide a graphophone construction that will utilize an endless tape of considerable length upon which the etching for reproduction is contained, and of a width adapted to receive a continuous line of etching successively disposed with respect to the width of the tape. This system of arrangement provides for the placing upon a single record a very lengthy production, or an entire music or other program which may be reproduced without interruption for the frequent changing of records, as when small cylinder records are used. At the same time the device may be interchangeably used for cylinder records.

A further object of the invention is to provide a novel endless tape construction for use in recording and reproducing sound when used in connection with this novel graphophone.

Referring to the drawings, which are merely illustrative of the invention, Fig. 1 is a side elevation



of the device with the side cover removed to show the interior arrangement of the parts. Fig. 2 is a vertical sectional view taken on the line 2—2 of Fig. 1. Fig. 3 is a detail view of the sliding support construction. Fig. 4 is a fragmental detail of the partition showing the cut-out portion adapted to admit the shaft of the rollers to the slots.

Sound Box for Phonographs.—Joseph C. Kulp, Atlantic Highlands, N. J. Patent No. 1,174,996.

This invention relates to improvements in the vibratory members of the sound box of a phonograph, and more specifically to an auxiliary diaphragm, located between the usual diaphragm and the outlet to the amplifier.

This invention is an improvement on the auxiliary diaphragm disclosed in application Serial No. 37,904 filed July 3, 1915.

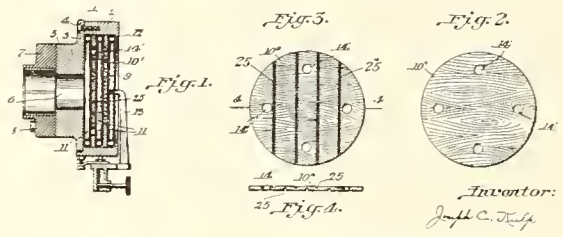
One object of this invention is to provide an auxiliary diaphragm of such material and construction, as will produce a more musical and softer tone.

A second object is to provide such a diaphragm as will produce a tone, amplified to a greater degree than is possible by the use of the usual diaphragm alone.

A third object is to provide such a diaphragm, as will produce better enunciation than heretofore attained.

A fourth object is to produce a wooden diaphragm, which will vibrate substantially as well across the grain of the woods as with the grain.

Fig. 1 illustrates a sectional view through a phonograph sound box equipped with an auxiliary diaphragm. Fig. 2 illustrates a plan view of one form of the improved diaphragm. Fig. 3 illustrates



a plan view of a modified form of this improved diaphragm, and Fig. 4 illustrates a sectional view along line 4—4 of Fig. 3.

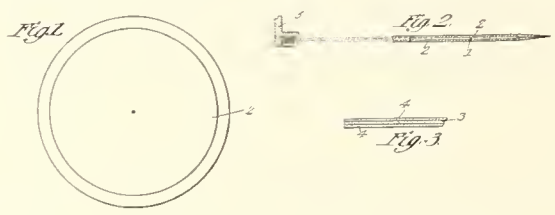
Diaphragm for Sound Reproducers.—James H. Sutlive, Keokuk, Ia. Patent No. 1,176,326.

This invention relates to diaphragms for sound reproducers, one of its objects being to provide a composite diaphragm whereby the vibration is distributed practically equally over the entire diaphragm and, consequently, the harsh tones so often produced during the reproduction of high tones are avoided while at the same time all tones reproduced are more natural because of the larger vibrating surface.

A further object is to provide a diaphragm which can be substituted readily for those now in use.

In the accompanying drawings the preferred form of the invention has been shown.

In said drawings:—Figure 1 is a plan view of a



diaphragm constructed in accordance with the present invention. Fig. 2 is an enlarged section therethrough. Fig. 3 is an enlarged section through a modified form of diaphragm.

Phonograph Stop.—Montague Adair, New York. Patent No. 1,175,912.

The present invention relates generally to a stop mechanism for phonographs or the like in which there is a rotatable element carrying a record having a zone of grooves, and a movable element which has a motion with respect to said rotatable element during the operation of the machine.

It is well known that the extent of the zone of grooves of the record varies and in the stopping devices heretofore employed it has usually been the practice to adjust such stopping device to correspond with the extent of the groove zone prior to playing the record, the machine thereby automatically stopping when the end of the record is reached.

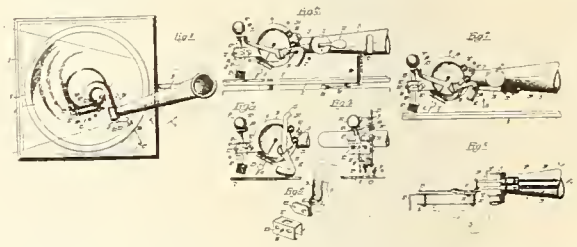
It is the main object of this invention to provide means whereby such adjustment, to fit it to each individual record, will be rendered unnecessary so that the machine will stop automatically when the end of the record is reached, irrespective of the extent of the zone of grooves.

In carrying out this and other objects the invention is characterized by a controller which is carried by the movable element and which by its engagement with the grooves of the record will control the moment that the braking element shall be permitted to operate. Preferably the braking element is also carried by the movable element, and is under the influence of a latch which normally restrains its action, said latch being in turn controlled by the controller engaging the record.

It is clear that the controller must be of a peculiar character in order to obtain this result in a practical manner. The necessary characteristics of this controller are that it must be non-playing, that is to say, its engagement with the record grooves must not produce a tune or a scratch; it must not injure the record; it must not retard the rotation of the rotatable member; it must not sensibly increase the pressure with which the sound reproducing stylus engages the record. To this end it is found that a brush makes an ideal non-playing follower for controlling the braking element in that it possesses all the characteristics above enumerated and has in addition the further characteristic that it cleans the record as the latter passes underneath the brush. This brush will preferably be set with its bristles slightly inclined and with their ends extending in the direction of rotation of the rotatable member so as to produce a soft and yielding engagement with the record.

The braking element controlled by the controller is preferably mounted on the movable element such as the swinging arm in such a way that it has a pivotal movement when engaging the record, said pivotal movement being of such a character that the braking element swings into engagement with the record in the direction of rotation of the record so that the rotation of the record once the braking element has initially engaged the same will of itself serve to additionally clamp the braking element more securely into position.

In the said drawings: Figure 1 is a conventional representation in plan of an ordinary phonograph



showing the invention applied thereto. Fig. 2 is a side elevation of both braking devices showing their relation to the rotatable element and to the record carried thereby, as well as to the movable element or swinging arm. Fig. 3 is a view of the end of the movable element or swinging arm and sound reproducer, showing the braking element in its released position. Fig. 4 is a view looking in the direction of the arrow 4, Fig. 3. Fig. 5 is a detail view of the means for securing the braking element to the swinging arm. Fig. 6 is a detail view of an adjustable member for properly positioning the controller with respect to the sound reproducing stylus. Fig. 7 is a side elevation of a modified form of the invention showing a cut-out or switch for use when an electric motor is employed to operate the rotatable element. Fig. 8 is a view looking in the direction of the arrow 8, Fig. 7.

The Denver Phonograph Co. is a new concern which has opened up at 1417 California street, Denver, Col.

REPAIRS

All Makes of Talking Machines
Repaired Promptly and Efficiently

TALKING MACHINE REPAIR
AND SALES CORPORATION
ANDREW H. DODIN, President
25 East 14th Street New York
TELEPHONE, STUYVESANT 292

RECORD BULLETINS FOR JULY, 1916.

COLUMBIA GRAPHOPHONE CO.

BLUE-LABEL DOUBLE-DISC RECORDS
With Orchestra Accompaniment

No. Title. Size.

A2002 Shades of Night (Friedland and Franklin), Sterling Trio 10
My Dreamy China Lady (Van Alstyne), Soprano-Tenor Solo, Grace Nash-Henry Burr 10
A2006 Pretty Please (Von Tilzer), Soprano Solo, Marguerite Farrell 10
Are You Prepared for the Summer? (Schwartz), Baritone Solo .....Arthur Fields 10
A2004 I Can Dance With Everybody But My Wife (Golden), Tenor. Comic Song, Dan W. Quinn 10
Way Down in Borneo-o-o (Piantadosi), Baritone-Tenor...Arthur Collins-Byron G. Harlan 10
A2005 There's a Quaker Down in Quaker Town (Solmon) .....Peerless Quartet 10
When It's Springtime in Killarney. Tenor Solo .....Henry Burr 10
A2003 Are You Half the Man Your Mother Thought You'd Be? (De Costa). Tenor Duet, Albert Campbell-Henry Burr 10
I've Got the Blues for Home Sweet Home (Meyer). Baritone Solo.....Oscar Shaw 10
A2000 The Honolulu Blues (Monaco and Clarke), Peerless Quartet 10
There's a Garden in Old Italy (Glogau). Tenor Duet .....Albert Campbell-Henry Burr
A2001 I Love You—That's One Thing I Know (Gilbert and Friedland). Tenor Solo, Henry Burr 10
Baby Shoes (Piantadosi). Tenor Solo, Henry Burr 10
A2008 Come On to Nashville, Tennessee (Donaldson). Character Song .....George H. O'Connor 10
The Kid is Clever (Brockmann). Baritone-Tenor Duet..Arthur Collins-Byron G. Harlan 10

DOUBLE-DISC RECORDS
Dance Records Recorded Under Personal Supervision of G. Hepburn Wilson

A5815 The Murray Walk (Biese and Klickmann). Fox-trot .....Prince's Band 12
The Girl On the Magazine from "Stop, Look and Listen" (Berlin). Fox-trot. Introducing "That Hula Hula".....Prince's Band 12
A5814 Oh, Joe, With Your Fiddle and Your Bow, You Stole My Heart Away (Donaldson). One-step. Introducing "When Verdi Plays the Hurdy Gurdy.....Prince's Band 12
Evelyn (Felix). One-step. Introducing "Pom Pom" .....Prince's Band 12
A5816 Babes in the Wood from "Very Good Eddy" (Kern). Fox-trot. Introducing "Old Boy Neutral" .....Prince's Band 12
Love Me at Twilight (Grant). Fox-trot, Prince's Band 12
A5817 Southern Roses (Strauss). Waltz, Prince's Orchestra 12
Wine, Women and Song (Strauss). Waltz, Prince's Orchestra 12
A5806 Peer Gynt Suite (Grieg). Part I. Morning, Prince's Orchestra 12
Peer Gynt Suite (Grieg). Part II. Ase's Death .....Prince's Orchestra 12
A5807 Peer Gynt Suite (Greig). Part III. Anitra's Dance .....Prince's Orchestra 12
Peer Gynt Suite (Grieg). Part IV. In the Hall of the Mountain King, Prince's Orchestra 12

BLUE-LABEL DOUBLE-DISC RECORDS

A2007 Down Where the Swanee River Flows (Von Tilzer). Comic .....Al Jolson 10
They Made It Twiee as Nice as Paradise and They Called It Dixie Land (Whiting) Baritone-Tenor Duet...Jas. F. Harrison-Jas. Reed 10
A1991 Star Spangled Banner (Arranged by J. Philip Sousa) .....Prinee's Band 10
Columbia the Gem of the Ocean (Shaw), Prince's Band 10
A2012 America.....Columbia Mixed Double Quartet 10
Battle Hymn of the Republic (Words by Julia Ward Howe), Columbia Mixed Double Quartet 10
A1999 Nigger Love a Watermelon, Ha! Ha! Ha! Baritone Solo. Banjo and Orchestral Accompaniment .....Harry C. Browne 10
Old Dan Tucker. Baritone Solo. Banjo and Orchestral Accompaniment..Harry C. Browne 10
A1995 Laugh and You'll Never Feel Blue (Weston and Young). Laughing Duet. Soprano and Baritone.....Irene Young-Al H. Weston 10
Those Country Days Surely Were It (Weston and Young). Laughing Duet. Soprano and Baritone .....Irene Young-Al H. Weston 10
A1996 When You and I Were Young, Maggie (Butterfield). Violin, 'Cello and Piano, Taylor Trio 10
Bring Back My Bonnie to Me. Violin, 'Cello and Piano .....Taylor Trio 10

Pure Hawaiian Music

A1993 Pua Mohala (Nape), Henry N. Clark, Tenor, and Hawaiian Octette 10
Hawaiian Medley (Nape and Hopkins). Introducing (I) Moanalua Hula, (II) Maunawili, (III) Neleana. Hawaiian Guitar Duet, Helen Louise-Frank Ferera 10
A1998 The Kangaroo Hop (Morris). Fox-trot. Blue and White Marimba Band 10
Oh, Joe With Your Fiddle and Your Bow, You Stole My Heart Away (Donaldson). Fox-trot ...Blue and White Marimba Band 10
A1990 Brighten the Corner Where You Are (Gabriel). Baritone Solo .....Homer A. Rodeheaver 10
If Your Heart Keeps Right (Aekley). Baritone Solo .....Homer A. Rodeheaver 10
A2011 I Know a Lovely Garden (D'Hardelot). Tenor Solo .....Judson House 10
Forgotten (Cowles). Tenor Solo, Judson House 10
A2010 Eileen Alanna (Thomas), Columbia Stellar Quartette 10
Last Night (Kierulf)..Columbia Stellar Quart. 10
A1988 Simple Confession (Simple Aveu) (Thome), Prince's Orchestra 10
Hearts and Flowers (Tobani), Prinee's Orchestra 10
A2009 Santa Lucia (Cottrau).....Prinee's Orchestra 10
What My Mother Wants to Know (Mamma Mia Che Vo Sape) (Nutile) ....Prince's Orchestra 10
A1933 A Hot Time in the Old Town Tonight (Chattaway) .....Prince's Band 10
Any Rags? (Allen).....Prince's Band 10
A5813 Awake Dearest One (Ball). Tenor-Soprano Duet .....Orville Harrold-Lydia Locke 12
The Sunshine of Your Smile (Ray). Tenor-Soprano Duet..Orville Harrold-Lydia Locke 12

SYMPHONY DOUBLE-DISC RECORDS

A5810 Caprice Basque (de Sarasate). Violin-Piano Duet .....Eddy Brown-George Falkenstein 12
Nocturne in E Minor (Chopin-Auer). Opus 72. Violin-Piano Duet, Eddy Brown-George Falkenstein 12
A5809 Dreams (Strelezki). Soprano Solo, Helen Stanley 12
Love's Sorrow (Shelley). Soprano Solo, Helen Stanley 12
A5812 Magic Flute (Mozart). "O Isis et Osiris" (O Isis and Osiris). In Freneh. Bass Solo, Leon Rothier 12
Don Carlos (Verdi). "Ella Giammai M'Amo'." In Italian. Bass Solo.....Leon Rothier 12
A5811 Spring Voices (Voci di Primavera) (Strauss). In English. Soprano Solo....Florence Macbeth 12
I've Been Roaming (Horn). In English. Soprano Solo .....Florence Macbeth 12

EDISON BLUE AMBEROL RECORDS

CONCERT LIST

No. Title.

28237 Air des Bijoux (Jewel Song)—Faust (Gounod). Soprano Solo .....Alice Verlet
28236 My Old Kentucky Home—Variations (Foster-Spalding). Violin-Piano.....Albert Spalding
2919 Wake Up, America! (Jack Glogau). Baritone Solo .....Joseph A. Phillips
2915 American Fantasie (Victor Herbert), New York Military Band
2904 Battle Cry of Freedom (George F. Root), Walter Van Brunt and Chorus
2912 Dixie (Emmett). Mixed Voices. Metropolitan Mixed Chorus
2914 Yankee Doodle. Mixed Voices, Metropolitan Mixed Chorus

REGULAR LIST

2900 Babes in the Wood—Very Good, Eddie (Jerome Kern). Soprano-Tenor Duet, Gladys Rice-Walter Van Brunt
2897 I Can Dance With Everybody But My Wife—Sybil (John L. Golden). Tenor Solo, Billy Murray
2916 Yaaka Hula Hickey Dula (Hawaiian Love Song), (Goetz, Young and Wendling). Tenor Solo, Walter Van Brunt

SONGS AND BALLADS

2898 Call Me Your Darling Again (J. P. Skelly). Soprano .....Elizabeth Spencer and Chorus
2899 I Seem to Hear You Gently Calling (William H. Perrins). Tenor Solo.....Emory B. Randolph
2907 Lights of My Home Town (Chas. K. Harris). Tenor Solo .....Walter Van Brunt
2909 My Pretty Lena (Yodle Song) (Barton), Ward Barton
2905 Nanny (I Have Never Loved Another Girl But You) (Harry Lauder).....Glen Ellison
2910 Serenade (F. Schubert). Tenor Solo, Burton Lenihan
2913 What a Wonderful Mother You'd Be (Al. Piantadosi). Tenor Solo.....Walter Van Brunt
2902 Wonderful Rose of Love (A. J. Mills). Tenor Solo .....George Wilton Ballard

BANDS AND ORCHESTRAS

2911 Aloha Oe Waltzes, for Dancing, Jaudas' Society Orchestra
2906 Serenade—Les Millions D'Arlequin (R. Drigo), Armand Vecsey and His Hungarian Orchestra
2918 Sybil Fox Trot (When Cupid Calls), (Victor Jacobi.) For Dancing..Jauda's Society Orchestra

QUARTETS AND CHORUSES

2903 (a) De Sandman (Protheroe); (b) The Drum (Gibson). Male Voices, unaccompanied, Criterion Quartette
2896 Songs of Other Days—No. 2, Mixed Voices, Metropolitan Mixed Chorus
2908 Swing Along! (Will Marion Cook), Orpheus Male Chorus

INSTRUMENTAL SPECIALTIES

2917 Medley of Hawaiian Airs—No. 1, Hawaiian Guitars.....Helen Louise and Palakiko Ferreira
2901 Silver Threads Among the Gold (H. P. Danks), Xylophone, unaccomp.....Lou Chiha "Frisco"

NEW DIAMOND DISC RECORDS

50343 My Mother's Rosary (Meyer). Tenor, Walter Van Brunt
There's a Long, Long Trail (Elliott). Tenor, George Wilton Ballard and Chorus
50344 Babes in the Wood (Kern). Fox-trot, For dancing .....Jaudas' Society Orchestra
Stop! Look! Listen! (Berlin). Fox-trot. For dancing .....Jaudas' Society Orchestra
80306 Babes in the Wood—Very Good, Eddie (Kern). Soprano and Tenor, Gladys Rice and Walter Van Brunt
Here Comes Tootsi—Around the Map (Finck). Soprano .....Gladys Rice and Chorus
80308 I Want All the World to Know—Katinka (Friml). Soprano and Tenor, Elizabeth Spencer and Walter Van Brunt
Rachety Coo!—Katinka (Friml). Contralto and Baritone.....Helen Clark and Joseph A. Phillips

VICTOR TALKING MACHINE CO.

POPULAR SONG HITS FOR THE MONTH

No. Size.

17994 Roll Your Yiddish Eyes for Me (Sam Lewis-Geo. W. Meyer).....Rhoda Bernard 10
My Yiddish Matinee Girl (Addison Burkhardt). Rhoda Bernard 10
18013 She Was a Girl I used to Know (Jas. Frederick Hanley).....Albert Campbell-Henry Burr 10
Put Your Arms Around Me, Lindy Lou (Addison Burkhardt-Al. Piantadosi)..... Albert Campbell-Henry Burr 10
18028 Shades of Night (Gilbert-Friedland-Franklin)... Sterling Trio 10
I Love You Best of All (Tell Taylor)..... Harry Macdonough 10
18038 Honey Bunch (Andrew Sterling-Dan Caslar).... Collins and Harlan 10
The Georgia Skip (Fred Hager).Byron G. Harlan 10
18046 Oh, Joe, with Your Fiddle and Bow (You Stole My Heart Away) (William Tracey-Walter Donaldson) .....Peerless Quartet 10
Arrah Go On, I'm Gonna Go Back to Oregon (Lewis-Young-Grant).....Peerless Quartet 10
18050 Johnny Get a Girl (Stanley Murphy-Harry Puck) Collins and Harlan 10
The Ragtime Pipe of Pan (from the Winter Garden production "A World of Pleasure") (Harold Atteridge-Sigmund Romberg)..... Billy Murray 10
18051 Simple Melody (from "Watch Your Step") (Irving Berlin)....Edna Brown-Billy Murray 10
They Made it Twice as Nice as Paradise (And They Called it Dixieland) (Raymond Egan-Richard A. Whiting).....Geoffrey O'Hara 10
18052 Baby Shoes (Goodwin-Rose-Piantadosi)..... Edna Brown 10
The Girl Who Wears a Red Cross on Her Sleeve (Will Mahoney) (with Male Quartet).. William Barnes 10
18053 Where the Shamrock Grows (J. Brandon Walsh-Egbert Van Alstyne).....Geoffrey O'Hara 10
My Grandfather's Girl (Will Dillon)..... Jane Kenyon 10
18054 My Own Iona (Moi-Oné-Ionae) (Gilbert-Friedland-Morgan) (with Male Quartet)..... William Barnes 10
In the Beautiful Seaside Air (Wm. Tracey-Walter Donaldson) (with Male Quartet)..... Billy Murray 10

DANCE RECORDS

18039 Pom Pom—Medley One-Step ("Evelyn"—"Pom Pom" and "In the Dark") (Hugo Felix).... Victor Military Band 10
Honky Tonky—One-Step (Chas. McCarron-Chris. Smith) .....Victor Military Band 10
18047 On Your Way—One-Step (Noble MacClure).... Victor Military Band 10
Hilda Fox Trot (Uriel Davis)..... Victor Military Band 10
35548 Down Where the Swanee River Flows—Medley Fox Trot .....Victor Military Band 12
Harry von Tilzer—Medley One-Step, No. 2 (Harry von Tilzer).....Victor Military Band 12
35554 Are You Prepared for the Summer—Medley One-Step ("Are You Prepared for the Summer"—"The Greatest Battle Song of All"—"Is There Still Room for Me 'Neath the Old Apple Tree"—"The Letter that Never Reached Home").....Victor Military Band 12
Walkin' the Dog—Fox Trot (Shelton Brooks).. Victor Military Band 12

MISCELLANEOUS INSTRUMENTAL RECORDS

17957 National Emblem March (E. E. Bagley)..... Arthur Pryor's Band 10
Garde du Corps March (R. B. Hall)..... Arthur Pryor's Band 10
18019 Spring Song (Mendelssohn) (Orchestra with Bird Calls).....Charles Gorst 10
The Robin's Return (Leander Fisher) (Orchestra with Bird Calls).....Charles Gorst 10
18037 Honest Toil March (Concertina Solo)..... Alexander Prince 10
The Diadem Quick-Step (Concertina Solo).... Alexander Prince 10
18042 Peer Gynt Suite, No. 1 (Part 3—"Anitra's Dance") (Edvard Grieg, Op. 46)..... Victor Concert Orchestra 10
Peer Gynt Suite, No. 1 (Part 4—"In the Hall of the Mountain King") (Edvard Grieg, Op. 46) .....Victor Concert Orchestra 10
18056 An Operatic Nightmare—Fox Trot (Arranged by Arndt) (Pianoforte) (A Pianistic Distortion of "The Miserere"; Mendelssohn's "Wedding March"; Lohengrin "Wedding March"; "Soldiers' Chorus"; Tales of Hoffman, Barcarolle; Aida March; arias from Tannhäuser, Samson, Faust and Pagliacci; and the Rigoletto Quartet) .....Felix Arndt 10
Nola Fox Trot (Arndt)(Pianoforte).Felix Arndt 10
18048 Cavalleria Rusticana—Intermezzo (Mascagni) (Marimba) ..... Hurtado Bros. Royal Marimba Band of Guatemala 10
Fading Leaves—Serenata (H. E. Carroll) (Marimba) ..... Hurtado Bros. Royal Marimba Band of Guatemala 10
35557 Artist's Life Waltz (Johann Strauss (Marimba) Hurtado Bros. Royal Marimba Band of Guatemala 12
American Airs—Medley (Marimba) ("Dill Pickles"—"Sleep Baby Sleep"—"American Patrol"—"Girl I Left Behind Me"—"Dixie"—"Yankee Doodle"..... Hurtado Bros. Royal Marimba Band of Guatemala 12

VOCAL RECORDS

18025 I'm a Jolly Old Rover (T. B. Henry-Geoffrey O'Hara) .....Wilfred Glenn 10
The Old Sexton (Park Benjamin-Henry Russell) Wilfred Glenn 10
18035 When the Moon am Shining (Barton) (Duet with Guitar).....Ward Barton-Frank Carroll 10
Rock-A-Bye Bahy (New version by Barton) (Yodling Duet with Guitar), Ward Barton-Frank Carroll 10
18041 Jock o' Hazledean (Scotch Ballad) (Scott)..... Henry Burr 10
The Harp that Once Thro' Tara's Halls (Thomas Moore) .....Henry Burr 10
18044 I'm a Longin' Fo' You (Karl Fuhrmann-Jane Hathaway) .....Elsie Baker 10
Two Roses (Jean P. Selinger-Hallett Gilberté), Elsie Baker 10
18045 Home, Sweet Home (Payne-Bishop).Elsie Baker 10
My Old Kentucky Home (Stephen C. Foster)... Elsie Baker 10
35550 Songs of the Past—No. 11, Victor Mixed Chorus 12
Chorus, "Ma Rainbow Coon" (Green-Sloane)—Solo and Quartet, "Only a Pansy Blossom" (Rexford-Howard)—Solo and Chorus, "Push dem Clouds Away" (Gaunt)—Solo and Mixed Quartet, "In the Shade of the Old Apple Tree" (Williams-Van Alstyne)—Solo and Chorus, "Bedelia" (Jerome-Schwartz)—Chorus, "The Sidewalks of New York" (Lawlor-Blake).
Songs of the Past—No. 12, Victor Mixed Chorus 12
Quartet, "Playmates"—(Dacre-Forman)—Solo and Chorus—"I'd Leave Ma Happy Home for You" (Heelan-Von Tilzer)—Solo and Chorus, "The Bowery" (Hoyt-Gaunt)—Chorus, "Ta-ra-ra-Boom-de-ay" (Sayers)—Solo and Chorus, "The Midway"—Solo and Chorus, "My Wife's Gone to the Country, Hurrah, Hurrah" (Whiting-Berlin-Snyder).
35552 Gems from "Sweethearts" (Smith-Herbert), Victor Light Opera Company 12
Gems from "Naughty Marietta" (Young-Herbert) .....Victor Light Opera Company 12
35549 The Masque of Comus (1) "From the Heavens Now I Fly" (2) Chorus—"Sabrina Fair" (John Milton-Henry Lawes) (acc. by Harp, Strings and Woodwind), Raymond Dixon and Mixed Quartet 12
The Masque of Comus (1) "Sweet Echo" (2) "By the Rushy-Fringed Bank" (John Milton-Henry Lawes) Olive Kline (3) "Back, Shepherds, Back!" (John Milton-Henry Lawes), Raymond Dixon 12

RECITATIONS AND SPECIALTIES

35545 When Malindy Sings (Paul Lawrenee Dunbar), (Negro Dialect Recitation), Homer Rodeheaver 12
Me and Jim (Anonymous), (Recitation), Harry E. Humphrey 12
35556 Uriah Heep (from "David Copperfield"), (Character Impersonation from Dickens), William Sterling Battis 12
Micawber (from "David Copperfield"), (Character Impersonation from Dickens), William Sterling Battis 12
35555 Paul Revere's Ride (Longfellow), (Dramatic Reading with descriptive effects), William Sterling Battis 12
The Rising of '76 (Thomas Buchanan Read), (Dramatic Reading with descriptive effects), William Sterling Battis 12
18036 Old Country Fiddler on Woman Suffrage (Rural Comedy) .....Charles Ross Taggart 10
Old Country Fiddler at the Party (Rural Comedy with Violin).....Charles Ross Taggart 10

BLUE AND PURPLE LABEL RECORDS

45095 Are You Prepared for the Summer (Kalmar-Leslie-Schwartz) .....Nora Bayes 10
The Greatest Battle Song of All (Friend-Downing-Ruby) .....Norah Bayes 10

(*Continued on page 94*)

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RECORD BULLETINS FOR JULY—(Continued from page 93)

45090 Just a-Wearyin' for You (Frank Stanton-Carrie Jacobs-Bond) .....Lucy Isabelle Marsh 10
His Lullaby (Healy-Jacobs-Bond), Lucy Isabelle Marsh 10
45094 Dixie Land (Dan Emmett).....Kitty Cheatham 10
I'se Gwine Back to Dixie (C. A. White), Kitty Cheatham 10
55076 Creation—"In Native Worth" (Haydn), Paul Althouse 12
By the Waters of Babylon (C. T. Howell), Reinald Werrenrath 12
70116 Bonnie Maggie Tamson (There's No Another Lass Like the Lass I Love), Harry Lauder 12
60139 In the R-o-t-a-r-y.....Harry Lauder 10
55075 Guide Thou My Steps (from "Les Deux Journées")—(Der Wasserträger—The Water-Carrier) (Cherubini) (English adaptation by Arthur Baildron) .....Reinald Werrenrath 12
Requiem Mass in C Minor (Requiem Aeternam) (Cherubini), in Latin..Victor Oratorio Chorus 12
45092 I Attempt from Love's Sickness to Fly (from "The Indian Queen") (Sir Robert Howard-Henry Purcell) .....Reinald Werrenrath 10
My Mother Bids Me Bind My Hair (Haydn), Lucy Isabelle Marsh 10

RED SEAL RECORDS

Sophie Braslau, Contralto—In English
64539 Birds in the Night (A Lullaby), Lionel H. Lewin—Arthur S. Sullivan 10
Enrico Caruso, Tenor—In Italian
88555 Mia sposa sarà la mia bandiera ("My Bride Shall be My Flag") .....A. Rotoli 12
Julia Culp, Contralto—In German
74462 Israel in Egypt—Arie, "Dank sei dir" (Introduced into "Israel" at a recent Berlin Performance) .....Handel 12
Emilio de Gogorza, Baritone—In Italian
74421 Non é Ver ('Tis Not True).....Tito Mattei 12
Emmy Destinn, Soprano—In Italian
88557 Il Trovatore—D'amor sull' ali rosee (Love, Fly on Rosy Pinions) (Act 4).....Verdi 12
Mischa Elman, Violinist (Pianoforte by Walter H. Golde)
74340 Chanson Louis XIII and Pavane, Couperin-Kreisler 12
Alma Gluck, Soprano—In English
64566 Nightingale Song (from "The Tyrolean") (Bird Voices by Charles Kellogg).....Carl Zeller 10
Marcel Journet, Bass—In Italian
64567 Hymne de Mameli, "Fratelli d'Italia" (Italian Patriotic Song), Goffredo Mameli-Michele Novaro 10
Fritz Kreisler, Violinist (Pianoforte by Carl Lamson)
64565 Berceuse Romantique (Slumber Song) (Op. 9). Fritz Kreisler 10
Giovanni Martinelli, Tenor—In French
64574 Ouvre ton coeur (Open Thy Heart) (Spanish Serenade) .....Bizet 10
John McCormack, Tenor—In English
64532 Sing! Sing! Birds on the Wing, Leslie Cocke-Godfrey Nutting 10
Ernestine Schumann-Heink, Contralto—In German
88550 Das Erkennen (Recognition).....Carl Loewe 12
Evan Williams, Tenor—In English
64594 When the Boys Come Home, John Hay-Oley Speaks 10
Herbert Witherspoon, Bass—In English
64534 Off to Philadelphia (Old Irish Melody)..... 10
Efrem Zimbalist, Violinist
74467 Harlequin's Serenade (from "Les Millions D'Arlequin") (Violin Solo).....Drigo 12

PATHE FRERES PHONOGRAPH CO.

No.	Title.	Size.
64001	O Paradiso, from "l'Africaine" (Meyerbeer), Lucien Muratore	11½
	Reviens (Fragson and Christine), Lucien Muratore	11½
	MUSICAL COMEDY SUCCESSES	
30437	Evelyn, from "Pom Pom" (Caldwell and Felix) .....Henry Burr	11½
	Mon Desir, from "Pom Pom" (Caldwell and Felix) .....Eileen Molloy	11½
30426	Which Switch is the Switch Miss for Ipswich? (Barnet and Darewski) .....Arthur Collins	11½
	Yaaka Hula Hickey Dula (Wendling and Joe Young) .....Collins and Harlan	11½
	NEW STANDARD VOCAL RECORDS	
60045	The Star Spangled Banner (Arr. by S. Jackson) .....Anna Fitziu	11½
	Old Folks at Home (Foster)....Anna Fitziu	11½
30433	Ben Bolt (Kneass).....James Stanley	11½
	Beauty's Eyes (Tosti) .....Wallace Cox	11½
30420	Dixie (Old Standard Song) Emmet, Peerless Quartet	11½
	Kentucky Babe (Old Standard Song) (Geibel), Peerless Quartet	11½
	MISCELLANEOUS SELECTIONS	
30398	The Declaration of Independence of the U. S., Part I, (Thomas Jefferson), Harry E. Humphrey, Elocutionist	11½
	The Declaration of Independence of the U. S., Part II, (Thomas Jefferson), Harry E. Humphrey, Elocutionist	11½
	POPULAR VOCAL HITS OF THE MONTH	
30427	Wake Up, America (Graff, Jr., and Jack Glogau) .....Hugh Robinson	11½
	Georgia Moon (Barron and Havez), Chas. Harrison and Beulah Gaylord	11½
30438	Hello, Hawaii, How Are You? (Kalmar, Leslie and Schwartz) .....Arthur Collins	11½
	Loading Up the Mandy Lee (Murphy and Marshall) .....Collins and Harlan	11½
30435	On the Old Back Seat of the Henry Ford (Will and Lawrence Dillon)..Arthur Collins	11½
	The Kid is Clever (James Brockman), Collins and Harlan	11½
	NEW INSTRUMENTAL AND DANCE RECORDS	
30408	Intermezzo from "Goyescas" (Granados), Pathé Concert Orchestra	11½
	Tarantelle Romantique (Pechotsch), Violin Solo .....Jan Rudenyi	11½
30455	Cavatina (Raff), Violin, 'Cello, Harp, Pathé Symphonic Trio	11½
	Caprice (Pechotsch), Violin Solo..Jan Rudenyi	11½
30418	Poet and Peasant, Overture, Part I (Suppé), Pathé Concert Orchestra	11½
	Poet and Peasant, Overture, Part II (Suppé), Pathé Concert Orchestra	11½
30373	America, Overture, Part I, including Hail Columbia, Home Sweet Home, and Red, White and Blue (Moses), Pathé Concert Orchestra	11½
	America, Overture, Part II, including Yankee Doodle, America, Dixie Land, and Star Spangled Banner (Moses), Pathé Concert Orchestra	11½
30428	Red Rooster Rag (Dr. G. W. Ronfort), One or Two-Step .....Pathé Dance Orchestra	11½
	Good Scout (Kaufman), One or Two-Step, Pathé Dance Orchestra	11½
30430	Bugle Call Rag (Blake and Morgan), Fox Trot, Pathé Dance Orchestra	11½
	Leontine (Jackel-Berge), Valse, Pathé Dance Orchestra	11½
	NEW INSTRUMENTAL HAWAIIAN RECORDS	
30376	Hapa Haua Hula Girl (Hawaiian Intermezzo), Louise and Ferera Hawaiian Troupe	11½
	Waikiki March (Hawaiian March), Louise and Ferera Hawaiian Troupe	11½
30394	Mauna Kea (David Nape), (2) Mia Poina Oe Ia'u (3) Sweet Lei Lehua, Louise and Ferera Hawaiian Troupe	11½
	Pua Mohala and Meleana (David Nape), Louise and Ferera Hawaiian Troupe	11½

OPERAPHONE MFG. CORPORATION

1073 Sunshine of Your Smiles. Tenor.....Elliott
Little Mother. Baritone.....James Hall
1074 Ciribiribin (in Italian). Soprano.....Fausta Pisano
Maria, Mari (in Italian). Soprano....Fausta Pisano
1075 Song of Hawaii (Waltz). Hawaiian Guitars, Hilena and Palakiko
On the Beach at Wakiki. Hawaiian Guitars, Hilena and Palakiko
1076 Rackety Coo. From "Katinka." Soprano, May Naudain
Beautiful Isle of Somewhere. Tenor.....Hal Reed
1077 Pagliacci—Prologue (Leoncavallo). Baritone, Alan Turner
Thannhauser—Evening Star (Wagner). Baritone, Alan Turner
1078 Hello, Hawaii, How Are You. Soprano..Ada Jones
Arrah, Go On, I'm Gonna Go Back to Oregon. Soprano .....Ada Jones
1079 I Sent My Wife to the Thousand Isles. Tenor, M. J. O'Connell
Where Did Robinson Crusoe Go with Friday on Saturday Night. Tenor.....Arthur Collins
1080 Lost Chord. Baritone.....Alan Turner
Venetian Song (Tosti). Baritone.....Alan Turner
1081 Madame Butterfly—One Fine Day. Soprano, Gertrude Rennyson
Love's Old Sweet Song (Molloy). Soprano, Gertrude Rennyson
1082 Elsa's Dream (Elsa's Traum). From Lohengrin (Wagner). Soprano.....Gertrude Rennyson
Mighty Lak'a Rose (Nevin). Soprano, Gertrude Rennyson
1083 Operaphone Waltz.....Dance Orchestra
Honey Bunch. Fox-trot.....Dance Orchestra
1084 On the Hoko Moko Isle. One-step..Dance Orchestra
Medley Waltz—A Perfect Day.!...Dance Orchestra

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Finally, the grace and elegance of the cabinet work, and the marvelous purity, strength and expressiveness of the tone would convince you that there is no phonograph like the Sonora—the value and beauty of which is irresistible.

That's why there's such a tremendous demand for Sonora.

Sonora sales agencies are valuable.

If you are interested in selling "the highest class talking machine in the world," write to us.

Ten Superb Models:

$45 $60 $75 $100 $150 $175 $190 $225 $350 $1000

SONORA PHONOGRAPH CORPORATION

GEORGE E. BRIGHTSON, President

Mid-Western Office, 320 South Wabash Avenue, CHICAGO, ILL.

Main Office, NEW YORK CITY

Representatives throughout the country

PRESTIGE *and* PROFITS

No matter how distinctive and lucrative any dealer's line may be, the NEW EDISON would add prestige and profit. Prestige because the NEW EDISON embodies Thomas A. Edison's new art—Music's Re-Creation. Demonstrations of this unparalleled achievement have profoundly impressed many thousands of cultured music lovers with the fact that the NEW EDISON is the peer of the finest musical instruments in artistic achievement and unapproached by any in its range of musical expression.

The NEW EDISON
Chippendale—Official Laboratory Model

On the recently concluded tour of Marie Rappold, brilliant Metropolitan star, when she sang in immediate comparison with the NEW EDISON from New York to Seattle, from St. Paul to Dallas, some 30,000 music lovers and critics strained their ears to catch any difference between Mme. Rappold's living and Re-Created voices and were astounded to find there was no difference to catch.

Surely an instrument to sustain this exacting test must possess characteristics so distinctive as to place it above comparison. The prestige thus created is an invaluable asset for the Edison dealer.

Edison profits are ample. The average per sale is unusually large and requires no more effort to secure, and frequently less than with lines carrying a much smaller profit per sale.

The Edison Probationary Zone Plan gives good dealers a chance to prove that they *are* good dealers.

Details of this plan may be secured from the jobber in the list below nearest you, or from

THOMAS A. EDISON, Inc.

279 Lakeside Avenue, ORANGE, NEW JERSEY

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS:

CALIFORNIA
Los Angeles—Diamond Disc Distributing Co.
San Francisco—Pacific Phonograph Co.

COLORADO
Denver—Denver Dry Goods Co.

CONNECTICUT
New Haven—Pardee-Ellenberger Co.

GEORGIA
Atlanta—Phonographs, Inc.

ILLINOIS
Chicago—The Phonograph Co.

INDIANA
Indianapolis—Kipp Phonograph Co.

IOWA
Des Moines—Harger & Blish.
Sioux City—Harger & Blish.

LOUISIANA
New Orleans—Diamond Music Co., Inc.

NEW YORK
Albany—American Phonograph Co.
New York—The Phonograph Corp. of Manhattan,
Syracuse—Frank E. Bolway & Son, Inc.

OHIO
Cincinnati—The Phonograph Co.
Cleveland—The Phonograph Co.

OREGON
Portland—Pacific Phonograph Co.

PENNSYLVANIA
Philadelphia—Girard Phonograph Co.
Pittsburgh—Buehn Phonograph Co.
Williamsport—W. A. Myers.

TEXAS
Dallas — Texas-Oklahoma Phonograph Co.
El Paso—El Paso Phonograph Co., Inc.

UTAH
Ogden—Proudfit Sporting Goods Co.

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.

MICHIGAN
Detroit—Phonograph Co. of Detroit.

MINNESOTA
Minneapolis—Laurence H. Lucker.

MISSOURI
Kansas City—The Phonograph Co. of Kansas City.
St. Louis—Silverstone Music Co.

MONTANA
Helena—Montana Phonograph Co.

NEBRASKA
Omaha—Shultz Bros.

VIRGINIA
Richmond—C. B. Haynes & Co.

WASHINGTON
Seattle—Pacific Phonograph Co., N.W.
Spokane—Pacific Phonograph Co.

WISCONSIN
Milwaukee—The Phonograph Co. of Milwaukee.

CANADA
Montreal—R. S. Williams & Sons Co., Ltd.
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Calgary—R. S. Williams & Sons Co., Ltd.

SPECIAL—THE NATIONAL TALKING MACHINE JOBBERS' CONVENTION

VOL. XII. No. 7.

SINGLE COPIES, 20 CENTS
PER YEAR, ONE DOLLAR

The TALKING MACHINE WORLD

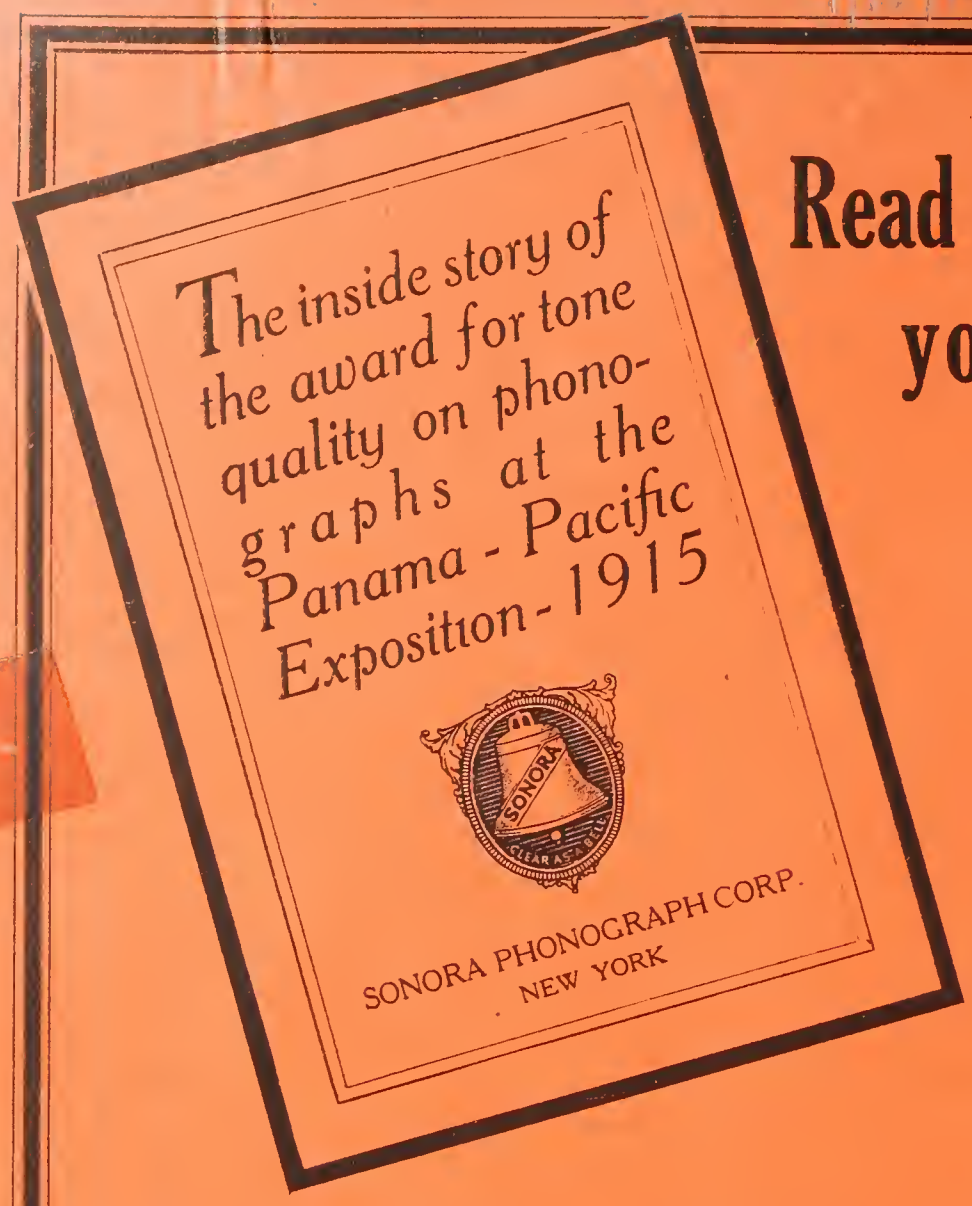
For the makers & sellers of talking machines

Published Each Month by Estate of Edward Lyman Bill at 373 Fourth Ave., New York, July 15, 1916

Victrola XVI, $200
Mahogany or oak

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

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 2, 1879.



Read what this says and you'll be convinced!

DO you fully realize what it means to win out against the competition of the entire world?

IT means that something has been done, something more remarkable than any one else has been able to accomplish.

That is the reason why the makers of the Sonora Phonograph have gathered in a little leaflet the data pertaining to the awarding of the highest score for tone quality to the Sonora at the Panama-Pacific International Exposition.

Read the letters from members of the International Jury that heard and passed on the merits of the various machines exhibited.

READ the letter of Mr. O. H. Fernbach, Secretary, International Award System, in which he states that "The only jury which heard and tested all the phonographs at the Panama-Pacific Exposition recommended that the Sonora Phonograph be given a marking for tone quality higher than that given to any other phonograph or talking machine."

These letters will show you conclusively how Sonora triumphed.

The finer the tone quality the finer the phonograph. That is self-evident.

Hear the **Sonora** *and you will agree that it is, as claimed, "the highest class talking machine in the world."*

Write for the new "Inside Story" leaflet. Sent free on request.

Ten Superb Models

$45 $60 $75 $100 $150 $175 $190 $225 $350 $1,000

SONORA PHONOGRAPH CORPORATION

GEORGE E. BRIGHTSON, President

Main Offices and Salesrooms, 57 READE STREET, NEW YORK
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Western Office, 344 Geary Street, SAN FRANCISCO, CAL.

Representatives throughout the country

The Talking Machine World

Vol. 12. No. 7 New York, July 15, 1916 Price Twenty Cents

KEEPING SALESMEN INTERESTED

George F. Standke, Manager of Retail Department of Columbia Graphophone Co., Kansas City, Uses New Sales Credit System

KANSAS CITY, MO., July 6.—George F. Standke, retail manager of the Columbia Graphophone Co., Kansas City, is getting fine results from a new system of handling sales. The basis of this system is the giving of proper credit to each salesman for his sales. The name of every prospect secured by a salesman is entered on Mr. Standke's private book and there credited to the salesman. This prospect's name is then entered on a date card index under the date when the prospect is again to be seen. Every morning the prospects on cards of that day are given to the salesmen credited with them. But if the prospect happens to be sold by another salesman the report of the sale is made to Mr. Standke, who looks up the salesman who first got the prospect and credits him with that sale. The men break even under this plan—and experience has shown them that they do, so every fellow is on his toes to sell every prospect regardless of who is to profit by that sale.

TO TAKE RECORDS TO LABRADOR

Dr. Wilfred Grenfell Purchases Supply of Columbia Records for Expedition

MONTREAL, CAN., July 3.—Dr. Wilfred Grenfell, of Labrador fame, recently purchased a liberal supply of patriotic and popular Columbia records from Layton Bros., which he will take along with him on his coming trip to Labrador for exploration purposes.

HANDLING THE APPROVAL QUESTION

Manager A. W. Roos, of the Columbia Graphophone Co., Indianapolis, Explains How He Solved the Problem of Discontinuing Approval System Without Hurting His Business

INDIANAPOLIS, IND., July 5.—A. B. Roos, manager of the Columbia Graphophone Co. here, was recently asked by an Eastern dealer how he managed to discontinue the practice of sending records out on approval without hurting his business. Mr. Roos stated, in explanation, that about five months before the first of the year, at which time it was decided to do away with the approval system, all the clerks were notified that whenever any customers took records on approval they were to be informed that after December 15, 1915, they could get no more records on approval.

"By the time the date came around to stop the approval system," said Mr. Roos, "all our customers were acquainted with the fact and they did not have any reason to be offended. We did not lose any business to any extent and are very well pleased with the way we are getting along."

INCREASE CAPITAL STOCK

The Grafonola Co., of 913 Euclid avenue, Cleveland, O., has leased the retail store room on the first floor in the new Hotel Statler for a term of ten years. The capitalization of the concern was recently increased from $25,000 to $50,000 common stock.

Thomas F. Hennessey, of Oswego, N. Y., has secured the Edison Diamond Disc agency.

INTERESTED IN SALES TRAINING

Many Dealers and Salesmen Take Advantage of Offer of Phonograph Co., of Kansas City, for Instruction in the Selling of Edison Phonographs and Records—The Modus Operandi

KANSAS CITY, MO., July 5.—The Phonograph Co. of Kansas City, has been highly gratified the past few weeks by the response of dealers in the territory to its opportunities for training salesmen. Many of the dealers themselves have come to these schools, but the chief advantage is the training of men who will have charge of phonograph departments. During the past week, for instance, the following Edison department managers have been in: Jenkins, Red Cross Pharmacy, Bartlesville; Caney, Hogabaum Co., Pittsburg, Kan.; Houghton, O'Brien Pharmacy, Beloit, Kan. The dealers seem to prefer to send men in who can learn the business and become competent to handle the departments as a district enterprise.

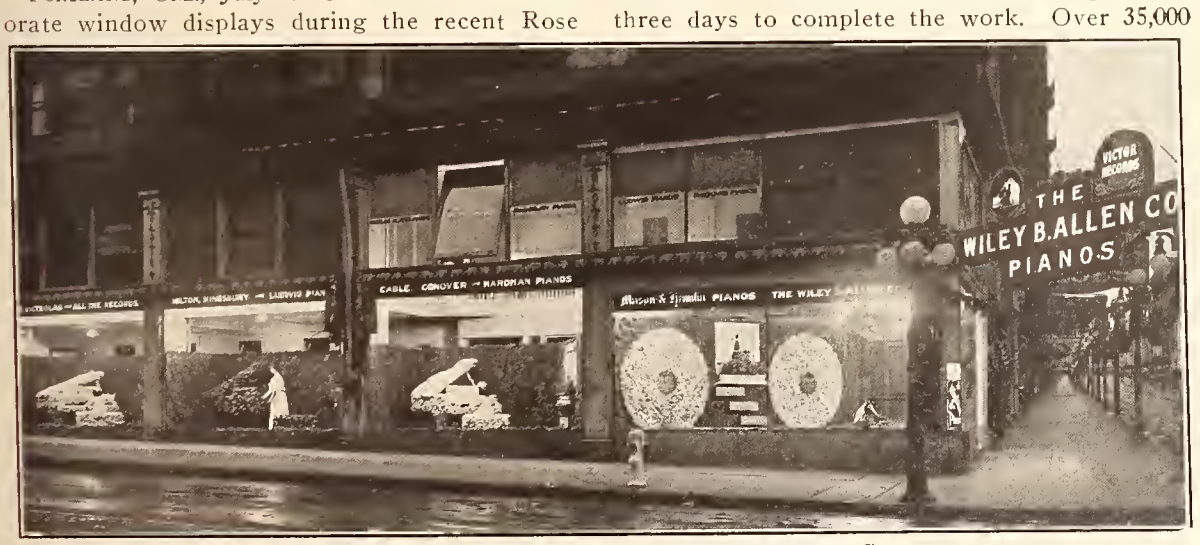
More than twenty-five dealers have already paid expenses of salesmen for a week or more at the Kansas City headquarters, and thirty more have expressed their desire to give their salesmen such training.

The company has regular floor salesmen's meetings every two weeks, and when one or two outside salesmen are in the city, they attend these sessions. When the visitors are more numerous, special meetings are arranged for them. The visitors are given special training in the service department as well as in salesmanship. The tendency this indicates is considered important—for the dealers realize that different equipment and ability are necessary to sell musical goods, than to sell the ordinary commodities in a drug store.

A FEATURE OF THE ROSE FESTIVAL

Floral Window Display of Wiley B. Allen Co. in Portland, Ore., Attracts Unusual Amount of Attention—35,000 Roses Used for the Display

PORTLAND, ORE., July 2.—One of the most elaborate window displays during the recent Rose Festival in this city was that prepared by the Wiley B. Allen Co., which occupied four windows with 100-foot frontage on the Broadway side of the company's store.



Rose Window Display of the Wiley B. Allen Co.

As will be seen in the accompanying illustration three windows were devoted to pianos and the fourth window situated on the corner to Victor records. The two big Red Seal records were built out of Caroline Testout roses on a background of moss, and were about seven feet in diameter, with real Red Seal records in the center.

The decorations were in charge of J. L. Loder, manager of the Victrola department of the store. It took the services of eight men three days to complete the work. Over 35,000 roses of various hues and carefully selected to secure uniform size were required to carry out the scheme.

Victor Record Window

LEAVES FOR SWITZERLAND

Frederic Hermann Thorens, representing H. Thorens, Ste. Croix, Switzerland, sailed Saturday, July 1, for that country after a two months' stay here. While in America Mr. Thorens closed a number of important deals whereby talking machine manufacturers will use the Thorens motor extensively during the coming year. He has been advised that the factory output will be materially increased in the near future, and the house is planning to give prompt service and co-operation to the Thorens clients. Mr. Thorens expects to return to this country within the next two months.

ORDERING LIBERALLY IN MONTREAL

Dealers, for the Most Part, Insuring Against Shortage of Machines in the Fall—Demand for Wartime Records—Dealers Attend Edison Convention—Other Trade Activities

MONTREAL, CAN., July 3.—The majority of the talking machine dealers in this city and vicinity are at present placing large orders with the manufacturers with a view to anticipating, if possible, the expected shortage that generally develops in the fall, and a great number of them will be prepared for the holiday trade when it arrives.

The Berliner Gramophone Co., Ltd., reports a large demand for the new wartime record, "Our Hearts Go Out to You, Canada," and also for "Listen to the Mocking Bird," sung by Alma Gluck. The patriotic records are increasing in popularity steadily and the Berliner Co. has recently issued an attractive advertising hanger in two colors in the shape of a large Union Jack, with mortised center, calling attention to a number of patriotic records.

Several local talking machine dealers attended the Edison convention in New York recently, including Philip, E. H. A. and Geo. Layton, all of Layton Bros. Bourget Goodwin and the Monty Bros., from Granby, Que., also attended.

The new Stewart talking machines are being featured by a number of local houses, including the Robt. Mitchell Co., Ltd., and Henderson & Richardson, of Montreal, and Allen & Cockrane, of Ottawa. A Victrola and a supply of records furnished the music for a recital recently held in Sherbrooke, Que., under the auspices of the Graduate Nurses' Association.

C. R. Coleman has resigned as manager of the Montreal branch of the R. S. Williams Sons, Ltd., which position he has held since the branch was opened six years ago. Beyond a lengthy vacation in the wilds his future plans are indefinite.

FINE HALF YEAR BUSINESS RECORD IN KANSAS CITY

Although There is a Shortage of Certain Types of Machines, Records Are Plentiful—Much Interest Displayed in Jobbers' Convention—What the Various Prominent Houses Are Doing to Stimulate Interest—Talking Machines Aid in Recruiting—News of the Month

KANSAS CITY, Mo., July 5.—With the coming of July the talking machine jobbers and dealers are looking over the figures of their business for the first half of the year with great satisfaction, for the first six months brought a larger increase in trade than a similiar period in previous years. Incidentally the month of June, with many of the houses, proved the best month of the year. A liberal volume of orders are being placed for the holiday trade, for it is realized that with an actual shortage in some styles during the summer months the dealers who want to meet demands in the fall must be prepared.

The Schmelzer Arms Co.'s talking machine department has had to scramble to keep up with the demand from dealers for machines. Every style of instrument seems to be going at top speed, and June was the biggest month so far this year, the close of the biggest six months' business the department has ever had. A. A. Trostler, manager, says that dealers are trying their best to build up their stocks, had, indeed, started as early as March to make preparations for Christmas business. But the dealers seem to be unable to make much headway, the goods moving as fast as they are secured.

Mr. Trostler recently went with the Commercial Club, which visited ninety-six towns in a week. He found dealers most optimistic.

Dealers of Kansas City territory have shown deep interest in the jobbers' convention at Atlantic City. They realize that the jobbers are looking at merchandising from the standpoint of getting goods into the hands of the customer and their interests are common. The convention will help greatly—if any help were needed—to build up a close sympathy between jobbers and dealers.

E. A. Erisman, district manager of the New England States for the Columbia Co., with headquarters at Boston, spent Saturday in Kansas City with E. A. McMurtry, manager of the Kansas City branch. The Western trip of Mr. Erisman was in line with the policy of the company to give its men an opportunity to see how other managers handle business, and it is a great help to them. Mr. McMurtry visited Mr. Erisman in Boston last February.

The Columbia branch in Kansas City has been working at top speed with an especially strong sale of high-priced machines of the $150 and $200 type. There is a shortage of smaller machines which are popular in the summer.

Mr. Blackman, manager of the Phonograph Co., of Kansas City, distributer for the Southwest, went to Wichita July 1 to assist in planning an exclusive Edison department for the George Innes Mercantile Co. The Innes store is one of the finest in Kansas—and it will go into the phonograph business "right."

The Edison Shop, of Kansas City, recently used large display space to exploit the Edison, and gave the names of dealers in the Kansas City territory, including Kansas, Missouri, Arkansas and Oklahoma. It was a notable list of high class music dealers and merchants. It is said that there are only a dozen or so places in this territory where dealers can now get the Edison, all other desirable towns having Edison dealers now.

The E. E. Trower Music Co. received its first shipment of Pathé machines June 30, and July 1 opened its retail store in Kansas City for business. It is a beautiful store, with the rugs, decorations, signs and every feature harmonizing for an impressive effect. The company started its local advertising July 1. R. L. Waters and B. W. Chappell, travelers for the E. E. Trower Music Co., distributer in the Southwest for the Pathé, are organizing the territory well, sending in many dealer-contracts.

E. S. Hall, of the Hall Music Co., resurrected the record "They're on Their Way to Mexico" last week and revived the demand by playing it while the recruiting was going on in the same building. This record came out three years ago, but the words fit the present state of affairs. The head of the commissary department had his quarters in the Scarritt Arcade, where the Hall Music Co. is located, and altogether with the music and the khaki uniforms, the place had quite a military atmosphere.

The Billy Sunday, Rodeheaver and Mrs. Asher records have been in constant demand, both by people in Kansas City and in the small towns nearby.

The Victrola department of the Peck Dry Goods Co. has sold small machines to friends of soldiers and these have been sent, with a free donation of records from the store, to Nevada, Mo.

The talking machine department of the J. W. Jenkins' Sons Music Co. has also sold machines to the different companies that went to Nevada, and has sent a large number of records to Battery B. Mr. Ditzell, manager of this department, will attend the Talking Machine Jobbers' Association convention at Atlantic City.

E. C. Rauth, of the Koerber-Brenner Co., St. Louis, Mo., was in the city recently.

C. R. Moores, representative of the Ross P. Curtice Co., Lincoln, Neb., both for their pianos and for the Victor goods for which they are jobbers, was in Kansas City recently, calling on A. A. Trostler, of the Schmelzer Arms Co., in reference to the jobbers' convention. Mr. Moores had just returned from a visit to the Victor factories.

A series of concerts was held recently by the music department of the Jones Store Co., during which entertainments were given every afternoon for two weeks. The program included piano and player selections and Victrola numbers. The attendance was highly satisfactory, and the sales of Victrolas reached a considerable volume. The co-operation of the piano and player division with the Victrola section proved very profitable to both.

Miss N. Williams, formerly employed by the Schmelzer Arms Co., is now in the Victrola department of the Jones Store Co.

The Columbia retail store at Kansas City came within one or two machines of doubling business in June of June last year. There are several reasons for this increase, one of which is the special window display that the store has been putting up. There was a beautiful and striking display for Fourth of July records. The window was typical of the style and taste which George F. Stanke, retail manager, puts into them. There was one large machine in the middle of the window with white window streamers, forming the staff, running to each side. On the staff were the characteristic trade mark notes of the company. Two large, very stiff cardboard signs, lettered with especial artistry, were placed in corners of the window, and on them were styles, record numbers and soloists and each bore a record. The simplicity of the window was the important feature of its effectiveness, and it sold records.

NEW PATHE DISTRIBUTERS

The Pathé Frères Phonograph Co., New York, announced this week the appointment of the Armstrong Furniture Co., Memphis, Tenn., as Pathé distributer in that section. This concern is well-known throughout the South, and is now perfecting a sales organization that will concentrate on the development of Pathé wholesale business.

The Fraad Talking Machine Co. was incorporated for $100,000, and not for $10,000 as published recently in the New York Times.

EASTERN VICTOR SERVICE

IS WHAT SUCCESSFUL NEW ENGLAND VICTOR DEALERS USE

IT HELPS THEM TO BE SUCCESSFUL

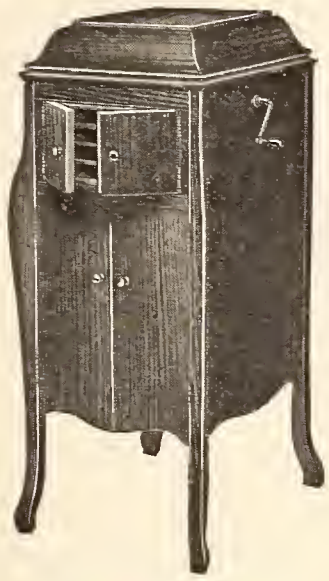
It helps them to attract and hold customers by placing them in a position to give prompt service to their trade, to supply the machine or record wanted, when it is wanted, to make profits.

IT COSTS NO MORE THAN ORDINARY SERVICE

The Eastern Talking Machine Co.

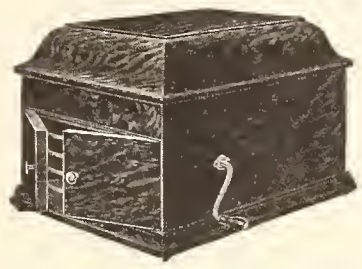
177 TREMONT STREET, BOSTON, MASS.

Largest Exclusive Victor Distributors in the East

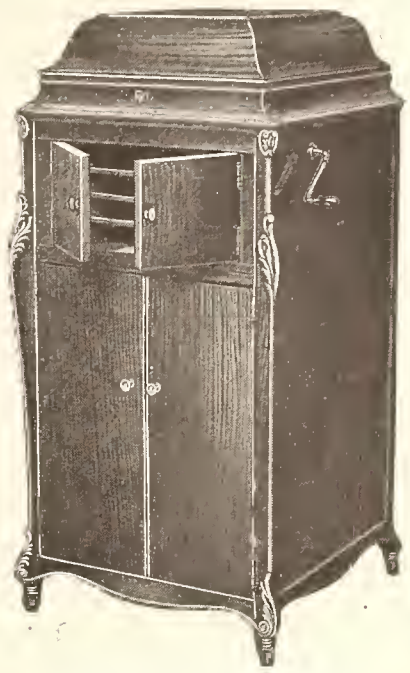


Victrola X, $75
Mahogany or oak

Victrola IV, $15
Oak



Victrola VIII, $40
Oak



Victrola XVI, $200
Victrola XVI, electric, $250
Mahogany or oak

Victrola supremacy

The Victrola has earned its supremacy by the great things it has actually accomplished.

The large measure of success enjoyed by Victor dealers is in keeping with Victrola supremacy.

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

Important warning. Victor Records can be safely and satisfactorily played only with *Victor Needles or Tungs-tone Stylus* on Victors or Victrolas. Victor Records cannot be safely played on machines with jeweled or other reproducing points.

Victor Distributors

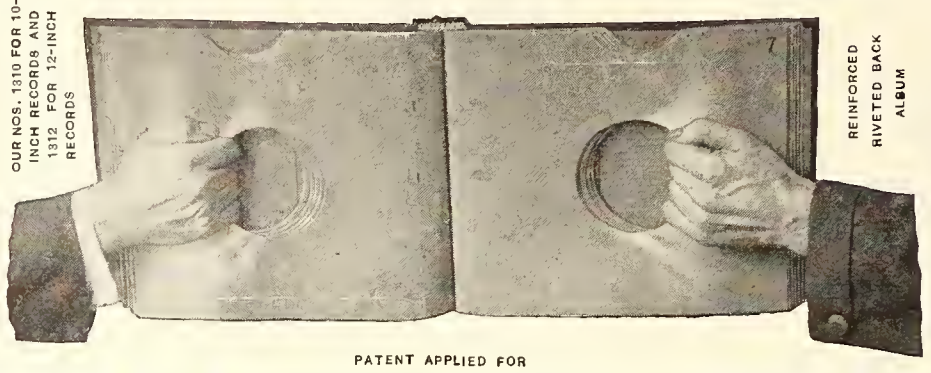
Albany, N. Y.	Gately-Haire Co., Inc.
Atlanta, Ga.	Elyea-Austell Co. Phillips & Crew Co.
Austin, Tex.	The Talking Machine Co., of Texas.
Baltimore, Md.	Cohen & Hughes, Inc. E. F. Droop & Sons Co. H. R. Eisenbrandt Sons, Inc.
Bangor, Me.	Andrews Music House Co.
Birmingham, Ala.	Talking Machine Co.
Boston,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

THE PULLING TEST—THE STRENGTH IS THERE

THE STRONGEST ALBUM MADE AT ANYWHERE NEAR ITS LOW PRICE

The Well-Known "National" Record Albums Are Always the Leaders

The only Safe and Convenient Way to Protect Disc Records



For Durability, Finish and Artistic Design Our Albums Have No Equal

They are made in the most substantial manner by skilled workmen

STRENGTH AT THE STRESS AND STRAIN POINT PRACTICALLY UNBREAKABLE FOR REGULAR USAGE

We manufacture disc Record Albums containing 12 pockets to fit the Victrola Cabinets Nos. X and XI. We also make Albums containing 17 pockets. With the indexes they are a complete system for filing all disc Records.

THESE ALBUMS ARE THE BEST FOR VICTOR, COLUMBIA AND ALL OTHER DISC RECORDS

CORRESPONDENCE SOLICITED WRITE FOR PRICES NATIONAL PUBLISHING CO., 239 S. American St., PHILADELPHIA, PA.

IMPORTANT MEETING OF THE TALKING MACHINE MEN, INC.

Meetings Henceforth Third Wednesday of Each Month—Discuss National Association—Officers Elected—Some Interesting Talks—Important Committees Appointed

At the June monthly meeting of the Talking Machine Men, Inc., the organization of New York, New Jersey and Connecticut talking machaine dealers, held at Keene's Chop House on West Thitry-fifth street, New York, it was decided that as a matter of convenience all future meetings of the association be held at Keene's. The regular monthly meetings being held on the third Wednesday of each month, for the benefit of those dealers who desire a social hour before the meeting it has been arranged to serve an informal luncheon at 1 o'clock on the day of the meeting at a cost of 75 cents.

One of the features of the meeting was the report made by Henry Mielke of his recent trip to Washington as a representative of the talking machine men to attend the hearings on the Stephens Bill for price maintenance, and he stated that a full report of the matter would be filed later. A resolution thanking Mr. Mielke for his work was adopted unanimously.

A particularly important and interesting action taken by the talking machine men at the meeting was the appointment of a committee of five, consisting of John E. Hunt, president; H. Mielke, Theodore Arison, J. T. Coughlin and S. Lazarus to discuss ways and means for forming a national association of talking machine dealers. The committee was appointed at the suggestion of Mr. Mayers, who declared that there was a real necessity for such an organization which should be so designed as to take in the various local associations now in existence.

It was announced during the meeting that J. G. Bremner, former president of the association, was no longer connected with that organization.

During the course of the meeting an interesting talk on "Co-operation in Business" was given by A. P. McCoy, of the Fulton Driggs & Smith Co., Waterbury, Conn., and vice-president for Connecticut of the Talking Machine Men.

J. T. Coughlin, vice-president of the association for New York, also spoke at some length on the subject of "Organization and Price Maintenance," and gave the dealers some excellent ideas to think over.

As a matter of convenience in holding meetings the by-laws of the Talking Machine Men were amended to provide that ten instead of fifteen members, as formerly, should constitute a quorum. From the revival of interest on the part of dealers in the Talking Machine Men, it is very probable that future attendance will be such that the question of a quorum need not be brought up.

The officers of the Talking Machine Men for the year are: President, John E. Hunt, White Plains, New York; vice-president for New York, J. T. Coughlin; vice-president for New Jersey, H. H. Jaffe, Hoboken, N. J.; vice-president for Connecticut, A. P. McCoy, Waterbury; treasurer, A. Galuchie, Jersey City, and secretary, Sol Lazarus, New York.

The list of committees follows:

Executive Committee—Henry Mielke, 1680 Second avenue; R. Montalvo, 209 Nelson avenue, New Brunswick, N. J.; Yonkers Talking Machine Co., M. Goransky, Yonkers, N. Y.

Associate Members Executive Committee—Adams Music Store, 6950 Second avenue; Saul Birns, 117 Second avenue; Blackman Talking Machine Co., 97 Chambers street; R. F. Bolton, 83 Chambers street; Chas. H. Ditson, 8 East Thirty-fourth street; Irving Kurtz, 135 Broadway; Max Landay, 563 Broadway; Mathushek & Son Piano Co., 1569 Broadway; A. H. Mayers, 1983 Broadway; John Y. Shepard (G. T. Williams), 217 Duffield street, Brooklyn, N. Y.; I. Zion, Broadway and Eigbty-third street; E. Leins Piano Co., 304 West Forty-second street.

Entertainment Committee—John Y. Shepard (Chairman), 217 Duffield street, Brooklyn (G. T. Williams Co.); Geo. Kelly (New York Talking Machine Co.); J. T. Coughlan, 485-87 Eighth avenue; A. Galuchie, 724 Bergen avenue, Jersey City, N. J.; Sol Lazarus, 216 East Fifty-ninth street; E. Blout (Riddell), 2799 Broadway.

Finance Committee—G. T. Lake (Chairman), 1501 Madison avenue; Epstein (Epstein & Berdy), 1198 Fulton street, Brooklyn, N. Y.; Johann Scbick, 956 Third avenue; I. Zion, Broadway and Eighty-third street; E. Leins Piano Co., 304-6 West Forty-second street.

Legal Committee—J. T. Coughlan (Chairman), 487 Eigbth avenue; Irving Kurtz, 135 Broadway; Henry Mielke, 1680 Second avenue.

Membership Committee—Jobn Y. Shepard (Cbairman), G. T. Williams Co., 217 Duffield street, Brooklyn; E. Blout (Riddell), 2799 Broadway; Blackman Talking Machine Co. (Wilkins), 97 Chambers street; New York Talking Macbine Co. (Fontaine), 119 West Fortieth street; S. Pearsall (Spencer), 16 West Forty-sixtb street; S. B. Davega (Kaiser), 831 Broadway; Fred G. Scholl, 1125 Jamaica avenue, Woodbaven, L. I.; American Talking Machine Co. (Goldsmith), 368 Livingston street, Brooklyn; I. Davega, Jr., Inc., 125 West 125tb street; Daniel R. Weed & Son, Beacon, N. Y.

Advertising Committee—Adams Music Store (F. P. Adams), 6950 Third avenue, Brooklyn; Owens & Beers, 81 Chambers street; Landay Bros., 563 Fiftb avenue; C. H. Ditson & Co., 8-10-12 East Thirty-fourth street; Saul Birns, 117 Second avenue; A. P. McCoy, Waterbury, Conn.; Fred Loeser & Co. (E. Paul Hamilton), 482 Fulton street, Brooklyn; L. Bamberger & Co. (Semels, manager), Market street, Newark, N. J.; Columbia Phonograph Co. (R. F. Bolton).

Auditing Committee—A. Anderson (Chairman), (New York Talking Machine Co.); Theo. Arison, 52 West 116th street; M. W. Gibbons, 1314 Fulton street, Brooklyn.

Grievance Committee—A. H. Mayers (Cbairman), 1983 Broadway; Fred Michaelis, 269 Jackson avenue, Jersey City, N. J.; Ideal Music Co. (Jacob), 29 John street; Geo. M. Millard, 1803 Myrtle avenue, Brooklyn; Hugo H. Traeger, 61 Wright street, Stapleton, S. I.; Daniel R. Weed & Son, Beacon, N. Y.; E. H. Smith, 945 Soutbern Boulevard; Matbusbek Piano Co., 1569 Broadway.

NEW UDELL CABINET CATALOGS

Six New Booklets to Be Issued, Each Devoted to Cabinets for Particular Machine

INDIANAPOLIS, IND., July 4.—H. T. Griffith, sales and advertising manager of the Udell Works, manufacturers of talking machine cabinets, has announced that the company will soon have six new catalogs to mail to the trade.

There will be a catalog each devoted respectively to the Victor, Columbia, Pathé, Vocalion, Sonora and Empire lines. The catalogs are beautifully illustrated and the cuts show the machines and the cabinets together. Mr. Griffith expects the new catalogs will prove popular with the dealers as the Victor dealer and the others will have handy an exclusive cabinet catalog for their use.

NEW QUARTERS IN HARLEM

Albert Sichel, Victor Dealer, Has Handsome New Store on 125th Street

Albert Sichel, who was formerly at 233 West 125th street, and who was compelled to vacate owing to the fact that Loew's new theatre will occupy that address, has moved to much larger quarters at 219 West 125th street. Mr. Sichel handles a complete line of Victor Victrolas and records. His new salesrooms are equipped with ten soundproof demonstration rooms.

LATEST VICTOR PUBLICITY

"Will there be music for you and your friends this summer?" is the title of an attractive four-page folder which was mailed to the Victor trade this week by the Victor Talking Machine Co. This folder is appropriately illustrated, the pictures showing some of the many uses of the Victrola and Victor records during the summer season. A letter accompanying this folder suggests that Victor dealers start an aggressive campaign to secure all possible summer trade.

QUALITY ALBUMS

are manufactured by us in two grades to meet all needs

NYACCO

Metal Back Albums

are sold with a guarantee to

Outlast Any Record Album Made in America

¶ Our second grade, No. 1012, with pockets bound in black cloth and lying perfectly flat when open, will appeal to those dealers who are desirous of giving their customers the very best value for their money. We sell this album at a price that will enable you to discontinue stocking an inferior article.

Send for a sample of either of the above

NEW YORK ALBUM & CARD CO., Inc., 23-25 Lispenard St. NEW YORK CITY

Victrola IV, $15
Oak

Victrola VI, $25
Oak

Victrola VIII, $40
Oak

Victrola IX, $50
Mahogany or oak

Victor supremacy is overwhelming

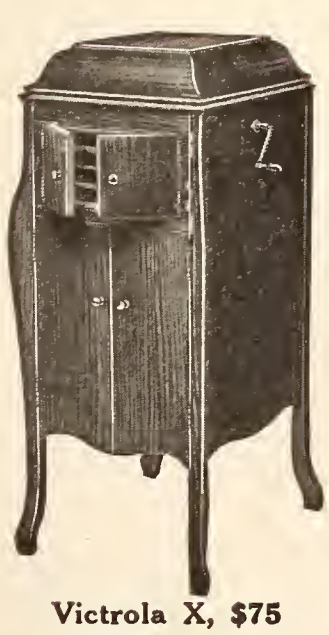
Musically, artistically, commercially, Victor supremacy is always, everywhere, in evidence.

Its universal recognition makes success easy for every Victor dealer.

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

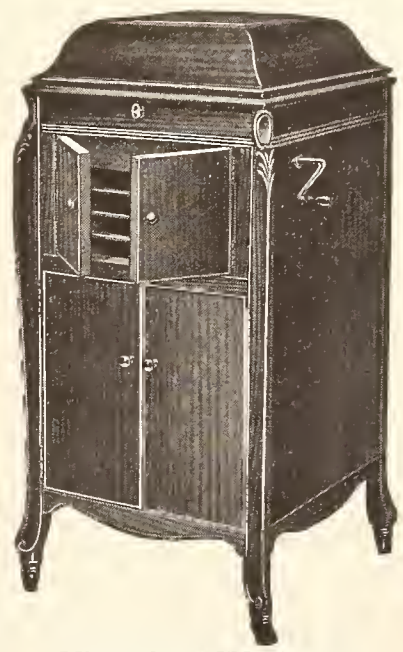
Berliner Gramophone Co., Montreal, Canadian Distributors

Important warning. Victor Records can be safely and satisfactorily played only with *Victor Needles or Tungs-tone Stylus* on Victors or Victrolas. Victor Records cannot be safely played on machines with jeweled or other reproducing points.

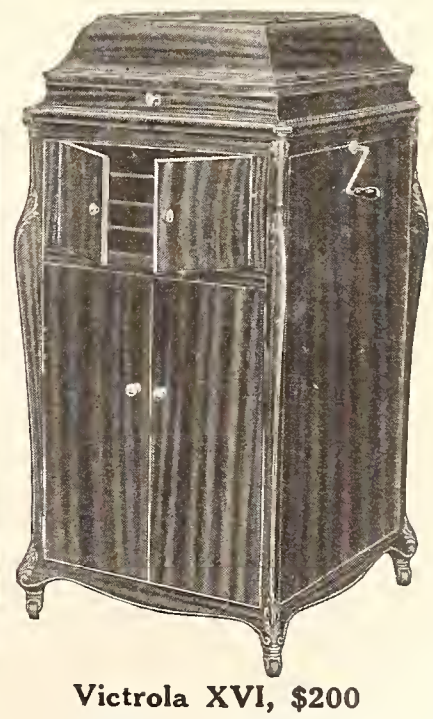


Victrola X, $75
Mahogany or oak

Victrola XI, $100
Mahogany or oak



Victrola XIV, $150
Mahogany or oak



Victrola XVI, $200
Victrola XVI, electric, $250
Mahogany or oak

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

PUBLISHED BY THE ESTATE OF EDWARD LYMAN BILL
(C. L. Bill, Executrix.)

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NEW YORK, JULY 15, 1916

REPORTS from all sections of the country indicate that the enthusiasm of talking machine dealers over business prospects for the coming months, and particularly for the fall and holiday season is not based merely on optimism, but is backed by action. In most localities dealers are placing unusually heavy orders for fall delivery in order to overcome as far as possible the effect of the shortage that factory officials announce as sure to be in evidence.

Some dealers declare that they have already placed orders sufficient to take care of demands far and above anything previously recorded, on the theory that last minute shipments may be held up and that the proportion of the orders filled will be just about sufficient to meet actual demands when the rush comes.

Preparedness doesn't mean military efficiency alone. It is a mighty good system to apply to ordinary business. The talking machine retailers are realizing it more than ever. The placing of early orders not only proves the confidence of the dealer in his business, but guarantees him future protection through giving the jobber a fair line on the demand he is expected to meet. The jobber, in turn, in his orders to the factory gives the manufacturers first hand information on what is expected of them in the fall so that if there is a shortage they can divide available supplies to the best advantage.

THE talking machine trade, which for the past year or so, has been chaotic in certain particulars, appears to have again found its level under the new conditions, and those in touch with the situation can see a further settling of things to normal.

For several months there has been a flood of new talking machine companies incorporated, often at the rate of half a dozen a day. A great many of these new concerns have found that money in the talking machine business is not picked up for the asking, that to win success in the trade means consistent effort and legitimate development just the same as in any other line of business.

Some of the new ventures are on a sound basis. The men behind them have gone at the matter in a businesslike way, and without the get-rich-quick idea, but too great a number have embarked in the business with limited capital, putting out products without originality and with a lack of definite ideas where to find the selling field and how to exploit their goods when they found it.

One need not pose as a prophet to forecast that there will be a reaction from an artificial condition, and the usual result of a survival of the fittest. Such a reaction will do much to keep the trade on a high plane and enable it to enjoy a natural healthy growth.

THE big event of the month in talking machine circles has been the annual convention of the National Association of Talking Machine Jobbers at Atlantic City, a complete report of which is to be found in the news columns of this issue of The World.

In many respects the latest convention of the jobbers represents the culmination of development work that has been a feature of that organization since its inception. The Association has been known as one that has done things. While in their social affairs the members of the Association and those who attend the Conventions with them have represented one large, peaceful family, the Conventions have not in any sense been looked upon primarily as an outing, as there has been a time for play, also has there been set aside a time for work, and the work has been earnest and resultful.

This year the slogan has been education, the sort of education that will enable the jobber and those connected with him to better understand and conduct his business, that will enable him to glean a thorough understanding of the mechanical details of the products he handles, as well as of the most efficient methods for their exploitation and sale. An Association with this object in view cannot go wrong.

From all accounts, as this is written, the attendance will be one that will surpass all previous records, a tribute not only to the cohesive character of the Association, but also to the ability of those charged with making up an attractive program.

ONE of the most interesting moves yet to be made by a local organization of talking machine dealers was the appointment of a committee at the last meeting of The Talking Machine Men, Inc., to discuss ways and means for the organization of a National Association of Talking Machine Dealers, to take in, if possible, local associations now existing in a number of cities.

The proposition is a big one; it cannot be accomplished in a day, if at all, but the idea is worth far more than passing thought.

In the same business, with interests so closely allied and the same problems to face, it would appear that there are genuine grounds for the formation of a national organization of talking machine dealers. Were the approval question, for instance, acted upon by such an organization, such action would prove much more effective than resolutions against the approval system adopted in certain localities and which give aid to competition in neighboring centers where such regulation does not exist. Then interest charges, limit of payments, and character of advertising could all be governed with the greatest effect.

To the most optimistic, however, it must be apparent that a national organization of talking machine dealers is something far in the distance, although the action taken by The Talking Machine Men, Inc., at least places it in the ranks of possibilities.

WHILE everything looks favorable for the passage of the Stephens Bill, which upholds the principle of price maintenance, the members of the talking machine trade should be on the alert to keep in touch with their representatives in Washington, and continue to urge upon them continued and active interest in this measure. The bill has received the support of all the leading business organizations of the country, and this is demonstrated in the endorsement, by a three to one vote, of the Chamber of Commerce of the United States.

Certain big interests are protesting against price standardization, and some of the small fry have joined in, through lack of courage and ability to act and think for themselves; while some chain and sensational department stores, mail order concerns and trading stamp interests—all vicious price cutters—are savagely attacking the uniform price policy. Without standardization they can go right along "baiting" the public with standard brands, and beating the public with private brands. Their sole complaint is that legitimate business men will not permit them to cut on quality, and get the profit they must have on the cheap products.

Price maintenance does not establish a monopoly; for the proposed legislation is permissive, not mandatory, and no pro-

ducer need come under the protection of this provision unless he choses to do so.

The Stephens Bill is a constructive measure of the highest importance to business men, and if enacted into law can only work for the best interests of this and every other trade.

Meanwhile there must be no let-up or indifference on the part of the talking machine men in keeping in touch with Washington, to the end that representatives in Congress are made aware of the wishes and desires of their constituents.

THE talking machine trade has not been slow in introducing business building innovations, but it remained for the talking machine dealers of Louisville, Ky., through their new Association to introduce a "Talking Machine Week" for the benefit of that city. Nine representative houses, handling among them Columbia, Victor and Edison lines, formed the Talking Machine Dealers' Association of Louisville and for the week of June 26th to July 1st carried a most attractive joint advertisement in the local papers. Daily concerts were held at all the stores and readers were urged to take advantage of the occasion to enjoy a demonstration of the machine of their choice, or to make comparisons. The high quality of the modern talking machine, as compared with its predecessors, was strongly emphasized. Certainly such work is for the uplift of the trade generally, and proves that the talking machine dealers as a class are up and doing, and that they realize, in Louisville at least, the high value of co-operative action; the strength of numbers in talking machine exploitation as in other matters. Such a movement should be earnestly encouraged, and might be emulated in any city with profit to those who display the proper initiative.

AT the recent conventions of piano manufacturers, merchants and travelers held in New York, the matter of most general importance discussed in the meetings was that of ways and means for Trade Advancement. In other words, means for stimulating interest in music generally in the schools and through other mediums, thereby creating a demand for musical instruments, particularly pianos.

Piano men went after the matter as though it were a new thing and they the pioneers, yet a sufficient number of the piano merchants handle talking machines to have informed the main body of what the talking machine companies and their representatives have accomplished and are doing to stimulate interest in music in the schools.

The leading talking machine companies were among the first to realize the influence of the child mind in bringing about the sale of musical instruments, and after preliminary surveys established educational departments for the primary and sole purpose of introducing talking machines and records into schools and colleges. There is nothing haphazard about the system. It was carefully mapped out and after the authorities were interested they received earnest co-operation in carrying out the idea to a successful conclusion, through the issuance of special records, reading matter and by other means.

Piano men in their new campaign of Trade Advancement cannot do better than take a leaf from the book of experience in the possession of the talking machine trade, for the methods used therein are of proven value.

THAT live talking machine dealers are fully cognizant of the inestimable value of local publicity is indicated by the enthusiastic manner in which many concerns participate in local celebrations, on a business basis. The talking machine men appear particularly interested in celebrations of which pageants or parades form a part and which offer the opportunity for entering special floats.

To the offices of The World come each month, numerous photographs showing window displays or floats of an elaborate character prepared for some event in which a certain city or town is interested, and a surprising number of these displays have won first or second prizes. It is noted—with comparatively no exceptions—that the instrument featured by the house is shown in the display, being represented either by a model in flowers or other material, or by the actual sample of the machine itself. Grasping opportunities for publicity—and such publicity is welcomed and looked for—is one of the earmarks of the wide-awake merchant, and lines him up with the big business men of his town.

Twenty Dollars for Manhattan

The value of Manhattan today is represented by its creative improvements. Any City, County, State or Service improves only to the extent of the attention and money given to it.

Thousands for PEARSALL SERVICE

We are never contented with the "things of yesterday" in Pearsall Service. Progress and more progress is the service word and this is why we grow. An auditing of our sales records shows a constantly increasing growth—sure signs that the quality of Service—to emphasize the word "quality"—is right. A Pearsall Servicee is a Happy One.

SILAS E. PEARSALL CO., NEW YORK
AT 18 WEST 46th STREET
NEAR FIFTH AVENUE

Columbia Records TRADE MARK Note the Notes

Think of the prestige of offering records by Casals, Parlow, Rothier, Graveure, Al Jolson and the Zoellner String Quartette all on one list—the latest Columbia announcement.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

ST. LOUIS DEALERS TO HOLD OPEN MEETINGS HEREAFTER

Will Inject Social Features in Regular Monthly Gatherings to Revive Interest in the Organization—Discuss Plan to Equalize the Value of Trade-Ins—the Interest Question

St. Louis, Mo., July 3.—Following the decision that it would no longer conduct its affairs as a secret society, the St. Louis Talking Machine Dealers' Association has decided to hold regular monthly meetings where there will be a dinner, in a different restaurant of note each month, perhaps auto trips to suburban resorts, something to drink if wanted, but mostly plenty of talk. Previous to the dinner held at the Missouri Athletic Association club house the last Tuesday in June the monthly meetings had been attended by two or three persons. There was a growing indifference in the ranks as to the association. There were fifteen members present at the June meeting, representing the following firms: Koerber-Brenner Music Co., Silverstone Music Co., Columbia Co., Smith Reis Piano Co., Field-Lippman Piano Stores Co., Theibes Piano Co., Mengle Music Co., Stix, Baer & Fuller Dry Goods Co., Vandervoort Music Salon. Managers of the Famous & Barr Co. and the Nugent Bros. Dry Goods Co. expressed regret at being unable to attend and pledged support.

In calling the meeting to order after the dinner, F. K. Niemueller, of the Associated Retailers' organization, permanent chairman and secretary, told the members that the association was threatened with death from indifference and that any association that had saved as much as $25,000 to its members in two years (as had been done on the interest proposition) deserved to live. That it would be worth while if it did nothing more than to perpetuate the present restrictions on records sent on approval.

Then the members opened discussions on matters uppermost in their minds. Val Reis was then made chairman of a committee to report at the next meeting on a proposal to raise the requirement that customers taking records on approval must retain 50 per cent. of those taken. The twenty-four return requirement will be maintained. Some members reported that they already required 50 per cent. to be taken, although the association rules set the requirement at 25 per cent.

Irby W. Reid, of the Columbia Co.; Charles Lippman, of the Field-Lippman Piano Stores, and Mrs. Medairy, of the Stix, Baer & Fuller Dry Goods Co., were appointed to select the next meeting place and to call the meeting. Also they are expected to report at the next meeting on a plan to equalize the value of trade-ins. A suggestion was made that each member in making an offer on any musical instrument should telephone to Mr. Niemueller, the secretary, the amount of that offer and that he should card index all such offers so that any other dealer could obtain the figure. This plan met with general approval, but it was thought best to allow further consideration.

Then somebody started a discussion of the rule regarding the charging of interest on deferred payments. This practice is followed by all Columbia, Victor and Edison dealers except the time payment furniture stores, and there always has been some friction over this feature. The hottest argument of the evening resulted concerning this feature, but it died down when all hands declared that their intentions were of the best and they wished only to bring about entire harmony. So far the furniture houses have declined to align themselves with the association, but it is hoped to gain from them the concession, at least, that they will charge interest on sales of talking machines when nothing else is sold. Their present practice is not to charge interest on furniture bills but to give a discount for cash.

Aside from the furniture houses, the association includes practically all downtown dealers except Aeolian Hall. The small dealers outside the main shopping districts are not members, owing to the cost of joining the association, but in the main they follow the association agreement. Some rumors are heard of secret commissions given by them but this is not frequent. The small dealers never give offense in the matter of over valuation of trade-ins and they are sticklers for interest and for the minimum monthly payments.

OPENS NEW STORE IN BUFFALO

John G. Shuler Takes Over Edison Agency Formerly Held by Schuler Bros., Recently Dissolved—Opens Elaborate Quarters

Buffalo, N. Y., July 3.—The well-known house of Schuler Bros., 777 Main street, this city, was dissolved last month and the Edison agency, formerly held by that firm, was taken over by John G. Schuler in a new location in the Utica Building at 1394 Main street. The new store is in the uptown trade center and has a frontage of thirty feet and a depth of 180 feet, being artistically decorated.

The business started off with a rush immediately upon the opening of the new store, and Mr. Schuler is enthusiastic over the outlook. L. M. Cole is the manager of the Edison department. Pianos and player-pianos are also handled by the house.

The capital stock of the Eagle Talking Machine Co., of New York City, has been increased from $200,000 to $500,000.

The Wuchter Music Co., of 1019 Hamilton street, Allentown, Pa., reports an exceptional demand for Columbia Grafonolas and records. Seven demonstration booths are installed in the store.

F. E. Farley, of Crown Point, Ind., will operate a music store there, carrying a full line of talking machines and pianos.

We Will Make Fine Cases FOR TALKING MACHINE MANUFACTURERS

We have a large plant, well equipped with the latest woodworking machinery and finishing rooms. We can also create handsome designs for you.

Send specifications, quantity, and blue prints, if possible, for prices.

DEALERS—
Who would be interested in a line of quality pianos at sale-able prices should write us.

Chute & Butler Piano Company
PERU, INDIANA

Doehler Die Castings

are the solution of your Tone-Arm and Sound-Box problem.

All parts—fitting perfectly—delivered ready for plating and assembling—no further machining required—makes them more economical than those produced by any other method.

The illustration herewith shows a few of the various "DOEHLER" Die-Cast Sound-Boxes, that some of the most widely known Talking Machines on the market are equipped with.

DOEHLER DIE-CASTING CO.
BROOKLYN. N.Y.
TOLEDO. OHIO.

HOW THE AUTO FIEND SUMS IT UP

Shortcomings of an Ambitious Salesman Set Forth by Employer in Auto Language

"When you came into the talking machine business, young man (thus saith the proprietor who had just acquired the auto infection), "you represented yourself to be a forty-horsepower machine, fully equipped and tested; ready for the track; spark-plug in action, bearings oiled, reservoir loaded with gasoline, steering apparatus in perfect order, lamps in place, exhaust properly muffled; hand-painted from end to end; good for a hill-climbing contest, an endurance run, or any old thing in the way of hard work that a chauffeur (that's me) might require of you. These were a few of the specifications that you unrolled before me at the time you were chartering yourself to me for a business run.

"So far, your action has not been good, and your tires are too fully inflated to be secure when you strike the jolts. Your steering gear is hard to manage; you will make for the curb when your place is in the middle of the road. You lag in the hills, and make a big noise in going over the stretches of bad road. At times you can put on the full forty horse momentum, and at other times it drops down to a half dozen old spavined hacks. Your spark plug is erratic. It is in action for a cigarette, I notice, but not to be relied upon when a time comes for the machine to go.

"You don't like to carry loads; seem to be a fancy roadster, not available as an auto-truck in an emergency. I don't like your lubricants; too large a proportion of aqua vitae to the oil.

"How would it do for you, young man, to again go over the specifications and see if you cannot gear up to meet them? The machine seems to have some good stuff in it, and what it needs is to get it into better running order. If so, all right. If not, 'Back to the garage for yours.'"

DEVICE TO GIVE SOUND CONTROL

The Rowland Sound Regulator Co., New York, has placed on the market a device which, it states, will give perfect tone control under all conditions. This device has been on sale in local territory for quite some time, where it has attracted considerable attention. The regulator was invented by Dr. Rowland E. Faldl, a well-known authority on acoustics, who is vice-president of the Rowland Sound Regulator Co.

THE HUMAN VOICE CORPORATION

The Human Voice Corp. (The home of the Victor Victrola), Norfolk, Va., has been incorporated with a capital stock of $5,000. Ira S. Lightfoot is president and E. J. Doran secretary and treasurer of the new company.

AN EDUCATIONAL VOLUME

Is "The Victor Book of the Opera," Which Has Won a Great Vogue

The third edition of "The Victor Book of the Opera" has just made its appearance. As is well known this volume, with its 110 stories of the operas, its seven hundred illustrations and descriptions of twelve hundred Victor operatic records, has proven one of the great factors in the trade in disseminating not only a knowledge of the operas themselves, but of the perfection and excellence of these operatic records from an educational standpoint.

Those people who, in the olden days, viewed the talking machine as a toy and failed to comprehend its value as one of the most potent factors in expanding a knowledge of music in its higher forms, have been educated to a large extent through this volume. They have been able to comprehend the enormous labors of the Victor Co. in assembling such a remarkable array of artists, who are brought into the homes of the masses of the people by means of the records which they have made.

This revised volume of "The Victor Book of the Opera" should be in the home of everyone interested in operatic music, and dealers should make it their duty to acquaint customers with its contents and its importance in an educational way.

GRAFONOLAS AND "SAFETY FIRST"

Used in Exhibit Prepared by United States Government Now Touring the Country

Columbia Grafonolas are important features of the equipment of the "Safety First" exhibit prepared by the United States Government, and now touring the country. This exhibit consists of a twelve-car train of interesting exhibits by the Treasury, War, Navy and Agricultural departments, Department of the Interior, Commerce Commission and the Red Cross Socity. Each individual exhibit is equipped with a Columbia Grafonola, which plays continuously from 1 to 9 p. m. daily.

At one town the Grafonola was carried to the station platform and a Sunday evening public concert was given to over a thousand persons. The first sound that greeted President Wilson and Cabinet when they visited the train was "Hail to the Chief," played on a Grafonola.

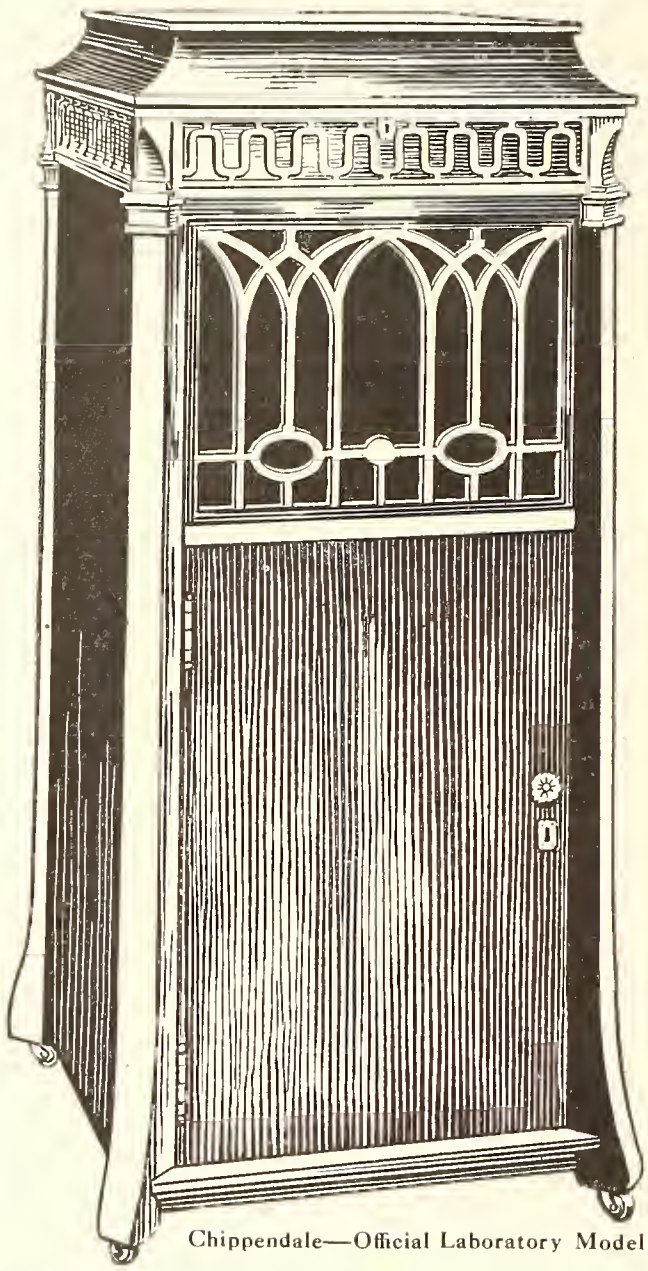
This "Safety First" exhibit is attracting country-wide attention, as it was prepared to acquaint the people of the United States with the various methods adopted by the Federal Government to further personal safety.

If you weren't taught politeness at home, you will have a hard time cultivating it; but you can never succeed as a salesman without it.

Room 73
65 Nassau Street

Clifford A. Wolf
MANUFACTURER OF
Diamond and Sapphire
Phonograph Points

New York City
Phone, 2124 Cortlandt



Chippendale—Official Laboratory Model

Discriminating Dealers

BASE their choice of a line of merchandise as much on quality as on profit-producing possibilities. Their wisdom and foresight impel them to choose merchandise that not only "stays sold" but that sells more of the same line and at the same time builds up a reputation for distinctive quality that becomes an invaluable asset.

Such a line of merchandise tones up an entire business, and affects all other lines in the merchant's establishment.

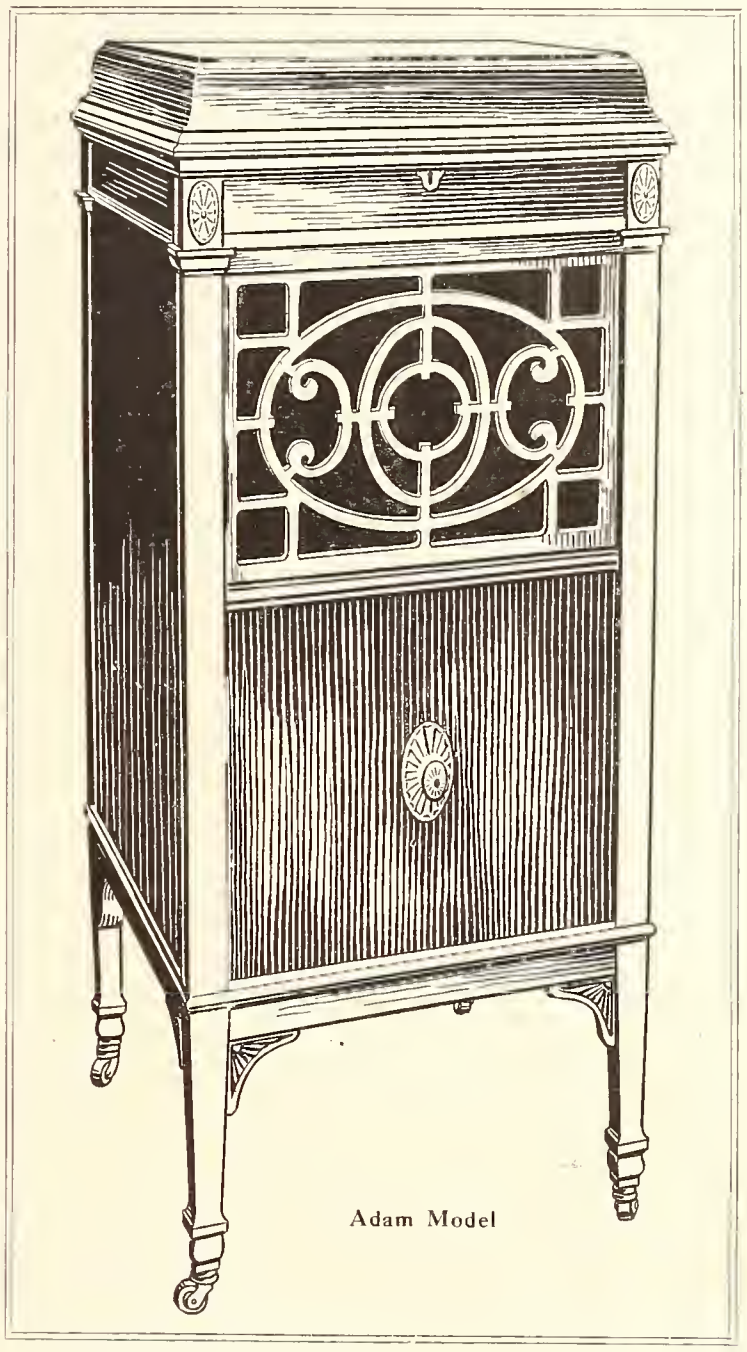
For super-distinctiveness, no musical merchandise equals the New Edison, for no instrument is enough like it to bear comparison.

Edison Dealer Policy

UNDER the Probationary Zone Plan the Edison dealer is encouraged to prove how good a dealer he can be and in addition is given every assistance the vast Edison organization is capable of rendering.

Added to this is the fact that every sale of a New Edison carries a worth while profit, in most cases requiring less effort than merchandise on which a much smaller profit per sale is realized.

Inquiries may be addressed to the nearest Edison jobber in the list on the back cover of this issue, or



Adam Model

Thomas A. Edison, Inc.
279 Lakeside Avenue
Orange, N. J.

THE TRADE IN BOSTON AND NEW ENGLAND

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

BOSTON, MASS., July 7.—Local business in all the stores is just about at the top notch and June surpassed all records everywhere. One feature that has become conspicuous in the past few weeks is the prevalence of the cash business over the partial payment idea, which means sometimes a long period for tied-up money. Everywhere there is a marked disposition to encourage the cash transaction. The quick interchange of money is always a benefit to general trade. There is a strong feeling that with the end of summer business is going to take a tremendous boost, and in this sentiment the talking machine men only share the feeling with what is prevalent everywhere in the business world.

Returns from Western Trip

Arthur C. Erisman, manager of the Boston department of the Columbia Graphophone Co., has just returned from an extended trip through the Middle West, taken at the solicitation of the head officers, who were anxious that Mr. Erisman should undertake some special work, which he is so competent to handle. The trip included visits to Buffalo, Pittsburgh, Detroit, Chicago, Kansas City, St. Louis and Philadelphia. He found business excellent everywhere and the trip gave him many new ideas as to how other managers conduct their local headquarters. Mr. Erisman was no sooner home than he hurried away to New York for a few days' business conference.

W. L. Currier to Portland

Everyone in the local trade misses Wallace L. Currier, late manager of the talking machine department of Chickering & Sons; but Mr. Currier, with characteristic ambition and hustle, which he inherits from his talented father, Mason P. Currier, manager of the Chickering retail warerooms, looked about for an opportunity to branch out, and he found just this opportunity in Portland, Me. This city he found was a good field in which to exploit the Edison Diamond Disc machines, so he resigned from his Boston post and began work upon the new plan. He leased quarters in the Masonic Building in Portland and he found quick co-operation from the Edison people. He had hoped to open his warerooms several days ago, but that was not possible because of the details involved in getting a new place ready. So the opening is taking place on the 10th inst. In honor of the opening his friends in Chickering's sent Mr. Currier a handsome palm which will occupy a prominent place in the new warerooms. Among those who will go down for the opening will be Manager Fred H. Silliman, of the Pardee-Ellenberger Co., and L. H. Ripley, of the same Boston quarters.

New Manager at Chickering & Sons

By the retirement of Wallace Currier to open the new Edison quarters in Portland, Ralph Longfellow becomes manager of the Edison and Victor departments at the Chickering & Sons Tremont street warerooms. Mr. Longfellow has had a wide experience in the talking machine business and is well equipped for the managerial post. In August Mr. Longfellow will take his vacation, going to Long Island, but en route will stop off at New Haven and visit his brother, Wilbur W. Longfellow, who formerly was with the Chickering house, but is now holding a responsible position with the Pardee-Ellenberger Co.

Marriage of Guy R. Conor

One of the interesting bits of news of the month is the marriage of Guy R. Conor, of the traveling staff of the Pardee-Ellenberger Co., and Miss Dorothea Kathryn Meehan, of Dorchester, the ceremony having taken place on June 28. Just now Mr. Conor and his bride are taking a honeymoon among the Thousand Islands in the St. Lawrence. On their return they will live in Argyle street, Dorchester.

Vocalion Co.'s New Dress

The warerooms of the Vocalion Co., at 190 Boylston street, have taken on a new dress suitable to the warm weather season. All the furniture has been covered with handsome printed linens which give just the right summer touch. Manager R. S. Hibshman, of this establishment, states that the June business was considerably in excess of what might reasonably have been expected. Leo E. G. Shatney, floor manager of the house, went up to Bangor the latter part of June to attend the wedding of a sister. Later he played the part of host to the newly-married couple here in town and entertained them extensively for several days.

Eastern Talking Machine Co.'s Camp

All aboard for Camp "'Tis Ours," at Southport, Me., on the shores of the Penobscot River, say the boys of the Eastern Talking Machine Co. Members of Manager Taft's staff have been going down there for several years and the first group to get away this season will be Jerry Splaine, Ed. Welch and John Maguire, but they won't start for several weeks yet. With these boys will go James McDonald, of the Columbia forces, and they're all anticipating a jolly, good time. Later another group of Eastern chaps, including Billy Fitzgerald, the manager of the wholesale department, and Mark Read and James White, will start.

Announce Their Engagement

The engagement has been announced of Harry Rosen, the well-known talking machine dealer in School street, and Miss Rosa Caplan. The couple sent to their friends a dainty card, on which were these lines:

We're two such happy people,
We wanted you to know,
And so we send this little card
And sign ourselves below.

Silver Cup for Steinert Auto Display

In the automobile parade which was a feature of the Brookline Fourth of July celebration, was a float entered by the well-known house of M. Steinert & Sons Co., in which several Victrolas figured conspicuously. In the center of the float was a Jewett grand piano, and ranged at the corners were the Victrolas, to which were attached black leather funnels, which protruded through masses of red, white and blue bunting, making them to appear like miniature cannon. Near each Victrola stood a khaki-clad youth which still further carried out the idea of musical preparedness. The float deservedly received recognition in the shape of a silver cup as a prize. All along the route it received many words of approbation.

An Attractively Arranged Window

In one of the windows of the Eastern Talking Machine Co. is a most inviting looking display which immediately suggests a quiet week in the woods. It is a camp scene. In the foreground is a fire, over which is suspended a kettle. Through the logs of wood one can discern the flames, the illusion being well produced by strips of red and yellow paper. There is a tent with rifle and fishing rod close by and a background of evergreens. A placard suggests the desirability of having a Victrola as an important part of a camping outfit. The window attracts many passersby.

Another Seasonable Display

Another house that has an attractive window suggestive of camp and canoe life, is that of A. McArthur & Co., 111-117 Washington street.

RE-CREATION—Edison's New Art, has secured for the New EDISON Diamond Disc Phonograph the stamp of unqualified approval from the cultured music lover who turns a deaf ear toward anything that smacks of mechanical reproduction—the critic who will have nothing short of the actual RE-CREATION of musical sound. Added to this is the fact that every Edison dealer has plenty of "elbow room."

(From a recent advertisement by Thomas A. Edison, Inc.)

We can add to, but not strengthen the truthfulness and accuracy of the foregoing. We can say, however, that two P-E Services are at your disposal—each a separate organization of post-graduate experience.

THE PARDEE-ELLENBERGER CO., INC.

Edison Jobbers for New England, with complete wholesale offices at

BOSTON and NEW HAVEN

The foreground is filled in with mossy turf and small rocks, there is a background of hilly suggestiveness and a tent, boiling kettle, fishing rod, net and gun, all carry out the summer vacation idea. A small Victrola is in the foreground and the Victor dog and a jack rabbit are features of the scene.

Interested in Baseball Game

The talking machine boys are all agog over the forthcoming baseball game between the Chickering & Sons team and that of M. Steinert & Sons Co., which is to be played on Franklin Field on July 15. The Chickering boys are quite enthusiastic players, and they have won some exciting games lately.

Great June Business

The Columbia Graphophone Co. had the biggest June business in the history of the local house, and the complaint is that there is a serious shortage of machines. The Tremont street headquarters are being remodelled at the rear of the ground floor in order to give more space to the foreign record department, which under the superintendency of Frank Mills is growing rapidly. This is getting to be a very important department of Manager Erisman's business.

Famous Pitcher Orders Victrola

The Victor department of the Henry F. Miller Co. had a visit yesterday from "Dutch" Leonard, the famous pitcher of the Boston Americans, and before he left he had purchased a high-priced Victrola and a large bunch of choice records. Warren Batchelder, the manager of the department, goes away on the 15th inst. on his vacation, which will be spent with his family at Pine Point, Me. Percy W. Baker, the chief clerk, will take his vacation the first week in August.

Proud of Business Showing

Manager Frederick H. Silliman, of the Pardee-Ellenberger Co.'s Boston headquarters, is justifiably proud over the showing his department made for last month, which he said was 120 per cent. in advance of the business of a year ago. Even more business might have been done were there sufficient machines to supply the demand.

Vacation Now Under Way

Manager Francis T. White, of the Edison and Victor departments of the C. C. Harvey Co., plans to spend his vacation at the Ocean House, Swampscott, and he will start away for the last two weeks in July. Louis Coner, one of his salesmen, is enjoying an automobile trip of several days through New York State. Manager White says July has made a very good start in his department.

Some of those already away on their vacations at the Columbia Graphophone Co.'s Boston quarters are William Townsend, who is at York Beach, Me. A. A. Magowan, who is at his home in Springfield; R. H. Luscomb and his brother, J. F. Luscomb, who are in Fall River; Miss Lillian Dunigan, also at York Beach, and Miss Bessie Langdon, who is in the White Mountains.

Enjoyed Regular Drive

George Lincoln Parker's Victor and Edison departments enjoyed a regular drive during June, and Manager John Alsen says that July has started off very well, despite some rather hot weather which the town is now experiencing. Mr. Alsen is thinking of joining some of the Eastern Talking Machine boys at their camp "Tis Ours" at Southport, Me., early in August. George H. Bishop, of Manager Alsen's staff, has retired from the talking machine business and gone to New York, where he is to become purser on a steamer that is about sailing for Panama. Eventually he hopes to sail around South America.

Emilio De Gogorza a Victor

Emilio De Gogorza, the Victor artist, whose "Non e Ver" has just been added to the July catalog, was a caller at the warerooms of the Eastern Talking Machine Co. a few days ago. He came down from Maine, where he left his wife, Emma Eames, superintending some large functions for the relief of the French wounded.

Personals

H. E. Shartle, of the Victor Co., was a caller on the Boston trade lately, making the rounds of several of the Victor warerooms.

Charles Urlass, of the Edison and Victor staffs, at Chickering & Sons, is one of the first of that group to go off on his vacation. Urlass has lately had a second little one added to his family.

Harlan P. Skelton, of the Thomas A. Edison Co., has made splendid recovery from his operation, and he is now off on a business trip.

W. O. Pardee, head of the Pardee-Ellenberger Co. of New Haven, was in town a few days ago and said that he is planning to spend his vacation up in the White Mountains where his family will accompany him.

W. E. Birdsell, manager of the F. H. Thomas Co.'s Edison department at the Boylston street headquarters, was one of those attending the Edison conference in New York a few weeks ago, and he came back home with a new lot of enthusiasm. Mr. Birdsell and his staff have built up a large business in the Edison line.

Miss Gertrude Woodman, formerly head of the talking machine department of the Gilchrist Co., is now manager of the talking machine department at the Tremont stores, formerly the old Butler establishment.

NEEDLE PRICES TEND UPWARD

Lowell, Mass., July 7.—C. H. Bagshaw, general manager of W. H. Bagshaw, talking machine needle manufacturers, in a statement to a representative of The World, stated that he sees no prospect of any reduction in the price of needles. "If the present prices are changed at all," Mr. Bagshaw added, "I think they will go higher, owing to the tremendous increases in the cost of special needle wire and everything else that enters into the manufacture of talking machine needles."

BUSINESS ACTIVITY IN WORCESTER

All Branches of Trade Make Good Reports—Charging of Interest No Detriment

Worcester, Mass., July 6.—Business in all the recognized lines of talking machines is of large volume the past month and there is no likelihood of there being any let-up in the business throughout the summer. The plan of no records on approval, as recommended by the Victor Co., appears to be subscribed to by nearly all the Victor dealers in the city, and thus far the plan has worked advantageously with those houses adopting it. The plan of discouraging lease accounts through charging 6 per cent. additional, appears not to be a detriment to trade. A large class of the buying public have taken to it kindly and it has so worked out that many more cash accounts are now on the books of some of the concerns than ever before.

JOINS HIS FATHER'S BUSINESS

Portsmouth, N. H., July 8.—The firm of Joseph Hassett Co., of this city, which has large and commodious Victor warerooms in the center of the city has taken on a new member, Joe Hassett, son of his able father. The son has just been graduated from the Portsmouth High School and is all eager for business. He is well posted on the talking machine business and will prove a distinct advantage to the house. The Hassett warerooms, a most progressive store, has furnished may ships of the United States Navy with Victor outfits and Naval attaches are among its best customers.

H. T. ABRAMS' NEW POST

Hiram T. Abrams, of Portland, Me., who some years ago was connected with the talking machine department of M. Steinert & Sons, has been elected president of the Paramount Film Corp. of America, one of the largest producers of motion picture films in the United States.

Quick Service for Victor Dealers

There's no lost motion in our organization—no red tape methods in our order department. Everybody here is ready and eager to help you to do business. When you want something in the Victor line right off, get in touch with us.

Telephone to Steinert's
Oxford 1330

Remember that we have the largest and most complete stock of Victor records in New England, and that it is yours to command.

M. Steinert & Sons Co.
35 ARCH STREET, BOSTON

Another Talking-M

A BIGGER CONVENTION—t
gressing and growing *prosperou*
trade-mark, the most musically sign

Just *one* topic for discussion: what does th
cance—what is behind the "notes"?

Tone Quality!

Tone quality in the reproducing construction of the Columbia Grafonola. Tone quality in the Columbia Records that are bought to play on it—tone quality so absolutely superior that every buyer of a Columbia Record, every owner of a Columbia Grafonola knows it and talks about it!

Prestige!

Prestige that comes to a dealer in handling a product well made and well advertised. Prestige that comes to a dealer in handling a line that measures up to every expectation of the public. There is no line advertised today with greater effect or with more profitable results to the dealer than the Columbia line of records and Grafonolas.

Progressiveness!

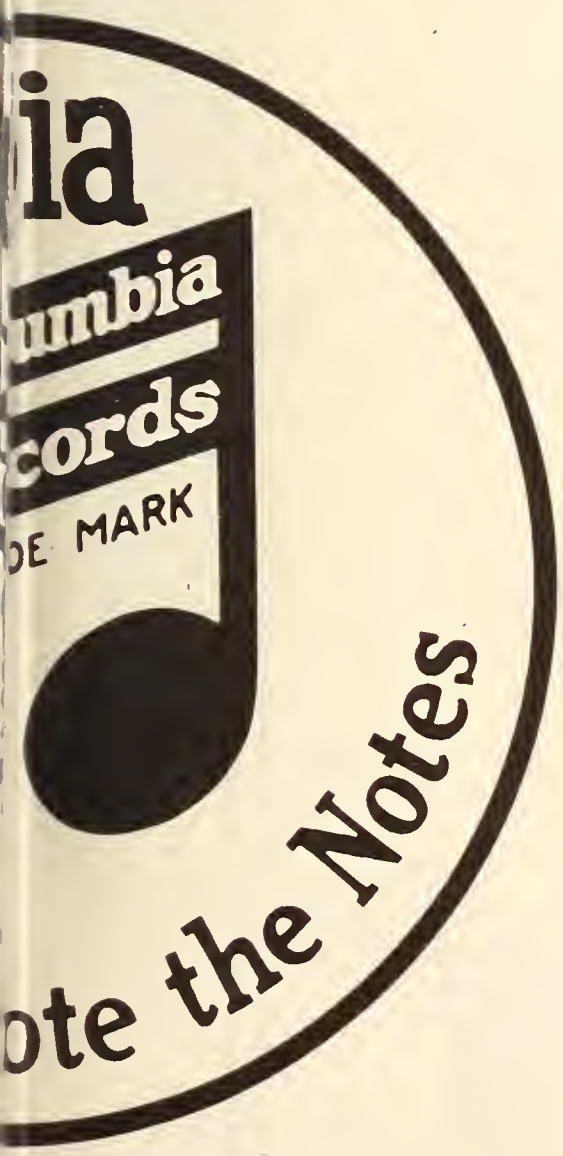
Continuously, day in and day out, experts in every manufacturing department of the Columbia Graphophone Company are inventing and developing improvements which ultimately bring profits to the pockets of Columbia dealers.

COL
Graphoph
Woolworth

achine Convention!

biggest ever—of the dealers pro-
under the sign of the "double-note"
icant trade-mark in the world today.

trade-mark mean to *you*—what is its signifi-



MBIA
ne Company
dg., New York

Stability!

Merchandising stability in manufacturing method, in selling policy, in product, plans and publicity. The fact that every statement made in Columbia advertising is *true* is a policy of business stability which means much.

Success!

The success of the past year has been a story of enormously increased demand for product, enlarged activities, new factory buildings, new plants, additions to old plants and a steady upward rise of production and output. Increased production and increased sales are the plans for a prosperous future for all Columbia dealers.

Your Interest!

If you are not already "in" on this second convention it is to your interest to put all your ideas and enthusiasms behind the famous Columbia "Note the Notes" trade-mark. It is to your interest to know just what there is behind this trade-mark. It is to your interest to get this information today. Our answer is ready. Ask us for it.

Needle Questions

1. Who made the first needle?
2. Who makes the most needles?
3. Who has the largest needle factory?
4. Who makes the best needles?
5. Who uses special needle steel?
6. Who does the biggest export needle trade?
7. Who shipped 63,000,000 needles in 10 days?
8. Where should I buy my needles?

Eight Questions and ONE Answer

W. H. BAGSHAW

LOWELL, MASS.

Big business booms for Columbia dealers —Bert Williams, Al Jolson, Frank Tinney, Weber & Fields, Irene Franklin and many others of equal fame in the field of humor.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

ACTIVE SUMMER TRADE REPORTED IN SAN FRANCISCO

Talking Machine Dealers' Association Proving an Active Force in the Trade—Recent Reunion a Most Enjoyable One—Pacific Coast Dealers Placing Heavy Orders with Manufacturers to Meet the Demands for Fall Trade—Jobbers Leaving for Convention

San Francisco, Cal., July 5.—Interest in talking machines does not seem to have fallen off a great deal this month in spite of the summer season uncertainties, and in some instances an increase in business is reported for June. In the interior the dealers are enjoying a fairly normal trade also. There is a noticeable increase in the prominence given to lower priced talking machines of late. Many of these instruments are purchased for the use of children. The record business shows a stimulation by reason of the sale of cheap machines, so the big concerns are not complaining. The local talking machine people all report dance records to be the best sellers this month, notably the fox trot and one step records. These are much in demand at summer resorts and country homes.

Talking Machine Dealers Meet

The Talking Machine Dealers' Associations, of the San Francisco Bay counties, gathered at their regular quarterly meeting and dinner in San Francisco on the evening of June 14, and one of the most enthusiastic meetings ever held by them is reported. The dinner was held at the Old Poodle Dog Café and covers were laid for about forty. A good representation of the dealers from Oakland, Alameda, Richmond, San Francisco and other near-by points were present and in the way of speeches and entertainments, the members excelled themselves. This dinner was arranged by William F. Morton, of Sherman, Clay & Co., chairman of the executive committee, and past master of manipulating social functions. He was accorded a hearty vote of thanks for his signally successful endeavors in this instance. Among the speech makers must be mentioned C. J. Kenrick, representing the Victor Co., who spoke on salesmanship and sales organization; Gus Eilers, of the Eilers' Music House, who told of his recent Eastern trip and gave an interesting analytical comparison of business conditions in the East and West, and A. W. White, manager of the Emporium talking machine department. Mr. White's little talk was concerned with the why and wherefore of talking machines in a department store and the ways and means of selling them. Nor must there be omitted the excellent musical numbers rendered by Harvey Orr, of Sherman, Clay & Co., who, accompanied by Jack Fletcher, of the same company, sang several songs in a tenor voice of singular richness. It was remarked that Mr. Orr's voice was of the timbre adapted to records, so perhaps he will be discovered by the record manufacturers some day and thereafter sing to the nations. James J. Black, with his ready wit and alert executiveness, served as toastmaster. Joe Scott, who recently started in business at the stand of George Scott on Clement strect, was enrolled as a new member, and the Richmond Hardware Co., Edison dealers of Richmond, was also entered for membership.

A. W. White, manager of the talking machine department of the Emporium, says business in his department is 100 per cent. better this June than a year ago. The Stewart phonograph, made by the Stewart Phonograph Corp., is being shown at the Emporium. High grade machines of the smaller models are selling well for the country trade.

Andrew McCarthy Off to Convention

Andrew McCarthy, of Sherman, Clay & Co., leaves this week to attend the annual convention of the National Association of Talking Machine Jobbers at Atlantic City. Being president of this association, he will preside at that gathering.

Attended Knights Templar Conclave

Charles Mauzy, manager of the Victor and Columbia talking machine departments of the Byron Mauzy Co., was initiated as a Knight Templar last week and is a present attending the national conclave of the Knights Templar, being held in Los Angeles. Byron Mauzy, his father, is also a Templar, and is at the convention, the two having made the trip by automobile.

Joins Pathé Pathephone Co.

A. T. Morey, well known to the Pacific Coast furniture trade, has joined the traveling force of the Pathé Pathephone Co. and is covering his territory in Northern California. The San Francisco office of the Pathé Co. reports difficulty in keeping enough $75 models in stock.

E. P. La Selle, 527 McDonald avenue, Rich-

(*Continued on page 21*)

Hermann Thorens, Ste-Croix
(Switzerland)
Talking Machine Works
SPECIALTY:
First-Class Motors
AND ALL ACCESSORIES FOR THE TALKING MACHINE INDUSTRY, SUCH AS:
SOUND BOXES, TONE ARMS, Etc.

DOMINO QUALITY

The quality of the Domino Record is not limited to its playing qualities, to the excellence of its recordings and the honesty of its manufacture. It is apparent in the very "look" of it, in the label, the container, the price cards, the displays and all the incidental advertising helps which are being issued for Domino dealers.

The aim of the producers and the distributors is to make the Domino Record a clean-cut, well-rounded, increasingly profitable dealer's proposition, to give it the earmarks of "class" in all the little-big things that count with the buying public, to make a Domino Record agency a genuine and growing asset.

Dealers, jobbers and manufacturers interested in phonographs which play a vertical cut record will find the Domino line of particular assistance for it offers a ***quality*** record at a popular price, a price which will enable every family to own more records, to buy more new selections and thus find a keener zest in the possession of a phonograph.

New recordings for August contain such popular vocal hits as "You're a Dangerous Girl", sung by O'Connell, "Old Glory", by Alan Turner, "Shades of Night", by Richard Darville and "Ladder of Roses" by Inez Barbour, together with eight new dance numbers, three Hawaiian melodies, patriotic songs and marches and other up-to-the-minute selections.

INTRODUCTORY OFFER

Twelve selected double disc records (selling price, 35c or 3 for $1.00) illustrating the Domino standard, popular, comic, vocal and instrumental selections, will be sent postpaid to any dealer for $2.50. Or a double sample order of 24 records for $5.00. Advance August list mailed on request.

THE W. R. ANDERSON COMPANY

220 FIFTH AVENUE NEW YORK

FACTORY DISTRIBUTORS

TRADE NEWS FROM SAN FRANCISCO

(*Continued from page* 19)

mond, Cal., has had his Pathé shop going for two months now and is enjoying a very encouraging trade. He is one of the first dealers in small communities on the Coast to open a Pathé agency.

Some Edison Activities

C. W. Davis, the new manager of the Edison Shop in San Francisco, while new to the talking machine business, is an old hand at the piano business and is very well known to the trade in the Northwest. He was recently with Kohler & Chase at Portland.

The latest recital given by the Edison Shop was especially interesting to music lovers. Miss Zhay Clark, the well known harpist whose programs at the exposition last year excited enthusiastic public comment, was the principal participant. She was occompanied on the violin by Mrs. Balis. The Edison demonstration concerts grow in popularity.

R. T. Haydock, of the San Francisco Edison Shop, is on his vacation at Orange, N. J.

A new dealer to handle the Edison line is Prouty, of Napa, Cal.

"Weingartner's," prominent druggists of Palo Alto, have installed the Edison line and have provided a modern separate department.

"Wilson's," of the flourishing little city of Martinez, has made a record for that place in the phonograph line. Eight Edison machines were sold in eight days of this month, one of which was a $250 machine.

Heavy Orders for Columbia Machines

Fred A. Dennison, Pacific Coast manager for the Columbia Phonograph Co., states that the Coast dealers are ordering heavily for fall delivery well in advance this year on account of the desire to make sure of having plenty of stock at the right time. Mr. Dennison returned last week from an eight-day pleasure trip to Los Angeles. He made the trip by automobile and was accompanied by his family. Though meant as a pleasure trip, he found that business followed him on the road and waited ahead for him in Los Angeles. The only way to take a real vacation these days, he says, is to go up in a balloon.

L. C. Ackley, formerly a talking machine dealer at San Fernando, Cal., is now on the traveling force of the Columbia Co., making territory in Southern California, with headquarters at the Los Angeles office.

L. V. Ridgeway, representing Lyon & Healy, of Chicago, has been calling on the local trade.

Still Visiting Around New York

George R. Hughes, of the Wiley B. Allen Co., attended the national convention of the Piano Merchants' Association in New York and will remain in the East to attend the convention of the Talking Machine Jobbers at Atlantic City. Before returning to San Francisco he will also visit several talking machine factories.

Some Other Trade Brieflets

James J. Black, manager of the Wiley B. Allen talking machine department, has left for an automobile trip to the Yosemite Valley.

F. B. Travers, manager of the Sonora Phonograph Co., has just been making a call on the trade in the South. He states that business in the Sonora line is in fine shape on the Coast.

E. M. Bonnell, the Los Angeles manager for the Pathephone Co., is East on a visit.

A. J. Kendrick, representing the Victor Talking Machine Co., has left for the East.

VICTOR SERVICE

My Distributor

is a short phrase but it simplifies much. It is a dealer's pledge of friendship for a distributor; gained, not by one purchase, but by rendering *intelligent, courteous service,* with every transaction, large or small, extending over a period of time. We are happy to say *our distributorship* is *"my distributor"* for an increasing number of dealers who have compared *our methods, our service, our large* and *extensive stock,* and have found them to be just a little better than elsewhere.

Cressey & Allen

SERVICE

Portland Maine

EDISON EMPLOYES OFF FOR FRONT

Work was suspended at several of the plants of Thomas A. Edison, Inc., at Orange, N. J., for about a half hour on Thursday, June 22, the day on which the militia from the Oranges, in New Jersey, left for Sea Girt, where the State forces were mobilizing. The soldiers left on the Erie railroad, which runs close to the Edison works, and they entrained near-by.

A great crowd of employes swarmed the vicinity of the tracks and said good-bye to the departing soldiers. Nearly one hundred of the three hundred who left had been employed in the Edison industries. The whistle continued to salute the militiamen until the train had pulled out of the yard and the last sight that the soldiers saw was the farewells waved to them from the windows of the factory.

We Fill Your Orders

Records:

You cannot afford at this time to be without the services of a Jobber who guarantees to fill your orders.

ECLIPSE

Machines:

Almost daily shipments by the Factory and by concentrating our efforts enables our extending unequaled service.

Cleveland is the logical Center between New York and Chicago and our Shipping Facilities are unequaled. You save Time, Increase your Profits and reduce operating expenses.

A TRIAL WILL CONVINCE

ECLIPSE MUSICAL CO., VICTOR Distributors

CLEVELAND

EDISON OBSERVES FLAG DAY

Great Inventor Takes Part in Exercises at Edison Plant in Orange, N. J.

Flag Day, June 14, saw the second formal Edison celebration of the holiday at the Thomas A. Edison, Inc., plants at Orange, N. J. The observance was marked by a flag raising, Mr. Edison himself hauling Old Glory up to a conspicuous place on his laboratory. When it was waving proudly in the breeze, Mr. Edison led the crowd in saluting it, as shown in the picture of the great inventor, given herewith. The celebration of Flag Day at the Edison plants was considered of especial significance this year in view of the attitude that Mr. Edison has taken toward the question of national preparedness.

Edison Salutes Flag

The observance took place at noon, occupying about a half hour. While the ceremonies were in progress inside the laboratory fence, thousands of employes watched and listened from the outside. One of the features of the program was the appearance of the Edison band, a new musical organization connected with the Edison industries, which played its first public program on this occasion. The musicians accompanied the singing of "The Star Spangled Banner," and then played "America I Love You," as well as several marches and popular selections, with vim and spirit.

ELECTRIC MOTOR PATENTS THORPE APPLIED FOR TALKING MACHINE

THORPE ELECTRIC MOTORS
FOR TALKING MACHINES (Operates on all currents)
WALTER THORPE, Manufacturer, 29 West 34th Street, NEW YORK CITY

MACHINE FUNERAL RITES

Scott Plans Talking Machine Discs for Use in Remote Places

LAKE CITY, MINN., July 1.—Death soon will have lost its sting. James Scott, of this city, is planning a series of disc talking machine records for use at funerals in remote places. The records will contain a funeral oration, a song by a quartet and a prayer.

Various types of records are planned. According to Scott, a Presbyterian will have a strong Presbyterian program, Baptists will have characteristic sermons, and so on for every denomination.

If a strong eulogy is desired, it will be forthcoming. The entire program will cost not to exceed $1.

The Putnam-Frost Bros., of Newfield, N. J., have moved their talking machine store to a larger establishment on Broadway in order to accommodate the increasing demand for Victor Victrolas.

The Metropolitan Sales Co., New York, dealing in talking machines, records and cabinets, has been incorporated at Albany with a capital of $300,000.

Boone Medford and J. E. Massie, of Waynesville, N. C., are featuring the Columbia Grafonola, a large stock of machines and records being carried.

DANCING PROVES ATTRACTION

At the Retail Store of Gately-Haire Co., Inc., Albany, N. Y.

In line with the present day entertainment policies of progressive talking machine stores, John L. Gately, president of the Gately-Haire Co., Inc., Albany, N. Y., in its retail store, is featuring Miss Geraldine Noble Durkee, age six years, who is appearing in a series of dances to the music of the Victor talking machine. Her performance before enthusiastic audiences always creates a furor.

Miss Durkee

The Standard Popular Priced Talking Machine Record

Operaphone Records

have stood the test and are now a demonstrated success. They are sold by hundreds of dealers, from coast to coast—and the demand is growing all the time. Conscientious effort to produce and deliver records according to our promises has spelled success for us.

In six months our catalogue has grown from 12 to 90 numbers—180 selections—no duplicates, of the finest standard and popular music—vocal and instrumental—rendered by experienced and popular artists.

We want every dealer who sells talking machines equipped with a universal tone arm to sell OPERAPHONE RECORDS. One sells the other. The demand for a popular priced record is big and Operaphone Records satisfy that demand. They sell quickly on demonstration.

Dealers can make no mistake carrying OPERAPHONE RECORDS, they are 8 inches in diameter, double sided, and have more music than the 10 inch records of other makes. They are "*vertical*" or "*up and down*" cut, but play with a steel needle, *no jewel point required.*

OPERAPHONE RECORDS are played on the standard phonographs not equipped with universal tone arms with a small adapter or attachment, which is easy to use and costs little.

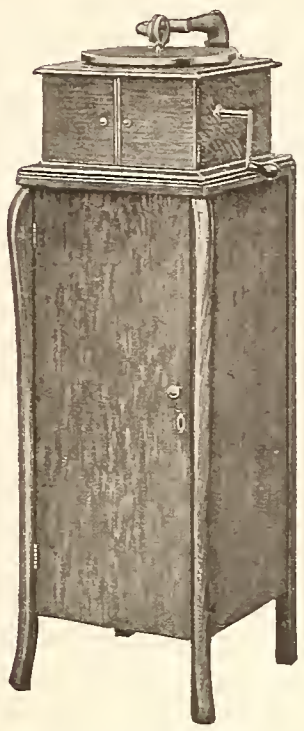
The OPERAPHONE goal is the production of the best phonograph record in the market and we are making good.

We solicit inquiries; and will send catalogue and price list on request.

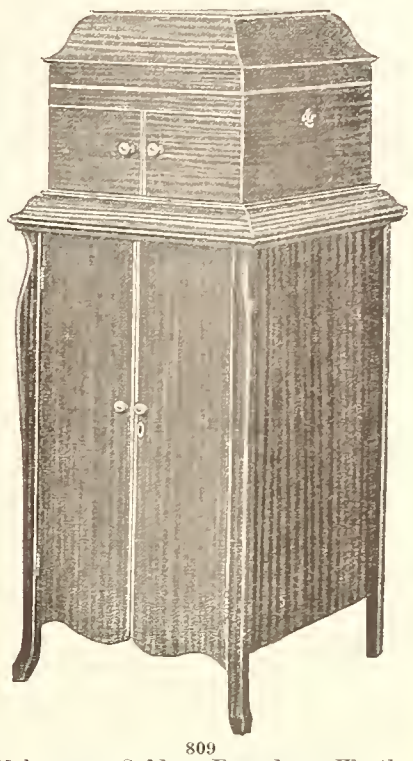
Operaphone Manufacturing Corporation, 200 Fifth Avenue New York, N. Y.

752 INSURANCE EXCHANGE, JACKSON BOULEVARD, CHICAGO, ILL.

608
Golden Oak. For Victrola VIII. 607 for Columbia Jewel



504
Golden Oak. For Victrola IV. and Columbia Meteor.



809
Mahogany, Golden, Fumed or Weathered Oak. For Victrola IX.

503
Golden Oak and Mahogany. For Victrola IV. and VI., Columbia Meteor, Eclipse and Jewel.

Cabinet Supremacy

SCHLOSS BROTHERS
CABINETMATCH
NEW YORK
TRADE MARK

No Matter What Make of Talking Machine You Handle, Whether Victor, Columbia, Edison, Sonora, Pathe, Vocalion, Etc., Our Cabinets Will FIT and MATCH them Perfectly, Giving them that "Cabinetmatch" appearance.

Quality, Price and Service

Are the most important factors when purchasing cabinets. You will find the best material, construction and finish in our merchandise, at prices that are unequalled for cabinets of their kind.

Write today for our Catalog and be Prepared for Your Fall Business

SCHLOSS BROTHERS

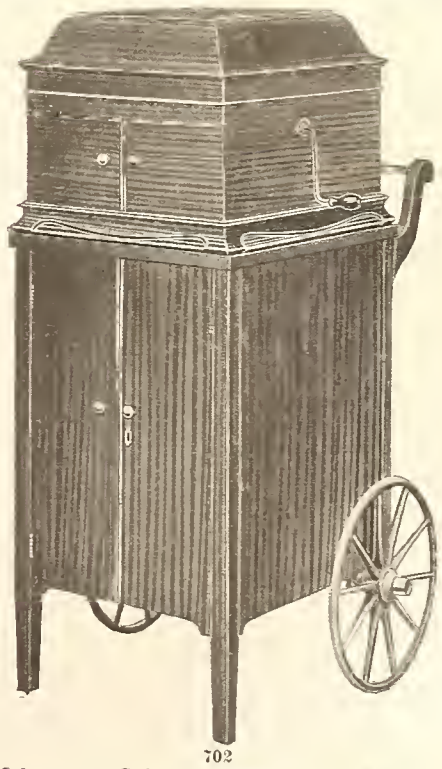
637-645 WEST 55th STREET **NEW YORK**

Phone, Columbus 7947

610
Mahogany, Golden, Fumed or Weathered Oak, for Victrola IX. No. 609 for Old Victrola IX. 611 for Columbia Favorite. 612 for Edison 80.

700
Mahogany, Golden, Fumed or Weathered Oak for Victrola IX. No. 601 for Old Victrola IX. 603 for Columbia Favorite. 604 for Edison A-80.

506
Golden Oak. For Victrola VI. 505 for Columbia Meteor.



702
Mahogany, Golden, Fumed or Weathered Oak. For Victrola IX. No. 701 for Old Victrola IX. 703 for Columbia Favorite. 704 for Edison A-80.

PATRIOTIC RECORDS IN DEMAND

Indianapolis Dealers Find Mobilization Helps Sale of Patriotic Numbers

INDIANAPOLIS, IND., July 6.—Talking machine dealers here have been featuring the talking machines and records to good advantage in catering to the public's demand for patriotic music, following the mobilization of the State militia. In fact, the Columbia machine took a foremost place in connection with the recruiting. A. W. Roos, local manager for the Columbia Co., lent two machines and supplied patriotic records for two of the downtown recruiting stations. In this manner, it was an easy matter for the recruiting officers to attract and hold the crowds. There was no doubt but that the music encouraged many enlistments.

Mr. Roos is greatly pleased the way business continues. With the record for June practically three times as large as for the month of June in 1915, Mr. Roos states that the total business up to date is close to the entire total of 1915.

D. Sommers & Co., which several months ago began handling the Columbia line, is now about to enlarge its talking machine department and considers doubling or trebling the space.

Two good accounts for the Columbia Co. were opened in Terre Haute with the Harvey Furniture Store and the Scott-Hart Furniture Store. Several counties from the Chicago district have been added to Mr. Roos' territory in Northern Central Indiana.

The Western Columbia Cabinet Co., which has been doing business here for about a year, will close its plant here within the next thirty days. The machinery has been moved to the Stout-Mehornay-Duckwall Co., of Salem, Ind., which owned and operated the local plant.

V. N. Shischcoff, the enterprising naturalized American, who built up a small talking machine business in the foreign district of Indianapolis, has advanced to the point where he could give up his box car quarters and has fitted up a nice store at 530 West Washington street. He handles the Columbia line exclusively.

George Stewart, of the Stewart Talking Machine Co., Victor jobbers, is on a trip to the East. After a visit at the Victor factory, Mr. Stewart went to the convention of the Associated Advertisers' Clubs of the World in Philadelphia. E. B. Knight, advertising manager for the Stewart Co., is on his vacation. He accompanied Mr. Stewart to the Victor factory and later to Philadelphia.

Walter E. Kipp, of the Kipp Phonograph Co., is taking a short vacation along with his business matters. Jewell Cartmill, secretary of the company, reports that the Edison business is good.

At the Edison shop business is considered as keeping up with the rest of the year, although there is a slight falling off due to the summer season.

M. P. Tobin, of the Pathé Phonograph Co., Inc., says that the advertising song, "At Home With My Pathé Pathephone," has been meeting with approval. Mr. Tobin has added another man to his forces, E. R. Miller, of Indianapolis, who will look after the retail sales in the store.

DO YOU REALIZE THE FACT--MR. DEALER

A BIG VICTOR RECORD TRADE IS MORE PROFITABLE TO YOU THAN THE SAME AMOUNT OF VICTOR MACHINE BUSINESS?

RECORDS ARE SOLD FOR CASH
MOST MACHINES ARE SOLD ON INSTALLMENTS

WHICH DO YOU PREFER—CASH, OR 12 TO 24 MONTH PROMISES?

A WISE DEALER WILL CARRY AT ALL TIMES EVERY RECORD IN THE VICTOR CATALOGUE

IF YOU ARE NOT DOING THIS YOU ARE LOSING MONEY

COMMENCE TO THINK ABOUT YOUR FALL RECORD STOCK NOW. BUY AN ADVANCE SUPPLY OF STANDARD SELECTIONS AND THEREBY PREPARE YOURSELF FOR ANY SHORTAGE THAT MAY OCCUR LATER. THE DEMAND THIS FALL WILL BE ENORMOUS.

PUSH THE SALE OF VICTOR RECORDS

SEND US YOUR RECORD ORDERS—AMERICAN SERVICE IS GOOD SERVICE. THOSE DEALERS WHO HAVE TRIED IT KNOW. WE CAN SHOW YOU. IF YOU ARE STILL UNACQUAINTED WITH IT.

BE A REGULAR AMERICAN DEALER

AMERICAN TALKING MACHINE COMPANY

368 LIVINGSTON STREET BROOKLYN, N. Y.

Every Columbia Grafonola sold brings you one big profit right on the spot, and then starts off on a steady non-stop run of record dividends.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

FIFTH ANNUAL EDISON FIELD DAY

Two Thousand Employes of Thomas A. Edison, Inc., Enjoy Outing at Olympic Park

The fifth annual field day of the employes of Thomas A. Edison, Inc., of Orange, N. J., was held on June 17 at Olympic Park, in Newark. Fully two thousand persons who are connected with the Edison industries gathered at the park and participated in, or were witnesses of, a fine program of athletic events. Mr. Edison occupied a prominent place in the grandstand and awarded a handsome cup to the individual who won the greatest number of points in the various contests. He manifested a deep interest in the proceedings and frequently applauded the efforts of the contestants.

There were twenty-seven events on the program and seven of these were for the ladies. The rest were confined to the men and boys and they included all kinds of legitimate and freak contests. At the close of the sports, late in the afternoon, the majority of those who had come to the park for the events of the afternoon remained for the evening and enjoyed dancing and other amusements afforded by the park. The annual Edison field day is marked by a complete suspension of work in the Edison industries. It is Mr. Edison's gift to his employes and it is highly appreciated and made the most of by the thousands of men and women who are employed in the industries controlled by the great inventor.

COMBINED TALKER AND TELEGRAPH

Details of Invention of Dr. Max Herz, a Prominent Vienna Scientist

A dispatch from Vienna, Austria, of recent date notes that Dr. Max Herz, a well-known Vienna scientist, has invented a sort of combination of talking machine and telegraph which will enable the blind to "read" with far greater ease than the present cumbersome and costly Braile books. The principle of the new device lies in the conveying of Morse or other telegraphic signs to the blind through the sense of hearing. On the machine are placed small records, each of which may contain a whole story written out in code.

To produce these records a further instrument, composed of two Morse keys and electric sounders, is required, the sounders being connected with a needle which cuts into the prepared wax record. The records consist only of long and short sounds and they can be sold at extraordinarily low prices. It is proposed through this medium to issue a daily newspaper for the blind, which will contain the important news of the day.

TAKES CHARGE IN WOOSTER

S. Townsley, formerly with John Wanamaker, New York, has been placed in charge of the Victor department of the Hoffman Music Store, in Wooster, O.

DITSON
VICTOR SERVICE

For many years we have helped dealers to grow, not only dealers in Victor talking machines, records and supplies, but also dealers in Musical Merchandise and Sheet Music.

This experience is at your service and it is the kind that has been developed by actual service on the firing line.
So when you use Ditson Service, you secure the best. Let us talk over a "Fall Campaign" with you.

Oliver Ditson Company
BOSTON

Chas. H. Ditson & Co.
NEW YORK

MILWAUKEE TRADE IN EXCESS OF THAT OF LAST YEAR

Shortage of Machines in All Styles Being Felt—Sale of Records Being Pushed with Vigor —Emil O. Schmidt Store Opened—Novel Idea in Demonstration Room Decorations at Badger Talking Machine Shop—Schefft & Sons Recovering from Fire—News of Month

MILWAUKEE, WIS., July 5.—Wholesalers and jobbers in talking machines agree that the volume of business in June is considerably in excess of that for the same month last year, and it is a conservative statement to say that business during the past month is the best Milwaukee houses have ever experienced.

The shortage of machines is still a problem that Milwaukee dealers are battling with. In the words of one large retailer, there always has been a shortage and there always is likely to be a shortage. Sales are continually ahead of the supply, but it seems that Milwaukee buyers at least are good waiters and rather expect that they will be required to wait for deliveries, particularly when they buy special case styles. There has been a shortage of fumed oak talkers for some months and there is no relief in sight.

Milwaukee dealers are more concerned with the sale of records than of machines, judging from the extraordinary efforts directed that way, and the many original ways and means that are being devised to push sales of records.

The Mexican embroglio has not seemed to affect business to an appreciable extent, although tradesmen realize that any kind of a scare like this induces people to "pull in their horns," as it were, and restrict their buying to some extent because a rainy day may come later.

Opening of Emil O. Schmidt Store

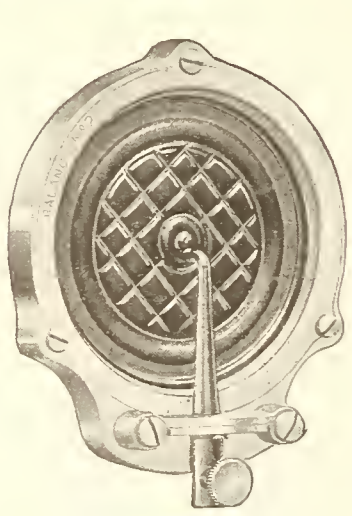
This month there is to be recorded the opening of another elaborate music establishment, which is without doubt one of the finest Pathé representations in the Middle West. The Emil O. Schmidt Co. has moved into its new store at 525 Grand avenue, in the Palace Hippodrome Building, now being completed at a cost of $600,000. The Schmidt Co. was delayed nearly three weeks in occupying the new quarters because the contractors met with unexpected delays. The formal opening was held June 24 and 26. The company is primarily a piano dealer, but it has recently taken on the Pathé and is doing a splendid business. The Pathé parlors are among the "swellest" in the city and occupy a large part of the second floor, where a recital hall seating 150 people has been set apart. The talking machine department is under the direct charge of Henry M. Steussy, secretary and treasurer of the Schmidt Co., who recently moved to Milwaukee from New Glarus, Wis. Emil O. Schmidt is president and general manager of the entire business, which recently was incorporated with an authorized capital stock of $50,000.

The Badger Talking Machine Shop Active

The Badger Talking Machine Shop, which recently took occupancy of its new building at 425 Grand avenue, and is an exclusive Victor retailer, has been changed to a separate corporation from the Badger Talking Machine Co., 135 Second street, Victor jobber and wholesaler. The name of Badger Talking Machine Shop is retained by the new corporation. The capital stock is $40,000 and R. H. Zinke, W. C. Schmidt and Adele Vogt appear as incorporators. Manager Zinke is working out some new and novel sales methods, with particular reference to records, and the big recital hall on the second floor is open to the public at all times. It is equipped with a Kimball grand piano, and Mr. Zinke has recently been making a specialty of teaching pianists to accompany vocal records without charge. Naturally, this method has made a large number of sales of operatic vocal records, which all dealers know are profitable to sell. Dance records are also pushed, and when the July records came out Mr. Zinke extended a cordial invitation to lovers of dancing to use his recital hall for trying out the terpsichorean selections. Many took advantage of the offer.

Manager Zinke has also originated a new idea in making each of his demonstrating booths typify something different from the other. For instance, one booth has been decked out as a "black and white outing room." On these hot days a person actually feels cool just by looking into the room, and after sitting in it for a few minutes and listening to a number of breezy records, it is not a far stretch of the imagination to feel as if he were on the porch of a summer home on the shores of some fine lake in the north of Wisconsin. Electric fans add

BALANCE
Sound Box



Half Size No. 2

THE **new** No. 2M Balance Sound Box, with the **improved** Metalloy Diaphragm, is a revelation for tonal reproduction. Several of the largest phonograph manufacturers have adopted it.

Strictly high class. Jobbers and manufacturers write for prices. We can make prompt delivery. No orders too large or too small.

A. F. Meisselbach & Bro.

Factories: Prospect Street and Congress Street
Office: 29 Congress Street

Newark :: New Jersey

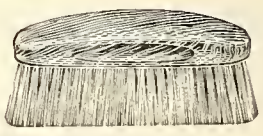
We also manufacture

SAPPHIRE NEEDLES

TONE ARMS Made from brass tubing, light and highly finished

MOTORS Only of the highest quality

The Paramount Record Brush



For cleaning the grooves of Phonograph and Talking Machine Records. Removes grit, takes off finger marks, improves the tone. Made of soft black hair, set in solid rosewood backs, highly polished.

Will not injure the Records. Retails for 25c-35c and 50c. Sold by distributors and jobbers of Phonographs and Talking Machines.

MANUFACTURED BY

Frederick M. Hoyt & Brother
Brush Manufacturers
TROY, N. Y.

The completeness of the Columbia line; its rapidly growing popularity; the fair and solid policy of the Company—these are three good reasons why the Columbia line cannot safely be ignored.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

a touch of breeziness that makes the illusion more distinct. The other booths are being arranged on other lines, such as a Japanese room, a military room, and so on.

New Pathé Dealers

The Pathephone Co. of Wisconsin, 185 Fourth street, this city, has recently appointed a large number of new dealers throughout Wisconsin. Manager Lawrence McGreal is among the jobbers who are suffering from a shortage of machines and in spite of repeated shipments, is hardly able to hold his own because of the extraordinary demands from retailers. Records are coming through in good shape, however. New Pathé dealers include John E. Daly, Grand Rapids, Wis.; L. A. Towne, Waterloo, Wis.; Carpenter Sales Co., Waukesha, Wis.; A. F. Schoen, Mayville, Wis.; Roesing & Haas, Burlington, Wis.; Tillman Bros., LaCrosse, Wis.; the Koerner Drug Co., Jefferson, Wis., and Schmutzler & Oestreich, Watertown, Wis.

Orders for Hinged Cover Support

Harry T. Young, representing the Chicago Hinged Cover Support & Balance Co., Chicago, spent the last week in June in the Milwaukee trade and reports that the device has been accorded an enthusiastic reception here as well as throughout the country. A number of local factories are going to use the appliance.

Great Vocalion Activity at Gram's

The Aeolian-Vocalion, although introduced to the public only three months ago in Milwaukee, is breaking all taking machine sales records at the Edmund Gram Music House. The house also handles the Columbia, and Manager Paul Seeger is kept on the jump from morning till night. The Aeolian-Vocalion is a fit companion for the Steinway and other high class pianos the Gram house represents, and it is interesting to note that a great many sales are made to Steinway owners. Edmund Gram, head of the house, was elected vice-president of the National Association of Piano Merchants of America at the recent convention in New York.

The Hoeffler Piano Manufacturing Co. has been introducing the Starr talking machine to the local and State trade during the past month.

To Return Soon to Old Quarters

Chas. H. Schefft & Sons, Victrola shop, 849 Third street, expect to get back into their store, damaged by fire several weeks ago, by July 15. The firm has been doing business on an ample scale, in spite of the handicap of having to attract customers to a temporary second floor location. The rebuilt store will be one of the finest in Milwaukee. Seven large demonstrating booths are included in the equipment.

The talking machine departments in all three stores of Edward Schuster & Co., one of the largest department store concerns in this city, are being remodeled and put into tip-top shape for an active retail campaign on the Victrola.

Sonora Phonograph for Theatre

Charles J. Orth, of this city, is receiving many compliments on the Sonora from purchasers throughout the State and in Milwaukee. Mr. Orth has made a campaign on motion picture houses and placed a large number of the higher priced styles. The Jackson Theatre in Milwaukee, one of the largest in the city, is using the Sonora to entertain the crowds during intermissions. The trend of sales is well indicated by the fact that out of eight consecutive sales made by Mr. Orth during the past week, five were $150 machines, two of the $75 style, and one $35 instrument.

Activity With Edison Shop

The Edison Shop, 213-215 Second street, reports the best June volume in its history. The jobbing business has shown a decided increase from month to month over last year, and in spite of an expected summer slackening, business is being maintained on a high level.

The Premier Talking Machine Co., 220 West Water street, this city, has been granted the jobbing rights on the Golden Tone needle for Wisconsin and Northern Michigan. Park Adams, manager, who has just returned from a trip, reports a splendid business.

The Gether Piano Co. has been doing a "record-breaking" business in Empire talkers, and is extending its selling campaign throughout the State. K. L. Williams is now traveling out of Green Bay, Wis., for the Gether house.

Furniture stores in Milwaukee, which handle talking machines, are finding much profit in these connections, and in some instances are selling almost as many machines as pieces of furniture, comparing sales on a price basis. Many jewelry stores are handling talking machines with profitable results.

Good Results From Trip

A. G. Kunde, Columbia jobber, is reaping the benefit of his recent trip with the Merchants and Manufacturers' Association trade extension trip into Eastern Iowa, Northern Illinois and Southern Wisconsin. More than fifteen retailers have been appointed as a direct result of the demonstrations made by Mr. Kunde on the special train, upon which the Columbia was the official instrument.

Lessons of the Convention!

¶ Every meeting at Atlantic City served to emphasize that service and co-operation are the key-notes of Victor success. Without service of a proper and adequate character the Victor dealer is handicapped in every direction. We therefore ask you to let

WILLIAMS CO. SERVICE

be at your command. We are equipped and ready to assist you in your merchandising problems. Every member of this organization is a ***practical Victor*** man; knows the business, and can appreciate the problems which confront the dealer. Our co-operation is based on actual fact, not theory.

Why not take advantage of this experience?

G. T. Williams Co. *VICTOR WHOLESALE EXCLUSIVELY* **217 Duffield Street, Brooklyn, N. Y.**

Our Victor Dealer-Service Is Based Upon Co-Operation

NOTHING that will contribute to efficiency is missing. Prompt service—quick shipments—low freight rates are merely incidentals. In addition, we offer the Live Victor Dealer, *advertising ideas, helps and suggestions* that will materially increase his volume of sales. Also a factory repair department that will add to your profits at a saving of time and money! If you do business south of the Mason & Dixon Line, order your

Victor Records Supplies and Repairs

thru the South's most progressive distributors. Our service always satisfies! Get in touch with us today—let us show you why we can serve you *best.* Better still, stop in on your way home from the convention and get acquainted with us. We've got a dandy Fall Service Plan to outline to you that means dollars!

The Corley Company INC.

"The House That Made Richmond Musical"

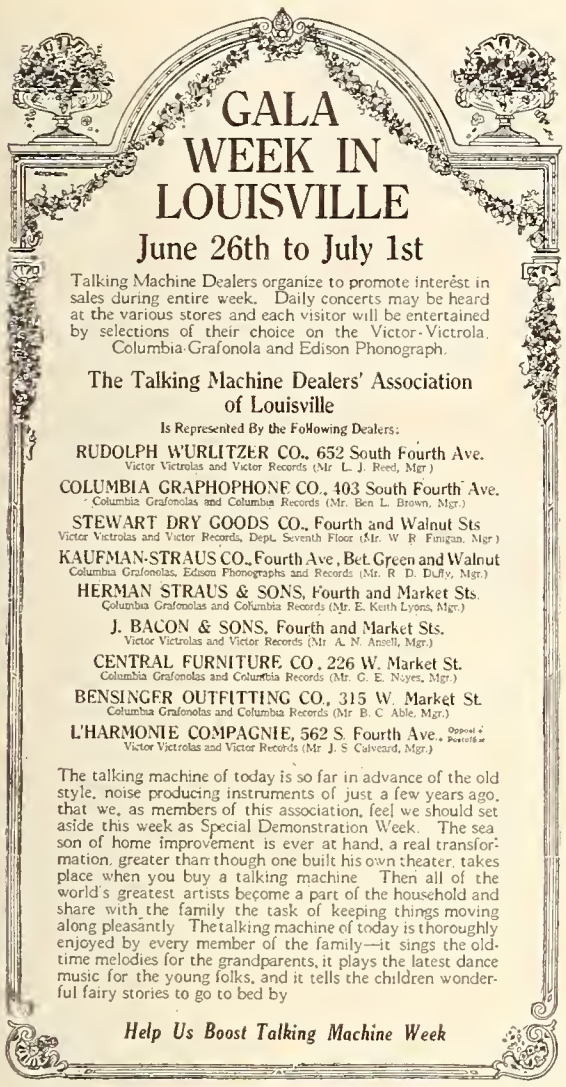
213 East Broad Street :: :: Richmond, Va.

THE TRADE IN THE SOUTH

LOUISVILLE DEALERS ORGANIZE

Following Formation of Dealers' Association, a Talking Machine Week Is Held, Which Produced Excellent Results

LOUISVILLE, KY., July 4.—At a meeting of the local talking machine dealers held at the Hotel Henry Watterson, this city, recently, the Talking Machine Dealers' Association of Louisville was formed for the purpose of co-operating



Poster Featuring Talking Machine Week

in developing a more general interest in talking machines and records.

The first evidence of the success of the new association was the celebration of Talking Machine Week in Louisville from June 26 to July 1. During the week the stores were handsomely decorated, frequent recitals and concerts were given each day and a large volume of local advertising matter distributed, all calculated to interest the public to a great degree.

During the week also large, attractive and impressive advertisements were run in the local papers by the new association, in which the names of the association members were published, together with lines handled and the names of the managers. The advertising called particular attention to the great development made in the talking machine during the recent years and urged readers to visit the nearest store and listen to their favorite machine or to shop around and make comparisons if desired.

All the dealers were most enthusiastic over the success of the week and the direct results received through their efforts. Trade marks of the various lines were deeply impressed upon the local public, the Columbia Co., for instance, used a five by three feet banner, showing the "Note the Notes" trade mark, and one department store placed a banner on each side of twenty-two of its wagons. Other lines were exploited with equal effect.

The members of the new association are: The Rudolph Wurlitzer Co., L. J. Reed, manager; Columbia Graphophone Co., Ben L. Brown, manager; Stewart Dry Goods Co., W. R. Finigan, manager; Kaufman-Straus Co., R. D. Duffy, manager; Herman Straus & Sons, E. Keith Lyons, manager; J. Bacon & Sons, A. N. Ansell, manager; Central Furniture Co., G. E. Noyes, manager; Bensinger Outfitting Co., B. C. Able, manager; L'Harmonie Compagnie, J. S. Calveard, manager.

The officers of the association are: President, Ben L. Brown, Columbia Phonograph Co.; vice-president, W. R. Finigan, Stewart Dry Goods Co.; secretary, E. Keith Lyons, Herman Straus & Sons, and treasurer, R. Duffy, Kaufman-Straus Co.

EXCELLENT TRADE IN THE SOUTH

Corley Co. Has New Fall Selling Plan—All Sections of South Improve—Crops Promise Extraordinary Harvest—Musical Interest Grows

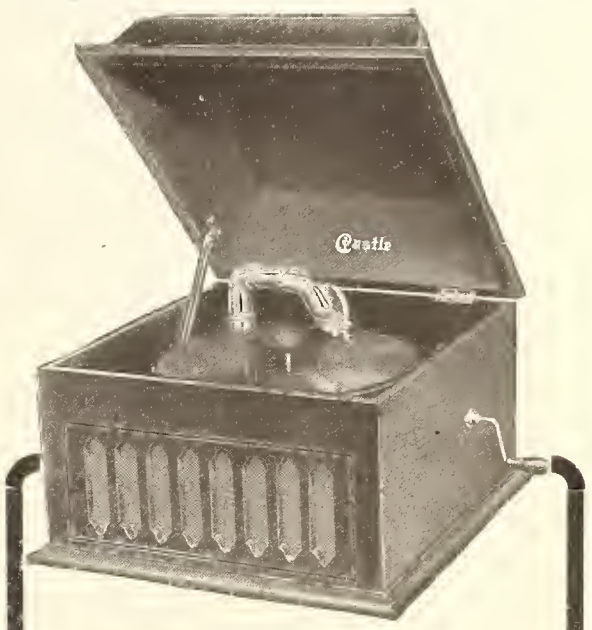
RICHMOND, VA., July 10.—Activity in the talking machine trade throughout the South is increasing in volume, as is demonstrated by the plans which the Corley Co., the leading Victor distributer of the South, is making for its fall trade. President John G. Corley, accompanied by his son, Frank W. Corley, who is general manager of the concern, visited the North several weeks ago, and during their visit they placed with the Victor Talking Machine Co. one of the largest orders for machines and records that the Victor Co. has ever received from any distributer. The Corley concern has mapped out a fall service plan which contains many new and attractive ideas for increasing talking machine business, and the plan is rapidly being adopted by the great number of local dealers who are served by the Corley firm.

Economic conditions in the South are better to-day than have ever been before. Weather conditions, which were somewhat unfavorable in certain sections for a time, have made a decided change for the better, with the result that the crops now give evidence of an abundant harvest. The diversification of crops, and the gradual elimination of the single-crop idea, which has hitherto hindered and agricultural progress of the South, is another factor which is materially increasing the purchasing power of the citizens throughout this section.

In the manufacturing centers in Alabama, Tennessee, and West Virginia, the mills and factories are working to capacity, and the complete and favorable readjustment of the cotton-industry, together with the greatly increased activity in the coal and iron industry, all have tended to bring about a big era of prosperity.

Always musically inclined, the Southern people have this year shown an even greater interest in music than hitherto, as is witnessed by the spring festival which was held in Richmond a few weeks ago at which many noted operatic stars appeared. There is a noticeable increase in the number of concerts and musicales which have been given all over the South since the first of the year, and this has had a direct influence in extending and enlarging the demand for talking machines and records.

With prosperous conditions generally obtaining, and with the interest in things musical increasing as it is, the prospects for the talking machine trade are especially bright.



Style E

RETAIL PRICE, $30.00

Mahogany finish. Dimensions 18x19x13 inches. Double spring, worm gear, noiseless motor, with 12 inch turn table. Castle Universal tone arm plays all makes of records without extra attachments.

MECHANICALLY PERFECT
Castle
THE INSTRUMENT WITH THE CRYSTAL TONE
TRADE MARK

Talking Machines Predominate

Leading dealers are reaping the benefits from selling talking machines that represent guaranteed quality, attractive appearance and unusual value.

Acquaint yourself with our attractive sales plan. Write at once for full information.

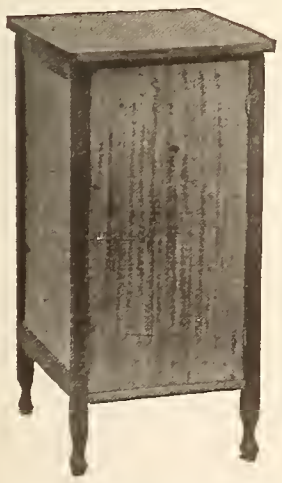
Immediate Deliveries

CASTLE PHONOGRAPH CO.

General Offices

Fifty-three Maiden Lane
New York

Nicholson Record Cabinets
and also
Record Sectionals



Record cabinets, piano player roll cabinets, fitted with horizontal shelves or upright.

Also manufacturers of the Nicholson Elastic Sectional Bookcases, in all the popular styles.

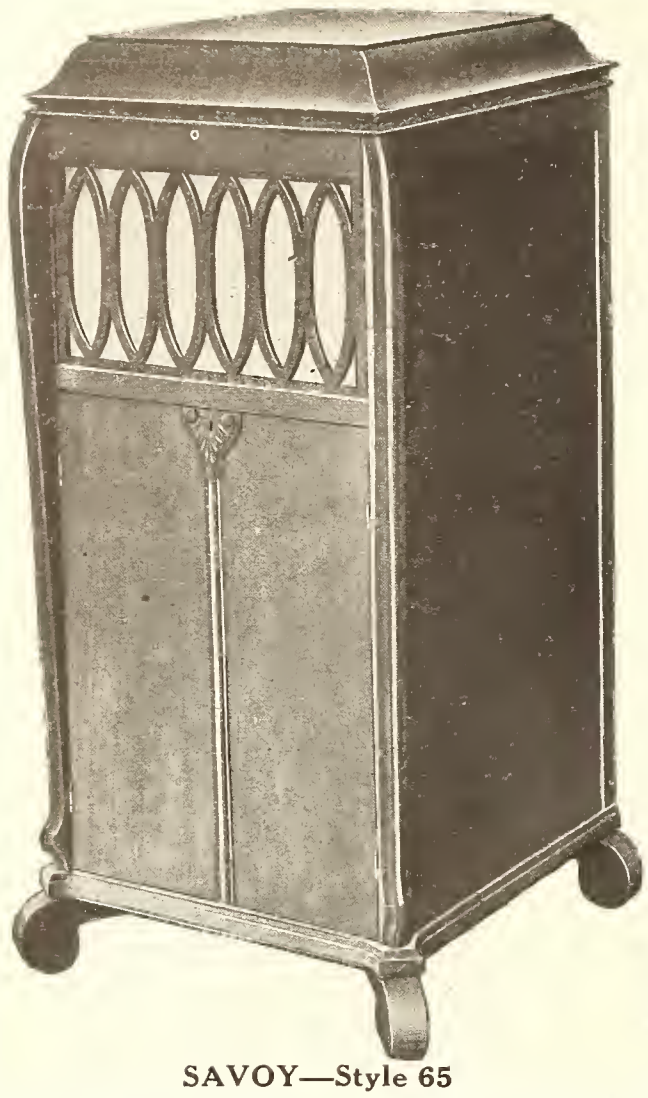
Write for 1916 Catalogue

In two sizes { 24 inches wide, 18 inches deep, 36 inches high / 18 inches wide, 18 inches deep, 36 inches high

K. Nicholson Furn. Co.
Chase City, Va.

Represented by A. H. Arons
9th Floor, N. Y. Exposition Bldg., Furniture Exchange

We Are Making Immediate Deliveries



SAVOY—Style 65

Mahogany, Highest Grade Finish. Size on Casters, 48 Inches High, 22 Inches Wide, and 23 Inches Deep. Double Spring Wormgear Motor, 12-Inch Turntable.

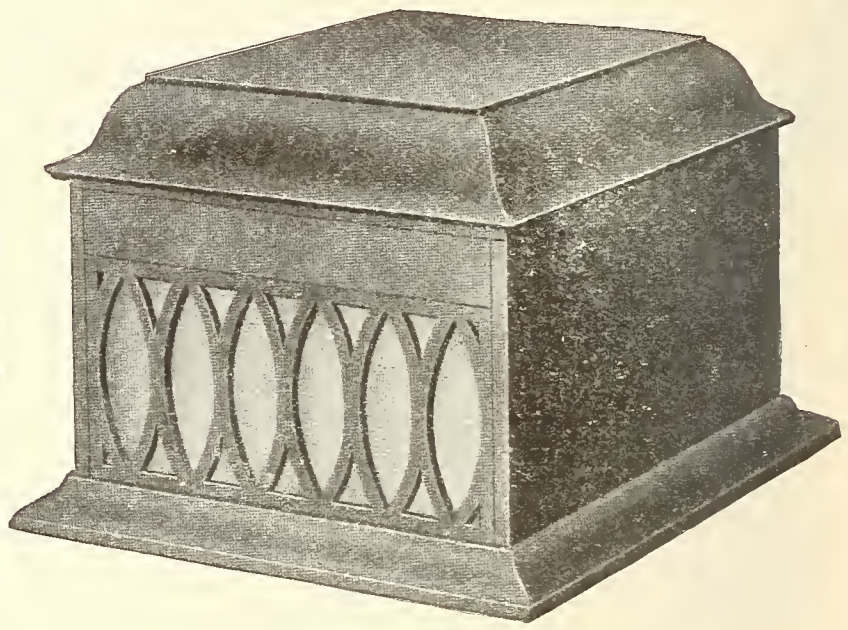
We are Equipped to Turn Out Highest Grade Phonograph Cabin ts in Large Quantities.

Let us Figure on Your Present and Future Require-ments.

The SAVOY

line of machines will give you a chance to sell every prospect in your territory. Our line is complete, machines retailing from $15 to $85; also special machine and cabinet combinations. Savoy machines play all makes of records.

Write for dealer proposition



SAVOY—Style 25

Mahogany, Highest Grade Finish—Size 18½ Inches Wide, 14 Inches High and 22 Inches Deep. Double Spring Wormgear Motor, 12 Inch Turntable.

NANES ART FURNITURE CO.

Grand Street and East River, NEW YORK

NO LET-UP TO PROSPERITY IN THE DETROIT TRADE

Talking Machine Dealers Profiting by the General Prosperity Which Has Existed in Detroit for the Past Six Months—Machines Hard to Get—Wallace Brown Featuring Edison Line in Novel Billboard Advertising—Improvements at Grinnell Bros.—Other Items

DETROIT, MICH., July 7.—It's the same old story in the same old way so far as talking about business conditions in Detroit are concerned. There is no let-up to local prosperity and this applies particularly to the talking machine trade. Another year is bound to see more dealers here because every business thoroughfare is developing, and especially those in the outskirts. This is due to the development in real estate and to the fact that the first six months of 1916 were the greatest for building Detroit has ever known, and the remaining six months will show even a better record. You just can't stop Detroit from forging ahead—and it wouldn't be at all surprising if by 1920, our population exceeded that of Cleveland. "A million by 1920" is still the slogan of Detroit business men.

Wholesalers and retailers in the talking machine business make relatively the same statement, which is to the effect that this has been a splendid year so far, there having been practically no quiet spells.

C. H. Grinnell, who has charge of the Victor jobbing business of Grinnell Bros., 231 Cass avenue, says business is surpassing all expectations. Shipments of machines from the factory are not coming in quite as good as they might be, but this fault he attributes partly to the railroad company, who claim they are helpless because of freight congestion everywhere. "We could sell many more machines if we could only get them," he said. "But one thing pleases us and that is our record business. We have a big stock on hand and are able to promptly care for any sized order. We never were in better shape on records." C. H. Grinnell and A. A. Grinnell, treasurer of the company, will attend the Victor Jobbers' convention at Atlantic City.

J. R. Peckham, manager of the Pathephone Co., Michigan Pathé jobbers, attended the New York convention of the Pathé jobbers, accompanied by M. F. Millard, one of the large stockholders. Mr. Peckham said he benefited greatly by attending the convention and talking with jobbers from other sections of the country. He expects to inaugurate a number of new business-getting schemes in the very near future. He says trade is good and getting better.

R. B. Alling, general manager of the Phonograph Co. of Detroit, Edison jobbers, says

For Dealers and Jobbers handling The Leading Type of Talking Machines

PERFECT TONE CONTROL SECURED

by a simple turn of

The Rowland Sound Regulator.

A simple device, instantly attached to the machine, absorbs all harsh, metallic sound, as well as annoying scratching noises.

Retail Price { Nickel-plated regulator . . . $1.00
22 Karat Gold-plated regulator . 1.50

Usual trade discount to authorized Jobbers and Dealers

SAVES TIME, LABOR AND NEEDLES.

Sample forwarded to licensed dealers everywhere upon receipt of 50 cents. Money refunded if unsatisfactory.

ROWLAND SOUND REGULATOR CO., Inc., 261 Broadway, New York City

trade has been excellent right along, although he looks for things to quiet down during July and August, and then to re-open with a bang in September after everybody is back from vacationing. Mr. Alling, several of his staff, and thirteen Michigan Edison dealers went to New York in a special car to attend the Edison convention at the McAlpin Hotel, June 22, 23 and 24.

Wallace Brown, 31 East Grand River avenue, is paying $100 a month for a large billboard on Woodward avenue, near Charlotte, bearing these words: "When they say Edison you think of Wallace Brown." It is costly for general publicity, but Mr. Brown believes it pays in that particular section. Electric glimmers keep the sign lighted all night. Mr. Brown says he is always glad to listen to any advertising proposition and will tackle anything that has merit.

K. Mills, manager of the Columbia branch, 503 Woodward avenue, spent an enjoyable vacation of two weeks in June touring as far East as Buffalo. Mrs. Mills accompanied him. For the six months period ending June 30, as compared with last year, Mr. Mills says the increase in actual dollars and cents would really be amazing. This is no reflection on last year, because Mr. Denison, who was manager at that time, also showed a big increase over the same period for 1914—but it only goes to show how the Columbia line is developing in Michigan. Mr. Mills reports also that since the completion of the new addition to the Columbia factory, shipments have been much better, both as to machines and records, and this has materially aided in bringing up the figures for merchandise sold.

Ed Andrew, manager of the J. L. Hudson talking machine department, returned July 3 from a three weeks' motor trip through the East. Mrs. Andrew, as well as his father and mother, were also on the trip.

The new Sonora phonograph shop at 607 Woodward avenue, owned by John E. Schmidt, compares favorably with any of the modern stores, and is doing a good business, according to Mr. Schmidt, who also owns the East Detroit Music House on Gratiot avenue, which features the Sonora in connection with pianos, players and musical instruments.

Another local Sonora dealer is W. W. Gunn, at 794 Woodward avenue, who says he could sell many more machines if he could only get them. Mr. Gunn expects to push the Sonora real hard this fall.

A. E. Noble, Columbia dealer, Woodward avenue, attended the convention of the National Association of Piano Merchants at the Hotel Astor, in June. Before returning home he visited Boston and other Eastern points.

W. H. Huttie, district manager at Detroit for the Starr Piano Co., 110 Broadway, says every week is showing steady improvement in the new phonograph department.

The Kalamazoo (Mich.) Edison Shop has moved from 203 North Burdick street to 115 East Main street. B. A. Monroe and J. H. Monroe are the proprietors of this shop.

H. L. Ireland, assistant manager of the Columbia branch in Pittsburgh, was a visitor in Detroit June 24. A. C. Erisman, district manager for the Columbia in the New England States was also a recent visitor in June. Mr. Erisman was connected with the local Columbia office about ten years ago.

John Schmelzer, Columbia dealer in Saginaw, who operates stores on the east and west side, and who carries the complete line at the east side store, has now decided to put in equally as complete a line in his west side store.

Some extensive improvements are in contemplation for the Victor retail department of Grinnell Bros. At present the entire basement is devoted to Victrolas and records. Architects are now working on the plans for remodeling the basement.

Victor dealers throughout Michigan have been advertising and featuring their $15 and $25 models to people occupying summer cottages, and they have been ready sellers.

The Columbia retail department of Heynz Bazaar, 147 Woodward avenue, under the management of Phil Lang, is doing a splendid business. During June Mr. Lang cleaned out a big lot of cylinder Columbia records.

Larry Dow is now the manager of the Edison department at the Frank Bayley store, 114 Broadway. He was formerly with Wallace Brown.

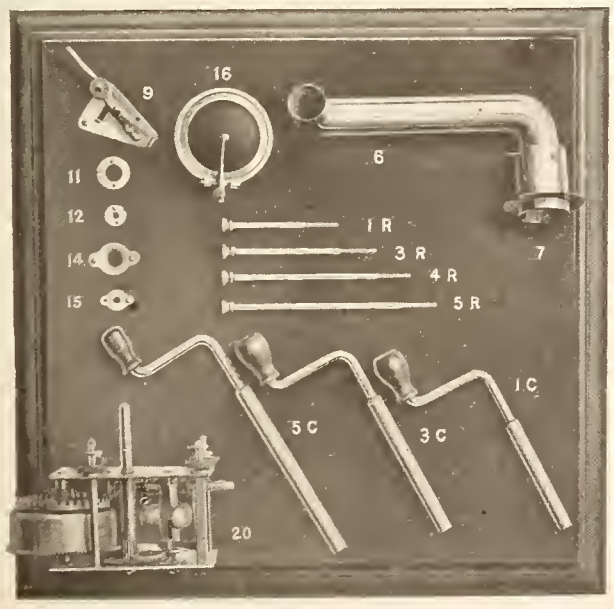
Max Strasburg, 74 Library avenue, is using his old store at Grand River and Library avenues, for displaying Columbia machines, although a big sign in the window conveys the information that he has moved to No. 74. Mr. Strasburg holds the lease on the corner until October, and feels that he might as well use it in this way rather than let it remain vacant. Max reports good business both on Victor and Columbia goods.

JOIN HEINEMAN FACTORY STAFF

E. Jaccard and Rene Jaccard Now Connected with That Concern in Elyria, O.

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., New York, announced this week that E. Jaccard and his son, Rene Jaccard, had joined the Heineman factory forces at Elyria, O. E. Jaccard is well known in talking machine circles, having been associated with the Sonora Phonograph Corp. for a number of years, and is thoroughly posted on all phases of the industry's technical division. In the Heineman plant Mr. Jaccard will concentrate his activities on experimental and research work, in conjunction with Louis Valiquet, consulting engineer at the Heineman factory.

E. C. Albertson, music dealer of Bridgetown, N. J., has leased a large store on South Laurel street, where he is displaying talking machines.



An opportunity to secure

MOTORS—SOUND BOXES—TONE ARMS

at extremely low prices

MOTORS

1 Bbl.	(about 125 motors)	at $1.00	per motor
1,000	"	" .95	" "
5,000	"	" .90	" "

SOUND BOXES	TONE ARMS
100 lots....60 each	100 lots....60 each
1,000 " ....50 "	1,000 " ....50 "

WONDER TALKING MACHINE CO.

113-119 Fourth Ave., (at 12th St.) New York

Telephone, Stuyvesant 1666, 1667, 1668

The Experts of the Whole World

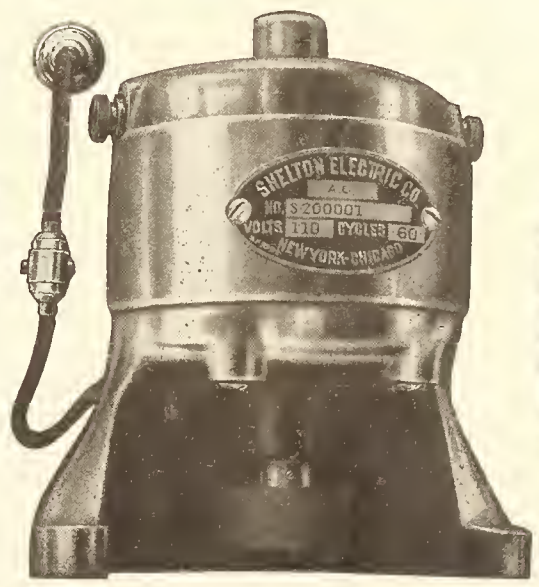
Awarded us this Gold Medal

At the Panama-California

Exposition

The Wide Awake Progressive Dealers who manage their OWN business sell

The Shelton Electric Phonograph Motor



To secure a customer is one thing. To hold him is another. To accomplish this you must give him what he wants. We have sold and are selling thousands of these Motors which proves the Public wants an electric driven machine at a medium price.

Order a sample. Demonstrate it to your favorite customers. Be the first in your city to give 100% service.

SHELTON ELECTRIC CO.

NEW YORK
30 East 42d Street

SAN FRANCISCO
62 Post Street

Factory: Fort Wayne, Indiana

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., July 8.—The month of June has been most profitable to all the talking machine dealers of Philadelphia, and it ends the first six months of the present year in a most satisfactory way, with profits very much ahead of a corresponding period of last year. The prospects are most glowing for the future. The manufacturers are coming nobly to the aid of the jobbers and retailers and less complaint is heard about the scarcity of goods during June than at any time during the year—in fact in several years.

Victor Co. Float Wins Prize

The advertising men held there convention in Philadelphia during the week of June 26, and it brought many talking machine men to this city. In this convention the talker attracted a great amount of attention, and the Victor Talking Machine Co. display in the big Monday evening parade won first prize against a great many very attractive displays.

The Victor display consisted of a large float on which was a picture of "His Master's Voice." The dog, made of plaster of paris, was of immense proportions, as was also the Victor horn. Back of this came another elaborate float large enough to hold at least two dozen men and women dressed in the exact costumes prescribed by all the leading operatic roles. It was very well carried out and was picturesque, and the general public as well as the judges agreed that to the Victor belonged first honors.

Firm of Hughes & Eakins Dissolved

The firm of Hughes & Eakins, who handle talking machines as well as pianos, at 261 South Fifty-second street, has been dissolved. Mrs. Eakins purchased Mr. Hughes' interest, and is conducting the place under the name, Eakins Piano Co.

W. Lester Bowers, of the Heppe talking machine department, has gone to Texas with his regiment, one of the very few soldiers among local talking machine men.

Increase in Columbia Co. Business

Manager Walter L. Eckhardt, of the Pennsylvania Talking Machine Co., reports that in June his business has been keeping up its regular quota of increase, and was fully 100 per cent. ahead of the same month last year, which in itself was a very extraordinary month. Mr. Eckhardt states: "We have booked orders for the Columbia for fall delivery to the extent of about 300 per cent. increase over last year, and with the present facilities for handling our business, we find that we are better able to handle this increase, with much more ease and precision and with practically the same force. We have, however, increased our clerical force."

The firm was favored the past week with a visit from James P. Bradt, general sales manager of the Columbia Co.; Frank Dorian, general manager of the Dictaphone; N. F. Milner, gen-sales manager of the Dictaphone; M. D. Easton, of the sales department, and Messrs. Hanff and Metzger, advertising agents.

Mr. Eckhardt reports that his firm has been doing a very large business at their Atlanta store, and has taken a new loft which will double their floor space. He has just returned from a visit to that city and says he was delighted with the condition that he found there.

Mr. Eckhardt was most enthusiastic regarding the Victor Co. display in the ad men's parade. He said: "I want to congratulate them on their enterprise. Their float representing the different characters from the operas was wonderfully done and was an interesting and educational exhibit that fully justified the effort. I was away so much that it was not possible for me to attempt an adequate competitive display."

Development in Edison Demand

Blake & Burkhart, the big dealers here in the Edison, report that their business in June was very good and it would have been very much better had they been able to have gotten the goods. They did not find a shortage of machines, but in the record situation. Mr. Burkhart says: "We are assured the record proposition will be taken care of in the future, as the Edison people have increased their output to practically double what is was formerly, and in another month or so we will be able to overcomes the present shortage."

H. A. Weymann & Son made, during the ad men's week in Philadelphia, a very creditable display of Victrolas, and their entire building was decorated for the occasion.

Harry Weymann says that the demand for Victrolas and records is just as great now as it was in any month during this year. He says: "There seemed to be no let up to the demand, and we are making every effort to keep our dealers supplied. Records we are in a position to fill 100 per cent."

Wants Dealers to Charge Interest

Mr. Weymann is very hopeful that all the dealers in Philadelphia will get together and not only agree upon charging 6 per cent. interest on the lease plan, but also to agree upon a certain percentage that should be paid down and so much per month—a uniform rate among the dealers as to the time that leases should run.

H. A. Weymann has removed his family to his cottage at Chelsea, Atlantic City, and is commuting each day.

Messrs. Schnell and Megehan, of Seventeenth street and Columbia avenue, Victor dealers, will erect three new booths in the front part of their store.

Busy Times With Buehn Co.

Louis Buehn & Co. report that June was their biggest month this year, and was very much better than the same month last year. Mr. Buehn has taken a cottage at Ocean City for the season, but will spend several days a week at his Philadelphia warerooms. Before Mr. Buehn went away he took a two weeks' automobile trip through the New England States, going as far as Maine. W. J. Raush, of the Swank Hardware Co., of Johnstown, Pa., was in Philadelphia last week attending the ad men's convention, and reports that the talking machine business in his section is fine. Another visitor was J. J. Knies of Mahonoy City.

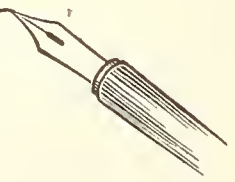
The Edison dictating machine business has also shown a very handsome increase over any previous month of the year, and their prospect for the coming month is very good. They have been able to keep on their full winter force all summer. Among some of the largest of their sales in June were the George A. Parker Hosiery Co., the Standard Supply and Equipment Co., John B. Stetson & Co., the Dill and Collins paper people, as well as a number of smaller orders.

The Penn Co. on July 1 ended the greatest year in their history and by a per cent. in advance of any other year that is almost staggering. They report that machines and records are coming in very much better than heretofore, and that they are in excellent shape to begin July, which they believe will be another record breaker. Two members of the firm will alternate at the Talking Machine Jobbers' Convention at Atlantic City next week.

Introducing the Wizard Needle

Among the newer developments in the talking machine trade are Wizard needles, manufactured by H. S. Townsend, 1833 West Venango street, of this city, this needle being in the semi-permanent class. These retail at 25 cents a box of ten needles. Claims made by the manufacturer are: Scratch is eliminated, guaranteed not to injure records, produces a soft mellow sound, and will play a number of times without changing.

Pen Your Victor Orders to Penn



There are many reasons back of the broad statement above as to why Penn should fill your orders. One is, because Penn can do it, if anyone can. And that's one reason why you see no stock piled up around our storehouse, for every available machine and record goes OUT to our dealers. Put your trust in Penn. We'll work hard to please you.

VICTOR

Penn Phonograph Co., Philadelphia

VICTOR CO.'S PATRIOTISM

CAMDEN, N. J., June 26.—The Victor Talking Machine Co., following the call for the mobilization of the National Guard, issued an announcement to the effect that all employes of the concern who responded to the call would be given their salaries during the time they were in service and that upon their return positions would be provided for them.

The Victor Talking Machine Co., of Camden, N. J., has announced the usual quarterly dividend of $1.75 on preferred stock and $5 on common stock. These dividends will be payable July 15 to stock of record as of June 30.

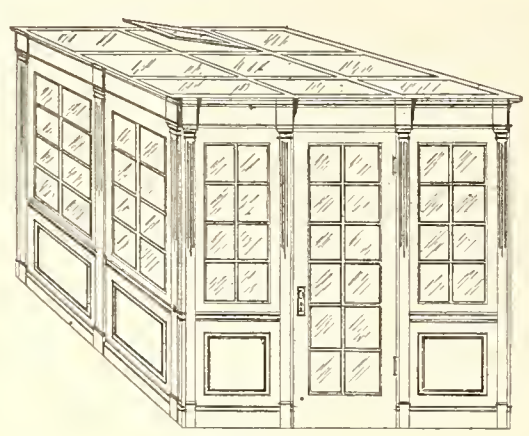
Two things to remember after the Convention

—that the Victrola is the greatest single unit in today's world of merchandising.

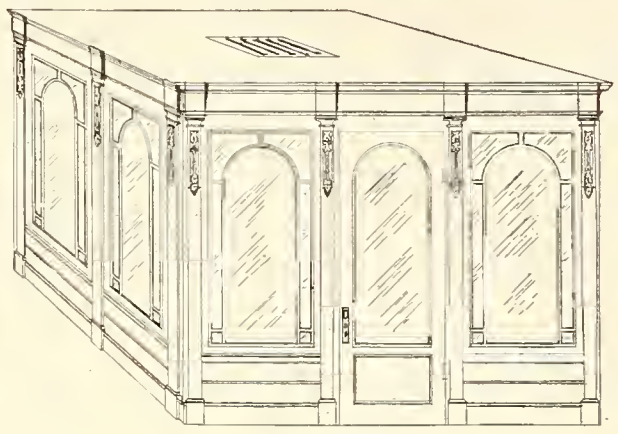
—that BUEHN VICTOR SERVICE helps you most to realize the profits due to your efforts with this unit.

Philadelphia

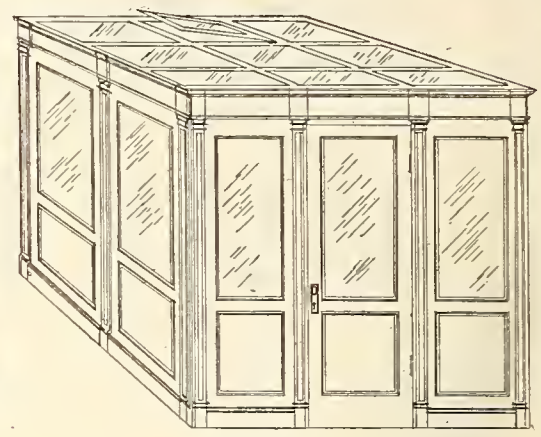
NOW IS THE TIME TO INSTALL NEW BOOTHS



STYLE "A"



STYLE "B"



STYLE "C"

Van Veen Sectional Bed-Set Booths can be erected as easily as a bed (no skilled labor required). Booths shipped on short notice *anywhere*. Room sizes any multiple of 3 feet. High grade finish, will match your sample if desired. Sound proof construction. Mail your requirements for prices and descriptive circulars. Designs furnished for complete interiors.

ARTHUR L. VAN VEEN & CO., Marbridge Bldg., Broadway and 34th St., New York

ENTIRE BUILDING FOR LANDAY

To Occupy Entire Five Floors of 23 West Forty-second Street, Which Will Be Remodeled and Re-arranged for Retail Victor Trade

Max Landay, of Landay Bros., New York, Victor distributers, announced last week the closing arrangements whereby this concern will occupy the entire building at 23 West Forty-second street, New York, which is in the heart of the high-class retail district. Five entire floors in this building will be devoted to the exclusive sale and exhibition of Victor goods—in fact the plans indicate that this establishment will be a veritable "Victor Temple of Music."

Mr. Landay states that the front of the building will be torn out and remodeled and that the interior will consist of the latest and most up-to-date ideas in the equipment of retail warerooms. The demonstration booths will be handsomely furnished and decorated and there will also be constructed a recital hall which will be devoted to informal Victor recitals. A feature of this Victor establishment will be an educational department which will be given over exclusively to this important branch of the Victor industry.

The facade of the new building will be of a festive character, with Corinthian ornamental columns. The scheme of decoration and ornamentation throughout will be suggestive of a Temple; dignified and substantial, withal attractive. The latest ideas in concealed lighting systems will be installed in the new building.

Landay Bros. have occupied the store floor of the building at 23 West Forty-second street for the past eighteen months, and have achieved a remarkable success there from a commercial standpoint, which left no doubt as to the desirability of the location as a retail headquarters. Facing the New York Public Library, and a few doors from Fifth avenue, this Victor showroom will be ideally situated in every respect.

Landay Bros. have never hesitated to spend large sums of money to make their exclusive Victor establishments artistic to a degree, and Max Landay is now working out plans which will make the Landay-Victor Music Temple a show place of the local retail trade.

DEMAND FOR SPRING LUBRICANT

In a recent chat with The World, P. Henry Kerler, of Ilsley-Doubleday & Co., New York, stated that the graphite phono spring lubricant which this company introduced a short while ago is meeting with very pleasing success. Talking machine manufacturers have favorably commented upon the many qualities of this lubricant, and are using it extensively for motors, main springs, gears, etc.

H. H. Rhodes is the manager and W. W. Baitinger, assistant manager, of the Forest Park branch of the Geo. P. Bent Co., Chicago, which was recently opened.

GENEROSITY OF SONORA CORP.

To Increase Salaries of Men Ordered to Mexico and Will Retain Positions for Them

The employes of the Sonora Phonograph Corporation who are members of the National Guard, and who were called out for Mexican service recently, donned their uniforms and hastened to the armories without knowing just what arrangements the company would make for their care while away.

George E. Brightson, president of the Sonora Co., quietly increased the salaries of all the men ordered out at once, and stated that the new salaries would be paid while the men were absent. Their positions will be waiting for them on their return.

The first news that some of the men had about this pleasing surprise was from the newspapers issued while they were about to go aboard their trains. Letters have been pouring in from all over the country commending the Sonora Phonograph Corporation for its action in relieving its men of worry as to how their families are to be provided for while they are in the country's service.

The workers in the Sonora offices and factories are watching the reports of developments on the border with much interest, as their men are in quite a number of the New York regiments, and those at home feel as though they were at the front by proxy.

USING NEW WORM-GEAR MOTOR

All Models of Wonder Talking Machines to Have New Motor Equipment

Hugo S. Radt, vice-president of the Wonder Talking Machine Co., New York, announced this week that the company is now using a new worm-gear motor, which replaces the former type of motor used in Wonder machnes. This new motor will be used in the $5 and $7.50 models as well as the more expensive ones, thereby enabling the company's dealers to furnish their trade with the new motor in all types of Wonder machines. Mr. Radt states further that this new motor has been carefully tested at the company's factory for four and a half months and has given perfect service under all conditions.

Ephraim F. Aldrich, receiver of the Boston Talking Machine Co., recently won a verdict of $3,100 in a suit against George A. Whitmore, for the recovery of money alleged to be due for an option on the purchase of the bankrupt concern.

The

Union Phonograph Supply Co.

Successors to
The Union Specialty & Plating Company

Manufacturers of Talking Machine Supplies

announce the removal of their general offices and factory to their new and modern building

1100-1108 West Ninth Street
Corner of Front Avenue
Cleveland, O.

containing 50,000 square feet of floor space and equipped with all the latest modern improvements.

Thanking you for past favors and soliciting your future business, we are

Very truly yours,
The Union Phonograph Supply Company.

SCHLOSS BROTHERS
CABINETMATCH
NEW YORK

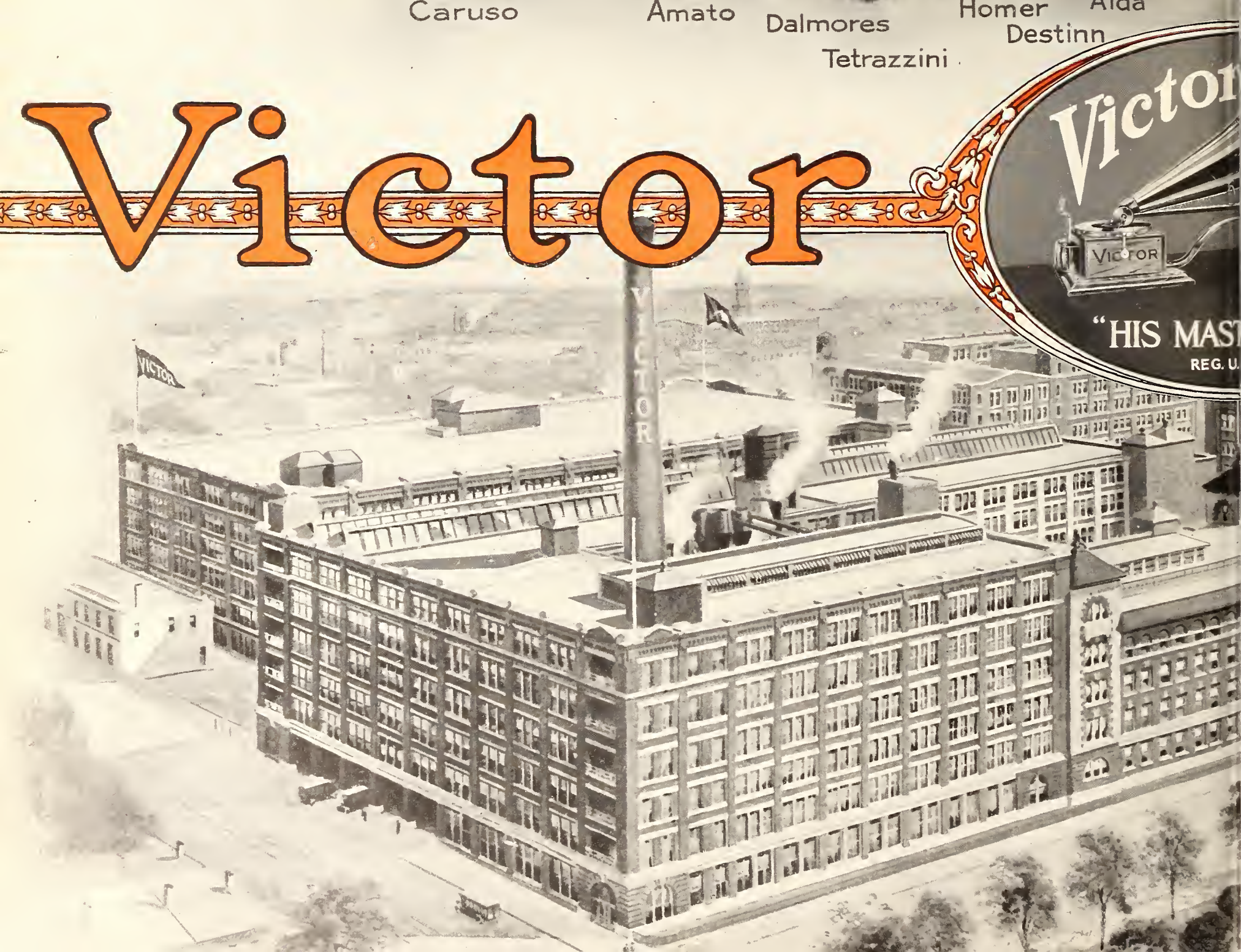
Victor Supremacy

The famous Victor trademark, "His Master's Voice," is the best known trademark in the world.

It is the guarantee of quality. It stands for all that is best in music. It is the hallmark of noteworthy achievements in the talking-machine art—achievements that have firmly established Victor supremacy on a basis of great things actually accomplished.

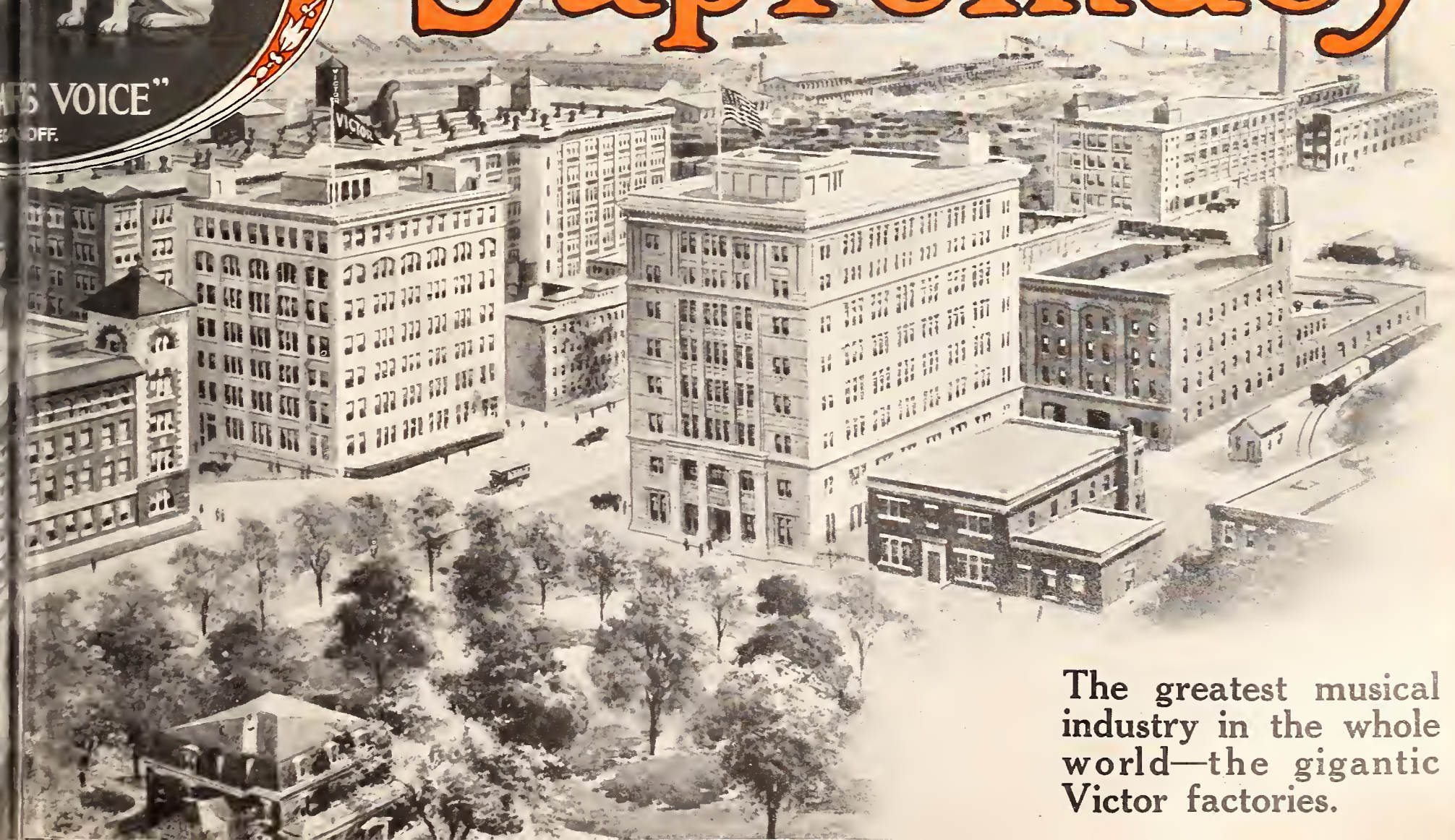
The greatest artists of all the world make records exclusively for the Victor.

Victor

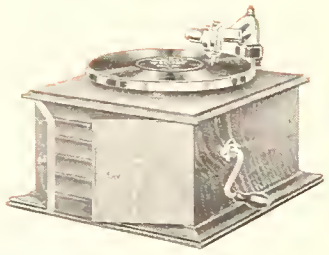


herspoon Goritz Ruffo Journet Melba
adski Eames Bori Sammarco Gluck McCormack
Sembrich Farrar Scotti

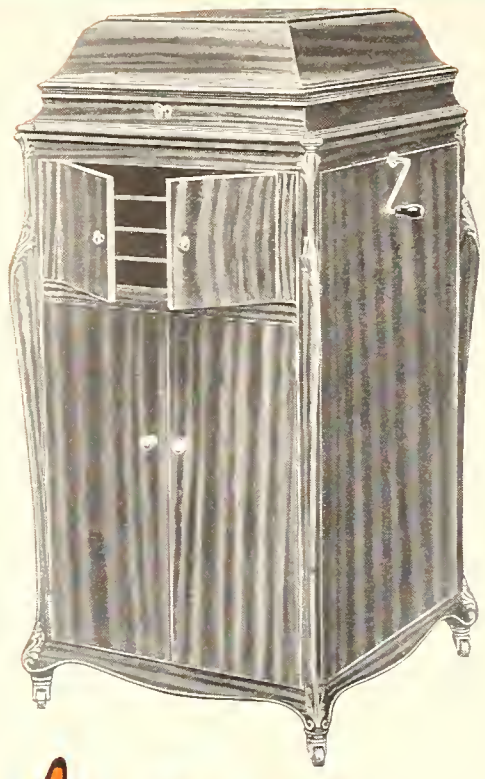
Supremacy



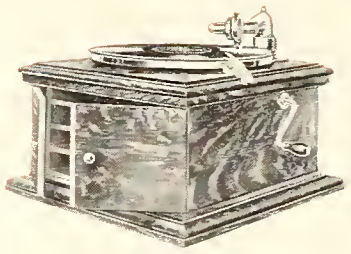
The greatest musical industry in the whole world—the gigantic Victor factories.



Victrola IV, $15
Oak

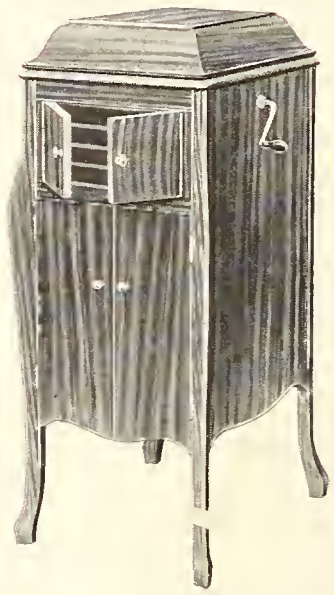


Victrola XVI, $200
Victrola XVI, electric, $250
Mahogany or oak



Victrola VI, $25
Oak

Victor Supremacy



Victrola X, $75
Mahogany or oak

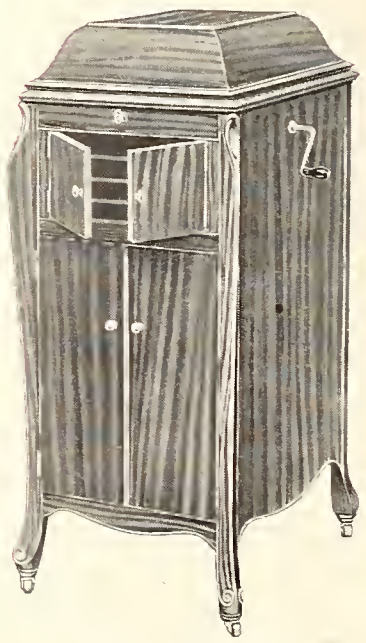
Musically, artistically, commercially, Victor supremacy is always, everywhere in evidence.

Its universal recognition brings success to every Victor dealer—an ever-increasing success without a parallel in the music industry.

Victrola VIII, $40
Oak

Victrola XIV, $150
Mahogany or oak

Victrola IX, $50
Mahogany or oak



Victrola XI, $100
Mahogany or oak

Tenth Annual Convention
of the
National Association of Talking Machine Jobbers
Atlantic City, July 10 to 13, 1916

Atlantic City, N. J., July 13.—Beyond all doubt the most successful convention of the National Association of Talking Machine Jobbers ever held was the tenth annual meeting which convened at the Hotel Traymore, this city, on Monday, and has been in constant action ever since.

In the first place the attendance has been unusually large. Not only have the jobbers and their executives come to the convention, but in several cases they brought with them as many as a half dozen of the employes for the purpose of absorbing the information regarding the making and marketing of Victor talking machines and records, which was made one of the main features of the convention. The promise of an educational convention, made some time ago, was well carried out with the earnest co-operation of the Victor Co. and its officials.

The business meetings, which went far to prove how active the association officers and committeemen have been during the past year, were held on Monday and Tuesday afternoons, with the mornings given over to the enjoyment of the many pleasures offered by this popular resort. With the general meeting on Wednesday there began the educational features, including addresses by the department heads of the Victor factory as well as those engaged in the exploitation work for that company. The big event, next to the banquet on Tuesday night, was the appearance of artists of international fame, who entertained the jobbers on Wednesday evening through the courtesy of the Victor Co., for whom all the artists present make records. Such names as Alma Gluck, John McCormack, Efrem Zimbalist, Reinald Werrenrath and others of equal note afford an indication of the calibre of the talent which the jobbers have heard so often through the medium of big selling records and were now privileged to hear in the flesh, so to speak.

In the matter of general entertainment there was nothing left to be desired, for despite the rain which came on Sunday afternoon and on Monday, the work of the committee in charge of the arrangements showed itself in the perfect manner in which each detail was attended to. From both the business and the social standpoint the convention was by far the greatest ever.

The First Session on Monday Afternoon

The first business session was held on Monday afternoon in the Rose Room of the Traymore, with President McCarthy presiding, who presented the following report of his year as president:

PRESIDENT McCARTHY'S REPORT

It is incumbent upon your officers to render at each annual meeting an account of their stewardship for the year entrusted to them by you, and to set forth for your approval or otherwise an account of their doings during that period. You will be given full and complete statements by your secretary and treasurer as to the physical and financial standing of our association, and on these reports I will not intrude. They will speak for themselves.

In general the association members have enjoyed a year of splendid business and prosperity, and I congratulate each and every one of us upon being engaged in the best business of which I have any knowledge at this time. The work at the factory has been generous to a marked degree, and supplies have been more nearly ample than for many years; with many indications of better things to come in the near future.

My work for the association during the year just closing has been rendered light and pleasant by the efficient gentlemen you so wisely chose to co-operate with me in carrying on our labors, and to those gentlemen go my heartfelt thanks. Our ranks are practically unbroken, and we face the future serenely and hopefully. There remains great and good work ahead of us in perfecting our organization and our business, first and foremost being our work to secure the passage of the Stephens bill. As to the work done on this measure by our secretary and committee you will be duly advised by the secretary. That the measure is of paramount importance to us goes without saying. Additional ways and means to further the passage of the bill will be presented to this meeting, for which I bespeak your careful consideration.

Retiring President Andrew G. McCarthy

A pleasant happening outside the beaten path of business during the year was the marriage of our good friend and well-wisher, the general manager of the Victor Co., Mr. Louis F. Geissler, and to him and his charming bride our association paid its best respects in the form of a suitable and appropriate memento.

I deem it proper at this time to take official cognizance of the regrettable and untimely passing away of a friend and comrade to each and every one of us in the person of the late Colonel Edward Lyman Bill, the editor and proprietor of the official journal of our trade, The Talking Machine World, and also The Music Trade Review, devoted to the interests of the music trade. A kindly, courteous, polished gentleman and a staunch friend and supporter of our organization. May he rest in peace.

Officers of the National Association of Talking Machine Jobbers for 1916-1917

President, Edwin C. Rauth, Koerber-Brenner Co., St. Louis, Mo.

Vice-President, H. A. Winkelman, Oliver Ditson Co., Boston, Mass.

Secretary, L. C. Wiswell, Lyon & Healy, Chicago, Ill.

Treasurer, W. H. Reynalds, Mobile, Ala.

Matters of major and serious import will be presented to you at this time which will require your earnest attention, and for these and for our sessions throughout I ask for the fairness, harmony and good fellowship which have ever distinguished our annual meetings.

The secretary's report was as follows:

SECRETARY E. C. RAUTH'S REPORT

At the close of our last meeting in San Francisco, Cal., on July 24, 1915, this association totaled eighty-eight members, all of whom are distributers of Victor Talking Machines. Since that time, Chase & West, of Des Moines, Ia., have been automatically dropped from membership; owing to their discontinuing the distributing of Victor talking machines. We have received one new member—Hext Music Co., of Denver, Col. This still leaves a total membership of eighty-eight, consisting of seventy-eight regular members and ten branch house members.

The executive committee, since our last annual convention, has had two meetings—one being held on September 19, 1915, at Philadelphia, Pa., and the other in New York City, February 15, 1916. Both meetings were well attended by your executive committeemen, and also by other members of this association.

The meeting at Philadelphia was called for the purpose of levying a special assessment to create a fund to carry on the work of promoting the Stephens bill. It might be well, at the proper time, to bring this matter up for discussion, particularly since some of the members paid this assessment under protest.

If we intend to continue our good work, in promoting the Stephens bill during this and, if necessary, the next session of Congress, it will very likely devolve upon us to raise more funds. The detailed report of your secretary will show the immense amount of work done by your Stephens committee, for which they received no remuneration. The only expense defrayed by this association was railroad fare and hotel accommodation. Every Congressman in the United States, during the adjourned period of Congress, was visited by some member of your Stephens committee. Your legislative committee made three different trips to Washington. This will give you only a faint idea of the vast amount of effort necessary to carry on this work.

The meeting at New York was the regular mid-winter meeting of your executive committee. At this meeting, a committee of three was appointed to confer with the Allied Music Trades, to consider the Klugh resolution. This committee was given no power to act, but was instructed to report back to the association at its next meeting, July 10, 1916.

A committee of three was appointed to consider suitable plans for the establishment of an association credit bureau, and submit the report of these plans to the next annual meeting. The committee consisted of: H. G. Koer-

(*Continued on page* 36)

Next Convention City
Atlantic City

Members of the National Association of Talking Machine J-

CONVENTION OF NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 35)

ber, chairman; A. A. Trostler and J. N. Blackman.

A committee, consisting of J. N. Blackman, chairman; W. H. Reynalds and J. C. Roush, was appointed to visit the Victor Co., to discuss matters of mutual interest to the entire industry.

The following letter was received from L. F. Geissler, acknowledging receipt of the wedding present sent by the members of this association:

February 12, 1916.

Mr. James F. Bowers, Chicago, Ill.

Dear Mr. Bowers: To you as chairman, and, through you, I would attempt to express to the National Association of Talking Machine Jobbers my genuine and deep appreciation—

First: For the kind sentiments expressed by them through the medium of the beautiful illuminated book of presentation bearing their signatures.

Second: For the perfectly magnificent set of silver which Mrs. Geissler and myself have already taken so much pleasure in exhibiting to our friends, and which we only

Retiring Secretary, E. C. Rauth

wish might be used in the joy of serving each member at our own table.

I have never had any evidence of friendship so deeply affect me as did this beautiful gift, and I would that I could shake the hand of every member of our association in grateful personal acknowledgment. Most sincerely yours,

(Signed) Louis F. Geissler.

I also have the following letter from J. Raymond Bill, acknowledging the memorial tribute sent by this association to the family of our lamented friend, Colonel Edward Lyman Bill:

April 11, 1916.

The National Association of Talking Machine Jobbers.

Gentlemen: I have recently received, through the kindness of Mr. James F. Bowers, the leather-bound memorial tribute to my late father, Edward Lyman Bill.

I have not as yet delivered it to the rest of my family, but even before doing so, I am moved to evince in some meagre way my own heart-felt appreciation.

To a young man who has just lost his father, there can be nothing of a dearer nature than those acts which throw into vivid relief the good character of the one now absent.

I have always, son-like, thought a great deal of my father, but when I see such men as I know to be prominent in the Jobbers' Association, extending to the lonesome family some evidence of their sincere esteem, I can only thank those friends for adding another long chapter to my filial love for my father. But my thanks to you for this sort of a gift must stand unqualified—fitting words are not within my power.

But at least I can say that all the good things "The Colonel" has said to his son about the Jobbers, have now been turned from the verbal into the real by your truly human deed. Sincerely.

(Signed) J. Raymond Bill.

TREASURER REYNALDS' REPORT

In connection with his report as treasurer of the association, W. H. Reynalds said: "The finances of our association are in a very flourishing condition, and the membership, almost to a man, has been very prompt in paying their dues and assessments, thus showing their appreciation of the valuable work the association has been doing.

"The adjustment on the price of double-faced records several years ago has paid each member many thousand per cent. interest on his investment in dues and assessments in the association, to say nothing of the benefits they are deriving through the vigilance of the traffic committee, through the great benefits derived from close contact between the factory and the association, through the great benefits of the convention, which serves as a big melting pot for the views of the members, and through the many benefits derived by every man who rubs shoulders with those engaged in the same struggle in life.

"I do not believe that any organization has been more active in looking after the interests of the trade it represents, and I am satisfied, through the manner in which the members cheerfully provide funds for the organization, that they are fully satisfied with results."

REPORT OF TRAFFIC COMMITTEE

The traffic committee, of which L. C. Wiswell is chairman, reported as follows regarding its work for the year:

Our industry is indeed fortunate as far as traffic matters are concerned, for during the past year no changes in the freight classification or rate increases were proposed by the various classification committees.

Some person or concern (your committee was unable to learn whom) made application through the Western classification committee for second class CL rating on combination carloads of talking machines and pianos, minimum 18,000 pounds.

A hearing was held on this application in Chicago at which your committee through its chairman appeared and talked for the affirmative. A number of other interests had representatives at this meeting. After hearing all the evidence the classification committee rejected the application.

You will be interested to learn that at the present time there is a movement on foot to change the CL rating on talking machines, reducing the minimum from 24,000 pounds to 16,000 pounds. You are all cognizant of the fact that it is a physical impossibility for the factory to put 24,000 pounds of Victrolas in a thirty-six-foot car. Victrolas, regardless of size, sufficient to fill a car, will not in the aggregate weigh 24,000 pounds. Heretofore the factory has been compelled in many instances to delay carload shipments in order to put in a sufficient quantity of records to make the minimum, also in many instances the distributers have been obliged to pay for tonnage which they did not receive because of the fact that the Victor Co. in filling the car was only able to put in, say 22,000 pounds. when the minimum is 24,000 pounds.

The reducing of the minimum to 16,000 pounds will not only mean that in making carload shipments the Victor Co. will be able to fill the car to the minimum, but it will mean more carload shipments to distributers, hence a great saving in freight charges.

It is estimated that if this recommendation is adopted by the various committees it will mean a saving of thousands of dollars in freight charges, all of which argue for larger net profits, for where you are now paying for LCL. first class rating on Victrolas and records on shipments aggregating 16,000 pounds and over you will save the difference between LCL and CL rating on shipments weighing of this size.

While your committee can only presage, still evidence at hand tends to show that the recommendation will be favorably received. However, we should not be caught napping, therefore, your committee respectfully suggests that the association have a representative at the meetings of the official Southern and Western classification committee when this recommendation comes up for hearing. Your chairman has been reliably informed that the Western classification committee also the official classification committee will docket this recommendation for a hearing at their next meeting which will be held in Chicago and New York respectively. Respectfully submitted, traffic committee: L. C. Wiswell, chairman: W. F. Davisson. G. A. Mairs, E. N. Upshaw, H. L. Royer.

ARRANGEMENT COMMITTEE'S REPORT

A. A. Trostler, chairman of the arrangement committee of the association, as a matter of regularity filed his report, but the excellent work of that committee in arranging the details of the convention was so evident that a report of its activities, except as a matter of record, was superfluous. Mr. Trostler's report read in part:

"The function of the arrangement committee is largely working out the details of conventions. Your chairman, with his fellow members on this committee, has not left a stone unturned to make this—the tenth annual convention—our banner one, and hopes that when this convention is over it will prove so. The many requests for reservations and other information pertaining to this convention, prompts me to make the above statement.

ir Friends Who Attended the Convention in Atlantic City

CONVENTION OF NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 36)

"I have enjoyed the work allotted to me by President McCarthy, and greatly appreciate the honor. The hotel management has done everything possible for your committee and has made it as easy as they could to make satisfactory arrangements."

Mr. Trostler here spoke of the arrangements made for the banquet and of the co-operation of the Victor Co. and its artists in furnishing entertainment, and continuing said:

"I also want to say that L. F. Geissler, gen-

Arthur A. Trostler

eral manager of the Victor Talking Machine Co., has done everything possible to assist your committee in working out the details pertaining to the Educational Day, and I am satisfied that you will gain a world of information which is valuable to your business.

"In conclusion, I want to thank the members of our association for answering the questions that I put to them through the mails as promptly as they did, which helped me very materially. I also want to thank the balance of my committee for the wonderful support they have given me, and my fellow members have worked just as hard as their chairman. We know that one cannot accomplish great things unless he has the support and co-operation of others."

Following the report of Mr. Trostler came the report of the legislative committee, which was presented by Mr. Mickel. The report outlined the work which the committee had done during the year, and also was supplemented by the report of the special Stephens Bill committee, which was presented by Secretary Rauth, after Mr. Mickel's report had been read. Mr. Mickel showed that the legislative committee had been exceedingly active in endeavoring to foster interest and support for the Stephens Bill, and the report, which is as follows, was received with much approval by the convention:

REPORT OF LEGISLATIVE COMMITTEE

The report of the legislative committee will have to include the report of the special committee on the Stephens Bill for the entire work of the year has been concentrated on this one movement. I will not attempt in this report to go into the details of this work. If any of you are interested to know what has been done, apply to our efficient secretary, E. C. Rauth, after the meeting and you will be gratified to see the detailed account of the work which has been accomplished by the different members of the committee.

Special interest in the Stephens Bill was aroused at the convention in San Francisco. W. H. Reynalds and myself discussed the plan of our association doing something more definite on the Stephens Bill than had been done before. The matter was then presented to the executive committee which held a meeting immediately after our convention, at which time the executive committee decided to have appointed a special Stephens Bill committee.

In the latter part of July I talked to Louis F. Geissler about the work and he stated to me that if the association could be of assistance in bringing about the passage of the Stephens Bill, it would have done more good than the organization had accomplished since it had been in existence. I mention this so that the members of the association who have not been active, will appreciate the importance of the work done. When the committee began to look into the plan it very soon developed that we required money in order to accomplish much, so in the early fall there was a meeting of the executive committee and the special Stephens Bill committee called in Philadelphia, at which time there was an assessment of $100 per member to defray the expenses of the committee. At this time we divided the United States up into districts, allotting specific sections to the different members of the committee and also to some who were not on the committee and were willing to devote some time to this work.

In February, another meeting was called in New York, at which time our plans were further perfected and adjournment taken to Washington. This meeting was attended by Messrs. Roush, Nestor, Blackman, Rauth and myself. While in Washington we called on a number of the Senators and Representatives and Secretary Tumulty, also consulted with Mr. Whittier, of the American Fair Trade League, and I am sure that every member of the committee agrees with me that we did some very active work at that time.

Since that meeting it has been necessary on one occasion for Mr. Rauth to go to Washington; on another occasion, Mr. Blackman went. Last November, it seemed to be necessary that some one go to Atlanta, Ga. Blackman, Rauth and myself made that trip. About a month ago the committee on Interstate and Foreign Commerce, to which this bill has been

George E. Mickel

referred, took it up, which made it necessary for our committee to have another meeting in Washington, and at that time J. Newcomb Blackman made a very able argument before the committee. The hearings will be continued before this committee at some future date, but when it will be reported out is indefinite. I mention these few instances just to give you an idea of the time a thing of this kind requires and this is only a small amount of the work done. I have not attempted to give any detailed account of the trips that every member of this committee has made and they have required much more time than these special trips I have mentioned. The report which our secretary, E. C. Rauth, has, if looked over, will give you some idea of the time that has been given to this work. I want to say to you, gentlemen, that the thanks of the association are due to the individual members of this committee for the work which they have done.

The plan of operation as conceived originally was to see individually the United States Representatives and Senators to secure if possible

(*Continued on page 38*)

CONVENTION OF NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 37)

their promise to vote for and support this bill. This was work which had not been done by any other organization and the results have been very satisfactory. In conversation with Mr. Whittier, of the American Fair Trade League, he stated to our committee "that no association in the United States had done the efficient work for the Stephens Bill that has been done by the National Association of Talking Machine Jobbers." This has been done by the conscientious and persistent effort of the committee, all of them having given liberally of their time.

The work, however, is just well started because it looks now as if the bill would not come up during this session of Congress, and if it does not, we should continue the work so well begun. The plan of operation is right. Going direct to the Representatives and Senators is the thing to do. They have all been flooded with letters and we have had it done by the dealers and this should be continued, but each of you should be so vitally interested as to plan some way to get directly in touch with your Senators and Representatives.

We have every reason to be encouraged for some of the most prominent men in Congress are interesting themselves in the Stevens Bill. In conversation with George M. Hitchcock, Senator from Nebraska, he stated to me that either the Stephens Bill or one embodying the same principle would undoubtedly become a law soon. In an interview with Senator Cummins, of Iowa, he said to me: "Mr. Mickel, I am much interested in the Stephens Bill, familiar with its provisions, will work for it and support it." The members of our committee report that almost in every instance they have been received with the utmost courtesy and it is up to this association to continue the effort as originally planned.

STEPHENS BILL COMMITTEE REPORT

Following Mr. Mickel, Secretary Rauth made the following report of the special Stephens bill committee:

"The following is the general report of the special Stephens bill committee appointed to work in the interests of the Stephens bill at a regular meeting of the legislative committee of the National Talking Machine Jobbers' Association, at Philadelphia, September 10, 1915. The members of this committee were as follows: J. Newcomb Blackman, Blackman Talking Machine Co., New York; J. F. Bowers, Lyon & Healy, Chicago; Louis Buehn, the Louis Buehn Co.; Lester Burchfield, Sanger Bros., Dallas, Tex.; B. R. Foster, I. Davega, Jr., Inc., New York; Harry G. Koerber, Koerber-Brenner Co., St. Louis; Andrew G. McCarthy, Sherman, Clay & Co., San Francisco; George A. Mairs, W. J. Dyer & Bro., St. Paul; Geo. E. Mickel, chairman, Nebraska Cycle Co., Omaha, Neb; French Nestor, W. F. Frederick Piano Co., Altoona, Pa.; E. F. O'Neill, Beckwith, O'Neill & Co., Minneapolis; W. H. Parmenter, the Whitney & Currier Co., Toledo, O.; E. C. Rauth, secretary, Koerber-Brenner Co., St. Louis; William H. Reynalds, Reynalds Music House, Mobile, Ala.; J. C. Roush, Standard Talking Machine Co., Pittsburgh, Pa.; C. J. Schmelzer, Schmelzer Arms Co., Kansas City, Mo.; A. M. Stewart, Stewart Talking Machine Co., Indianapolis, Ind.; W. G. Walz, W. G. Walz Co., El Paso, Tex.; J. P. Werlein, Philip Werlein, Ltd., New Orleans, La.; P. B. Whitsit, Perry B. Whitsit Co., Columbus, O.; L. C. Wiswell, Lyon & Healy, Chicago; Rudolph Wurlitzer, Rudolph Wurlitzer Co., Cincinnati, O.

"It is very difficult for me to give the members even an idea of the vast amount of work done by this committee, as the expense which would be entailed in giving out a lengthy report will not permit it. If I was to include in this report all of the correspondence and the complete report of each committeeman, it would require a volume as large as 'The Victor Book of the Opera.' The members must take into consideration that each Congressman was personally called up by some committeeman and thousands of letters were sent out to dealers all over the country. In addition to that, petitions favoring the Stephens bill were solicited by committeemen from constituents in the districts of the various Congressmen.

"If this association was compelled to pay for the time spent on this work by each committeeman we would have been financially unable to carry on the work, as our funds would have been exhausted months ago.

"I feel sure that the members of the association will fully realize the immense amount of preparatory work involved in properly approaching Congressional representatives; thousands of letters had to be written; advance work undertaken among the merchants in order to make an effective demonstration; numerous skeins unraveled in a quest for any information bearing upon the personal and official characteristics of the man seen which might prove helpful in seeking his support.

"In spite of the laudable work done by our interests and those of other lines of business, we found a singularly large degree of apathy among the merchants; many had no knowledge of the bill; a large number were apparently indifferent and some hostile.

"The underlying principles of the Stephens bill are sound and absolutely essential to the proper consummation of our interests. Much has been accomplished, but much more remains to be done. The impressions we make and the results secured are going to be as great as the interest and sympathy displayed by our members in this work. Before this measure can come up for discussion in the House, however, it must be reported by the Interstate and Foreign Commerce Committee. Therefore, write your Congressman to-day, asking him when the Stephens bill will be given a hearing by this committee."

Ex-Presidents of N. A. T. M. J.

Left to Right—James F. Bowers, Perry B. Whitsit, J. Newcomb Blackman, Joseph C. Roush, George E. Mickel, Andrew J. McCarthy, Edwin C. Rauth (New President)

Secretary Rauth reported also upon the hearing of the Stephens Standard Price Bill before the House Committee on Interstate and Foreign Commerce, in Washington, on May 31, at which were present George E. Mickel, J. Newcomb Blackman, A. A. Trostler, French Nestor and Mr. Rauth. Continuing, he said:

"The opening address was made by Paul Nystrom, formerly Professor of Economics of the University of Wisconsin. Professor Nystrom's testimony was very definite and to the point. The next witness was our own J. Newcomb Blackman, who presented many practical arguments. Messrs. Nystrom and Blackman consumed the greater part of the first day, the balance of the time being taken up by members of various retail organizations.

"On the morning of the second day, the first witness was Mrs. Christine Frederick, editor of economics of the Ladies' Home Journal and the New York Evening Sun. Mrs. Frederick consumed about two hours in presenting her argument to the committee, thoroughly explaining the advantages to be gained by the consumer. Her arguments were very clear and concise and made a marked impression upon the committee.

"The committee allowed an additional thirty minutes, and this time was taken up by Mrs. Heath, president of the Housewives' League, an organization of 80,000 members. It is to be regretted that Mrs. Heath could not have more time, as she too, spoke from the consumers' standpoint.

"The committee seemed only to be interested in how the Stephens bill would affect the buying public and, in a small measure, the retailer.

"Adjournment was taken until after the first of July, when the opposition will be given an opportunity to present their evidence; after that we will be permitted to show evidence in rebuttal.

Talking Machine Men Ready for a Dip

CONVENTION OF NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 38)

"It seems very encouraging for our bill to be presented to Congress at this session, and I am sure that all those who attended the hearing feel very optimistic as to the result.

"It is now essential that all those interested in the Stephens-Ashurst bill keep right after their Senators and Congressmen, particularly since the election is drawing nigh."

In Memory of Col. Bill

James F. Bowers then presented a resolution of regret at the death of Col. Edward Lyman Bill, founder and editor of The Talking Machine World. The members of the association rose and stood in silence for a moment in memory of the departed editor.

Ladies Attend the Theatre

Owing to the rain on Monday afternoon, the auto trip planned for the ladies had to be abandoned, and they were taken to Keith Theatre where, to the number of fifty, they were the guests of the Victor Co., at an excellent vaudeville show. The trip to and from the theatre was made in rolling chairs, and the ladies made quite an imposing parade.

New Officers Elected Tuesday Afternoon

The final business session of the convention was held on Tuesday afternoon, the most important feature being the election of offices as follows:

President, Edwin C. Rauth, Koerber-Brenner Co., St. Louis.

Vice-President, Henry A. Winkelman, Oliver Ditson Co., Boston.

Secretary, L. C. Wiswell, Lyon & Healy, Chicago.

Treasurer, W. H. Reynalds, Mobile, Ala.

The Executive Committee will consist of the four new officers and the three junior past presidents, namely, A. G. McCarthy, George E. Mickel and J. C. Roush.

Chamber of Commerce Plan in Committee

During the session the plan advanced by Paul B. Klugh for the formation of a Music Industries' Chamber of Commerce, which was discussed at the Monday session, again was brought to the attention of the jobbers and the report of the committee which attended the meeting held in New York in February of all representatives of the allied music trades, to act in the matter, was received and accepted. The matter was finally left in the hands of the Executive Committee of the association with instructions to report at the next convention.

Grave Charge Against J. F. Bowers

One of the bright spots of the meeting came when President McCarthy notified James F. Bowers that he had grave charges to present against him. The charges proved to be a gift in the form of a handsome morocco bound set of the Encyclopedia Brittanica, in a mahogany stand and stamped with Mr. Bowers' name in gold. The gift was accompanied by the following testimonial handsomely engrossed:

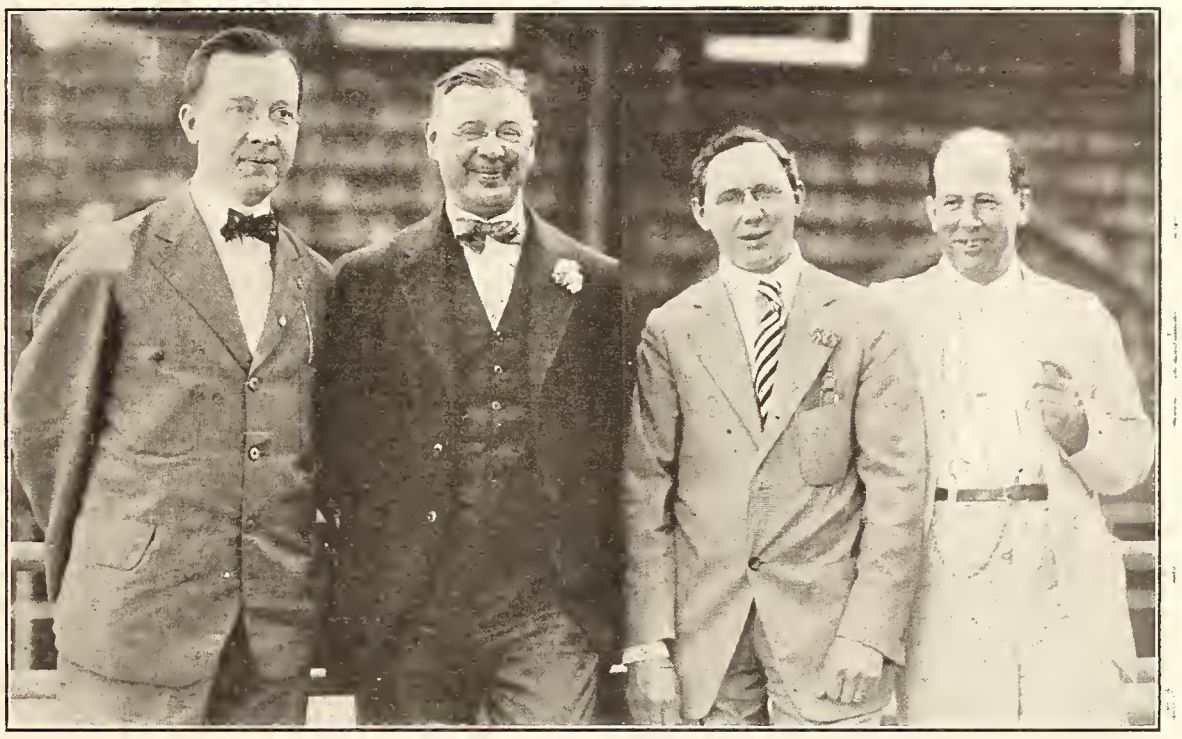
"Presented to James F. Bowers as a token of appreciation from the members of the association for the excellent services and earnest zeal devoted to this organization."

On the inside page of the testimonial, engrossed in the center of an Irish harp of gold, appeared the words:

"To all you have been a source of inspiration for your activities in the events that have marked our social and business period. Each yesterday with you was a happy day. May the rememberance of it always stay. (Signed) Perry B. Whitsit, Lester Burchfield and Arthur A. Trostler.

When it came time to select a meeting place for the 1917 convention, Max Landay came out strong for New York, but James F. Bowers said that there was no need for a vote because he had already decided upon Atlantic City. Atlantic City, therefore, it will be, the date and place being left to the Executive Committee.

A number of other matters of direct interest to the association members alone were also discussed at the session which brought to a close the official activities of the convention.



Newly Elected Officers of the Association

From Left to Right—E. C. Rauth, President; H. A. Winkelman, Vice-President; L. C. Wiswell, secretary; W. H. Reynalds, Treasurer

Important Papers Read At Wednesday's Session

The Victor Co., formally took charge of the destinies of the jobbers and the other conventioners on Wednesday and acted as host during the balance of the convention period at Atlantic City, Camden and Philadelphia. The first section of the Victor Co. program was the open meeting in the Belvidere room at the Traymore on Wednesday afternoon at which papers prepared by several of the department heads at the Victor factory were read and addresses made by those in charge of the great advertising and exploitation work being carried on by the Victor Co.

Advertising Manager H. C. Brown called the meeting to order and declared during the course of his opening remarks that the already great advertising appropriation of his company had been increased by between $650,000 and $700,000, a statement which was met with much enthusiasm. Mr. Brown thereupon introduced Louis F. Geissler, general manager of the Victor Co., who, on the subject of "1916 and What it Brings," had the following to say as the formal introduction to the list of addresses:

LOUIS F. GEISSLER'S ADDRESS

"1916 and What is Brings" has been suggested as the title for a talk by myself. I have prepared only a short essay on the subject and, in view of the number and excellence of the papers which are to be read this afternoon before you, it behooves me to make my remarks as brief as possible.

The uppermost thought in the mind of all merchants as applied to the query, "what does 1916 hold for you?" will be, how much money; how much more profit will I make as a Victor merchant in this year than last? The answer will be made by three kinds of merchants which I have in mind.

The first merchant is he whose profits will be increased just that proportion in which shipments from the Victor Co. exceed the shipments of 1915; I mean the merchant who will figuratively sit down—and there are a number of such among the dealers—who will practically be content with that solution and satisfied with that advancement. He is the least enterprising of our representatives.

The second merchant is he who adopts that policy in so far as Victrola shipments are concerned, who will dispose of all Victrolas that he will acquire from the factory, but whose grasp of the possibilities of increasing record business is better than merchant number one and who in consequence devises ways and means and concentrates upon the development of the record trade, thereby increasing his record output and consequent profits probably 20 per cent. over those of merchant number one.

The third Victor merchant is he who is both thoughtful and further seeing than either of the other two, and who will make 1916 serve 1917 in advance by his hard work and closer study of his business by better advertising, more liberal advertising. By practically following the Victor Co. tactics which are ever to keep the demand for Victrolas far in advance of the supply—he makes 1916 serve 1917. He will enter 1917 with a greater quantity of unfilled orders, consequently guaranteed business and a clientele which keeps him in the front rank with our leading distributers.

1916 has brought and will bring a rush of inexperienced men into our field of manufacturing; developments of interest if not of menace to your trade are growing. Already several would-be competitors have fallen by the wayside, and it is my opinion that the future will see many more expire and many others who will not meet with any marked degree of success.

I am very positive in the opinion that your trade during the fall and winter months will surpass that recorded in any past season. I am equally certain that notwithstanding our increase in output, the buying abilities and demands of our country will be no better met proportionately, than they have been in the past. While this is proving and will prove annoying, it is certainly a healthy annoyance.

There is no necessity for my quoting statistics. The prosperity and wealth of our country have been so thoroughly exploited by our journals that its wonderful financial condition from coast to coast is equally well known to you.

(*Continued on page* 40)

CONVENTION OF NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 39)

The question of peace or war and its consequent result upon our industries and the prosperity of these United States is one upon which the keenest judges differ very materially. To read the various impressions of various authorities, it would seem to be any man's guess.

While powerful influences will be at work for many months to come that will affect more or less the business of this country it is my conclusion that at least two or three years of great prosperity are ahead of us in these United States. I fail to see how the many billions of wealth that our country has accumulated during the last two years, the comparative conservatism during these times of undreamed-of prosperity, our comparative freedom from debt to the outside world, our promising crops, and our well developed mines, can help but exert an influence for prosperity that will extend at least through that period or until the great natural swing towards a more economical era again asserts itself.

1916 and subsequent years are very apt to re-

Louis F. Geissler

turn to you just exactly what will be your due according to the physical effort and the mental power and whatever degree of enterprise you place in and behind your business.

The Victor Talking Machine Co. throughout all its departments has certainly blazed a way for you and is no mean example of hard work, enterprise or expenditure. We hope to do our share and to keep up the pace.

During the past year and since our last pleasant meeting upon those beautiful Pacific shores, your prosperity and ours has been again well marked. No backward step has been taken. Your solidity and ours has been better welded by another year of pleasant experiences; the Victor family remains a powerful unit to resist the attempted encroachment of usurpers and imitators.

With your loyal and good business sense, we are willing to rest our future advancement. That the Victor Co. will underwrite all your efforts by doing their full share of the labor that makes for our continued and greater success is an assurance that I will give you with all the force that I possess.

Ernest John, of the advertising department, next read several papers on the production, facts and problems at the Victor factory and which were prepared by the heads of various departments, the first paper being that of Belfort G. Royal, general superintendent of the immense plant. The others follow in order:

B. G. Royal, General Superintendent

Mr. Chairman, Ladies and Gentlemen:—No reasonable man expects that a composer of music shall also be a successful carpenter. We don't expect a plumber to be a poet. I assure you that anyone who aspires to be general superintendent of the Victor Talking Machine Co., will have neither time, opportunity nor energy, to become a specialist at anything else.

In my official capacity, I do a good deal of talking. Good plain speech. It seems to be effective. It may, indeed, be eloquent, but I believe it is not the kind of eloquence which we associate with speech-making. That is why I prefer to have a paper—a very short paper—read to you, instead of attempting a speech.

I want to give you some insight into the difficulties we have had to meet and overcome, for that will be of greater service to you, and so—more interesting—than any form of oratory.

"Stupendous" is a word which is suffering slightly from over-work, and yet I feel that it is the one most satisfactory word to use in connection with the Victor. Within so short a time, we have grown so fast and the ratio of expansion has been so great, that, in my opinion, it is not at all remarkable that you gentlemen should have experienced a shortage of Victor product. I am surprised, and, I confess, very pleased, that the shortage has not been greater.

It is easy enough to suggest that we add more buildings, more machinery, and so on, but the fact is that an increase in output is not so readily achieved as all that. If that were so, there never would have been a shortage. We are always building. In fact, if we ever get through, I think we shall have to hire somebody to make a noise like a pile-driver, just so that we may all feel at home.

It has been the same thing every year for many years. New buildings have been put up one after another. New machinery has been installed almost before the concrete has dried and in every instance this has been done regardless of cost. We never hesitate to adopt a new process, just as soon as we are satisfied that it will mean an improvement in our product or maintain its standard of excellence with a saving in time, but—you see—when we build a new cabinet factory or install a new and more effective battery of record presses, there are other compensating changes which must be made.

It does no good to increase the cabinet output if we cannot proportionately increase the manufacture of motors and vice versa. We have to effect a more or less complete reorganization all along the line, from the boiler room to the delivery truck. More machinery means more pulley wheels to be turned, which means that we must begin at the beginning of things and generate more steam with which to keep them turning.

You must realize that this same thing is true, not merely as between one department and another, but in each department, itself. Mr. Kieffer has five thousand men in the cabinet factory. Five thousand men, and every one of them working hard all day long. Imagine the fearfully disastrous condition which would immediately result if the even balance of all the various operations were destroyed.

I believe it is a fact that years ago, before the city of New York had its present traffic system, Broadway was once blocked for a space of two whole days. A worse condition than that would prevail if we had not evolved a system, an organization, which passes vast quantities of raw material through our big plant without congestion.

In this respect the rapid growth of a concern presents possibilities of real danger. We have grown used to the idea of armies which consist, not of thousands of men as they once did, but of millions, and military men know that it is a vastly less difficult problem to manoeuver a hundred thousand men than to handle a million. They are apt to get in one another's way, and by sheer weight of numbers, produce a confusion, which may in time, become a rout.

It is comparatively easy to expand gradually, but, thanks to our combined efforts—I mean the efforts of you gentlemen assembled here, and the efforts of the Victor Talking Machine Co. itself—the growth of Victor business has not been gradual. It has been entirely healthful, but it has nevertheless been a progression by leaps and bounds.

I can quite see that it must be extremely annoying to be short of goods, in a market that grows more and more eager every day, every month, every year, and yet I have no doubt Mr. Geissler can convince you that you are to be congratulated rather than condoled.

I have so far made no reference to another factor which affects every commercial enterprise in the most direct, most vital way—and that, is labor. Last year, in spite of the fact that the most populous countries in the world were short of food, yet, nevertheless, it was impossible to get enough labor to properly harvest this country's crops. There is no longer such a thing as "common" labor. The unskilled laborer today is working in munition factories at wages which formerly could be commanded only by skilled men.

I should feel that I had wasted an opportunity, if I did not, at this time, call your attention to another, and most important consideration. The commerce of the world has been disorganized by the European war. Raw material of every description, has so advanced in price, as to approach the prohibitive—yet there has been no raising of the royalties on Victor product.

Actually, of course, war conditions represent only the climax, for the tendency in labor and material has been upward for a considerable time.

Since 1911, and prior to our recent voluntary increase in wages, this company has had to accept and absorb out of its profits, an advance in labor cost alone which is as follows:

Superintendent of Buildings....	18 per cent.
Cabinet Factory.....	20 per cent.
Shipping Department.....	26 per cent.
Printing Department	30 per cent.
Other Mfg. Departments.....	40 per cent.

It may, or may not, be correct to say that this company has had to accept and absorb this increase, but it is positively correct to say that that, at least, is what we have done.

We haven't complained—we haven't handed on this increased cost to you, to your dealers, or to the public, but it has been another and a considerable problem, which we have had to take into consideration along with the equally urgent problem of an increased output.

Figures mean little. Perhaps a comparison—which by the way has been used before—will be more serviceable.

The highest mountain in the world is Mt. Everett, which is five and a half miles high. If it were possible to place our year's output of Victrolas one on top of the other, they would reach a point which would be one hundred and fifty miles above the surface of the earth.

I can remember the time when the shipment of a carload of talking machines was an event. Today—as our Mr. Smith can tell you—our incoming and outgoing freight, for one year, if it could be made up in one train, would constitute an unbroken line of cars from Camden to a point three miles beyond New York.

I have said that before we can show an operative increase in output, we have to adjust many thousands of operations, great quantities of raw material and new principles of transportation to that increase. I want to remind you that that has been done many times, and is still being done.

There are lots of cases, where, lacking complete understanding, a man might not know whether he was being abused or complimented, and if I have been able to give you a little clearer conception of the nature and physical aspects of our gigantic problem, I shall feel that my paper has been well worth the reading.

H. H. Murray, Chief Engineer

I have been asked to tell you something of the work of my department which, for lack of a better name, is called the Engineering Department. This name is rather broad, however, as we cover only the engineering problems involved in the development of the motor, the taper arm, the sound box and their accessories, and the special tools, machinery and processes used in their manufacture in the machine factory. There is, of course, a great deal of engineering in a manufacturing business like ours. The entire plant with its buildings for offices, factories, warehouses and packing and shipping is an impressive example of what can be done toward making a thoroughly workable and efficient plant in the heart of a crowded city, and is a credit to the engineering ability of the men who have built it up The power plant and the equipment for distributing heat, light, water and power has also required much thought and study along engineering lines. The heads of our various manufacturing and research departments are, though they would probably deny it, engineers of no mean skill, for it requires engineering ability, as well as executive ability, to plan and arrange the equipment of machinery, etc., required to rapidly produce work which shall stand the test of Victor quality and keep within the costs necessary to yield a satisfactory margin of profit. The term engineer as generally applied means either an engine driver or a theorist who spoils a lot of good material with something he has read in a book. The real engineer is a man who follows mechanical principles in his work, and it makes no difference whether he learned these principles from hard experience or got them from a book so long as he uses horse sense in applying them. But to come back to our subject, which is my own small job, and to tell you something of what we do and how we do it. It is not likely that any of you have ever honored us with a visit, as we are one of the secret departments whose work is done behind closed doors where visitors never enter. I cannot, therefore, tell you of the wonderful new things which are coming, partly because I have my instructions and partly because we don't produce that sort of thing. Our work is a series of steps, an addition here or a change there, which will make the machine more attractive or more convenient to operate, and it is only occasionally that some novelty like the Electric Victrola or the Tungs-tone stylus is brought out.

The beginning of a job with us usually happens when Mr. Royal brings us an idea with instructions to work out its possibilities, a requirement for some attachment or new model with instructions to develop something which will do the work, or with some suggestion of our own for improvement on the product or its manufacture. We usually first work out our ideas on the drawing board until we are satisfied of their practicability, after which we make working models to prove our theories. For this work we have a force of about seventy-five men composed of designers, draftsmen, pattern makers, expert mechanics and experimenters, the latter working in individual laboratories equipped with everything possible to assist them. In fact the whole department is equipped with the very best and most accurate machinery and apparatus that can be obtained, in the purchase of which we never consider the cost, but only its suitability for the work. This equipment consists of electrical and physical apparatus from the most delicate measuring instruments to presses which will exert hundreds of tons pressure.

The designing of a new model or device on the board frequently takes months of thought and study only to find that we are on the wrong path and that we must begin it all over again. Our designers do not limit their working time to the six or eight hours a day of the ordinary man, for the investigator's mind is never really off the particular problem which is before him. It is always with him and many an hour is spent with paper and pencil at his home. Science yields her treasures very grudgingly and it is only by the most persistent and painstaking effort that she can be persuaded to tell us anything.

The model also often requires long study and much changing, for a design on paper is not always successful in metal, and the model, like the drawing, is often discarded after months of trying work, and a new start is made. Even when a successful model is finally constructed, our work is not done for it must then be studied for simplification and improvement and its manufacturing possibilities considered. When we are satisfied that we have a practical device we submit it to our Executive Committee for their examination and criticism. If its adoption is ordered we proceed to prepare for its manufacture. This means that working drawings, complete to the minutest detail, must be made of every piece or combination of pieces. These drawings must carry all the information required for purchasing the material, making the parts, and collecting the costs and this information must be stated with all the exactness of a legal document, yet briefly and so clearly that it cannot be misconstrued. Hundreds and thousands of prints are made every year from these drawings as every department whose work in any way concerns the parts must have copies for reference. A very simple yet comprehensive system has been devised for filing and recording tbe drawings and prints and keeping every copy up to date so that all departments may have exactly the same information. One of the most important points on the drawings is the specifications of the materials to be used. The right material must be selected, the first consideration in which is, of course, the work which the piece has to do. But there is frequently a wide range to select from, as for instance steel, which is the name of an almost endless number of combinations of iron and carbon and sometimes other elements. This requires a broad knowledge of the metallurgical and physical properties of the different materials in order to select the one best suited for the purpose and best adapted for the various manufacturing processes. This frequently means many physical tests and even chemical analyses, before the really best material for the particular purpose is finally found. Having once decided on the right material, rigid specifications are drawn for it and the mills are held strictly to these specifications by an elaborate system of testing and inspection, one instance of which, as you have probably observed in the factory, is the series of tests to which we put our main spring material.

Having completed the drawings of the device our next step is to design for the factory the jigs, tools and special machines which are needed to produce the parts rapidly and economically, and so accurately that they will be interchangeable. The planning of a set of tools must also have full consideration. The ideal equipment, of course, is the one which will produce maximum quality at minimum cost. Generally speaking to combine these two points means the use of fully automatic machinery so that labor costs can be most nearly eliminated. But this kind of machinery costs large sums of money, which must be considered in the cost of the parts which it makes as this is the only way in which this money can be returned. For this reason we must, in planning our new equipment, take into account the probable quantity to be made, and let me tell you that this question is of great importance in the engineering of manufacturing. It concerns you as distributers fully as much as it does us as makers. The policy of standard prices for standard goods we all know to be the life blood of every kind of manufacturing and selling. But the engineer must remember, that while you cannot afford to lower the price of a given type of machine, you cannot even consider raising it, and that if he is to add improvements he must decrease costs at some point and if he changes quality it must be for the better. Increased production enabling us to use more fully automatic machinery is the easiest line of action. Look for instance, at the completeness of the Victrola XI of today as compared with the Victrola XI which we first put out some years ago. This has been made possible by two things, one of which is the great increase in the volume of business enabling us to work out the other which is the development of elaborate machines and tools for lowering the costs of production. These machines improve the product in quality, too, as they eliminate, to

CONVENTION OF NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 40)

a great extent, the element of uncertain hand labor. You can and probably have seen this change in your trips through the factories during the past years. In the drilling department for instance, you formerly saw a man pull a lever for each hole drilled in a casting, while now you will find that he pulls a lever once for a dozen or more holes In the punching department you formerly saw the man pick up a short strip of material and feed it step by step under a punch at the same time pressing a pedal with his foot for each piece made. Now you see this man take a coil of two or three hundred feet of the same material, put one end of it in the press, start the machine, and then go away and let it run itself, knowing that it will do the work far faster and with less chance for mistake than if he tried to operate it in the old way. In some cases such as screw machines we are able to buy standard automatic machinery which with. slight changes will do the work required. But generally we must design what we need, and in many cases this has resulted in some strikingly novel machines, such as those used for bending tone tubes, making Tungs-tone styli, doing special drilling operations, numbering sound boxes, and many others.

An example of one of our larger problems of design, experiment and testing is the Electric Victrola. The development of this machine was exceedingly long and difficult, and involved a tremendous amount of research and experiment in both its electrical and mechanical features, although the former were the cause of our greatest difficulties. At the time we started to work out this problem the universal electrical motor was known, of course, as it was in use on the dictating machines, though the motor which was satisfactory for the dictating machine would not do for a talking machine, and the majority of the electric motor manufacturers did not believe it could be made to work satisfactorily. But we cannot let a little thing like that discourage us. If a manufacturer tells us that the material we want cannot be made, we go to work to show him how, and in a great many cases we have succeeded in enabling him to add something to his regular line of product, as well as in getting what we want. Frequently, too, we have been able to show manufacturers how to make additions and modifications on their machines which will be really valuable in other lines of work. It is this boldness and daring which is the secret of good special machinery design and we are frequently consulted by these same makers on other problems after they have once done work for us. There was much of this sort of thing in developing the electric motor, and it does not seem too much to say that something of the success of the small universal electric motor as used today on vacuum cleaners and other household devices is the result of the efforts made by a number of the electrical manufacturers to develop a motor which would satisfy our requirements.

But we have many problems which we must work out entirely within the organization. One of these, of which you have heard much and seen but little, is the Tungs-tone stylus. Years of study were spent in the search for a material which should meet the need for a needle which would last indefinitely and not wear out the record. Finally it was discovered that tungsten possessed the necessary properties Then came the problem of finding a construction for a needle made of this material which would allow us to make it commercially, and in enormous quantities, and in devising machinery to do this automatically. Both of these were real problems. The first took months of study before the present simple construction was found and adopted, and then came the machinery which we believe is absolutely unique, and is certainly as clever for its purpose as is often seen. It is hard to realize the minuteness of the point of the stylus, and when it is considered that this small bit of wire, which is measured in thousandths of an inch, must be taken up by the machine, inserted in position in the steel body or holder and fastened firmly in place, and that this must be done with absolute accuracy or the work will be spoiled and the machine blocked, the difficulty of our task can be understood. But we have worked this out successfully, and we are now giving our most earnest attention to getting enough of these machines to make some showing toward satisfying the tremendous demands with which you have so flatteringly received our latest innovation. The present congested condition of the machinery factories and the shortage of skilled mechanics has made this very difficult, and you will realize the sincerity of our efforts when I tell you that we are using even the men of our experimental shop on this work although to do this has caused us to neglect some very promising new work.

Another line of work in our department, which is of great importance and also of great difficulty, is the effort to make the product so simple in design that it cannot be tampered with or made to work wrong It is, of course, a satisfaction to design a device and find that the model will do what is required. But we cannot stop here. We must next study it very closely to find out in how many ways the curiously inclined user can put the thing out of business and we must work to eliminate as many of these ways as possible. It is remarkable, also, what an incompetent repairman can and will do to put a talking machine out of order. We know that what the customer requires is a machine that will run evenly and quietly and stay that way, just as the watch maker knows that his trade requires an accurate timepiece, and as the sewing machine maker knows that his trade requires a machine to make a smooth even stitch. But the latter do not have to contend with the curious and incompetent repairmen or customer for no one but a skilled expert dares to attempt the adjustment of either of these devices. The user does not tamper with his watch or his sewing machine or his piano. He takes it to the best house that he can find where he feels confident that a good man, and not the janitor of the building, will do the work.

I have gone into some detail in this paper regarding what we do in our department, my thought being to give you some idea of the study and care which is given the premilinary stages in the making of the world's best talking machine, the standard by which all other musical instruments, as well as all other talking machines, are judged.

I. F. Burton, Superintendent Manufacturing Department

Mr. Chairman, Ladies and Gentlemen:—I suppose every one of you has, at some time in the past, visited the Victor Co.'s Manufacturing Department, which is the name given to the factory where the Victor motors for all types of machines, either Victor, Victrola or Victrola Electric, as well as the accompanying metal parts, including taper arms, sound boxes and hardware used on cabinets, are made and assembled into groups and then erected into the cabinet, after which they are thoroughly tested out for accuracy in governing and playing qualities before they are sent to the shipping department.

If you have already seen the department, it might be assumed you are well acquainted with the various operations performed in it. No doubt you are—in a way—but you will have an opportunity to visit it again tomorrow, and I feel sure you will find many new points of interest.

Think what the history of the Victor Co. has been. Every year you gentlemen have done a big business in Victor product, but the next year has been bigger yet. We have no chance to stand still and I know, for a fact, that even our own people can never safely say they are thoroughly acquainted with all the operations and the methods of producing the work.

These operations and methods are being changed from day to day, due to improvements, both by the installation of up-to-date machinery and the changing of devices for getting out the work more accurately and rapidly.

You may, today, know all about some portion of some floor or some one operation which you have seen done, but six months from today, you will find things greatly changed, as the result of improvements. Generally speaking, these changes are due to the installation of new machinery and methods and always with the one object in view—betterment of the output.

Take the case of the driving and winding gears, which in years past were made by hand indexing with fixed cutters. Then improved methods were introduced so they were semi-automatically produced more rapidly and accurately, but today all gears are cut on rotating hobs in automatic hobbing machines, which gives us absolutely perfect indexing, so that the diameters and spacings of the teeth are perfect.

Another example of improvement is found in the governor. Years ago we made the governor balls of lead in moulds, by which method the weight of the balls would vary as much as twelve grains so they had to be selected

L. C. Wiswell, A. A. Trostler, H. J. Shartle, of Arrangement Committee

and paired up in sets, whereas, at present we make them on the automatic screw machines, so we can guarantee they will not vary more than one-half a grain, so that the governors are in perfect balance. Also the method of fastening the springs has been greatly improved.

Also the turntable spindle and governor spindle driving gear teeth, as well as the turntable spindle and governor spindle threads, have been improved upon in shape as well as the number of teeth increased, so they have a much better and more accurate mesh as well as working faces, producing quietness, so that, today, we rarely, if ever, hear of noisy governors unless they have been damaged in transit.

The turntables have also been greatly improved upon by means of the use of steel instead of cast iron, whereby they are made accurate and thoroughly balanced. Ribs and spokes have been pressed in to stiffen them and the steel hubs attached to them are spun in as well as fastened by means of four rivets which are staked securely in place, after which the center hole is bored perfectly concentric with the periphery and face, so the turntable runs true and in even balance.

All parts are made within the limits of one-thousandth

Lester Burchfield and Geo. Stewart, of the Arrangement Committee

part of an inch and many as close as a quarter of a thousandth.

Do you realize what it means to comply with this standard? No matter how eager the market may be or how urgently you may be demanding more goods from the factory, we positively do not deviate from the high standard of accuracy. If we did, it would impair the prestige which has taken the company years of patient industry to establish. No matter how perfect the record or sound box may be, if the motor does not make the turntable revolve at an even rate of speed, harmony becomes discord.

After the governor sleeve and friction disc have been assembled and the hole bored perfectly true, it is then placed on a fly arbor which runs dead true and both sides and periphery of the friction disc are faced off perfectly accurate, so it runs perfectly true on the side where the friction leather comes in contact with it to control the even governing of the motor.

An example of how rigidly our standards are maintained is demonstrated by our careful testing and retesting and inspection throughout the factory, both in manufacturing and assembling as well as in erecting machines, and I assure you nothing leaves the manufacturing department but what is correct.

In the buffing and polishing department, sixth floor, we have installed a quantity of up-to-date machinery, much of it automatic, whereby we do much larger quantities than formerly and with considerably less handling, which again makes for efficiency.

Every one who has visited the manufacturing department seems to remember the multiple drill presses in the drill press department on the third floor. These are machines especially designed for drilling holes of different or the same size at the same time. The largest of these presses can drill as many as twenty holes at one time, either in steel, iron or brass, and our latest equipment are combination drilling and tapping machines, so we can do either drilling or tapping with the same spindle or any number of spindles by a slight change, or we can do part drilling and part tapping on the same press, and they are all equipped with automatic feeds, trips and quick returns.

We also have, among our latest improved machinery in this department, a group of machines on one bed which automatically bore, face, drill and tap parts without changing them in the jigs or fixtures, merely by the rotating of the table on which they are placed. This gives more accurate and interchangeable work, and the same is true of the work on the top plates They are placed in accurate jigs in which all of the holes may be drilled, reamed or tapped, and, as all work is done at one setting, they come out interchangeable and are true to the thousandth part of an inch, with the result that, when we come to the point of assembling, the parts all interchange and fit properly, as they cannot do anything else, so, if we have spent hundreds of thousands of dollars and months of time in adding new machinery, jigs and fixtures, it has been with the net result that we have obtained an increased output and absolute accuracy and interchangeability.

In the automatic screw machine department, on the second floor, we have installed a number of four spindle automatic screw machines on which four pieces are finished at one rotation of the machine, whereas, on the single spindle machines, we were only able to produce one. We have also installed automatic attachments on many of the machines whereby the parts are drilled, milled and knurled before the piece is cut off, thereby saving re-handling on separate machines. We have also installed a large number of automatic screw machines for making the new Tungs-tone stylus.

In the punch press department, first floor, we have put in a number of up-to-date automatic punch presses and bending and forming machines, among which are a thousand ton press for forming up turntables, wire bending machine for forming regulating shafts, spring barrel cap retainers and similar wire and rod parts, and a compound automatic press for blanking, forming, transferring, piercing and bending all parts from sheet metal.

We are also installing automatic roll feed attachments for feeding the work through the presses from stock in large coils and chop shears on the press to chop up the scrap stock as it leaves the press We have also installed in this department an electric hoist on overhead tracks whereby we convey the work quickly from one part of the floor to another. This track also extends out over the metal platform on the outside of the building, on which and under which we store our metal trucks filled with scrap material. We have also installed a large twenty ton scale on which the wagons can be backed and loaded with this scrap material, making a great saving in handling same. We can store a car load of this scrap material, or more, in these trucks before we need to dispose of it.

All of these improvements have been added at tremendous expense to the company for the betterment of the output and many improved features have been added, also, to the machines, all of which has been without any additional expense to you or the users of the machines.

When you go through the factory, everything seems to be working along so nicely, it seems to be almost automatic. But you must remember that this automatic smoothness is a thing that is only developed gradually. Before we can put a new operation into effect or perform some operation in a new way, we frequently have to design the entire machine and, almost invariably, manufacture a new set of tools, jigs and fixtures to accomplish the same.

Have you any idea how big this item of tool manufacturing is? Our tool cost for maintaining this standard in the past year alone has been about $100,000.00 and on all floors of this six-story building in which the manufacturing department is located, there is a vault containing these jigs, tools and fixtures, both of the present as well as of the past product, in which collection there are, approximately, 20,000 separate pieces. Every bit of this special machinery, these jigs, tools and fixtures which we have adopted and are using at the present time, have been duplicated eight or ten times by earlier models.

All of these special machine tools mentioned, as well as punches and dies, jigs and fixtures, have been specially designed and specially built at tremendous expense, especially for The Victor Talking Machine Co., that we may be able to get out absolutely interchangeable parts with the greatest possible degree of perfection.

Except for accidents in transportation, or some other cause beyond our control, the machines, motors, etc., manufactured in this department are as near perfect as human ingenuity is able to make them. This is not merely a claim; it is a known fact.

E. K. Smith, Superintendent Shipping Department

Ladies and Gentlemen:—All the finished product of the Victor Co. passes through the shipping department, where it is applied to orders, packed and shipped. As the packing and shipping of a product are equally as important as the designing and manufacture, I want to show you the careful consideration which we give to it.

The shipping department building includes five and one-half acres of floor space, and is so arranged that all incoming goods, outside of machines and records, are received at the Northeast corner, whether they come in, in carloads, teams or automobile trucks. The goods are distributed to the various floors from this point by platform and endless chain elevators, where they are placed in stock.

Machines are received from the manufacturing department over a bridge connecting the two buildings on the fourth floor. Records are received on the second floor by means of a gravity conveyor which brings them from the fourth floor of the pressing plant through the manufacturing building, to us. All goods sent to the shipping room are completely packed, and are delivered from the center of the building by platform and endless chain type elevators, where they receive the final check and are shipped.

Many manufacturers spend vast sums of money to design and manufacture their goods, but do not give the packing and shipping equal consideration. The result is that their products reach destination in a more or less broken or damaged condition. This means dissatisfied customers, claims and additional expense to both the manufacturer and his customers. The Victor Co. leads not only in manufacturing, but also in methods of packing. This company was the first to discover ways and means of shipping highly finished cabinets, which would guarantee safe arrival at destination without damage to the finish.

When speaking of packing, the average person thinks of excelsior or bay and a wooden box; but we pack differently for any of our large cabinet machines could be unpacked in your parlor without making any dirt.

Let me tell you about some of the special machines we use to build the various forms of packing frames. We have, for instance, a single spindle boring machine with automatic feed, equipped with a special screw driver attachment, designed and made in the shipping department for assembling the screws in the skid crossbars. One operator will drive about 7,500 screws per day with this machine. It is also used for drilling the bolt holes in the

(*Continued on page 42*)

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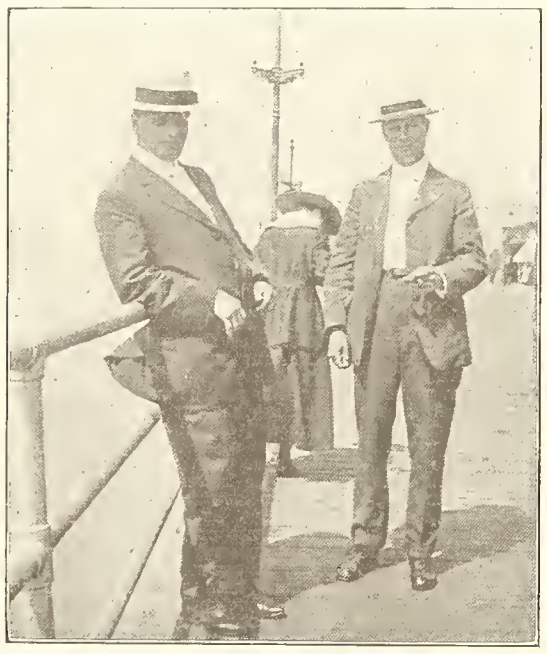
skid crossbars. One operator drills about 9,000 holes per day.

Another machine which is used principally for lid clamps is a special type, fitted with spindles which can be set at any degree for boring angular holes. One operator will bore about 6,000 holes per day.

Then too, we have specially constructed power belt conveyors, made in the shipping department, on which corks are inserted in guard rails, gauged, coated with paraffine wax and assembled with screws while the conveyor is in motion, at the rate of twenty-four guard rails per minute.

Instead of hammer and nails, we have nailing machines which are used for framing boxes, i e., fastening the sides to ends, after which operation, the box moves on to the next machine, which nails on the back These two machines are equipped with the latest improved power feed tables, and special cleat shelves to hold the veneer panels rigid while being assembled. These machines, with four operators, average a little better than three boxes per minute.

Another special attachment which was designed and made in the shipping department, is a Yankee screw driver, equipped with special attachment for driving screws, and permitting the operator, after screws are started, to place the sleeve over the head. The blade automatically finds the slot, drives the screw home, and then throws off. We have also portable electric hand drills, which are used principally in drilling holes in the packing case to fasten the skid to the case. We also use special portable electric screw drivers, which have the same attachment as the Yankee screw driver. This is used for driving screws into skids, attaching them to the packing case. A very interesting machine which we use is what is known as a Jumbo Mullen Tester, and is used for testing the strength of all paper, corrugated and fiber board used by the shipping



The "One Price" Brothers, Homer G. and M. G. Price

department. This machine insures us that these materials are of the proper strength, and that we are getting what we pay for.

As you know, in the packing of our small machines, they are imbedded in excelsior. We found, however, great difficulty in getting packers to properly pull this excelsior apart, and so we installed what is known as an excelsior picking machine. The excelsior is placed on a belt conveyor by an operator, and is run through this machine at the rate of one hundred pounds per minute, and is pulled apart much better and finer than could be done by hand. We use approximately one-half a car of excelsior per day.

As you know, all manufacturers bave drawings covering the different parts they manufacture, but I know of none that have drawings covering the packing material they use. But with us, all packing material is covered by blue prints. Each piece of packing material is gauged and carefully inspected for defects to insure quick and accurate packing. We use from four to eight carloads of packing material daily. We carry in stock at all times from 75 to 125 carloads of packing material, the bulk of it heing in outside warehouses.

I think by this time I have convinced you that great care is exercised in the shipping department in preparing the packing material.

The packing of our machines is carried on very similarly to the manufacture of them, each man performing his little bit as the machine passes him. The first operation is attaching back stay to cabinet. The cabinet factory has attached angle irons in the back of this cabinet wbere machine bolts are to go, which means absolutely accurate boring is necessary on the back stay. The next operation is attaching guard rails to the hack stay. The ends of the guard rails overlap each other in such a manner that when placed around the cabinet they have great strength and permit the packing case to be severely crushed without marring the cabinet, because the latter is held at a uniform distance from the guard rails by paraffine wax coated corks End-wood is depended upon to take the strain instead of the screws.

Considerable time and money was expended before we found that natural cork, properly coated with paraffine wax, could be placed against the finish of cabinets without harmful results.

The next operation is fastening the skid to bottom of the cabinet, and fastening guard rails to them by means of upright strips. The cabinet then moves on, where the lid clamp is fitted to the lid and fastened to guard rails. Then it moves on to where the albums, outfit and turntables are packed, after which operation the cabinet is ready to be placed in the packing case.

I wish to call your attention to the fact that while we utilize the inside of the cabinet for packing purposes, we do so without harmful results to the inside finish. The Victor Co. spends yearly, many thousand dollars in the packing of their goods, which could be saved if they did not consider the unpacking conditions. As an example, screws are used in the packing of all our large type machines, when nails would answer the purpose from a packing point of view, equally well. Here is a case where both material and labor are an extra expense to us, but we aim to have our machines reach destination in first-class shape; and we make the packing as simple as possible for the one who must unpack.

After the cabinet is placed in the packing case, it is placed on the conveyor system, which elevates it four feet, six inches from the floor. The case then moves by gravity around to the point where holes are drilled through the packing case into the skid—this work being done by portable electric drills. As the machine passes this operator, another operator starts the screws in holes just bored, and machine continues to the next operator, where the screws are driven by a portable electric screw driver. After the machine leaves this operator, it goes into the other end of the huilding, and is there laid on its back.

At this point the lid is fastened on This work is done by two operations, one being the starting of the screws with a hammer and the other driving them home with the Yankee screw driver. After reaching the end of this conveyor, they are then placed in an upright position and moved along on the conveyor system to another elevator, which again raises them to a height of approximately four feet six inches, where they again start traveling by gravity.

The packed machine is then weighed on an automatic scale. This scale is more accurate than an ordinary beam scale, being much more sensitive, and is tested several times per day with government test weights.

About four years ago we adopted three-ply crossgrain veneer to take the place of solid wood for many of our boxes In other cases we adopted corrugated and fiber board boxes. In this way we have cut down weight wherever it could possibly be done and be consistent with safety.

You will doubtless recall that Mr. Geissler advised you two years ago that improved methods of packing had reduced the shipping weight of our product to such an extent that for the year of 1913 it saved in excess of 350 carloads of freight. It might interest you to know that the changes in vogue then and additional changes represent a saving to you in freight charges on more than 450 carloads for the year of 1915. This represents a saving to you in dollars and cents of more than $50,000. This year's saving will be on more than 650 carloads, and in dollars and cents, means more than $80,000 saved to our distributers. This saving in transportation charges not only affects you, but is again enjoyed by the dealer.

When we come to the point of shipping our product, we load practically all of the cars. We do this for two reasons; first, to insure proper loading; second, to get the greatest possible weight into a car. As you know, all machines are shipped on schedules issued by our order department, and these schedules are followed out to the letter by the shipping department. We endeavor at all times, to load cars that will give you the best and quickest movement. We often ship machines in the afternoon that are received in the morning. This applies to machines which come through in quantities sufficient to cover allotment scheduled for all distributers in one city or territory. At all times the matter of transportation charges is considered, and when shipment can be billed as a carload showing a saving to you, it is so billed.

Shipments going forward via boat line are necessarily hauled to Philadelphia, and such shipments we endeavor to deliver in ample time to make the next sailing.

Freight conditions, however, are in a very congested state; every transportation company apparently having more business than it can handle and give good service. Some of the boat lines go so far as to stamp bills of lading, "subject to delay." Whenever possible, in making shipments, I can assure you that your interests are carefully watched, both regarding service and transportation charges. All shipments which go forward via express, are watched with the same care as far as service and transportation charges are concerned. In many instances goods receive special packing, reducing the weight and likewise the express charges. In many instances, express shipments leave our building direct for the trains, special arrangements having been made with the express agents, in order to insure quick delivcries. During the holiday season, all express shipments are hauled direct from the shipping room by the express companies, direct to the trains. Express wagons call for shipments four or five times a day regularly, and whenever necessary, special wagons are sent upon request.

Parcel post shipments, when compared with the other business, are very small of course, but we still maintain good service in this branch, merchandise being delivered to the post office four times per day, and oftener if necessary.

Cars are moved directly from our shipping department, where they are under cover at all times, and even under lock and key, until our own electric locomotive switches them onto the Pennsylvania Railroad tracks.

Gentlemen, the proof of the pudding is in the eating. After taking a high railroad official through the shipping department, he informed me that he knew of no article shipped where the care and protection were used to guard against damage while in transit, that Victor goods were receiving. He was up-to-date too, for after glancing at the veneer boxes he said, "You have the maximum strength, but the minimum weight." We feel that we are packing our goods well, but wish your co-operation to better conditions in the packing, in the same manner as in other branches of the business; therefore, should you receive any of our goods in an unsatisfactory condition, when advising us of this condition, won't you go into detail as far as possible, and any suggestion that you can make, I assure you shall be given careful consideration. While complaints are not pleasant to receive, I can honestly say they have been a great benefit in strengthening weak points in the shipping end of our business. I figure that men who make no mistakes do nothing, and try to impress upon my employes the fact that every mistake made, should be a lesson and improvement made from same.

E. T. Kieffer, Superintendent Cabinet Factory

Ladies and Gentlemen:—The birth of the Victrola inaugurated a demand for all that was best in materials and a construction heretofore never deemed necessary in producing woodwork. Shortly after its incipience it was decided to cut away from the hide bound processes of the woodworking field and introduce what was at that time thought, and since proven, to be, better methods and worth in the selection of the materials that go to make the Victrola what it is today, standing in comparison to other woodwork, in about the same relation as a plated watch does to a solid gold one.

African mahogany, which enters into its construction almost exclusively, at that time was not a wood universally used by the cabinet makers of the world; no one had ever attempted to analyze its richness of figure and lustrous beauty in comparison with its domestic brother, the Mexican, so when the Victor entered the field of purchasers it did so much the same way as our forefathers hewed their way into new fields, flatly refusing to follow a beaten path in their search for the best that could be had, and decided at that time to use this class of mahogany exclusively. How wise their course was, has been shown by the fact that at this day African mahogany has become the one wood used exclusively throughout the woodworking trades and had it not been for the foresight of the Victor Co. in anticipating and preparing against a shortage, we would today be like the other factories throughout the country, facing a famine and compelled to use substitutes, but fortunately, the markets of the world were gone through in time and we have plenty for our needs, while others are, as before mentioned, using substitutes.

When the Victor Co. first began to use this wood, it did so much as others would do; simply went into the markets and bought it and all the comments it made was that Victor wanted African wood. How different, however, today we now hear the word "Victrola" all over the world used to designate the kind of wood wanted and we find its name coupled with this wonderful product of nature; we hear today of men sent specially into the forests of Africa to find trees that will make Victrola wood, trees that will be six feet in diameter, in order to produce wood twenty-four inches on the quarter; we hear of the markets of the world being combed for Victrola wood and instead of a man's waxing enthusiastic over a big log and saying what a magnificent piece of wood, he says there's a Victrola log; we hear of ships being chartered to bring Victrola wood here, of fabulous prices being paid insurance companies for its protection while en route to our shores during war time. Every effort of brain and brawn heing used to enable us to give you a Victrola that is a fitting child to its magnificent parent.

The true African mahogany or Kahaya Senegalensis, as it is called, unlike its domestic relation, grows to enormous dimensions, standing alone, a veritable monarch of the forest; overtopping and of greater girth than its companions, it presents to the searcher the fulfillment of all his efforts, in locating this king of the forest and fully repays for the trouble of hewing and transporting to the coast, all of which has to be done through almost impassable forests, reeking with fever, reptiles and dangers that would try the courage of the bravest constitutions, and which has claimed its toll of human lives, in order to bring this wonderful product of nature to beautify our homes.

Another wood that enters into the construction of the "Victrola" is walnut. A great many people have the idea that the selection of this wood is left to the general customary merchant-scheme. In other words, the purchaser goes out and selects what he can get. This, however, I can assure you, in the grade of wood demanded in the manufacture of our machines, is impossible. The class of wood we require can only be obtained by diligent search and great expense.

As an illustration of the above statement, I would call your attention to the accompanying photograph, which I regret not having brought before you in a large picture, but owing to the need of this material, the tree was cut up before we ever decided to bring the matter to your attention.

This tree, to which I refer, is one cut of about a thousand that were looked over and rejected because they did not measure up in beauty and figure to that which is required for our machines. Like the proverbial story of finding a pearl among swine, this tree stood out in its

Left to Right—L. L. Roush, P. B. Whitsit, R. H. Morris, N. Goldfinger, L. J. Gerson Watching the Bathers

beauty above everything else, representing one of the largest and finest specimens ever taken out of the State of Maryland, measuring five feet six inches in diameter, and producing more than seven thousand feet of perfectly sound and figured wood.

Standing on the North Point Shore of the Patapsco River, about eighteen miles east of Baltimore, it was a monument to the most beautiful and historic spot in the State of Maryland, being the scene of the Battle of North Point An old colonial mansion stands there at this date, one hundred and thirty years old, which was the headquarters of General Ross while the British were landing for the invasion of Baltimore. In the ensuing battle, General Ross was killed.

Walnut trees of this size have become a rarity, and the Victor Co., following its usual custom, on noting the perfections of this piece of timber, its size, soundness, color and figure, decided that it was to be Victrola wood. The veneers into which that tree was manufactured have justified this judgment in every respect, and will soon be submitted to you clothing a Victrola. I only point out to you this fact in order to make you appreciate what it means to select and procure our class of wood.

In a like sense the construction has also called for all that was new and best in the minds of efficient and capable constructors, designed as a musical instrument, it has achieved a distinction with the priceless violin, the piano, harp, etc, to give us the renditions of the master, both of the past and present.

Its peculiar dimensions lending itself to the caprices of shipping companies throughout the country demand a construction that will resist wear and abuse, to an almost unheard-of extent, to insure which, workmanship of the highest character has to be devised and followed in the minutest detail.

If I were to take you step by step throughout the factory and stop at each operation, I would only be successful in establishing one fact in your mind that would stand out indelibly, like a beacon light to a shipwrecked mariner, and that would be the merits of hundreds of inspections that take place before the Victrola finally takes its last plunge across the bridge into the machine department After the last cabinet factory inspectors agree to let it through it bids adieu to its home, there to be pounced on and turned over and divested of all its glamor hy some of the most cold-blooded, unemotional inspectors that can be found, who absolutely refuse to let anything pass that does not meet with the Victor standard.

This brings me to the point that affects you more than any of us and that is the care of the cabinet after it leaves our hands

Having shown you to what extent we go to produce a worthy instrument it is certainly not too much to ask you to continue on with the same desire to place it in the homes with the same adherence to details as called for in its manufacture

Many a little scratch and bruise which mars its beauty can be readily obliterated if the proper method he employed; to this end I would ask you to study and develop a knowledge of this part of your work

Efficient and capable instructors are always at your command in the factory, and an hour of your time spent among them will be of the greatest assistance and help to you in handling the cabinets as they pass through your hands.

A great part of the causes for complaints from our distributers is traceable to careless handling and the climatic changes to which the product is subjected.

After the case is unpacked, sometimes hruises and scratches are found, and the finish rubbed off or paper sticking to the cabinets, and it is my desire in connection with this matter to offer a few suggestions, which may he of help in the successful handling of such minor repairs as may be necessary to place the cabinet in an A-1 condi-

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tion without returning the cahinet to the factory.

It has come under our ohservation that whenever such repairs have been attempted hy unskilled mechanics, and the improper use of materials, greater damage to the instrument has resulted.

After the cahinet is unpacked, it should be wiped off with a piece of fine cheese cloth to remove all dirt and marks of packing. Then taking a clean piece of the same cloth and using a small portion of cleaner, made of three parts of benzine and one part of paraffine ruhhing oil, go all over the case, ruhhing briskly lengthwise of the grain, cleaning off all the surplus and hrushing out all the corners. A soft round three degree hristle varnish brush is good for this purpose. Cahinets should never he sponged with water and then exposed to tbe strong rays of the sun in a show window, which acts as a lens and either hlisters the varnish, fades the color or ruins the finish so that it must be removed. So called liquid polishes should be avoided, which are supposed to work "wonders"; frequently they do, hut in a different way than intended, and may destroy the finish, leaving the surface sticky and tbe satin finish spotted and cloudy. The cleaning preparation mentioned hefore will answer all purposes.

Bruises, if not too deep, may he safely ruhhed out with a piece of soft felt and 3F pumice stone and paraffine ruhhing oil, taking care to go only lengthwise of the grain and only so far as the hody of varnish will stand. This also applies to scratches. If too deep to rub out, they may he hurned in with shellac cement; the spot leveled up with fine sandpaper and touched up to the required color and French polished with a solution of shellac, alcohol and raw linseed oil, using a piece of cotton covered witb a piece of fine linen cloth. This requires skill and experience and should never he attempted hy a novice on large flat surfaces. Ruhhed spots and white corners may be touched up with spirit stain made from Bismarck hrown, dissolved in alcohol, to which is added a little shellac. This for the regular red mahogany; for the English hrown a little Nigrosine added to this stain will give the required shade. The special finishes and oak requires tbe color adapted to the finish.

Paper sticking to the finish can be removed with a cloth and water, dry carefully and rub the surface with third degrees pumice stone, soft felt and paraffine oil. If, after rubhing closely the marks still show, it will require the services of a skilled mechanic to French polish the same to the desired finish, which is then dulled off with a soft hrush dipped in 3F pumice stone and cleaned up as hefore mentioned.

Where the finish has turned gray or spotted from dampness or some unusual condition, the only remedy is to have the finish removed and should only he attempted hy a competent, experienced polisher, and never by a novice.

As I have said before, the machines leave the Victor factories in perfect condition and if not injured in transportation, severe climatic changes or unusual conditions, should open up in first-class shape and if properly handled and taken carc of should cause no trouhle whatever.

A Quartet of Prominent Delegates to the Jobbers' Convention

C. H. Wickes, Superintendent Record Pressing Plant

Mr. Chairman, Ladies and Gentlemen:—I suppose there may be other kinds of husiness as interesting as the Victor, hut all I have to say is, that so far, I have never been ahle to find any of them. I always expect that visitors to the factory are going to bc very enthusiastic about my department, and my expectations have never heen disappointed.

When you stop to think ahout it—it is a wonderful thing. I have delivered to me the finest kind of chocolate colored dust. Tons of it at a time. It is worth a good deal of money of course, hecause there's so much of it and the ingredients come from all over the world, but when that same "dust" leaves my department it is worth hundreds of thousands—yes, millions—of dollars. Instead of being so much dust, it is artistic triumph—in a thousand forms.

Being a truthful man, I have to admit that I, myself, do not have much to do with the miracle that happens. Mine is a straight manufacturing proposition, but I don't helieve there's a soul in my whole department hut what realizes the importance of the work we do. I believe we have made the claim in our advertising that the Victrola has done for music what the printing press did for literature. That is our particular job. It is all very well for Caruso or Melba to sing like angels, but it is up to us to "print" their music in such a form that it can be enjoyed hy everybody, no matter where they live and how much they know about music. Its also up to us to make so many records that the cost of each is kept down so that they will he within the reach of all.

Most of you know the process, but I want to give a short outline of the operations performed in the record pressing plant

People always want to know just what composition we use in making records, but you will easily understand how that piece of information is not for me to give.

Perhaps you don't know that the comhination of substances we use is so delicately adjusted that we need the services of an analytical chemist at all times. If some one of the ingredients didn't come up to normal, it would throw out the entire combination, and so all raw product is submitted to analysis and all mixtures are similarly examined.

The record material is now compounded in our new plant near the river front. By the way, since the last Jobbers' Convention was held, we have put an entirely new plant for the preparation of record material into operation—which in the matter of methods and output, represents a very considerable gain. The new material preparing plant is located near the river, adjoining the new power plant and pumping station.

To resume my story. When the record material arrives at the record pressing plant, it is fed into hig mixing and kneading machines, having steam heated rollers or other appliances which raise the composition to the exact temperature at which it develops the required degree of softness. By the time this happens, the kneaded mass has turned black and it exists thereafter not as dust, hut as an absolutely smooth, plastic mass.

We handle it in immense rolls—about all that two men can handle in passing it from one mixing or kneading machine to another. Finally this hlack "dough" is rolled out into long strips ninety feet long, three feet six inches wide and approximately one-eighth inch thick. The last set of rollers mark it off into squares ten or twelve inches, as the case may be. It is conveyed some distance hy a wide canvas helt, and while on this helt, passes through a cooling chamher which hardens the composition so tbat it can he handled readily.

The squares are then sent to the pressing floors. The actual pressing is prohably more familiar to you than any one other operation performed by my department.

The squares of record material are again heated on steam tables to just the right temperature. The press operator then puts a lahel, face down on the center of the matrix, and folds over it one of the softened squares of record composition. A heavy pressing plate is then placed on top and the whole thing is slid hetween the jaws of a press, where sufficient power is applied to make a perfect impression.

Advertising and Education Discussed

After the manufacturing departments had had their say, as it were, the other departments of the great Victor organization also had their inning with Ernest John, of the advertising department of the company, leading off with the following address on "Advertising That Gets Attention:"

Advertising That Gets Attention

By Ernest John

Mr. Chairman, Ladies and Gentlemen: There are some people who look for trouble. There are others who have trouble thrust upon them. I do not belong to the first, but—evidently I do belong to the second, class of unfortunates. Any man who undertakes to say anything worth saying on "Advertising That Gets Attention"—and say it in fifteen minutes, is likely to have all the trouble he wants without looking for it. It is not a general subject to be dealt with in a general way, but a highly specific subject which must be so dealt with. There is no time to lose—no chance to wander into pleasant verbal byeways, and so, if you please—if I may so far presume upon your forbearance—I shall work close to my notes.

They say that money talks. I suppose it does, but for that matter, so can a parrot. As between two advertisers, each of them using the same amount of space, one of them will be more successful than the other—always. In every case it will be found that the successful advertiser is the one who has found out what is the best thing to say and what is the best way to say it. Each man may spend the same amount of money, but one man's money talks louder and more plainly. Is there a remedy for such condition of affairs? Of course there is.

There are certain first principles in advertising which are perfectly understandable, just as there are certain fundamental principles in music or mathematics. They can't very well be weighed or measured or analyzed in a test tube, but they are there nevertheless, and they work just as effectively as the liveliest microbe that ever came to live in a human lung.

Geraldine Farrar, in an interview given some time ago, was asked how a student practicing four hours a day should spend her time. Miss Farrar's reply was quite characteristic. She said, "Think for three hours and practice for one." If you first think for an hour, you will write the right sort of copy, and figure out the right typographical arrangement in a very few minutes.

There are many of you no doubt, who have come to understand advertising very well.

I will venture to say you have arrived at that happy estate as the result of hard knocks and spiritual anguish. Never mind, you can't have had any worse experience than I have, because "they ain't no such animal." In my newspaper days I labored for years to convince a town full of small store keepers that it pays to advertise, and believe me, gentlemen, I earned my money. It was worse than that. I had to earn my own money and theirs too. And under such circumstances advertising technique becomes an instinct, or you become a corpse.

I may have comparatively little to offer you, but I have much hard won experience to offer through you to your dealers, and that is what the Victor Co. has asked me to do.

If an advertisement is to produce any business, it must first of all be read. I am not trying to be funny, nor do I propose to feed you spoonfuls of sophistry. I mean just what I say, and I believe the first question, the most important question of all is, how to get your advertisement read. I am not talking for the benefit of the man who uses pages or half pages of space. When a man can burn up space like that he doesn't need much help from me, nor indeed, from anyone. The very size of his advertisement will turn the trick, unless he makes a very bad mess of it.

What I want to do is to make one or two practical suggestions for the man who can only

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buy five or six inches of space, single or double column. To get such ads. read, in other words to make people see them, is quite a healthy job.

It is easier to overlook a mole hill than a mountain, and similarly it is easier to overlook a small ad. on a crowded page than it is to overlook a big one. So the right sort of typographical make up is doubly necessary for the use of small space.

You must realize that every newspaper advertiser has the same tools to work with as every other advertiser; namely—type, ink, paper—and brains. All the different effects are gained by the same means under the limitations which are imposed by the mechanical processes of printing, and here is the essential fact.

Almost the only chance for the small ad. is that it shall be different in appearance from the other ads. which surround it.

Generally speaking, you will find that one of the best ways to make an ad. look "different" from the other fellow's is by cutting down your copy to one-half its usual length, and then I would suggest that you throw out one-half of what is left.

Brevity is the thing to strive for, but not, of course, at the expense of sense. You must use enough words to make your message intelligible, but don't let even one unnecessary word creep in.

Actually—when it comes to making your ads. stand out from all the rest, no one can help you very much at long range. It is eminently a job for the man on the spot. No one else is familiar enough with the appearance of the pages of a certain newspaper in a certain town. But—

If you can't buy space enough to dominate the page you must—if your advertisement is to be read—make it "different" from the rest, and attractively different. Very well!

The first and simplest way of making one ad. different from those which surround it is—naturally—by getting a contrast. I have said already, that most advertisers try to say too much. Obviously then, if you buy five inches, double column, and limit your copy to ten words, your ad. will be "different." That's one way. Of course, no one can say much in ten words, and I don't mean to seriously suggest that you should actually confine your copy in any such way.

The point that I do wish to make, and make very strongly, is—that since the majority of people are averse to buying space and leaving it blank, that you, if you have courage enough to use lots of white space, will find that your advertisement does stand out from among the others.

Next—if the advertisers of your town, generally speaking, have a tendency to use bold, black type so that the characteristic look of the page is black and heavy, you can make your advertisement look "different" by using a light silvery looking type which carries little ink. You will again get a contrast, and that contrast is the thing which catches the eye of the casual observer.

Again, it can be done with cuts. Two artists will make a sketch of the same thing, but just as likely as not, they will make two entirely different looking sketches, because each one of them may use a different kind of pen stroke and each may express black and white values in a different way. Franklin Booth's black and white sketches are totally different in character from those of Call or Paus, and it is quite possible to get sketches and cuts which have a strong touch of individuality all of their own. Here again, you see it would be possible to make your ads. catch the eye more quickly than if you used just the ordinary kind of cut.

While I am on the subject of cuts, let me say that in my experience it is better to use no cuts, than to use poor ones. If you ever use a picture of any sort, be dead sure that it tells the story you want to tell, and suggests what you want to suggest. What's more, be sure that it does that unmistakably.

It doesn't do any good to publish pretty pictures unless these pictures make the observer think along the lines that you want him to think. When you can do that—do it, by all means, for the quickest and most vivid impressions that can be carried to the human brain, are those that can be carried through the human eye.

Another point to be considered in picture ads. or in the use of cuts, is this: Can you assume that everybody is interested in your advertisements? You can assume nothing of the sort. A type ad. has got to be read, or it will

L. C. Wiswell and A. A. Trostler Getting the Air on the Hotel Traymore Balcony

do you no good; whereas, a picture ad. only has to be glanced at. And so, other things being equal, the picture ad. is best.

How much time does the average reader spend in reading advertisements? How much time do you? And you being an advertiser yourself, probably spend twice as much time as the non-advertiser does. What happens is this. A man buys a paper to find out the news of the day. In turning over the pages he can't very well shut out the ads. entirely, but his eye only skims them over, and it is up to you to shoot the big idea into that casual reader's mind if you can. That's why the pic-

Starting Out to Give the Boardwalk the "O. O."

ture ad. has so much drawing power and why brevity is so very necessary.

I have dealt so far only with the question of how you can get attention for your advertisement. Volumes, of course, could be written as to the kind of copy you should use, but for the present I shall content myself with showing you some examples of ads. which were made over into better ones. I want to remind you that in making over these ads. I was careful to use the same borders, and as a general thing, the same type as were used in the originals. Personally, I should not care to use some of them myself, but I wanted to show that understanding the principles involved would improve the results.

Here is an original advertisement published by a Victor dealer. I think you will agree with me that first it is a fairly good ad. for grand opera, but a comparatively poor one for the Victrola. Second: there are too many facts presented, and whenever that is the case, each one fact loses much of its value. There is no one suggestion which stands out prominently enough. I contend that the thing which should have been played up is the fact that grand opera is always available to people when they have a Victrola.

In the made over ad. you will notice, too, that while we used the same cut, we changed the character of it. The reason for doing so is that broken lines, because of their incompleteness, attract the eye, especially in a newspaper page where the make up of the paper demands straight lines.

Here are two more. The border used seems to me to be weak and meaningless, but I kept to the rules of the game, and used the same border in my own reconstructed ad. You will notice this original announces "A New Stock of Victor Records." Now that, of course, may be a matter of pride for the dealer, and in a way it is a matter of interest to the customer, but the thing to do is to emphasize what this new stock of records will mean to the customer in musical entertainment for him. Customers are not interested in a dealer's stock as such, but they are interested in what that stock represents to them.

The next original advertisement is good if you read the whole ad., but until you do that, you would have no possible idea that its purpose was to advertise the Victrola. The word "Victrola" is not played up anywhere, and you must flash that word "Victrola" at people.

People who read advertisements are divided into two classes. One—the larger class—has no interest in an ad. except in a purely casual way, and then it is a question of catching his interest on the fly. There is another smaller class of readers who are interested. When a man has got the Victrola "bug" in his system, he will read anything about it, but it is much safer in preparing advertising copy to figure that most people have no very specific interest. The word "to-morrow," the price and the dealer's name don't suggest anything of what the customer can enjoy through having a Victrola. Here in this reconstructed advertisement, you will see that with very little change as to copy and only slight changes as to typographical make up, the ad. has been made more effective, as a Victor ad.

Here is one more sample. It is a sort of trick advertisement that I personally condemn. The man who prepared it had ingenuity, but it was misdirected. Think for a minute—when you start out to write an acrostic you have to make the words you use fit the acrostic rather than the idea you want to convey. That is obviously wrong.

These are all the examples I have prepared. No one, of course, can do much with so big a subject in so short a paper, but I want in conclusion to say a word or so about quality.

If you will show me the printed matter a man uses, I can tell you just about what sort of man he is. Doesn't that sound like a piece of idle presumption? It isn't. I can show you that it isn't in a moment. You can do the same thing. Haven't you often seen a bill head, a letter head or an advertisement that irresistibly brought to your mind a picture of a country grocery? And on the other hand, doesn't Tiffany stationery suggest Fifth avenue? Yes—and there are all manner of modifications in between. There is such a thing as a "quality look" in printed matter, and my advice to you is to get it—for you are handling a "quality" product that ranks with the great masterpieces of art or literature.

Together—with the Victrola—we are doing for music what the printing press did for literature.

There is a line of Omar Khayyam which reads:

One wonders what the Vintners buy
One-half so precious as the thing they sell.

Those lines are no less applicable to the Victor

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dealer. Do you realize, gentlemen, that your merchandise is not only Victrolas and Victor records? It is all that those things represent. It is joy, laughter, tears—whatever the need of the moment may demand. It is the inspired achievement of some great artist. A quality product? Mr. Chairman, that question has been answered—is being answered—North and South and East and West.

Mrs. Frances E. Clark, of the educational department, then read the following paper:

The Victor in the Schools

By Mrs. Frances E. Clark

For the third time, I have the pleasure of bringing to this wideawake body of thinking men the message of progress in one of the lines of the Victor business—the educational work.

Emulating the phenomenal growth of the Victor itself, this youngest child of the organization may well take pride in its achievements. The story of the beginning of the work and the organization of the department are too recent and too well known to need recapitulation. Music is one of the vital things in education to-day, and only through the talking machine can it be adequately presented to the millions who can in no other way come to know real music.

Pedagogy—psychology and human need are at one in this at last, and America is aroused as never before to the value of music as a universal pleasure, a cultural avocation and, lastly, an education. It has in it inherently more elements of educational value than any other branch—reading excepted.

The use of music as an educational factor is a comparatively recent discovery. A speaker the other day read from early reports of proceedings of the school committee of Boston, enumerating reasons why music should be taught in the schools. Discipline, mental activity, invigorating of pupil for other studies, patriotism, etc., but never once for music itself. Reports of meetings of supervisors and other musicians are as barren of any suggestion of using real music itself.

For fifty years after music was first introduced into the schools of Boston, sight reading was the only aim and object. Then came the singing of songs, and some little reaching out after better things, but not until five years ago, when our work began to crystallize the idea and to show how the Victor could carry the great music of the world into every school, did there come an awakening to the power and value of real music in education. The entire plan and aim of teaching has been changed. Many do not yet realize the cause of the complete overturning of ideals and aims in the teaching of school music.

The impetus is, of course, a part of the general awakening of America in music in all lines and fields of activity, but the Victor has made possible the practical realization of the dreams of a musical America through the schools where rests the future of our national music.

Not less sight reading but more is being taught because of the quickened interest and keener ear resulting from hearing much fine music. Not fewer songs but many more are being taught because of the easy, rapid and accurate learning of songs, folk, familiar and art songs, direct from the records, in perfect tone, rhythm and phrasing, enriched by instrumental accompaniment, wholly impossible in the old way. Music supervisors were baffled and beaten in their efforts in securing credits for music work and in producing a sufficiently artistic finish in their choral singing on public occasions as to command the respect and endorsement of musicians and boards of education, with the resulting appropriation of enough money to continue their meagre salaries for another year because there were no standards beyond the often pitiful efforts of the village choir.

The Victor has opened up now a new world of tone values and interpretations which the pupils may hear, available for all, and which is being carried as fast as our efforts and years can do so, into every school in the entire country. Every large summer school is at this present moment presenting courses in music appreciation and most of them with Victor records. The three great book company summer schools being held in Chicago are each giving full courses with daily lectures and classes all illustrated with the Victor. At New York University, Chautauqua, Ocean City, N. J.; Boulder, Col.; Berkeley, Cal.; Emporia, Kan.; University of Illinois, University of Wisconsin, University of Arkansas, Worcester University, and in dozens of other such schools such courses are being given. Our folk dance records are being used at this moment on four Chautauqua circuits comprising nearly a thousand towns. Our lecturers are presenting the work in many other large normal summer schools, county institutes, district and State associations.

The piano, which for two hundred years has been the standard purveyor of all forms of music, has been outclassed, wonderful as it is, as an interpreter of music. It can give only a meagre representation of the stringed instruments, the woodwinds or the combination of

Mrs. Frances E. Clark

strings in trios or quartet, or the orchestra or band.

It is entirely barren in the wonderful tone coloring of the orchestra, and therefore inadequate in giving a student any conception of the great form of symphony and sonata.

Even the player-piano, while excellent for extended study of form and piano literature, is still narrow in its scope and useless in any true representation of the larger forms. It is helpless in the great field of vocal music, which is by far the richest of all.

The opera, the highest development in the combination of instrument, voice and dramatic action, and also the great choral works of the oratorio are closed to the piano.

It is the once despised talking machine that is the open sesame to this great world of tonal beauty.

By means of the Victor and the Victor only can the music of the world, properly interpreted by the greatest artists, be disseminated throughout the entire country for all to enjoy.

If then to the Victor falls the privilege and duty to purvey the nectar of the gods to a thirsting populace, and we desire to build surely, sanely and safety for a well assured future, where shall we begin but with the children. Let us but educate the ears of the children to know music and the question is settled.

The number of cities and towns throughout the United States placing the Victor as an integral part of every day school work, has grown with ever increasing ratio from one city in 1910 to 500, 900, 1,800, 2,700 and now, to nearly 4,000, an average of 800 added for each of the five years and our reports are far from complete.

On the playgrounds one Victor reaches a large number of children whose school buildings do not yet possess an instrument. Our lecturers are reaching very large numbers of children a year in direct contact, while the little children below school age in the home are getting the message from their brothers and sisters.

Some of these Victors are being carried around to many different buildings in country and small town schools.

A conservative estimate would place the number of children being reached at nearly or quite 12,000,000.

An authority in school matters recently said to me: "Does the Victor Co. realize what a tremendous thing this educational work is for future business? It has been demonstrated that 75 per cent of the pupils use in after life the tools, books and equipment used in the school life."

These millions of children who are to-day in the schools are soon to be the home-makers, the business men and financiers of the nation. It is therefore of no small matter to lead them with the Victor through records of special appeal, to a taste, love for and knowledge of good and lasting music.

If we want to establish a large and valuable clientele for the next decade, reach the high schools and grammar schools of to-day.

Everybody knows this and every nostrum and humbug tried to use the schools for free advertising, which has resulted in stringent rules being adopted in many places prohibiting any lectures or demonstrations being given where a commercial idea is attached. In spite of this our lecturers find entree and are almost always welcome as offering something of great value to the schools. We are working consistently showing the teachers better ways to secure greater returns from their investment, giving them real value and instruction in a little understood subject.

We have played fair with the schools and have continuously tried to give them the records most useful and most needed at the lowest possible rate. We have given out millions of copies of valuable booklets.

Because of a clear understanding of the needs of the schools we have been able to offer service in many lines, and the school people have followed our lead with remarkable alacrity.

At first there was but one thought—that of music appreciation. We soon added material for actual teaching of songs—then came records for marching, folk dancing, calisthenics, penmanship, stenotypy, American music, geography and many other correlations with school work, giving information and suggestions as to better ways to use the records.

The great field of the rural schools lies almost untouched. Material is nearly prepared, both records and printed matter, to cover this—and we hope to inaugurate a vigorous campaign for this work in September.

Our new edition of "What We Hear" is at last on press and will be ready to push a renewed effort in all high schools and colleges—a definite course of study with the book as a text in the hands of the pupils, and not merely a reference text as before.

Our commercial work has been a revelation to all. The discovery that the appeal of rhythm to the motor activity of the fingers in the penmanship, and typewriting is the same as to the feet in dancing, has completely overturned methods in such teaching. Much greater speed, fluency, clearness and better form is obtainable when the motion is controlled and inspired by music.

The use of our splendid new records in the study of English literature was adopted last week by the National English Teachers' Association. This is another of our new lines of work where the possibilities are boundless. We have had this year ten lecturers and hope to increase the number for next year to more adequately cover many sections yet but scarcely touched.

The greatest danger now is not that we may not succeed, that is long past, but that we may

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be overwhelmed by an embarrassment of riches—so many schools placing Victors, and not knowing enough of our ever-widening plans for their use—fail to derive the full benefit from them. A Victor in a school closet gathering dust and out of repair, for want of new records to keep alive the interest of the children to carry along definite plans for use in various fields, is the worst possible advertisement. If the Victor is being used intelligently and joyfully every day, the news filters into the homes and builds Victor prestige, but if the results are marred by improper adjustment of the reproduction, or if the number of records is so small as to defeat any real plan of use, or the same few are played so frequently as to weary the pupils, then the whole splendid plan falls into disrepute—through no fault of the plan, the material prepared, or the innate love of the pupils for the work, but simply plain starvation for lack of food—or stagnation because of a continual diet of the same thing.

It is a matter of life and death to the whole plan of school work, which has now reached such astounding proportions, as well as to the business side of it, to keep the schools supplied with fresh records for the ever-increasing lines of service of the school Victor. This can only be done—if you, as Victor distributers, second our efforts in making these especially prepared records, by giving them a chance. If you do not order them and do not endeavor, by letters and personal appeal, to induce your dealers to order them, how can the school people have any opportunity to find out anything about them?

We are mailing direct a large amount of literature but this is not enough. There must be the more intimate personal touch of the local dealer, where all information may be had and at least a representative list of educational records may be heard.

Again, the average clerks on the floors of a large number of the stores of our dealers are unfortunately not musicians, and great difficulty is experienced by school people and supervisors in obtaining any accurate information about educational records, or in fact any enthusiasm for and knowledge of any considerable number of our Red Seal records, which we use so freely in educational work.

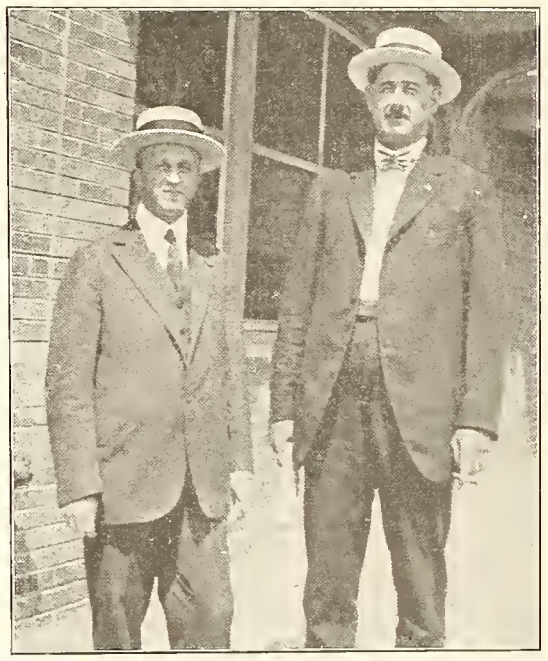
One of your number confessed to me a while ago that he had never read the educational page in the "Voice of the Victor," never read our circular letter nor a single one of our booklets nor "What We Hear?" nor had a single clerk or assistant ever done so.

Do you not think that the time is ripe for the organization of educational departments in every single one of your retail stores and in the stores of your larger dealers to take care of this tremendously important branch of Victor business? Do you not think you would increase your record business enormously with a very valuable clientele of mothers in the homes as well as to the schools if you had at least one talented, bright musicianly young woman or young man on your floor who knows music as a whole and who will give the necessary time to finding out what records young children should hear, and what lines of work are to be carried out in the schools?

Thousands of mothers, having a Victrola in their homes, have not the slightest idea what records to get for the children or what can be done toward their education by means of the right kind of records, and I grieve to say that hundreds of Victor stores are unable to enlighten them on the subject when they appeal for help.

Hundreds of our schools having Victors have never heard of our many new lines of work until an educational representative comes along to show them what is being done. You, as Victor distributers, are vitally interested in all that tends to build up Victor prestige and I plead with you to recognize this imperative need to give better attention to this service to the homes and schools. The schools are vital to our future and every effort should be made to increase this value as well as to serve them better for the cause of education.

A number of you have already organized educational departments—this is fine—the number should be increased before September first to practically every large Victor store in the country. This movement has grown so fast that it requires prompt and efficient measures to keep pace with it. We cannot get on with the equipment of four years ago nor even one year ago. The department has planned for greatly extended development, but we need your co-operation to the fullest extent to achieve the success which the field promises. Will you not send us orders for literature carefully adjusted



Chas. F. Bruno and F. E. Evans Getting the Air

to your actual needs? Will you not order more liberally the records especially prepared for service in one or another of the lines of educational work, and then let the homes and schools know about them? Will you not encourage your dealers to put somebody on their floors who can push this work intelligently and will you see that they are supplied with the fullest information and literature? This work is no longer an experiment nor an idle dream but has come to stay, as the stone that was almost rejected by the builders and has become at least one of the corner stones of the arch of Victor success.

The next paper was that by C. G. Child, director of the Recording Laboratory.

Your Opportunity to Create a Greater Interest in Music

By C. G. Child

Ladies and Gentlemen: A few days ago I was told by Mr. Geissler that I was again to have the privilege of saying a few words to you at your annual Convention. The program for Victor Day was shown to me, and I found that I was put down for what was termed, in a most complimentary manner, an address to you on the building up of the greatest musical catalog in the world. I asked if the subject heading of the few remarks that I would make might be changed, and that I might once more say to you something touching on your opportunities to further the interest in and to bring to the great public the better music of the world. It will, I fear, be necessary for me to make some repetitions of my little talk to you of two years ago, but the matters which I then brought to your attention are even more urgent to-day than they were at that time.

Some of you will perhaps remember the expression which I used here two years ago as to taking our business "out of Coney Island," and may I say now that it rests almost entirely with you whether the business goes back to the "Coney Island" type or not?

Your interests and the interests of the Victor Co. are so closely allied to-day that I feel I may talk of our interests together, and I hope you will not consider my remarks in the light of criticism. Having had, ever since the incorporation of the Victor Co., almost the sole responsibility for the artists added to the Victor catalog and for their repertoire, as given to us in the records in the catalog, I perhaps am more closely in touch with the very difficult situation to-day than anyone connected with the business.

You will remember that I called your attention to the fact that the present grand opera is more a musical dramatic production to-day than ever before. We rarely see anything that touches on the wonderful melodies abounding in the old operas of that time. We have gone through this class of music again and again, we have been compelled, on account of the repertoire of the artists, to make repetition after repetition from these wonderful old melodies, so that to-day there is scarcely anything in the "bel canto school" that is not represented in our catalog. This situation has been so thoroughly gone over time after time that there is not much left to be taken from these old works. It is so thoroughly exhausted that it reminds me a bit of a story that Harry Lauder told me about a year ago.

A young Scotch lad came to Glasgow to work in a factory. He took up his abode with an old Scotch boarding house keeper, and during the first week he was with the old lady, she gave him for his breakfast a soft boiled egg, for his luncheon another soft boiled egg, for his tea in the afternoon after the hard work that he had done, a hard boiled egg, and at night so that he might have a complete change, she gave him a poached egg on toast. At the end of the first week when he had gotten his pay, going home at night he passed a butcher shop and saw sausages hanging in the window. He went in and asked the butcher to give him a pound and a half of sausages. He wanted the long thin ones instead of the short fat ones, because there was more to them.

He took the sausages to the old lady and said: "Mother, I thought I would like to have a change for my breakfast in the morning. Will you cook the sausages for me?" "Aye, Danny boy, but how do you cook sausages?" "Why, mother, you cook sausages like you cook a sausage." "But I ne'er have cooked a sausage." "Why, mother, you cook them like you cook a fish." In the morning Danny came down to his breakfast fully expecting to have a real treat. He was met by the old lady who said to him: "Danny, lad, I fear you'll be sore disappointed. There's not much left to them when they're cleaned."

By this I do not mean to imply in any way that there is not much to the melodies of the bel canto, but I do mean to say that we have so cleaned and exhausted this particular type of music that we have taken practically all the meat and good there is in it.

But in music as in our own lives, there are many other kinds of food, and there is a field which is far greater and almost limitless in its scope of wonderful music, and that is the lieder and concert songs of a great number of composers, the principal ones being Schumann, Schubert, Brahms, and of the present day, Debussy, Chadwick and many others.

If you gentlemen would take the time to study the programs of the concert artists, you would find this kind of music represented in a far greater degree and used much more frequently. It appeals to all classes, it is musically instructive and in your own hands lies the opportunity to increase the demand for this music and bring it to the public and thereby add greatly to your own profits.

I am constantly told by our Record Ordering Department that dealers are worried about the size of the Red Seal list, and ask, can't we cut out this, can't we cut out that, and just as frequently I am asked by the artists, "Mr. Child, what are we to sing? Some of the best things musically we have done for the Victor meet

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with little or no reception. We find on our annual statements of account only a few of the records sold of the selections which seem to have the greatest success in our concert work. Cannot something be done to awaken an interest in this music?"

I had a long talk with Caruso only a short time ago along just these lines. I have told you just how seriously he and all of the other artists take their Victor work, and Caruso told me that he could not understand why two records from Germania, which he had made for us some few years ago, were among the poorest selling records in his list. Artistically he considered them a great credit to himself, and he spoke with much disappointment at the lack of appreciation of these and other numbers of the same character.

Only a few months ago, when some of you gentlemen were at the Victor factory as a committee to discuss some matters with Mr. Geissler, I was called to the meeting and I asked you if as a personal favor, you would not listen to two records which were to appear in our next bulletin. 88552 La Reine de Saba—Prete moi ton aide (Queen of Sheba-Lend Me Your Aid) and 87242 Luna d'Estate (Summer Moon)—and if you could tell me why such records as these would not appeal to the general public and why you could not sell them in large quantities.

Do you not think that it would be a most profitable thing for you yourselves to make a close study of the lives and work of our great artists, and in this way be in a position to give your sales forces instruction and advice as to bringing forward records of the kind to which I have referred?

The great artist obtains his or her position in the musical world not alone through the wonderful God-given gift of a glorious voice, but through years and years of the hardest kind of work and study, and the thing which counts the most with them all and with the public to which they sing, is their ability to correctly interpret the music of the great masters. It is in your hands to carry everywhere that interpretation and to make it known and felt.

The real artist does not want to be known alone as a singer of "Carry Me Back to Old Virginny" and "Little Grey Home in the West," or as a singer of "I Hear You Calling Me," "Tipperary" and "A Little Bit of Heaven," and they ask and insist, rightly, I think, that in their Victor repertoire there must be records which represent their artistic and serious work.

We have, during the past three or four years, seen two or three of our great artists retire from opera and the concert field. We have lost one or two by death, and while the great majority of our celebrity artists are still in their prime with years of their career before them, eventually their places will have to be taken by the new names and the new voices of young singers who are gradually coming to the front, and it is of the most urgent necessity that you and your staff should try to create an interest in the work of these new singers as it appears in the bulletins and catalogs.

We must between us make a demand for their records, and we must make their sales large enough to make their Victor accounts of real interest to them. The best way to accomplish this is for you to familiarize yourselves with this music. Our competitors to-day are ready and willing to pay enormous prices to secure a name, and it is in your hands to give us the kind of help and aid that will make it possible for us in the coming years to hold the position that we have held so long in the opinion of the singers, which is that they would rather be connected with the Victor Co. than with any other company making records. The cost to you of stocking and carrying records of all of these singers is not great as compared to the value that is in it for us all.

The concert which has been arranged for this evening, not for your entertainment alone, but for your instruction as well, is given to you by some of our great artists and our most valuable singers who wish to give to you in the program a message, not only of the popularity of some of the lighter things which they have sung, but a message touching on really good music.

Mme. Alma Gluck and her husband, Mr. Zimbalist, have broken into their summer at Lake Placid, New York, and come all the way to Atlantic City to give this message directly to you. Mr. John McCormack has given up his much needed rest and recreation at his summer home in Rowayton, Conn., to tell you that there are other things that he sings beside the light ballads of the day. Mr. de Gogorza has left

Left to Right—L. Burchfield, H. J. Shartle, E. Paul Hamilton, M. Max, S. O. Wade

his summer home in Bath, Me., and comes also to say to you that he wants you to hear something that is really serious in music. Mr. Zimbalist brings you the same message, and the soloists of the Victor Opera Co. whose work on the program this evening is confined entirely to concerted numbers, have the same appeal to make.

The courtesy of these singers in coming to Atlantic City to sing for you to-night is a very great one, and I earnestly trust and hope that their message to you may come in such a way that a real effort will be made to take from your record racks the good music which they have done for us and give to your sales force some plan whereby this music may be played and explained and talked of to your customers.

Could you not follow closely the concert programs of the artists who appear in your various cities and vicinities and bring to the attention of your customers at these most opportune times, records of selections which these artists are to sing.

There are fifty-two weeks in the year. Would it not be possible each week to take some two or three records of the class to which I have referred, say one artist this week, another

Wm. Haddon, Thos. Green, E. Paul Hamilton; Mrs. Hamilton and Mrs. Green in Chairs

artist another week, and so on, and have the sales people familiarize themselves with these records so that they can present them in such a way that interest will be awakened and a demand gradually built up for this kind of music, which means so much to us in the future years.

One of the addresses of special interest, inasmuch as it was made by a man not directly interested in the exploitation or sale of Victrolas was that of Dr. A. E. Winship, editor of the Journal of Education, Boston, and who had for his subject, "The Mission of School Music and the Message of the Victrola." Dr. Winship reviewed the work of the schools and of famous individual educators in testing the sight and hearing of school children and told how illiteracy had been overcome through attention to those matters. He emphasized the fact that it was not only necessary that a person should simply hear well, but that the ear should be trained to enjoy the finest sensation.

His address was listened to with great attention, for it presented some salient facts in a new and interesting manner.

The Mission of School Music and The Message of the Victrola

By Dr. A. E. Winship

"The trouble is," said Dr. Winship, "we have never made any use of the sense of hearing as a fine art with all the people. We have never trained the ear in school. What absurdity could be greater than to leave men and women illiterate because they would not enjoy reading 'Paradise Lost' and could not wing a penman's graceful bird. That would be no more viciously absurd than to leave the multitudes with untrained ears because they cannot appreciate the quavers and semi-quavers of the highest musical composition. . . .

"Teachers test the eyes of children and their hearing if faulty. It should be as definite a duty for every teacher to test the ear and train the ear to hear discriminatingly as to teach the children to learn the multiplication table. All ears can be easily trained to feel the thrill of rhythm.

"Any person who can walk with another and not keep step is as uncultured as one who can sit with his hat on in the presence of a lady in a parlor or reception room. Marching in step, and walking in step when not marching, is as definite a responsibility for the school as correct speech. Rhythm can be attained for every child and must be attained in every well managed school. The thrill of melody is also an indispensable attainment for every child. College songs and other rippling, frollicking jingles are as necessary in school as is a blackboard. You are not after classical music now any more than you are training in 'Paradise Lost' when reading 'Jack and Jill Went Up the Hill.'

"You do not need these jingles for pupils who can sing and who know music and appreciate the art of music, but there are some in every school who can only have melody stirred in them by the melody in song, and there are few, if any, who will not respond ultimately to melody, and besides it livens up a dull school as nothing else does. 'Yankee Doodle' and 'Dixie,' 'Old Black Joe' and 'Old Kentucky Home' have a mission for the school and an especial mission for the non-musical ones who need to have their ears unstopped thereby.

"While music touches the lowest depths, it also rises to the greatest heights. Nothing in any of the common branches has any such possibilities of glory as have the masterpieces in song.

"While you reach down after the dullest ones with 'Jingle Bells' and the semi-musical ones with 'My Bonnie Lies Over the Ocean' and 'Annie Laurie,' there are those whose soul will respond to 'Rocked in the Cradle of the Deep,' 'Bandelier,' 'Sailing O'er the Bounding Main' and 'Then You'll Remember me.'

"Nothing but music sways the physical, mental, and moral being as does the charm of rhythm. Physical health needs rhythm, industrial peace needs it, contentment cannot be maintained without it, and social efficiency and domestic life need rhythm. Rhythm is one of the subtlest and one of the most majestic forces in the earth beneath and in the skies above. To

(*Continued on page* 48)

CONVENTION OF NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 47)

spend time on the lesser needs of the ehild and not unloose the charm and power of rhythm is an unspeakable tragedy.

"And yet rhythm is as nothing when compared with melody. Rhythm is primarily physical, while melody is for the mind. What rhythm does for the body, melody does for the intellect. While rhythm sways the physical life, melody sets the mental life aglow. The work of the sehool is to see to it that the child gets control of his mind, gets it in action, gets it in action right, helps it in action along right lines.

Intense M'nd Needs Break in Intensity

"The intense mind needs to break its intensity. That which is intense to the child is far from intensity to the teacher. The whole effort of the school is to make the life of the schoolroom intense. Study, think, do more and more, is the whole plan and purpose of the school. What the school needs is the occasional breaking in upon intensity and nothing does this so effectively, so refreshingly, so inspiringly as melody. And nothing helps achieve any of these as does the melody of music.

"Rhythm prepares the quiet and peace for receptivity, but the mind must have something more. It needs the lightness and the brightness which melody alone ean give to the sluggish mind; the eaptivating frolie which melody alone can bring into the chaotie mind, the delicious joy which melody alone can give to the sour soul.

"There is no normal child for whom rhythm and melody have not a mission, a simple, applicable, adaptable mission. Harmony may not

Flirting with the Oeean

be for all minds, but it is Heaven itself to those for whom it has a mission. Harmony is the rainbow of promise to the soul that is so situated that it may catch the arch of glory spanning its horizon.

"The child wrestling with '2 and 2 are 4' cannot appreciate the wonders of higher mathematics, but no one would make the high school student mark time because there are some whose minds are as yet closed to every truth above the table of two. So the mission of musie that begins with the simplest sway of rhythm, and tarries awhile with the faintest ripple of melody should give wing to the highest flight of the joy of the masters.

Musie Now in Smallest Sehool

"All this has been mere sentiment in the past. Not a few years ago I might as well have talked about making rainbows in the chemical laboratories as to talk about the universality of rhythm and melody, and the heights of musical glory in the country school, but to-day every highest aspiration of music for the soul can go to the smallest school in any country community.

"It was a beastly day on which I stepped from the train at a lonely station in Idaho whose postmark was on the letters I received from time to time. I found that I was eight miles from the one-room school I sought. When I asked the liveryman if he would drive me out in the country he replied, 'Not on your life.' But when I spoke the name of the teaeher, he said, 'I'd not go out there in this mud to save your life, but I'll try it to carry a friend from the outside world to see Annie Pike Greenwood.'

"Here was a little woman, a graduate of a university, a writer of poems for the 'Century Magazine,' who had corresponded with Riehard Watson Gilder, teaching the little sehool in a far away district when her husband was fencing the pesky rabbits from the raneh whose crops they had entirely eaten the year before.

Left to Right—Emanuel Blout, Mrs. Blout, Mrs. T. E. Swann and Mr. Swann After a Dip

I shall never forget how my heart sank as I got the first glimpse of that shanty sehool house on the plains in whieh was Annie Pike, the valedietorian and poet of the university a few short years ago!

The Victrola in the Desert School

"As we approached we heard Tetrazzini singing, and then Caruso. I had talked about the wonders of the Victrola. I had even written of its glory, but it had been an artificial appreciation until I heard in that little Idaho shanty of a school house a $60 Vietrola which had been purehased from the proeeeds of eountry entertainments. One evening every week and every Sunday afternoon that little sehool room was filled with people of all elasses, with men, women and children who came for the rhythm, for the melody, for the harmony of the masters.

"There is a fine new sehool house there now, and babies are in the Greenwood home. The rabbits have retreated to new ranehes, and there are good erops, better markets and better priees and Annie Pike Greenwood is not teaehing any more, but she is a community leader all the same, and new records are eontinually eoming to that Vietrola. Prosperity and joy reign all about them.

"But not every community has an Annie Pike Greenwood to arrange entertainments for the purchase of a $60 instrument, and I have personally seen instruments eosting less than $25 in a seore of rural sehools on the plains of North Dakota, as they are all over this broad land.

"Not every school has as yet any eommunity leader to purchase even a $25 instrument, but I have in a single half day gone with Professor Farrington, of the Cedar Falls, Ia., State Normal College, as he carried his little Vietrola to five different country schools with one lone reeord made on purpose for him with one stanza eaeh of 'Old Blaek Joe' and several other attraetive songs from the jolly to the patriotic and devout. And after the Victrola had given them one of these stanzas he would have the school sing it with the Victrola, and then he would have some ehild stand beside the instrument and sing. Twenty minutes in a country sehool was glory enough, and every week Professor Farrington or one of his music students goes to a series of sehools, thanks to the possibilities of the automobile. Ordinarily the visit is longer than was ours.

Appreciation of the Artists

"But there are not normal schools enough to eover all rural sehools, and not every faeulty has an available automobile, so as in the case of Professor Beach, of the Emporia, Kan., State Normal School, they loan instruments and reeords for a week or more and send them and receive them baek by pareel post. Sometime someone will have the genius to paint a word pieture of the message of hope and cheer, of beauty and glory that has eome to the world in rhythm, in melody, in masterpieces through the Victrola. I have heard Madam Schumann-Heink and Tetrazzini sing when fabulous priees have been paid. I have seen Tetrazzini called before the curtain again and again. But the ovation was not a faint suspicion of the greeting she daily receives from ten thousand schools where she will eontinue to sing to millions yet unborn.

"About 1632 the officials of Massaehusetts built a highway out West, and in due time reported that a highway had been built eight miles to the bluffs midway between the upper and lower falls on the Charles River, 'which is as far West as a highway will ever be needed.'

"In 1856—sixty years ago—the seventh prineipal meridian was loeated. The United States Government employed an expert eivil engineer, a young Harvard graduate, to run a line west on the fortieth parallel from the Missouri River into Kansas as far as civilization would ever go, and in the archives of Washington is his report that he had surveyed west from the Missouri River on the fortieth parallel

F. R. Kessnick and Miss Florence Briscoe, of the Corley Co.

about 100 miles 'whieh is as far west as civilization will ever go.'

Fixing New Educational Limits

"The chief mission of Boston, Harvard and kindred spirits of the East has been to set a limit beyond whieh the privileges of edueation should not go. For generations reading, writing and arithmetie were as far as the edueational highway was allowed to go. Little by little the prineipal meridian scholastically was earried farther and farther away from the traditions of the fathers, but no advance has been made without the most vigorous attempt to prevent the extension of opportunities.

"Only a little while ago did any publie school pretend to give the privileges of musie. At first it was by rote and then by note, but this teaching was only for those who had an ear for music; nothing was allowed in the sehool room exeept devotional hymns mostly in the long meter. Only recently were gospel hymns allowed in any sehool anywhere. Most of us can remember when ehurehes even would allow no musieal instrument to aeeompany the worship of song. Until very recently it never entered into the heart of man to have children in sehool hear any music other than that whieh they themselves can sing.

"The great American desert is made to do more than to blossom as a rose. Great Lakes, Great Dam Lakes, feed to the parched desert as needed the stored waters of the winter mountain. There is to-day a great desert waste barren of all appreeiation of the masters in music, but this need not be in the future if from the reservoir of the reeords of all the masters of to-day there can be the Vietrola in every sehool room in Ameriea, the instrument through which these records can eaptivate, faseinate, thrill and

inspire, the children of every school in America.

"I yield to no one in my appreciation of the rural mail service, and of the rural telephone, but I place above either and above both of them in the service for God and humanity the possibilities of the instrument which will ever more thrill country life with the richest music of the greatest masters."

World Famous Artists Entertain Jobbers

With a galaxy of artists of international fame, declared to be the greatest ever gathered together for any one concert of either public or private character, with a brilliant audience of talking machine men and their ladies that became madly enthusiastic with the appearance of each new artist on the platform, and with a program that was decidedly well balanced and calculated to bring out the selections with which the audience were most familiar as associated with the records made by the various singers and instrumentalists, the Complimentary Concert given by Victor artists to the National Association of Talking Machine Jobbers in the Rose Hall at the Hotel Traymore on Wednesday night was not only the star feature of this, and for that matter, of preceding conventions, but was a musical event of unusual interest and importance.

Every artist appeared to be in a joyous frame of mind and each gave the best that was in him or her, the program being so arranged that each artist had two or three numbers, so diversified

Reinald Werrenrath

as to offer a fairly large range in music, ranging from opera selections to the lighter ballads and folk songs. Neither the brilliant array of musical talent or their generous work will soon be forgotten by those privileged to attend the concert.

The program opened with the overture "Mignon," played by the Victor Orchestra, under the direction of Walter B. Rogers, with Rosario Bourdon as associate director. The full orchestra was present and played brilliantly.

After the overture came the Orpheus Quartet, consisting of J. S. MacDonald, first tenor; Reinald Werrenrath, baritone; Lambert Murphy, second tenor, and William Hooley, bass, four singers who needed no introduction to the jobbers. The quartet sang with the true darky swing intended by the composer, Will Marion Cook's delightful number, "Swing Along," and followed it with a stirring rendition of the famous and popular "Stein Song."

Next in order came the Good Night Quartet from "Martha," sung by Miss Olive Kline, soprano; Miss Sophie Braslau, contralto; Lambert Murphy, tenor, and Reinald Werrenrath, baritone, in a manner that aroused the audience to great enthusiasm. The same quartet, augmented with the other singers of the Victor Opera Company, next sang the familiar, but welcome, waltz from "Faust."

The appearance of Efrem Zimbalist, the noted violinist, was greeted with a volume of applause that stopped proceedings temporarily, and the applause was renewed after his wonderful playing of the three selections assigned to him

John McCormack

on the program, namely: "Harlequin's Serenade," the Andantino from the Second Sonata, Op. 42, of Max Reger, and a brilliant Polish dance of his own composition.

The next artist was Emilio de Gogorza, the famous baritone, who gave a magnificent rendering of "Oh, Promise of a Joy Divine," from "Le Roi de Lahore"; the old English ballad, "Drink to Me Only With Thine Eyes," and the popular Spanish "La Paloma."

The enthusiasm of the audience was again aroused with the appearance of Alma Gluck, one of the greatest of our contraltos, who had for her share of the program Handel's "Oh, Sleep! Why Dost Thou Leave Me?" from "Semele"; "Sing Me to Sleep," with violin obligato, by Mr. Zimbalist, and her famous song, especially in Victor record form, "Carry Me Back to Old Virginny," with the support of a male quartet in the chorus.

The final, but, not by any means, the least im-

Efrem Zimbalist

portant, of the artists, was the famous Irish tenor, John McCormack, who, after the tremendous ovation had subsided and he was able to proceed, sang the Prize Song from the "Die Meistersinger"; a delightful little Viennese folk song, "The Old Refrain," with music composed by Fritz Kreisler, and lastly, "Larboard Watch," as a duet, with Mr. Werrenrath.

The wonderful entertainment of the evening came to a close with the singing of a medley of patriotic airs by the Victor Opera Company, with the "Star Spangled Banner" as the final

Emilio de Gogorza

selection, bringing the audience to its feet in a last round of applause and cheers.

At the conclusion of the program James F. Bowers, in behalf of the association, expressed the deep appreciation of that body of the treat given them by the artists, which expression was backed by a rising vote of thanks.

The several artists were, later in the evening, the guests of Louis F. Geissler at dinner at the Hotel Shelburne, at which some members of the audience and Victor officials were present.

ACCESSORY MEN AT CONVENTION

Makers of Cabinets, Booths and Other Products Mingle with the Jobbers

As is usually the case at the convention of the jobbers, the makers of accessories were considerably in evidence, although there were few exhibits at the hotel. Among those seen about the lobbies during the convention were E. H. Lansing, the maker of the khaki covers for talking machines; Ross Douglas, of the National Toy Co., manufacturer of Ragtime Rastus, the "Wireless Pup" and other novelties for the talking machine; Clement Beecroft and Albert E. Long, representing the Long Cabinet Co., who displayed several newer styles of cabinets in their room; S. O. Wade, of Wade & Wade, Chicago, manufacturers of fibre needle cutters, special oils for talking machines and other accessories, Daniel E. Williams, the veteran representative of the Udell Works, Indianapolis, and H. Allen Dalley, sales manager, and Mr. Drum, representing the Unit Construction Co., makers of Unico booths, Philadelphia, Pa.

EXECUTIVE COMMITTEE MEETS

Jobbers' Executives to Confer with Victor Officials—Decide to Affiliate with Chamber of Commerce of U. S. and Appoint Committee

At a meeting of the new executive committee it was decided that the committee go to the Victor factory on Friday to confer with the officials of that company regarding a number of matters of mutual interest and importance.

Following the suggestion made at the annual banquet by L. F. Geissler that the association become affiliated with the Chamber of of the United States it was decided by the executive committee to take such action and twelve members of the association were appointed to secure individual memberships in the Chamber. The twelve members were: E. C. Rauth, Geo. E. Mickel, W. H. Reynalds, J. C. Roush, Perry B. Whitsit, James E. Bowers, Andrew J. McCarthy, Wm. Schmelzer, J. N. Blackman, L. C. Wiswell, R. Wurlitzer, H. A. Winkelman.

BANQUET OF THE JOBBERS' ASSOCIATION

Never in the history of the Jobbers' Association has there ever been a banquet that quite compared in attendance, entertainment and general arrangements with that held on Tuesday evening at the Traymore, which represented the big social event of the convention.

Not the least interesting feature was the appearance of James F. Bowers in his regular role of toastmaster, with his fund of Celtic wit bubbling out in practically every sentence.

The speakers of the evening included Louis F. Geissler, general manager of the Victor Talking Machine Co.; Hon. Edward F. Trefz, of the Chamber of Commerce of the United States; Edwin C. Rauth, the newly elected president; Andrew G. McCarthy, the retiring president of the association, and J. Raymond Bill, of the Talking Machine World.

In his address, as the first speaker, Mr. Geissler told of the wonderful development of the Victor business and of the optimistic outlook for the future and said:

Louis F. Geissler on Victor Expansion

"Mr. President, Mr. Toastmaster, Ladies and Gentlemen—I am again grateful for the honor and pleasure afforded by your kind invitation to another meeting with your association and our friends of the talking machine industry.

"Your conventions are indeed an exceptionally genial gathering of friends rather than competitors; I doubt if there be another national business organization wherein a feeling of such fine fellowship—such general interest and comradeship exists as does within this body of Victor distributers who comprise the National Association of Talking Machine Jobbers of America.

"For years your annual meetings have been looked forward to by your members with anticipatory pleasure—your affairs and relations as between yourselves and with our company have been so tranquil—confidence so complete and mutual, that little of frictional purport has ever darkened the horizon or threatened the harmony of our meetings and conferences; for this the Victor Co. has striven and to the maintenance of this delightful condition our distributers have contributed until this policy of real family intimacy and trust has been created.

"It is our hope that the behavior of our company in its future dealings with your membership will be such as to perpetuate this enviable relationship.

"Your meetings have been honored socially and advantaged by a good attendance and a lively interest upon the part of the ladies of your families—God bless them—what a prosy lot of fellows we would appear on these occasions without them. The debt that we owe them we gratefully acknowledge—they are the incentive for our noblest impulses and greatest ambitions—their intelligent interest in our business affairs, their intuitively good advice in times of crisis, their encouragement and solace in adversity, every real man applauds and we of the talking machine industry are blessed with women who have come up and through with us from the days of smaller and less pretentious things, through the days of experiment, doubt and worry in the industry to these days of prosperity and expansion and the enjoyment of your prosperity is all the more complete because of the happy association of your charming wives and daughters with your accomplishments.

"While I yield to no man any greater respect for the ladies than I possess and, have tried to express, I am not entirely oblivious of the traits of some very importunate business women and at this point a story recently read may be apropos just to show my male friends present what they have missed:

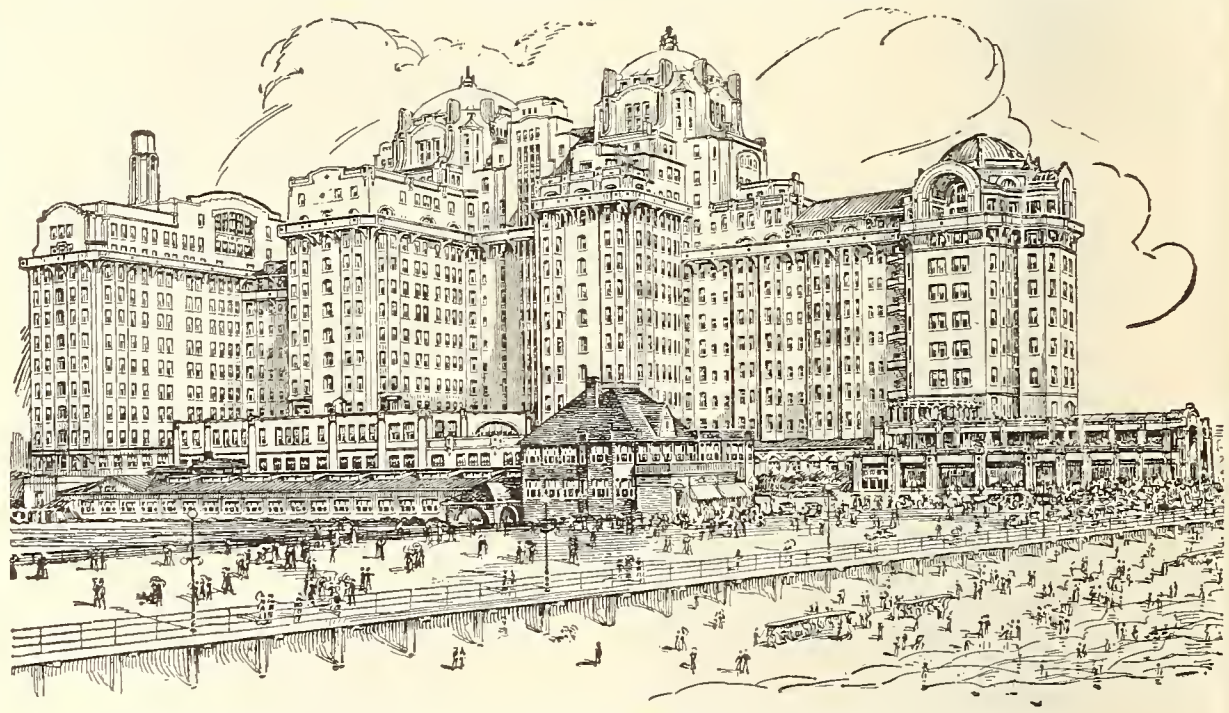
"John D. Rockefeller's friends say that he tells this most frequently: It is the story about the man whose wife had him bluffed and who was obliged to do her bidding. One night she chased him under the bed. He persisted in peeking out from under to see what she was up to. In harsh tones she bade him quit his peeking. Summoning all the courage at his command he declared: 'So long as I've the spirit of a real man, I'll take a little peek!'

"If I have less to say to you all to-night than has been my wont upon similar occasions, it is because to-morrow I hope, the Victor Co. is to have the pleasure of this audience at our program of business talks, whereat more technical affairs will be dealt with and in which we hope your business instincts and acumen will cause you to be much interested.

"The evening concert will assemble such an array of world renowned talent as is possible only for the Victor Co. to gather.

"The artists who are present to entertain you responded to the invitation to appear at your convention with such unfeigned pleasure and with such an exhibition of appreciation for what you have done and are doing for them that the compliment is all the prettier and more enjoyable.

"I will close my remarks by extending to you all, on behalf of the Victor Co., the warmest invitation to be in attendance at our Victor Day at Camden and Philadelphia on Thursday."



Hotel Traymore, Atlantic City, Where Convention and Banquet Were Held

Messrs. Clay and Rauth Speak

Following Mr. Geissler came Philip T. Clay, who made a witty address on general subjects, and who gave way to E. C. Rauth, the newly elected president. Mr. Rauth expressed his belief in short speeches and stated that he would follow that rule, which he accordingly did.

Silent Toast to the Late Col. Bill

Before introducing the next speaker, J. Raymond Bill, of the Talking Machine World, Mr. Bowers paid a glowing tribute to his father, the late Col. Edward Lyman Bill, founder and editor of The World, and called for a standing and silent toast to Col. Bill's memory.

J. Raymond Bill's Remarks

"To my mind the true mission of music is to ennoble and uplift, and I doubt if anything has been a greater factor towards accomplishing this result than has the talking machine. Most musical instruments require years of training to play them, not so the talking machine. That is why its appeal has been so universal, because through it music in all its varieties is open to everyone and anyone. It is the one practical instrument that can introduce musical appreciation on a real and nation-wide scale. As far as hurting the other branches of the music trade—that is impossible—for the more that people become familiar with the great musical compositions the more they will want to play and have their children play pianos and other musical instruments. Talking machines are simply the great stepping stones to a realization of how life improves because of the music which is put into it.

"This Jobbers' Association has not only endeavored to raise the national character of our people through musical appreciation, but it has fought to place the music trade on a basis of healthy profits—profits of a standard sort that admit of great constructive service in the vending of musical instruments, and some day when price maintenance has been established, thanks in great measure to the untiring efforts of the association, the rest of the music trade will be loud in its acclamation of the far sighted policy which you gentlemen have adopted.

"The talking machine has not only brought music into the homes of the masses—has not only happily enriched the men who have made the talking machine business their calling, but it has also left an indelible mark of good nature on the men who have been engaged in the work of spreading music broadcast. Surely if music raises a national character, there is a great deal of satisfaction in furthering its cause. Whether we be manufacturers, jobbers, dealers or journalists, we all unite under the inspiration given by good music, and this inspiration is not without its reflection. It shows in the contented smiles of every person here. Look around you and you will easily see that not only is there no discord in good music, but that the social harmony between the vendors of good music is complete."

Speech of Hon. Edward F. Trefz

The final speaker was E. F. Trefz, who talked on "The Relation of the Chamber of Commerce of the United States to the Business Interests of the Country," and gave the jobbers some new ideas of just what the Chamber is and how it operates for the protection of the business man. He said:

"Business for the past few years has been under a sort of theoretical indictment on the part of our government. Business has been looked upon with suspicion. It started with the fight upon the railroads about fifteen years ago, and while doubtless in the process of rehabilitation, recapitalization and readjustment, there have been some abuses in the conduct of those corporations, we believe the railroads of this country, because of their particular advancement over the railroads of all other countries, have given in the increase of taxable wealth far greater value than they can possibly have taken out of society. . . .

"It is not in the passage of a law but in the inculcation of law that society realizes its surest safeguard.

"Of 62,550 laws passed by various States of the Union during a certain period, as compared with less than 18,000 laws passed in Great Britain during the same space of time, over 54,000 of the laws were designed to control or regulate business in some particular. Other nations have a real excuse for believing that the United States is a nation of thieves after such a showing at lawmaking, and in considering the great number of laws we must consider that the Almighty rules the world, even at present, with only ten laws or commandments."

Mr. Trefz stated that China had the laugh on every other nation of the world, for through the thousands of years she had preserved her integrity and avoided the disintegration that has been the lot of other nations, because of the fact that there is a lack of an abundance of laws. Chinese children are taught only two laws, he stated, one being not to lie and the other not to steal.

Business Men Now a Unit

In coming directly to the work of the Chamber of Commerce Mr. Trefz said that up to the time of the formation of the Chamber, labor and other organizations could lift their voices on national questions as a unit and with power and effect, while the business men could only protest as representatives of special trades and industries and with the accepted appearance of having some ulterior motive against the interests of other business men. Through the Chamber of Commerce, however, the business men of the country can now make themselves heard and respected, for the Chamber includes in its memberships 740 organizations with over 600,000 business men enrolled. He stated that during the past four years the Chamber had sent out about sixteen referenda on national questions in order to get an expression from its members, with the result, in the case of the referendum on the question of laws for the maintenance of retail prices, that the vote was practically seven-eighths in favor of such legislation, with only a two-thirds vote required to put the Chamber on record in favor or against a project.

In closing Mr. Trefz warned the diners that the country was about to pass through its most trying times, not excepting the Civil War period, for with the ending of the war abroad we would be left without a friend and with the other nations joining against us in trade development. Under such conditions the American business man will need all the aid he can get from the Government without being pestered by too many laws, and the National Chamber of Commerce will endeavor to secure that support.

L. F. Geissler's Recommendation

At the conclusion of Mr. Trefz's address General Manager Geissler arose for the second time and strongly advised that the National Association of Talking Machine Jobbers become a member of the Chamber of Commerce of the United States. The Victor Co., as an individual house, has been affiliated with the Chamber for a number of years.

The toastmaster then read a telegram from J. B. Spillane, editor of The Talking Machine World, extending best wishes to the convention and regretting his inability to be present.

Mr. Bowers here made his noted reference to the fact that midnight is the shank of the evening at Atlantic City and thus ended the program, except for the hours of dancing that followed.

The entertainment offered both during and after the dinner was of the unusual sort and was presented by record artists of reputation, who sang the popular songs of the day with a vim. The entertainers included Billy Murray, Arthur Collins, Henry Burr, John Meyer, Byron G. Harlan, Albert Campbell and Vess Ossman, with Theodore Morse, the composer, at the piano.

In all ways the banquet was a notable one, and owing to perfect arrangements, it went off without a hitch.

BANQUET OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS AT HOTEL TRAYMORE

Speakers' Table—Left to Right: H. A. Winkelman, Wm. J. Staats, E. C. Rauth, Hon. Ed. F. Trefz, Andrew J. McCarthy, Louis F. Geissler, James F. Bowers, Philip T. Clay and J. Raymond Bill

ENJOYABLE TRIP TO THE VICTOR FACTORY AT CAMDEN

Special Train Takes Jobbers and Their Families from Atlantic City to Camden—Luncheon Served in New Administration Building—Theatre Party, Supper and Dance in Evening

The last event of the greatest of all jobbers' conventions was the entertainment provided by the Victor Talking Machine Co., in Camden, on Thursday. The details of carrying the jobbers to the factory from Atlantic City was attended to in true Victor style. Tags were provided for baggage which was sent direct to the Bellevue-Stratford Hotel, Philadelphia, where reservations were made for all the jobbers and their families. At 11 o'clock the entire party took a special train from Atlantic City, arriving in Camden at noon and proceeding at once to the new Administration Building. The change from the breeze-swept boardwalk upon the ocean front to the hot streets of the city was a severe and sudden one, but during an elaborate luncheon served in the cool Auditorium on the eighth floor of the Administration Building, most of the conventionists managed to get back to normal.

Immediately after luncheon the visitors were divided into squads of ten and under the capable guidance of members of the office force, who were qualified to give full and interesting information regarding all the processes observed, and were conducted through many of the most important departments of the factory; through the motor departments, the wonderful machine shops and finally through the immense cabinet factory which, even with its acres of floor space, and 5,500 employes, has been unable to keep up with the demands for the Victrola. Every detail was carefully explained.

At the conclusion of the tour of the factories, the parties returned to the Administration Building, where automobiles were waiting to carry them to the Bellevue-Stratford Hotel, Philadelphia, where each member of the party found a room assigned to him as a guest of the Victor Co.

In the evening the jobbers were entertained by the Victor Co. at a theatre party at Keith's Theatre, where a fine vaudeville bill, interspersed with topical bits aimed at the guests, was enjoyed. The party then returned to the Bellevue-Stratford to enjoy an elaborate after-theatre supper, followed by a dance lasting into the wee sma' hours, held in the Rose and North Garden on the roof of the hotel. It was cool there and this helped in part to make the conventionists forget the heat throughout the day.

On Friday morning there was a general exodus of jobbers to their homes in all sections of the United States, and even Hawaii.

THOSE PRESENT AT THE CONVENTION AND THE BANQUET

Those who registered at convention headquarters included: Gately-Haire Co., Albany, N. Y., J. L. Gately and wife; Elyea-Austell Co., Atlanta, Ga., C. L. Elyea and wife; Talking Machine Co. of Texas, Austin, Tex., T. E. Swann and wife; Cohen & Hughes, Inc., Baltimore, Md., I. Son Cohen and wife, Miss E. Cohen, Charles Jacob and Miss Lowenstein; E. F. Droop & Son, Baltimore, Md., W. C. Roberts; H. R. Eisenbrandt Sons, Baltimore, Md., W. A. Eisenbrandt; Andrews Music House Co., Bangor, Me., M. H. Andrews and W. T. Jordan; Talking Machine Co., Birmingham, Ala., A. R. Boone; Oliver Ditson Co., Boston, Mass., H. A. Winkelman and wife; M. Steinert & Sons Co., Boston, Mass., H. L. Royer and wife.

American Talking Machine Co., Brooklyn, N. Y., R. H. Morris and W. H. Barker; G. T. Williams Co., Brooklyn, G. T. Williams; Neal, Clark & Neal Co., Buffalo, N. Y., W. J. Buehl and wife and O. L. Neal and wife and B. E. Neal; Lyon & Healy, Chicago, L. C. Wiswell, L. V. B. Ridgeway, J. E. Bowers and wife, Mark Healy, W. Roache and R. Smith; Talking Machine Co., Chicago, G. P. Ellis, R. Keith, W. Lockridge and R. Griffith.

Rudolph Wurlitzer Co., Cincinnati, Rudolph Wurlitzer; Rudolph Wurlitzer Co., Chicago, Fred Siemon; Eclipse Musical Co., Cleveland, O., T. H. Towell, P. J. Towell, C. K. Bennett, Ethel Volk and C. Maresh; Perry B. Whitsit Co., Columbus, O., Perry B. Whitsit and wife; W. H. Buescher & Sons Co., Cleveland, O., F. W. Buescher, W. H. Buescher, J. Buescher and F. Smith.

Sanger Bros., Dallas Tex., L. Burchfield, E. Sanger; Knight-Campbell Music Co., Denver, Col., C. H. Arbenz; Mickel Bros. Co., Des Moines, Ia., W. P. Deal; Grinnell Bros., Detroit, Mich., A. A. Grinnell, C. H. Grinnell, G. F. Martin; Elmira Arms Co., Elmira, N. Y., J. W. Butts; Thomas Goggan & Bros., Galveston, Tex., George N. Copely and wife; W. D. Adams, Honolulu, H. I.; Stewart Talking Machine Co., Indianapolis, Ind., Geo. E. Stewart; Florida Talking Machine Co., Jacksonville, Fla., W. M. Dunham, J. J. Logan and wife; George B. Peck Dry Goods Co., Kansas City, Mo., J. F. Ditsell and wife; Schmelzer Arms Co., Kansas City, Mo., C. J. Schmelzer, A. A. Trostler, Miss E. Trostler; Ross P. Curtice Co., Lincoln, Neb., Ross P. Curtiee.

O. K. Houck Piano Co., Memphis, Tenn., J. F. Houck; Badger Talking Machine Co., Milwaukee, Wis., H. Goldsmith; Beckwith & Neill Co., Minneapolis, Minn., E. F. O'Neill and wife; Reynalds Music House, Mobile, Ala., W. H. Reynalds; Price Talking Machine Co., Newark, N. J., M. J. Price and wife, H. S. Price and wife; Philip Werlein, Ltd., New Orleans, La., Parham Werlein; H. Norton, New Haven Conn.; Blackman Talking Machine Co., New York, J. N. Blackman and wife, F. P. Oliver and wife; Emanuel Blout, New York, E. Blout and wife, C. B. Riddle and wife; C. Bruno & Sons, Inc., New York, C. F. Bruno, E. G. Evans; I. Davega, Jr., Inc., New York, I. Davega and wife, Byron R. Forster; S. B. Davega Co., New York, S. B. Davega and D. E. Levey and wife.

Charles H. Ditson & Co., New York, P. E. W. Carlson; J. B. Greenhut Co., New York, N. Goldfinger and wife; Landay Bros., Inc., New York, Max Landay and James Landay; Musical Instrument Sales Co., New York, C. A. Wagner and C. R. Wagner; New York Talking Machine Co., New York; R. W. Morey; Ormes, Inc., New York, Henry E. Smith; Silas E. Pearsall Co., New York, Thomas F. Green and wife; John Wanamaker, New York, L. J. Gerson and wife, A. Russell and wife, I. I. Gerson, H. B. Bertine, George E. Tanner and wife; Nebraska Cycle Co., Omaha, Neb., Geo. E. Mickel.

A. Hospe Co., Omaha, Neb., A. Hospe; Putnam-Page Co., Inc., Peoria, Ill., F. H. Putnam and Roy Page; Louis Buehn, Philadelphia, Pa.; Lit Bros, Philadelphia, Pa., A. A. Sternberger; Penn Phonograph Co., Philadelphia, Pa., Henry Miller and wife, T. W. Barnhill and wife; the Talking Machine Co., Philadelphia, Pa., Henry A. Ellis and wife; W. F. Frederick Piano Co., Pittsburgh, Pa., French Nestor, M. Max, D. Gara and G. S. Hards; H. A. Weymann & Son, Inc., Philadelphia, Pa., A. G. Weymann and wife, W. A. Weymann and wife, H. W. Weymann and wife, G. W. Carroll and wife, G. W. Huver and wife.

C. C. Mellor Co., Pittsburgh, Pa., J. Fisher, T. T. Evans and W. C. Dierks; Standard Talking Machine Co., Pittsburgh, Pa., J. C. Roush, L. L. Roush, L. C. Mountcastle, Marie Lightner; Cressy & Allen, Inc., Portland, Me., C. R. Cressey, C. B. Snow, R. L. Wentworth; J. Samuels & Bros., Providence, R. I., J. R. Fales; the Corley Co., Richmond, Va., J. G. Corley, F. W. Corley, F. R. Kessnich, H. C. Lukhard and Florence Biscoe.

Sherman, Clay & Co., San Francisco, Cal., A. G. McCarthy, Philip T. Clay; W. Gus Haenschen, St. Louis, Mo.; Koerber-Brenner Co., St. Louis, Mo., E. C. Rauth, R. F. Ott and wife; W. J. Dyer & Bros., St. Paul, Minn., Geo. A. Mairs; W. D. Andrews Co., Syracuse, N. Y., R. L. Andrews; the Whitney & Currier Co., Toledo, O., W. H. Parmenter; F. G. Loeffler, Union Hill, N. J.; R. C. Rogers Co., Washington, D. C., R. C. Rogers and wife; E. F. Droop & Sons Co., Washington, D. C., Carl A. Droop and C. L. Howser; Frederick Loeser & Co., Brooklyn, E. Paul Hamilton and wife.

LADIES ENJOY THEATRE PARTY

Auto Trip Postponed on Account of Rain But Ladies See Good Vaudeville Show

Owing to rain the automobile trip arranged for the entertainment of the ladies on Monday afternoon was cancelled, and through quick action, blocks of seats were secured at Keith's Theatre, where about fifty ladies saw a vaudeville show headed by Billie Taylor and Stella Mayhew, and including Sunshine and Tempest, as guests of the Victor Co. The ladies making up the party included:

Miss F. Biscoe, Richmond, Va.; Mrs. R. C. Rogers, Washington, D. C.; Mrs. H. L. Rogers, Baltimore, Md.; Mrs. H. A. Ellis, Philadelphia, Pa.; Mrs. John F. Ditzel, Kansas City, Mo.; Mrs. E. F. O'Neill, Minneapolis, Minn.; Mrs. M. G. Price, Newark, N. J.; Mrs. H. S. Priee, Brooklyn, N. Y.; Mrs. J. N. Blackman, East Orange, N. J.; Mrs. F. P. Oliver, Brooklyn; Mrs. I. Davega, New York; Mrs. N. Goldfinger, New York; Mrs. T. F. Green, New Rochelle, N. Y.; Mrs. L. J. Gerson, New York; Mrs. T. W. Barnhill, Philadelphia, Pa.; Mrs. H. P. Miller, Philadelphia, Pa.; Mrs. J. L. Gately, Albany, N. Y.; Mrs. I. S. Cohen and Miss Cohen, Baltimore, Md.; Mrs. H. A. Winkelman, Boston, Mass.; Mrs. O. L. Neill, Buffalo, N. Y.; Mrs. James F. Bowers, Chicago, Ill.; Mrs. P. B. Whitsit, Columbus, O.; Mrs. G. H. Copley, Galveston, Tex.; Miss Lightner, Pittsburgh; Mrs. F. K. Dolbeer, Miss Edna Dolbeer, Miss Ruth Dolbeer, Moorestown, N. J.

AUTO RIDE FOR THE LADIES

Taken on Tour of Atlantic City and Suburbs on Tuesday Afternoon

The automobile trip for the ladies, which was scheduled for Monday afternoon but postponed on account of rain, was given on Tuesday afternoon while the jobbers were in session. The ladies, to the number of forty or more, in ten

Start of Ladies' Auto Trip

cars toured Atlantic City and suburbs for an hour or more before returning to the hotel. Lester Burehfield and Parham Werlein did the honors in Chesterfieldian fashion.

PERCY S. FOSTER A VISITOR

Among those interested in the doings of the Talking Machine Jobbers' Association was Percy S. Foster, secretary of the National Association of Piano Merchants, with which organization several of the jobbers are affiliated. Mr. Foster with Mrs. Foster came to Atlantic City with the close of the piano conventions in New York on June 24 and have been here ever since.

GRIST FROM THE JOBBERS' CONVENTION MILL

Although the convention opened officially on Monday, a majority of the delegates arrived in Atlantic City on Sunday to take advantage of the extra day as a sort of holiday, and some of them even showed up on Saturday, because they knew there was a good time awaiting them and they wanted to get all the enjoyment possible out of it.

The interest aroused by the educational features of the convention program was emphasized by the delegations that represented certain of the jobbers. As many as six representatives of a single house was not an unusual number, the managers bringing their associates and assistants in order that they might gather as much information as possible regarding the Victor line to aid them in the development of the business.

The ladies as usual were very much in evidence for the jobbers' convention is noted for its resemblance to a big family party. While their men folk were in session the ladies were liberally entertained, being given a theatre party at Keith's on Monday afternoon and a trip around Atlantic City in automobiles on Tuesday. In addition they enjoyed the bathing in the morning, and passed the midnight hour with gay parties in the evening.

The banquet menu contained the startling information that with the Aiguillettes de Sea Bass Bonne Femme there would be served "Saturn" in place of the usual sauterne. This may have been the reason why some of those present declared that they later discovered several new planets in the midnight sky.

Realizing the inclination of the jobbers and their friends to burst into song at the slightest excuse, those in charge of the preparation of the program wisely devoted seven of its twelve pages to the printing of the words of a number of the popular songs, on the theory perhaps that when the jobbers were singing they might as well sing them properly.

A feature of the program which particularly appealed to the talking machine men was the opportunity offered to met personally a large number of prominent artists whose records they have been handling from various periods. Not only did such stars as McCormack, De-Gogorza, Werrenrath, Zimbalist and Alma Gluck appear in person before the jobbers, but the singers and players of popular songs, such as Campbell, Burr, Collins and Harlan, Teddy Morse, Billy Murray were also present in the flesh, to prove how really good they could sing.

Some few of the conventionists—a very few—did not seize the opportunity for mingling with the briny, but that fact did not keep them off the beach at bathing time, for some of the costumes of the women bathers reminded one of the heavy dressing of the Ziegfeld Follies, and proved a decided attraction.

Sunday night bathing was a feature of this year's convention. Many were parading on the Boardwalk and got caught in a good gallon-sized rain storm, which added to the sundry cash accounts of bushelmen. P. S.—What is a bushelman? Ask Louis Buehn, he don't know.

Conversation drifted to sharks at one stage of the game, for only recently two bathers off the Jersey coast were killed by them. This did not stop many from getting wet, although the good swimmers were not seen beyond the line of breakers.

It goes without saying that two men were very much missed—the late Col. Edward Lyman Bill, and O. K. Houck, who is convalescing from a serious illness.

A question puzzles those interested in sea food, and that is why so many distributers take clam broth for breakfast? Clam broth as a food is a fine drink, its action being of a lateral cut type.

Henry Winkelman, Oliver Ditson Co., Boston—Henry, as everyone calls him—is living on a farm in Acton, Mass., where the activities of such things as cabbage, turnip, lettuce, watermelon, beet, parsnip, potato, mean much. Or it might be termed: The action of vegetables at Henry's Acton farm.

The Traymore management might have made a hit by serving finger bowls with turntables, for it was particularly noticeable that empty cabinet finger bowls were not used by anyone—not one—except ———. "What I know about finger bowls," by E. G. Evans.

Talking about speed records, the Bruno party from New York motored down to the Traymore is five and one-half hours, running time, the distance being 150 miles, or an average of about twenty-eight miles the hour, which is traveling. Chas. F. Bruno, in whose Pierce-Arrow car the party journeyed, and E. G. Evans, the Bruno Victor representative, alternated in driving and at a few stages of the run the speedometer registered "60."

W. H. Reynalds, from Mobile, was unable to get in touch with his headquarters owing to the hurricane, but eventually landed a wire through. At this writing he wasn't able to discover if any damage was done to his property.

Monday morning loomed dark and cloudy, the chief topic of conversation being about the German submarine that came through from Germany with a cargo of dyestuffs. John L. Gately, president of the Gately-Haire Co., Albany, N. Y., ventured the opinion that it was more difficult to kill Chinamen with automobile than to cross the ocean in a submarine. He has tried and he knows.

Although the submarine landed at Baltimore, I. Son Cohen, of Cohen & Hughes, protested that he had nothing to do with it, and as evidence, offered the fact that he registered Sunday night. "All my submarines go out through the shipping room," added Mr. Cohen.

Although the convention this year was held at the Hotel Traymore, one of Atlantic City's newest and most palatial hostelries, a number of the jobbers and their families did not forego a visit to the old headquarters at the Chalfonte, where the convention was held for several years. The quietness of the lobby at that hotel was quite in contrast to the excitement rampant at the Traymore.

Was the "Angel Chorus" present? You can just bet it was, in full voice and under competent leadership. In the various resorts along the Boardwalk and at the banquet the chorus had plenty of opportunity to tell just what they thought of certain members of the association, all of it good.

One of the committeemen who came in for high praise was A. A. Trostler of the Schmelzer Arms Co., who as chairman of the arrangements committee, laid the plans for the convention. That the program went off without a hitch was proof of the thought and care that had been given to its preparation, and Mr. Trostler and his associates on the committee were deserving of all the commendation that came their way.

The motto of the conventioners traveling from the West on the special was "Down with liquor," and the result was that when the train reached the convention city there were left only six bottles of White Rock, a couple of bottles of ginger ale and a half bottle of cocktails. And Sunday is dry at Atlantic City.

The publicity bureau of the Hotel Traymore is a busy place with the result that the jobbers got more advertising in the daily papers than has been the case at any previous convention. The fact that grand opera artists of international fame were to sing for the jobbers at the banquet and at the recital on Wednesday evening, through the courtesy of the Victor Co., was made the basis of some excellent publicity stuff that appeared in several of the New York, Philadelphia and Atlantic City papers.

Coming with the rain on Monday were Max Landay and James Landay, of New York, who added rays of sunshine to the conventioners.

"Safety First" came in for a great deal of discussion, this movement being one of prime interest to the guests.

The charter members of the Ancient and Effervescent Order of the Yellow Dog were all present, although Big Mastiff O. K. Houck was missing. A meeting was held in the kennel.

Plus a bunch of new expressions and a new (?) pair of white pants, Thos. F. Green, general manager of the Silas E. Pearsall Co., New York, was about the corridors, main floor, basement and mezzanine.

Genial Frank K. Dolbeer, the host of hosts, welcomed everyone in his usual cheery manner and no one was overlooked in the good things.

Sure there was a honeymoon couple at the convention. Just before leaving for Atlantic City, R. E. W. Carlson, manager of the Victrola department of the Chas. H. Ditson Co., New York, married Miss Judith Kerberg, of that city, and brought her to the convention with him.

In the midst of the convention festivities Roy Keith, W. Lockridge and Wm. Griffith, of the Chicago Talking Machine Co., answered duty's call and left for the training camp at Plattsburgh, N. Y., to take a month's course in military instruction. They got a great send off from the jobbers.

The first peek of sunshine since Sunday served to brighten things on Tuesday morning, with the result that there was a grand rush for the bathing beaches by all hands. Bathing in the rain did not appear to have much charm for the majority of the conventioners who wanted something to warm them when they came from the water.

The reports of a man-eating shark which has killed two men within the past fortnight near Jersey beaches, did not appear to worry the talking machine men who took their dips in the briny early and often. As one thin jobber remarked the shark would only grab him if he needed a toothpick after eating a fat man.

The Western delegation to the convention displayed their usual penchant of traveling in style by coming to Atlantic City in a special car attached to the Manhattan Limited, one of the best trains over the Pennsylvania line. The Westerners left Chicago on Saturday morning and arrived in Atlantic City Sunday in plenty of time to be present at the begin-

(*Continued on page 50d*)

GRIST FROM THE JOBBERS' CONVENTION MILL—(Continued from page 50c)

ning of things. Those who came from Chicago included Jas. F. Bowers, secretary, Marquette A. Healy, vice-president and general manager, and L. C. Wiswell, manager of the talking machine department, W. C. Roche and L. V. B. Ridgeway, Lyon & Healy; Roy J. Keith and Geo. P. Ellis, of the Chicago Talking Machine Co.; A. Hospe, of A. Hospe & Co., Omaha; Lester Burchfield, of Sanger Bros., Dallas, Tex.; Mr. and Mrs. S. O. Wade, of Wade & Wade, Chicago; G. A. Mairs, of W. J. Dyer & Bro., St. Paul; Fred A. Siemon, of the Rudolph Wurlitzer Co., Chicago; G. F. Ruez and S. Goldsmith, of the Badger Talking Machine Co., Milwaukee; E. C. Rauth, of the Koerber-Brenner Co., St. Louis, and Roy Page and F. H. Putnam, Putnam-Page Co., Peoria, Ill.; Parman Werlein, of Philip Werlein, Ltd., New Orleans, La.

When the train reached Pittsburgh another special talking machine men's car was attached, containing Dan J. Nolan, of the May Co., Cleveland; T. H. and P. J. Towell, of the Eclipse Musical Co., Cleveland; I. H. Buescher, F. W. Buescher, W. H. Buescher and Grant Smith, of the W. H. Buescher Co., of Cleveland; J. C. Roush, C. A. Bruce and L. C. Mountcastle, of the Standard Talking Machine Co., Pittsburgh; W. F. Frederick, F. Nestor and G. S. Hards, of the W. F. Frederick Piano Co.; J.Fischer, E. F. Evans and W. C. Dierks, of the C. C. Mellor Co., Pittsburgh; Mr. and Mrs. Max, of the Kaufmann Bros., Department Store, Pittsburgh. It was a gay party that rolled in from the West to Atlantic City.

ANNOUNCE FIRST OUTING

John Y. Shepard, chairman of the entertainment committee of The Talking Machine Men, has announced that the first outing of this association will be held on August 16, at Rye Beach. Carry-alls will convey dealers and their friends to this beach at 10 a. m. and 2 p. m. Invitations are being sent out to the dealers and a large attendance is expected.

BATTING OVER .990

in the

VICTOR RECORD LEAGUE

Our Infield Covers

Western Pennsylvania
Eastern Ohio *and*
West Virginia

We have signed up a Complete Stock

RECORDS

That are most popular
That are hard to get
That are seldom called for

"Come Clean From Pittsburgh"

If you send your order to the

Standard Talking Machine Co.

"Exclusively Victor—Wholesale Only"

PITTSBURGH

MAKE US PROVE IT

"STANDARD SERVICE IS STANDARD SERVICE"

"STANDARD SERVICE IS STANDARD SERVICE"

PROVES THE WORLD'S SUPREMACY

Only Full and Complete Report of Convention Proceedings Found in This Issue of the Official Journal of the Trade

The absolute and unqualified supremacy of The Talking Machine World in the handling of all news features connected with the talking machine trade has never been more clearly demonstrated than in connection with the convention at Atlantic City. Reaching its readers on regular schedule, The World will be found to contain the only full and complete report of the convention proceedings from the opening session to the closing entertainment, livened with a series of characteristic snap-shots, taken especially for this paper—a full report of the happenings that will reach the desks of the convention delegates, in many cases, before they themselves return to their homes.

The first complete program of the convention proceedings, the first advertisement, designed by The World copy department, and the only complete report of the convention, simply reflects World service during a decade and more. That is why The World is the only recognized talking machine paper, is read by thousands the world over, and was referred to by President McCarthy in his official report as "the official journal of our trade."

ELECT OFFICERS IN MINNEAPOLIS

At the annual dinner and meeting of the Associated Talking Machine Dealers of Minneapolis, held on June 17, Archie Matheis, of the Talking Machine Co., was elected president; D. C. Prestion, of the L. S. Dolandson Co., vice-president, and Blanche I. Saunders, of the Metropolitan Music Co., secretary-treasurer.

PATHEPHONE DISTRIBUTERS' CO.

The Pathephone Distributers' Co., of New York, Inc., was granted a certificate of incorporation on Saturday by the Secretary of State, Albany, N. Y., to engage in the talking machine and musical instrument business. This concern, which will act as a distributer of the products of the Pathé Frères Phonograph Co., New York, has a capital of $50,000, and the incorporators are H. A., E. I. and L. Ricca, New York. The concern takes over the Peerless Phonograph Co.

The baseball nines representing the G. T. Williams Co., Brooklyn, N. Y., and the Blackman Talking Machine Co., New York, Victor distributers, met in a "battle royal" Saturday on a diamond at Avenue H and Ocean avenue, Brooklyn, N. Y., and the G. T. Williams Co. emerged victorious, being on the long end of an 18 to 16 score.

SCHLOSS BROTHERS
CABINETMATCH
NEW YORK

VEECO

The Electric Drive of Supremacy for Talking Machines

Manufacturers and Dealers write to

VICTOR Electrical Equipment Company

248 Boylston St. Boston, Mass.

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FOR PIANOS, TALKING MACHINES, ETC. SEND COPY FOR PRICES. SKETCHES FREE.
GLOBE DECALCOMANIE CO.
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The talking machine dealer who misses the business that is coming in under the Columbia trade mark is missing a liberal and growing share of a mighty good thing.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

STEINWAY TO HANDLE CLAYOLA

Branch Stores of Steinway & Sons to Carry New Talking Machine

CINCINNATI, O., July 8.—R. E. Wells, general manager of the Middle West store of Steinway & Sons, while in the East last week closed arrangements whereby all the Steinway stores in this territory will handle a new talking machine which is known as the "Clayola." The stores to handle this machine are located in Cincinnati, Columbus, Dayton, Indianapolis and Louisville. It is also understood that N. Stetson & Co. in Philadelphia, will carry the "Clayola."

This new machine contains many new improvements and perfections which were developed by George Clay Cox, of the house of J. W. Martin & Bro., Rochester, N. Y., well-known piano concern, which incidentally has handled the Steinway piano for a number of years. The "Clayola" will be marketed in a number of finishes and styles, electrically operated to retail at $150 up.

* * * *

In connection with the above announcement, it was also mentioned that Steinway & Sons, New York, would handle the "Clayola." This statement, however, has been definitely denied at Steinway Hall, there being no thought in the minds of the Steinway directorate regarding the installation of any talking machine at the Steinway headquarters in this city.

JACK WELKER WITH I. EACUTT

Jack Welker, formerly of the wholesale department of Lyon & Healy, is manager of the Victor agency recently opened on East Sixty-third street, Chicago, by I. Eacutt.

RECORDION
Trade Mark

Five Sizes

Ten Designs

Complete or Cabinets Only

List Prices

$20.00 to $200.00

Ask for Booklet and Photos

NOW is the TIME for DEALERS TO APPLY
COLUMBIA Mantel Co.
Leonard and Devoe Streets, Brooklyn, N. Y.
Telephone, Stagg 2726

FILES BANKRUPTCY PETITION

The Albany Edison Diamond Disc Studio, Inc., of Utica, N. Y., has filed a petition in bankruptcy, showing liabilities of $44,000 and assets of $35,000. The concern engaged in retailing talking machines and records.

GRAPHOPHONE SHARES IN THE GLORY

A Columbia graphophone was part of the equipment of the German submarine "Deutschland" which arrived in Baltimore this week after a trip across the Atlantic which will make history. This Columbia machine figured prominently in the day's news, as Capt. Koenig referred to it frequently in his narrative as being well-nigh indispensable to the officers and the crew in their efforts to amuse themselves on their long journey.

SERIES OF HEBREW RECORDS

The Emerson Phonograph Co. will place on the market in the near future a series of Hebrew records of popular Hebrew melodies, with organ accompaniments, by the Rev. Meyer Kenewsky, the well-known Cantor, which will mark a departure from the usual type of moderate-priced record. R. D. Wyckoff, vice-president and general manager of the company is enthusiastic regarding the new Emerson supplements which contain records by several well-known artists, including Henry Burr, Manuel Romaine, Arthur Collins, Sam Ash, the leading tenor of "Rackety Coo;" Grace Nash and others, who sing some of the most popular hits of the day.

SOME STRIKING PUBLICITY

The Victor Co. carried in last week's Saturday Evening Post, one of the finest two-page advertisements which has appeared in this medium for quite some time. The feature of this copy was the fact that only six words were used, these being "A Summer's Night and the Victrola." As the Victor Co. mentioned in a letter accompanying the proof of this advertisement which was sent to each dealer, $12,000 for six words is worth more than passing attention. The illustration for this advertisement was a splendid example of modern printing and lithographic art, for the dancing figures were remarkably true to life and unusually clear and distinct.

NEW STORE IN PORTLAND, ME.

PORTLAND, ME., July 11.—A new talking machine store was added to this city's quota yesterday when Wallace L. Currier opened the doors of his new Phonograph Shop in the Masonic Temple. This store will handle the Edison Diamond Disc line exclusively. Mr. Currier was formerly connected with the M. Steinert & Sons Co, Boston, and Chickering & Sons, Boston, Mass., and is thoroughly familiar with the sales possibilities of the Edison Diamond Disc line.

To Southern Dealers

If you want prompt and accurate service—

If you wish to deal with a distributor who takes PERSONAL interest in YOUR success—

If you want your orders to go where they will be appreciated—

If you want—in short—SATISFACTION—

SEND YOUR ORDERS TO

Reynalds Music House

W. H. REYNALDS, Prop.

Victor Distributors

167 Dauphin Street **MOBILE, ALA.**

Patented March 21, 1916
Patented May 2, 1916
Patented June 20, 1916

Unico E

The Gately-Haire Co.

Unico Service is based upo

Preparedness

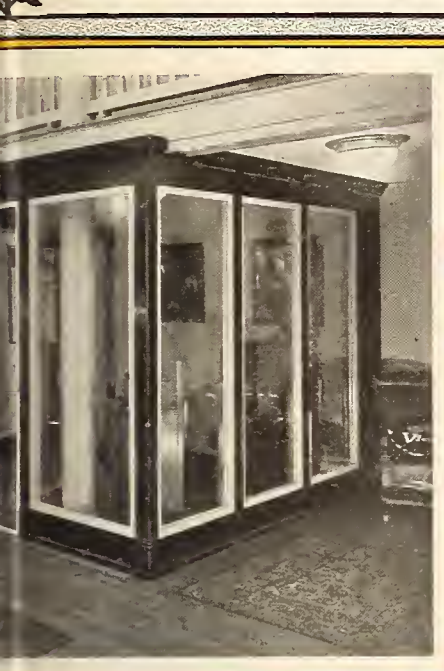
Immense stocks (over 1,000 rooms) make possible
immediate Shipments in Standard Finishes
Three to Ten Day Shipment in Special Finishes
Unico Shipping Service insures safe and quick delivery
Our Planning Bureau will promptly submit suggestions for
Modernizing either your Talking Machine Department or your
Complete Establishment. Unico Rooms can be installed
by any one, but we maintain a thoroughly organized
Installation Department and will include this service when desired.

UNICO DEMONSTRATING ROOM AND
Will insure your Fall a

Wire, Write, Phone
or Call
To-day

THE UNIT CONST
121-131 South 31st Street

Patented
both as to
Construction and Design



quipment
Albany, N. Y.
Preparedness plus Experience

Experience

Twenty years Service in the Equipment of the
leading Mercantile Establishments throughout the United States
Production restricted to the Highest Grade Cabinet Fixture work
insures satisfaction as to Design, Execution and Quality of Finish
Hundreds of successful Money Making Departments have been
planned by us and equipped with The Unico System.
This experience enables us to cover any requirement however
large or small and to develop highest Sales Efficiency at
moderate Cost

ECORD EQUIPMENT ORDERED NOW
Holiday Business

JCTION COMPANY
Philadelphia, U. S. A.

Send us rough plan
of your space
To-day

NEW MAGNOLA IMPROVEMENTS

Some Changes of Importance Made in the Latest Magnola Styles of Talking Machines Which Are Essential and Valuable

CHICAGO, ILL., July 11.—The Magnola Talking Machine Co., of this city, which is a subsidiary of the old established piano manufacturing house of the M. Schulz Co., have been having a really excellent demand for their Magnola talking machine and have placed a number of desirable agencies. A change has been made in the Magnola which promises to still further enhance its general excellence both in regard to appearance and tonal quality. The tone deflecting feature of the Magnola has been changed somewhat in design, and the grill work concealing the tone chamber will be done away with and a drop door substituted. When open this door forms a shelf on which records may be placed. It also, it is stated, serves as an auxiliary to the tone deflection system. This change has already been made in the Queen Anne style, a one hundred dollar machine, and will be incorporated in the entire line.

MAKING DISPLAY AT GRAND RAPIDS

The Empire Talking Machine Co. Showing Their Full Line of Talking Machines at the Grand Rapids Furniture Exposition

CHICAGO, ILL., July 10.—The Empire Talking Machine Co. are showing their complete line of models, ranging from $25.00 to $200.00, at the Grand Rapids Furniture Exposition, on the fourth floor of the Klingman building. A sound proof demonstrating room has been installed and shows off the models to splendid advantage and enables the salesmen to demonstrate their splendid tone quality in a way that is winning unstinted praise from the dealers who have visited the exhibition. A great many new accounts have been opened up with high-class dealers during the present fall season.

H. C. Shea, formerly sales manager of the Pathephone Co., of Detroit, is in charge of the Empire exhibition at Grand Rapids during the furniture exhibition, and at the close of the exhibition, August 1st, will take charge of the Empire sales in Chicago and adjacent territory. Mr. Shea is thoroughly posted on all phases of the talking machine business and will be in position to give Empire dealers splendid service and assistance.

The Empire catalog is well on the way and will be mailed to dealers during the present month, and it promises to be an innovation in talking machine catalogs. In addition there will be a very attractive, sixteen page booklet, illustrating all Empire models in natural colors and telling a heart interest story entitled "Dorothy Decides." These booklets will be furnished to Empire dealers in quantities so that they can send them out to their prospective customers. The Empire window signs are making their appearance on many attractive store fronts throughout the country, while the Empire lantern slides are effective advertising factors.

OPEN MANY NEW ACCOUNTS

ST. LOUIS, MO., July 6.—J. P. Fitzgerald, president of the Mozart Talking Machine Co., 1432 North Twentieth street, states that the company has opened a number of important accounts during the past few weeks which will necessitate a material increase in its output. The Style "A" Mozart machine, a cabinet model, retailing at $55, has been achieving unusual success, the orders for this instrument exceeding all expectations.

BUY YOUR

SAPPHIRE NEEDLES

WHILE PRICES ARE LOW

Prices are advancing rapidly on jewel points, so stock up today. We have a tremendous stock of needles at low prices, and can guarantee immediate delivery.

Supertone supplies are made right and are the ideal needles for securing good music.

Don't delay but write today for prices

Supertone Talking Machine Co.
8 West 20th Street NEW YORK

TIME TO PREPARE

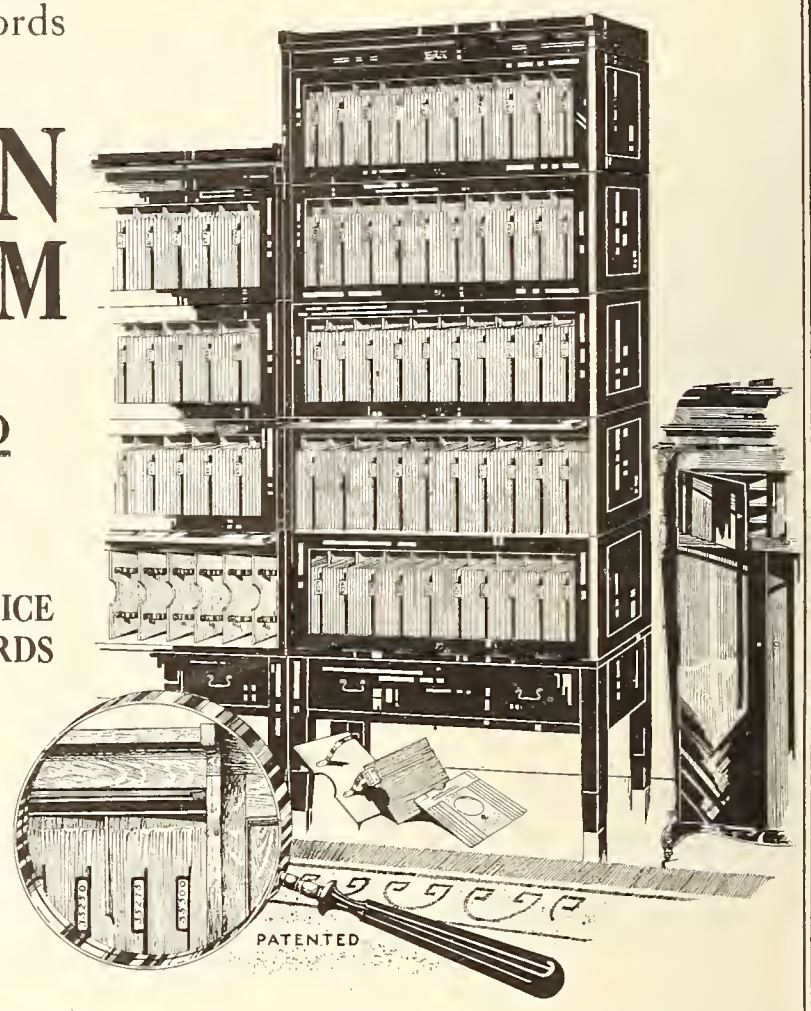
You Are Losing Time, Sales, Money

Unless your Records are filed in the

OGDEN SYSTEM

Which is **GUARANTEED TO YOU** by your jobber

A PATENTED DEVICE FOR FILING RECORDS



Patented Features which Can't be used in any other System. A Modern Method of Filing which shows the selling value of every Record. Prevents warping. *Locates any Record instantly.* Thousands of pleased users.

OGDEN SECTIONAL CABINET CO.
LYNCHBURG, VA.

Model No. 1 for 10" and 12" Records.
Model No. 3 Edison Special.
Model No. 8 for Pathe Records.
Free estimate furnished

MUSIC STORES
MAKE LARGE EXTRA PROFITS
WITH THIS BEAUTIFUL

Playerphone
The QUALITY TALKING MACHINE

The Quality Talking Machine

$1000 to $5000 Extra Profits Yearly

Everywhere high-class music stores are handling Playerphones in conjunction with their regular business. People are demanding high-grade cabinet talking machines. There are no finer instruments built than Playerphones, and the Playerphone has the added advantage of playing *all* disc records as well or better than the instruments for which the records were made. The adjustment of the sapphire ball, Jewel point, steel or fiber needle, as the case may be, and just a slight turn of the wonderfully balanced full curve tone arm does it.

Exclusive Features—100% Profit

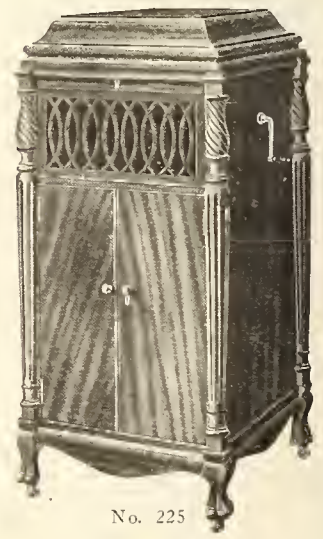
These and many other exclusive features make the Playerphone the most popular talking machine on the market and the easiest to sell. Our terms are so liberal that you make about 100 per cent. profit on every sale, and our time payment plan to you permits you to get your profit without having to tie up any money or incur any risk. From the way most music stores are selling Playerphones, you should make from $1,000 to $5,000 extra profit a year, handling the Playerphone.

The Price is Irresistible

That is another wonderful feature of Playerphones. While they are the utmost in talking machine construction, very highly finished in mahogany or oak, the prices of the seven sizes range from $50 to only $225. Each one of these Playerphones compares with, and in most cases is, mechanically, musically and artistically, better than instruments selling at from $75 to $400.

The complete line of Playerphones is superior in every way. They give you an opportunity for big profit and prestige you can't afford to miss. Come to Chicago and let us demonstrate the Playerphone to you. If you decide to handle our line, your traveling expenses will be refunded. If you can't come, fill out this coupon and mail it *to-day—sure!*

THE PLAYERPHONE TALKING MACHINE CO.
General Office and Show Rooms: **Republic Building, Chicago, Ill.**



No. 225

The Playerphone

Is a beautiful instrument—a cabinet of the best design—a wonderfully finished piece of quality furniture—a drawing card wherever it is shown. People are fascinated with its graceful design, its glorious tone qualities thrill, and its many exclusive mechanical advantages are irresistible. Note this: Nos. 175 and 225 are equipped with an electric motor *without extra charge.*

COUPON

Playerphone Talking Machine Co.
802 Republic Bldg. Chicago, Ill.

Gentlemen: We are interested in your Playerphones and would like full particulars and prices submitted to us at once

Name .....
Address .....R.D.

The Columbia Grafonola 85—the tremendous selling power of the Grafonola 75 plus the great popularity of the Columbia individual record ejector.

(Write for "Music Money" a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

SUCCESS WITH SONORA IN TEXAS

De Loache Phonograph Corp., of Dallas, Tex., Establishes Many High-Class Dealers in That State—Handsome Retail Quarters

DALLAS, TEX., July 5.—One of the most notable successes of the talking machine field in this

Section of Main Floor of De Loache Store

section of the country has been that scored by the De Loache Phonograph Corp., of this city, which was organized about six months ago for the purpose of handling the Sonora phonograph as distributers throughout the State of Texas, and conducting a retail establishment for the sale of the Sonora in this city. The company was incorporated early in the year with a capital stock of $10,000, the incorporators being Ira P. De Loache, who is president of the concern, B. W. Carrington and D. W. Marshall.

Since entering the local field, the new concern has established a number of new high-

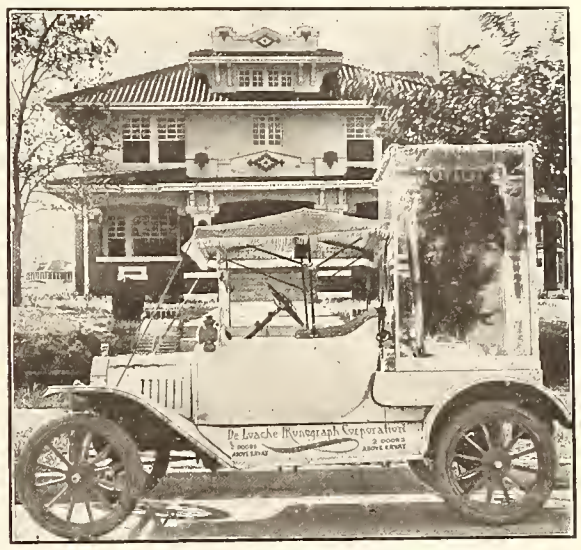
Corner of the Mezzanine Floor

class dealers in many Texas cities and its activities has been limited largely to the amount of stock obtained from the Sonora factory. The line has been featured in a dignified manner befitting its character and an effective publicity has been particularly noticeable in the quality of the retail business that has been developed. For its headquarters in this city, the De Loache Phonograph Corp. occupies a large building running from 1708 Elm street to 1707 Live Oak street, the store being elaborately fitted up to meet the requirements of the business.

On the main floor there are provided a number of soundproof rooms for the demonstration of machines, all finished in white, and there has been fitted up on the mezzanine floor, over the booths, a handsomely furnished reception room, illustrated herewith, where visiting dealers and retail customers may be entertained.

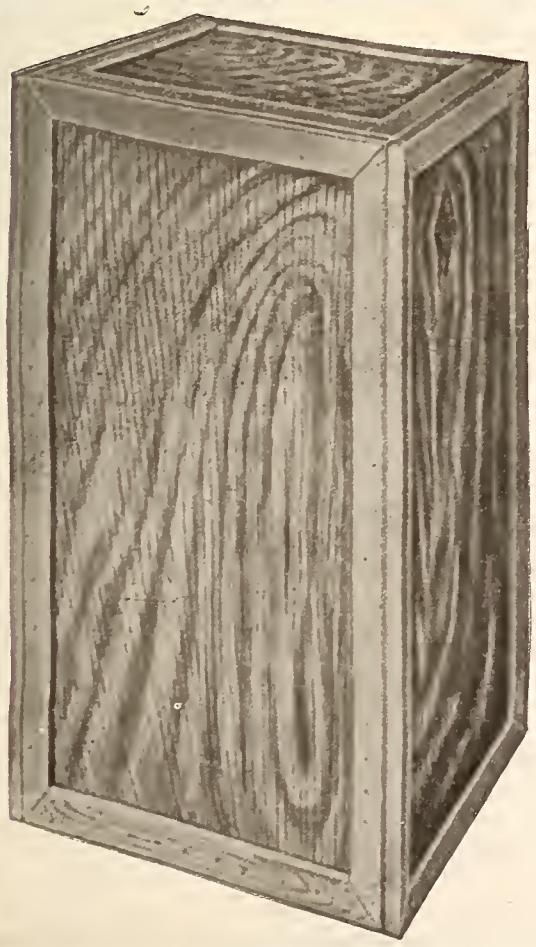
A particularly interesting and original feature of the retail service of the company is the manner in which machines are delivered. A special automobile is provided for the purpose with the permanent square glass case attached to the rear of the body. The case will hold the largest size of Sonora machine and as the instrument is being taken to the home of the customer it makes a very effective advertisement for the company. The automobile is finished in white with the name of the company in gold on the sides, and makes a most imposing appearance.

The De Loache Corporation reports that the bulk of the demand thus far has been for the



The Novel Delivery Auto

higher-priced machines, and that at times it has been difficult to obtain a suitable stock for the more expensive type of instruments.



The Practical Packing Case
for
Talking Machines and Cabinets
is the
Re-enforced Three-Ply Veneer Case

Strength:
Fully equal to 7/8 lumber.

Weight:
About 60 per cent of lumber case.

Tightness:
Sides, Tops and Ends are each one piece, making a practically dust proof and water tight case.

Appearance:
Much neater than any other type of case.

Proof:
The largest manufacturers of talking machines use this case exclusively.

If you will advise sizes of your packing cases, inside dimensions, we will send, without charge, a case to test out. We will consider it a favor to be allowed to send sample.

EMPIRE MANUFACTURING CO.
GOLDSBORO, N. C.

JOHN STEPLER RESIGNS

John Stepler, foreman of the night shift automatic screw machine department of the American Graphophone Co. (Columbia factories), Bridgeport, Conn., resigned from this position last Saturday following the advice of his physician to take a complete rest. As a token of their regard the men of the department met in the parlor of the Howard Avenue Hotel, to which place Mr. Stepler was decoyed, and presented him with a beautiful diamond stick pin.

FULL PAY FOR ENLISTED MEN

WEST ORANGE, N. J., June 26.—Thos. A. Edison, Inc., announced last week that all employes in the works who are enlisted in the National Guard, or who enlist now, will receive full pay during the time that they may be called away for active service, and that their positions will be held open for them until their return.

SCHLOSS BROTHERS CABINETMATCH NEW YORK TRADE MARK

OUR SERVICE COVERS THE COUNTRY

DEALERS EVERYWHERE

find it pays them to use

OUR DEALERS EFFICIENCY AND SALES IDEAS

Small Dealers particularly need our Helping Hand

Are You taking advantage of this Service?

Chicago Talking Machine Company

VICTOR DISTRIBUTORS

12 No. Michigan Ave. Chicago

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager
HENRY S. KINGWILL, Associate

World Office
Consumers' Bldg., 220 South State St., Chicago
Telephone: Wabash 5774

CHICAGO, ILL., July 10.—Although naturally, in connection with the preceding months, June showed something of the falling off due to the intervention of the traditionally dull summer season, it still made a better showing relatively as well in amount of business than last year. Dealers have become so accustomed to the chronic shortage of goods that they are doing everything in their power to keep their stocks up and are also placing advance orders for fall trade earlier than ever. Local jobbers say that June was either the biggest or one of the biggest Junes they ever had, and that July bids fair to make a similar record.

Local retail trade is reported as making an excellent showing considering the season, and all told the situation is one conducive to the much to be desired contented frame of mind.

Ely Covers Chicago Loop

F. F. Dawson resigned a week ago as wholesale "loop" salesman for the Chicago office of the Columbia Graphophone Co., and will engage in another line of business.

C. R. Ely, formerly traveling from the East for the Columbia Co., but who has lately been doing promotion work for this office, will now devote his distinguished talents to boosting Columbia sales and landing new accounts in the downtown business district. Mr. Ely is admirably equipped for the job.

E. A. McMurty, manager of the Kansas City branch of the Columbia Graphophone Co., was in Chicago this week conferring with District Manager Yerkes. He was able to report conditions as excellent in his territory and said that owing to the splendid crop conditions everybody in Kansas was looking for an unusually prosperous and satisfactory fall trade in that State.

E. B. Slidell, manager of the Dallas, Tex., branch of the Columbia Graphophone Co., also spent a few days in Chicago this week. Mr. Slidell has the entire State of Texas under his care and keeps two men busy besides making frequent trips among the dealers himself. With an 81 per cent. normal cotton crop and ten thousand addition acres planted, business should be good in Texas. In fact the last fiscal year was way ahead of any previous one in the history of the Dallas house.

Good Fourth Display

A Wabash avenue piano store had for the patriotic feature of their Victor window a framed copy of a steel engraving of the signing of the Declaration of Independence, and beneath it was this legend: "Write your declaration of musical independence by placing a Victor in your home."

C. T. M. Co.'s "Movie" Service

The Chicago Talking Machine Co. has added another to its many service triumphs for dealers. This concern has had prepared for them a series of specially adaptable and timely motion picture films, fixing the attention of the people who see them upon the wonderful possibilities of the Victrola as the ideal home entertainer, and practically conveying the idea that the store of the dealer using the service furnishes the instrument that will bring the world's greatest artists into the home. These films last just long enough to fix the idea in the minds of the audience in a graphic manner, but are not long enough to weary the beholder. The company call attention to the fact that 13,000,000 people attend movies daily and that every talking machine dealer should cover his part of this tremendous field and take advantage of the unlimited opportunities at his disposal.

The first film is now ready for distribution. Briefly, its scenario is as follows: Start of reel shows a Victrola XVI with doors closed. Doors of record compartment fly open and several records come out of the albums. Records flit across the film and take their position in a row at top of the picture. Records then explode, changing into photographic reproductions of Victor artists, such as Caruso, Gluck, McCormack and Lauder. There are letters to form the following words, which then take their position, one at a time, under the artists' pictures, "The World's Greatest Artists Make Records for the Victrola." Then follows the dealer's name and address.

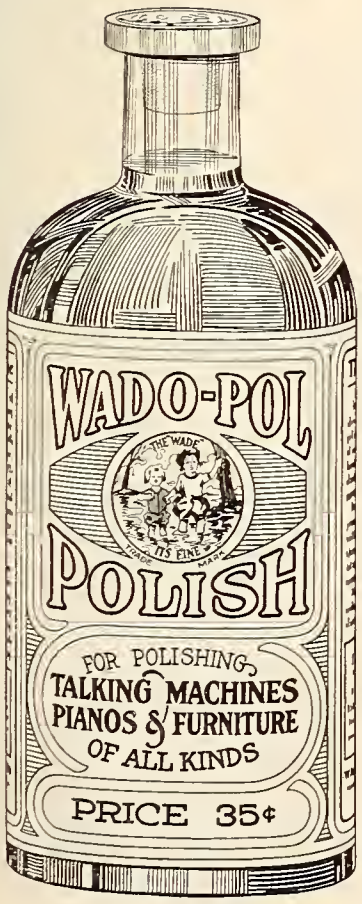
To prepare an individual film of this sort would cost the dealer from $30 to $50, but by contracting for a large number of them the company is able to offer the service for the small sum of $5.50. All that the company asks in order to demonstrate the force of this advertising proposition is that dealers arrange now to exhibit this film at their local motion picture theatre. As said before, a special service has been prepared and as the films are issued from time to time they will all prove just as forceful in attracting attention to Victor goods and to the dealer handling them as the first.

Six Best Sellers

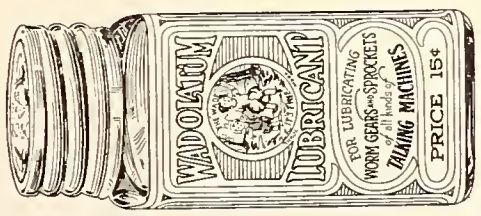
The six best Columbia sellers this month were: "The Murray Walk" and "The Girl on the Magazine"; "Southern Roses" and "Wine, Woman and Song"; "Star Spangled Banner" and "Columbia the Gem of the Ocean"; "Amer-

(Continued on page 59)

Wade & Wade Accessories For Talking Machines



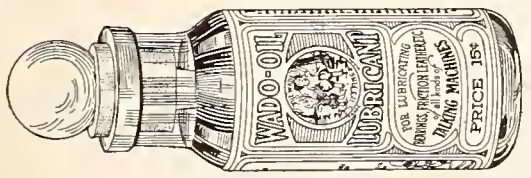
The **Wade Polish** leaves a perfectly dry, hard, glossy finish.



This is the **Grease** for the spur gears and worm gears, and eliminates the gritting and grinding noise.

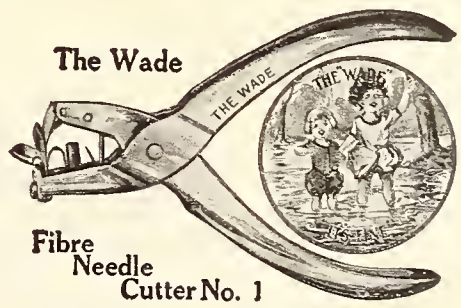
We also manufacture a light grease to be used in spring barrels to prevent the springs from sticking and relcasing irregularly. This grease does not get hard or dry out.

Further information upon application.

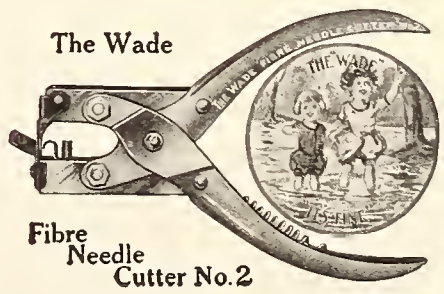


Notice the Patent Dropper

This is the **Oil** for close-fitting bearings on Talking Machines, typewriters, or any other fine machines.



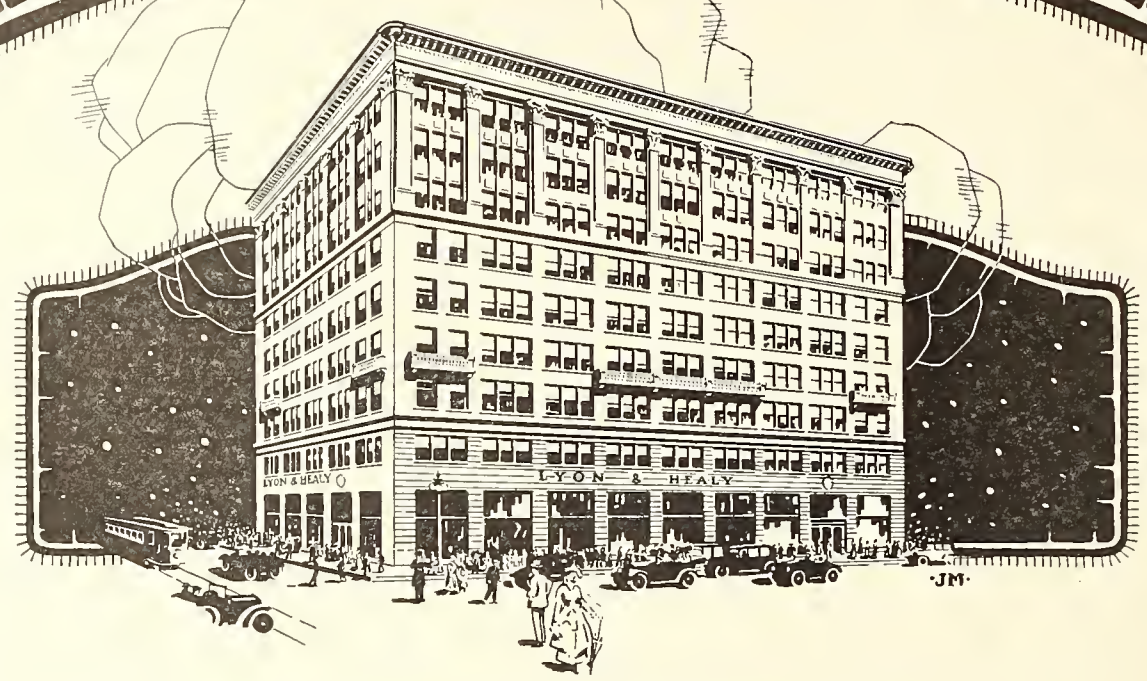
The New Improved No. 1 Wade Fibre Needle Cutter in which the upper and lower blades work parallel to each other.



The No 2 Wade Cutter is still as popular as ever and the demand for them steadily increases.

Get your orders in at once for Wade Accessories
A trial order will convince you that we have the accessories the people want

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



You *get SERVICE* from this

HALF-MILLION RECORD STOCK

Housed in this building is the largest and most accessible jobbing stock of Victor Records in the World!

It is complete.
It is up to date.
It will eliminate back orders for you.

The Service it enables you to give your customers will help you to *dominate* in the Victrola business of your locality.

Our specialty is *speed* in filling orders *complete*. Save freight and express charges by ordering your Victrola supplies, and other musical merchandise from one house and having them all forwarded together.

LYON & HEALY

Victor Record and Victrola Distributors
CHICAGO

This illustration shows a small section of our record stock-room; you can just see the end of the second row of shelves in the picture.

These shelves hold the "live" stock, which is "moving." This supply is kept up constantly. Reserve bins carry the extra supply. This half million stock means complete shipments.

This room was planned so as to assure speedy shipments. All orders are shipped the day they are received.

The records are taken from these shelves by the order fillers, to the packing bench, and are then dropped through the parcel chute direct to auto-trucks, thus quickly starting on their journey to you.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 57)

ica" and "Battle Hymn of the Republic"; "There's a Quaker Down in Quaker Town" and "When It's Springtime in Killarney"; "When You and I Were Young, Maggie" and "Bring Back My Bonnie to Me."

The six best sellers in the Pathé library this month were: "Hello, Hawaii, How Are You?" and "Loading Up the Mandy Lee"; "Hupa Haua Hula Girl" and "Waikiki March"; "O Pardiso," from "L'Africaine," and "Reviens," sung by Lucian Muratore; "Star Spangled Banner" and "Old Folks at Home"; "Evelyn" and "Mon Desir," from "Pom-Pom"; "Wake Up, America" and "Georgia Moon."

In the Victor list the popular records of the red seal type were: "Birds in the Night," by Sophie Braslau; "Non e Ver," by Emilio de Gogorza and the "Nightingale Song" by Alma Gluck. In the rag pieces, "Pom-Pom" with "Honky Tonky"; "Walkin' the Dog" with "Are You Prepared for Summer," and "Arrah Go On, I'm Gonna Go Back to Oregon" with "Oh Joe, With Your Fiddle and Bow," were in the greatest demand.

The popular records for the month in the Edison offerings proved to be "Yaaka Hula Hickey Dula" with "On the Hoko Moko Isle"; "Songs of Other Days, No. 1" with "Songs of Other Days, No. 2"; "Kentucky Babe" with "Swing Along," and "Wake Up, America" with "Played by a Military Band." Two Edison records in German, which have taken especially well this month are: "Der Tyroler und sein Kind" with "Mad'le, ruck, ruck, ruck," sung by Karl Jorn and "Als Bublein klein an der Mutter Brust" with "Der Vogelfanger bin ich ja."

Reed Landis, son of Federal Judge K. M. Landis, formerly connected with the retail department of the Aeolian-Vocalion Co., under O. C. Searles, is now a member of the First Illinois Cavalry on the Mexican border.

Poem to L. & H. Concert Hall

Lyon & Healy announce the close of an interesting contest in connection with selecting a poem to be used on the program of their new concert hall. The prize was offered for the most suitable poem in the opinion of the judge. The editor of "Poetry" acted in this capacity. We are informed that eighty-five poems were submitted and that it was a difficult matter to judge them. Five were selected as especially good and one of these was passed on as the most fitting for use in the hall.

The following poem seems indeed well fitted for the purpose:

IN THE NEW LYON & HEALY CONCERT HALL
By Agnes Lee

Hush! May we not feel their presence? They are here.
Wing upon wing,
The gods are gathering,
Invisible, potential, closing near.

Heart, be a noble amphora, for wine
Of golden sound!
Mind, be a thought profound
To meet their challenge with the countersign.

For us their flashing pennons are unfurled
On Art's high peak,
Hush,—they are going to speak,
The everlasting great who move the world!

The Lyon & Healy concert hall has been an important part of this institution for the past fifteen years. This hall has been crowded daily with music lovers interested in the Victrola and Duo-Art Pianola. The poem is certainly appropriate to these concerts. The hall also will be placed at the disposal of patrons of the institution for concert purposes.

Edison Managers Get Together

On Wednesday afternoon of last week various managers of Edison branches met in Chicago for the purpose of round table discussion. A good deal was said and resolved with a view to further increasing public respect and favor for the Diamond Disc. Among those present as the guests of C. E. Goodwin and the Phonograph Co., of Chicago, were: George Babson, of New York; R. B. Alling, of Detroit; William Schmidt, of Milwaukee, and M. M. Blackman, of Kansas City.

The evening of the same day was devoted to a generous repast served at the Chicago Athletic Club to the concurring Edison managers and the many Edison dealers of Chicago. The gathering took advantage of Mr. Blackman's presence and speaking ability by inducing him to get friendly in what proved to be a very practical and inspiring talk, entitled "Coming Through."

Lewis Back in Chicago

L. L. Lewis has accepted a position as manager of the Cortina language course department, which has just been established in connection with the Grafonola Shop, at 12 North Michigan avenue. Mr. Lewis has recently traveled over the country, establishing agencies for the Cortina system, and is, therefore, thoroughly posted with the line. Some years ago Mr. Lewis successfully conducted the I. C. S. language department at Lyon & Healy; from there he went to Mexico and was for sometime manager of the Edison phonograph interests in that country, and afterwards for four years was manager of the talking machine department in one of the largest mercantile houses in the city of Mexico. He is a most efficient man and Chicago is fortunate in getting his services in teaching languages. The Cortina system, which uses disc records exclusively, has a patriotic feature which Mr. Lewis takes keen pleasure in. He not only has Spanish, French, Italian and German courses, but also an English course calculated to aid new citizens in mastering the language of the country of their adoption.

Personals and Visitors

Roy Keith, of the Chicago Talking Machine Co., spent the Fourth down at Springfield, Ill., with George Cheattle, formerly of the C. T. M. forces, and who now, with his brother and father, conducts the Music Shop at the state capital. On his return Mr. Keith spent a day with Mr. Spaad, manager of the Emerson Piano Co., at Decatur, Ill. They have recently occupied a new store, elaborately fitted up with a fine Victrola department, which has just been placed in charge of G. W. Deetz, formerly advertising manager of the leading Decatur daily paper.

I. C. Parker, manager of the talking machine department of Gimbel's, Milwaukee, was in Chicago this week on his way to attend the convention of the Alexander Hamilton Institute, of which he is one of the lecturers, in Milwaukee.

Open New Store

Arthur Kopp, formerly manager of the Pathé Shop on Wilson avenue, and L. W. Sporlein recently bought the Victor license of A. H. Dannemark, at Wilmette, Ill., and will utilize it in the establishment of the Sheridan Road Music Shop, at 6750 Sheridan Road, Chicago. They will handle Victor records exclusively.

Price Advance on Needle Cutters

S. O. Wade, of Wade & Wade, states that he is having a great deal of trouble in securing steel for the Wade fibre needle cutters and that the big advance in the price of the metal has made it necessary to make a moderate increase in the price of the finished product. Mr. Wade left Saturday with the Chicago bunch for the Talking Machine Jobbers' Convention at Atlantic City. He was wife accompanied.

F. A. Ruger Establishes Chicago Office

F. A. Ruger, who has been for some time with the Acme Die-Casting Corporation, of Brooklyn, N. Y., has been appointed central western representative of that concern and has established an office at 232 South Clark street. Mr. Ruger has on display about 250 die-castings among which are some 50 talking machine tone arms and attachments which will show what can be accomplished for the talking machine maker by the die-casting process. For those who wish to equip their machines with tone arms, sound boxes and other parts of a distinctive type, Mr. Ruger always has new designs on hand which he will gladly submit or in collaboration with the engineering department of his company will work out a design to meet special conditions. Mr. Ruger has already secured a large number of excellent accounts among talking machine manufacturers in Chicago and other cities in this territory.

Provides Soldiers with Victrolas

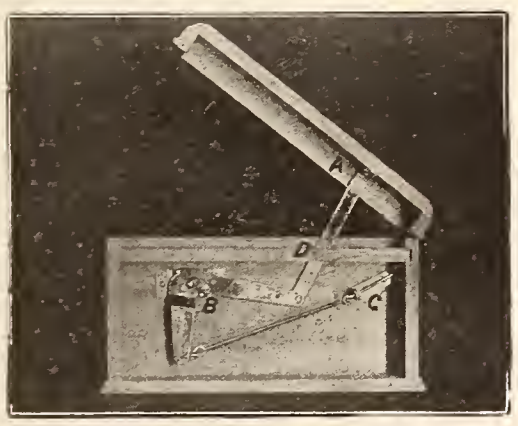
I. A. Eacutt, proprietor of the Woodlawn Talking Machine Shop, 1131 East Sixty-third street, was the first to send a musical instrument to our Mexican-bound soldiery. Mr. Eacutt sent a Victor machine and records to Col. J. B. Sanborn, commander of the First Illinois Infantry. In making the gift, Mr. Eacutt said: "Please accept from us a Victor talking machine with quite a selection of records. We would thank you to forward the same to any of the Chicago regiments. A little music will help to pass many a lonely hour."

"Used" Machines Offered

One of the first offers of "used" talking machines was made this month by one of the large

(*Continued on page* 61)

THE COVER WITHOUT A CATCH



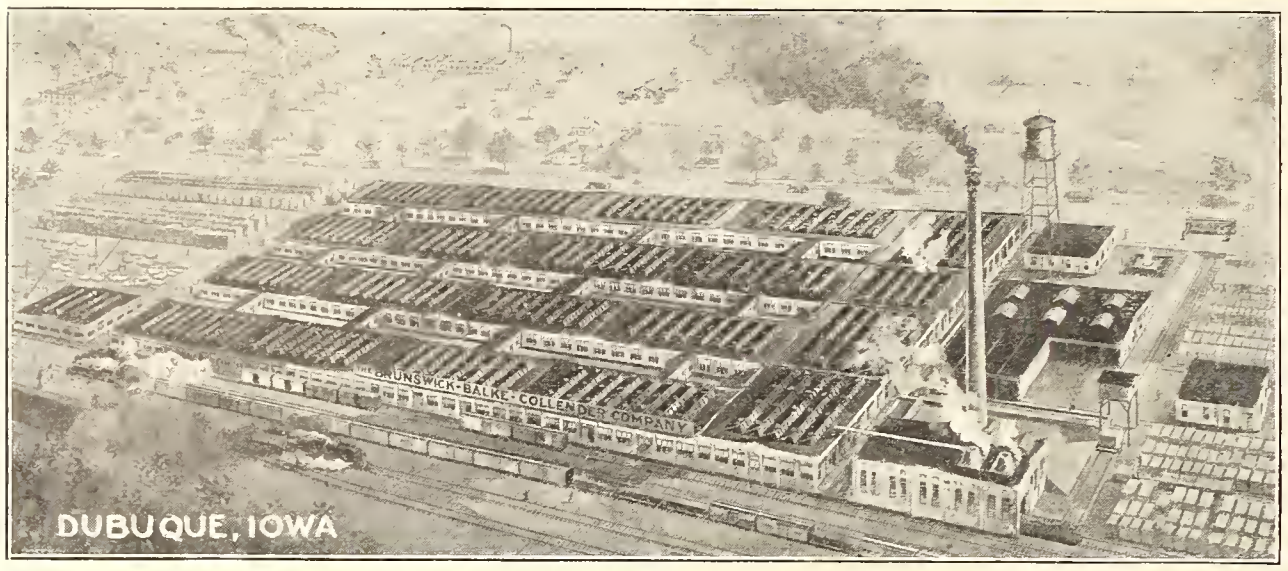
Showing How It Operates

THE COVER THAT NEEDS NO CATCH

IT needs no catch simply because it catches itself. That is, it is self-controlled. Its own weight, reacting upon itself through simple mechanical principles, robs it of its weight. Thus it makes fingers, records and the top itself safe from being shattered by dropping.

Simple, safe and easily applied. An effective talking point and a great feature.

CHICAGO HINGED COVER SUPPORT & BALANCE CO., 144 S. Wabash Ave., CHICAGO



Dealers—Prepare for the New

BRUNSWICK-PATHEPHONE

And Pathé Disc Records

An Epochal Development in the Phonograph Industry

The Brunswick-Balke-Collender Company—for several decades America's master producers of cabinet work—now announce the Brunswick-Pathephone. This new instrument ushers in nine new-day improvements. No rival, we believe, has more than two or three of them. The majority are found on the Brunswick-Pathephone and Pathé disc records exclusively. They include the supreme attainments of the Pathé Frères Company.

The Pathé Frères Company will manufacture the records for the Brunswick-Pathephone. But this great instrument will play not only these exceptional records, but also any other disc records vertical or lateral cut.

The Brunswick-Pathephone introduces prices unknown before on instruments of super-excellence. For remember, it brings not only the supreme achievements in sound reproduction, but also rarest woods, finest cabinet work and unrivaled conveniences.

Mammoth Resources

Brunswick-Pathephones will be manufactured in the great Brunswick-Pathephone factory at Dubuque, Iowa. (See illustration.)

They will be distributed through the 60 Brunswick Branch Houses in all parts of the United States and in Canada.

An ample stock will be carried at each branch—and there is one near your store.

This means that Brunswick Service to dealers will be unrivaled. And the Brunswick Pathephone and Pathé records will be widely advertised in the nation's powerful periodicals.

Behind this enterprise are $15,000,000 and we shall employ these vast resources to make the Brunswick-Pathephone dominate the phonograph field.

Write Us Now

Please don't underestimate the value of immediate action. Our proposition means unequaled expansion for good aggressive dealers everywhere. Write for full details today. Investigation incurs no obligation. Write at once.

The Brunswick-Balke-Collender Co., Dept. 202 623-633 South Wabash Avenue CHICAGO

Empire

—the Machine that Plays any Record

Don't wait another minute; if you have not done so, write us to-day for the most interesting talking machine proposition ever made.

Our big, new, general catalogue is ready; it covers our entire line of Empire Talking Machines, Cabinets, Records and accessories; get your copy.

Every Day, Hundreds of Letters

are coming in, requesting information and details of the Empire selling plan and dealer helps, asking about the

EMPIRE

Is one from you among them? If not, write to-day.

There is prestige, profits and repeat business for an Empire Selling Agency—as an Empire owner is an Empire booster.

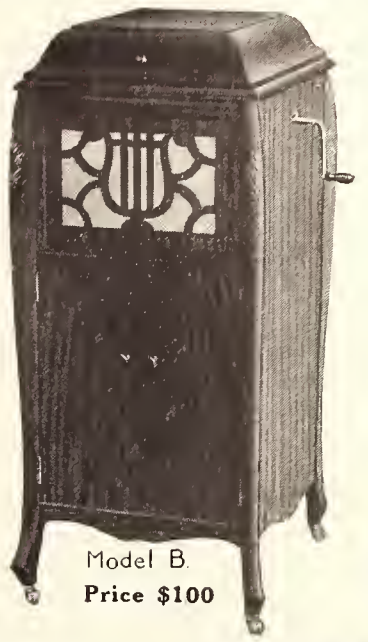
For—

The Empire plays any record.
The Empire is equipped with a Tone Modifier.
The Empire is equipped with an Automatic Stop.
The Empire tonal quality is unexcelled.
The Empire covers have a support without a catch.
The Empire designs are original.
The Empire is supreme in design and finish.

And above all—

The Empire proposition to dealers with the original dealer helps we furnish, makes the Empire Agency invaluable to any live dealer.

Seven sizes to retail at from $200 down to $25.
An Empire for every home—for any purse.



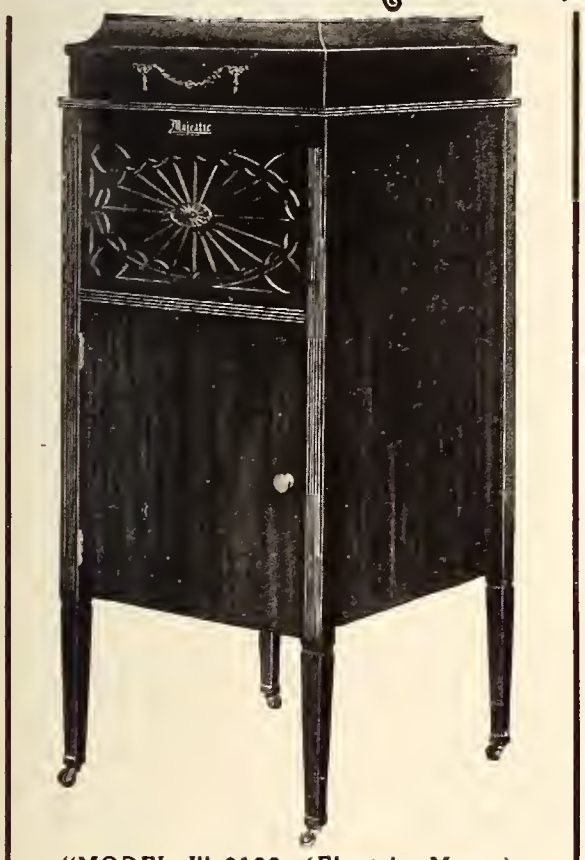
Model B.
Price $100

EMPIRE TALKING MACHINE COMPANY

JOHN H. STEINMETZ, President **429 S. WABASH AVE., CHICAGO, ILL.**

Some valuable jobbing territory still open.

Majestic PHONOGRAPHS



"MODEL J" $100, (Electric Motor)

8 Eight New Patented IMPROVEMENTS 8

affecting every vital part of a Talking Machine and reproduces perfect disc records of all makes.

NATURAL AS LIFE

The Majestic improved features are

No. 1. MAJESTIC REPRODUCER
"Natural as Life"
No. 2. MAJESTIC "SURFACE" SILENCER
eliminates scratching
No. 3. MAJESTIC ADJUSTABLE TONE-ARM
plays any make disc record.
No. 4. MAJESTIC AUTOMATIC-STOP
correct and positive.
No. 5. MAJESTIC MODULATOR
does not choke nor muffle.
No. 6. MAJESTIC DOUBLE & TRIPLE TONE-CHAMBERS
Tone voluminous, not tense.
No. 7. MAJESTIC REVOLVING RECORD FILING SYSTEM
easy to reach.
No. 8. MAJESTIC ELECTRIC MOTORS
adaptable any current.

Prices: $50, $75 Spring Motors $100, $150, $200, Electric Motors

Dealer's territories now being allotted

Built by

Majestic Phonograph Co.

McClure Building 218 S. Wabash Avenue, Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 59)

piano houses on Wabash avenue, which printed an advertisement calling attention to used talking machines as well as used pianos.

To Make Talkers at Elgin

The Elgin, Ill., property of the bankrupt Engelhardt-Seybold Co., has been taken over by the E. P. Johnson Piano Co., of Ottawa, Ill., which is capitalized at $200,000. In addition to the manufacture of pianos and organs the new concern will pay considerable attention to the making of phonographs, which has already been established at the Ottawa plant. The machine is known as the "Artonian" phonograph. The officers of the company are E. P. Johnson, president and manager; William Grote, vice-president; A. M. Johnson, secretary, and Henry Muntz, treasurer. Frank Grote is superintendent.

I. Hirschberg, representing Hallis & Co., a mercantile house of Port Elizabeth, South Africa, was in Chicago last week. He placed a material order for talking machines during his stay here.

Miss O. K. Gressing, who has been identified with the music business in Milwaukee, Wis., for a number of years, died in that city last week. She was a sister of Otto Gressing, who was formerly connected with the talking machine trade and who is now with the Melville Clark Piano Co.

C. Harry Bent, formerly secretary of the Geo. P. Bent Co., and now Western wholesale representative of the Cheney Talking Machine Co., with headquarters at Pasadena, Cal., is in Chicago. He had no announcement to make as to his future plans.

Herbert P. Gibbs, traveler for the Rudolph Wurlitzer Co., was along Piano Row last week, accompanied by the two junior Gibbs's. One is Herbert, Jr., and the other William. They are twins about four years old and are the handsomest pair of kids on Wabash avenue.

H. S. Allen, Victor man of Los Angeles, Cal., was one of the month's visitors to the local trade.

The Music Shop is a new store at Loda, Ill., that is specializing in talking machines.

A. D. Chattelle, music dealer of Warren, Ill., was killed recently by an Illinois Central train while riding in the automobile of a friend, Peter Howe, of Darlington, Wis. The five other occupants of the car died instantly and Mr. Chattelle died on the way to a Freeport, Ill., hospital.

The West Goes East

As the result of the efforts of L. C. Wiswell, of Lyon & Healy, the Western delegates to the convention of the National Talking Machine Jobbers' Association at Atlantic City, were able to make the journey eastward together. Two special cars, occupied exclusively by the talking machine people, were attached to the Manhattan Limited train on the Pennsylvania Railroad which left Chicago last Saturday, arriving at Atlantic City Sunday morning at 9 o'clock. One car, which was carried from Chicago, was occupied entirely by the Chicago and Western contingents, the other car being put on at Pittsburgh for the accommodation of the Smoky Cityites and the Cleveland delegation. A list of those who were in the two cars will be found elsewhere in a detailed story of the trip in this issue of The World.

Off For Plattsburg

The Chicago talking machine and piano trades are going to have quite a representation at the citizen's military training camp at Plattsburg, N. Y. Roy J. Keith is already in New York getting a little of the Talking Machine Jobbers' Convention and will leave from there Tuesday night for Plattsburg. A. M. Lockridge and W. C. Griffith also of the Chicago Talking Machine Co., are also on their way to Plattsburg. Charles Bent, the youngest son of George P. Bent, president of the Geo. P. Bent Co., will spend a month of his vacation between his junior and senior years at the University of Chicago at the Plattsburg training camps. John Mitchell, of the automatic department of Lyon & Healy, leaves to-night, and on the same train goes H. S. Kingwill, of the Chicago branch of the Talking Machine World, who is specially delegated as war correspondent of The Talking Machine World and The Music Trade Review at the front.

"OROTUND" Sound Reproducers

"Orotund" sound-boxes reduce that scratching surface noise and improve the tone of talking machines, playing any record. Write for descriptive circular and quantity prices.

Exclusive Design—Highest Quality

Sample price to dealers—with full equipment for playing any record—$3.50 postpaid.

Terms: cash with order

Combination Attachment Co.

524 Republic Bldg. Chicago, Ill.

For REPAIR PARTS

OF ALL KINDS WRITE ME

at my new location

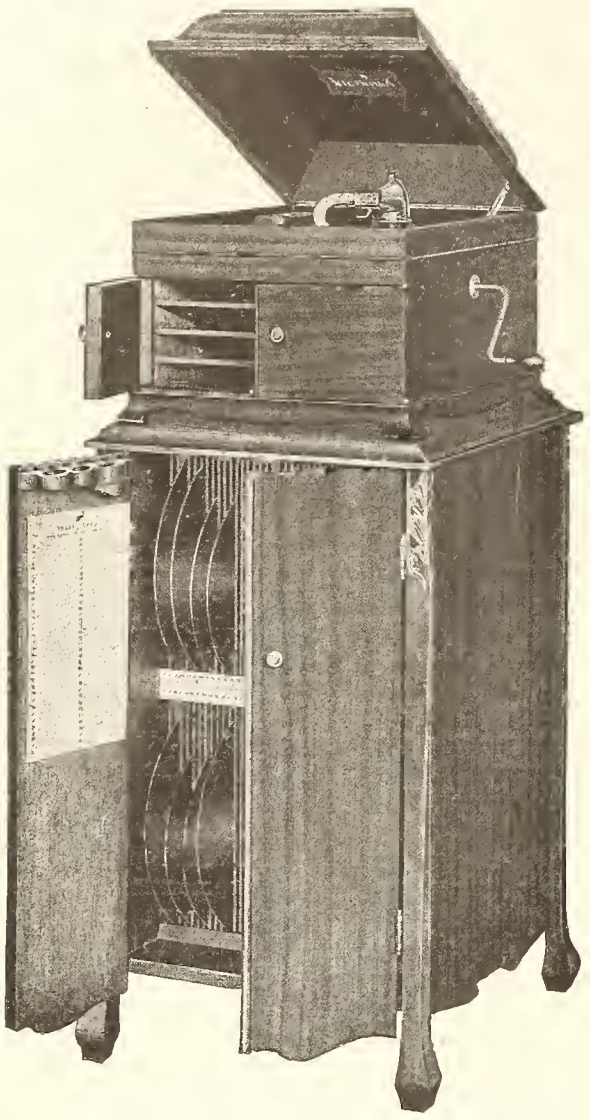
180 North Dearborn St.

CHICAGO

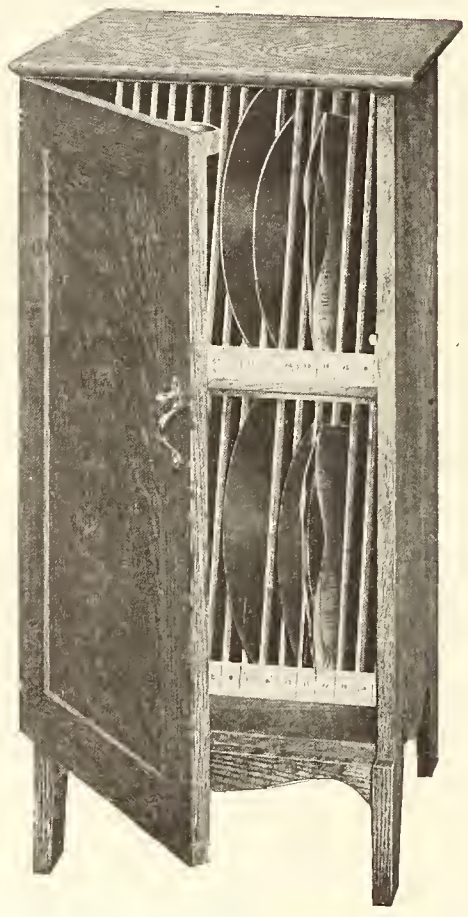
Repair parts bought and sold.
Expert Repairing a Specialty.

Charles Bryan

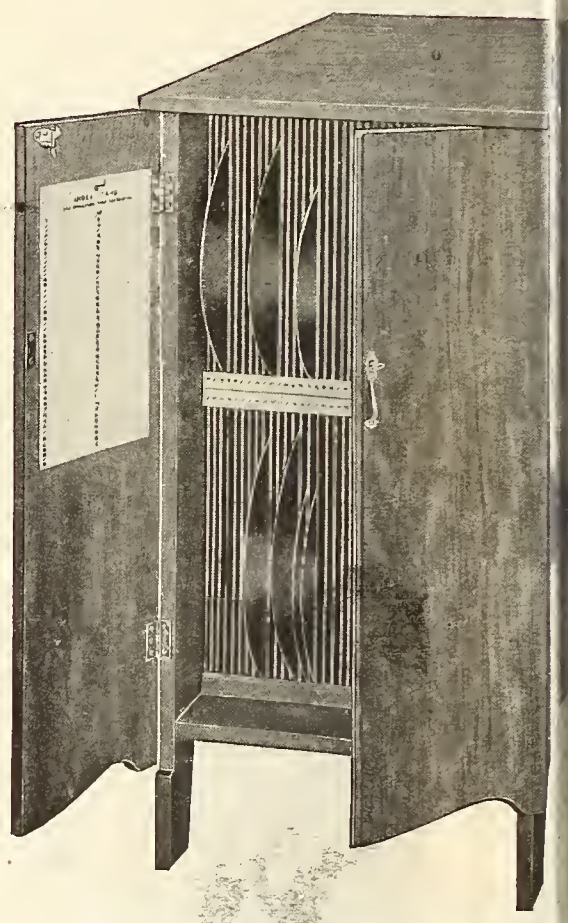
QUICK DELIVERY O



No. 19 with Victor IX. Built to harmonize with machine. Of selected mahogany or oak in any color. Nickel-plated fittings, index system, etc. Felt-lined shelves to prevent injury to 96 records. Wood rack holds 156.



No. 790. Cabinet with Wood Rack Interior. Height 34½ ins.; top, 15¾x15¾ ins. Will hold 112 ten or twelve-inch records. Made in oak or mahogany. Index system, needle holder, etc. Used for small machines generally.



No. 787. Size, 35 ins. high; top, 21¾x18½ Holds 90 records in felt-lined shelves, or 15 wood rack. Finished in any color. Popular Sonora and other dealers.

AN additional new building and new machinery that together will increase the output of Salter Cabinets by 100% has just been completed by this company.

It means that for the first time in many years we will be able to keep pace with our orders.

It means that you can secure almost immediate delivery on any one of the many different styles that we make.

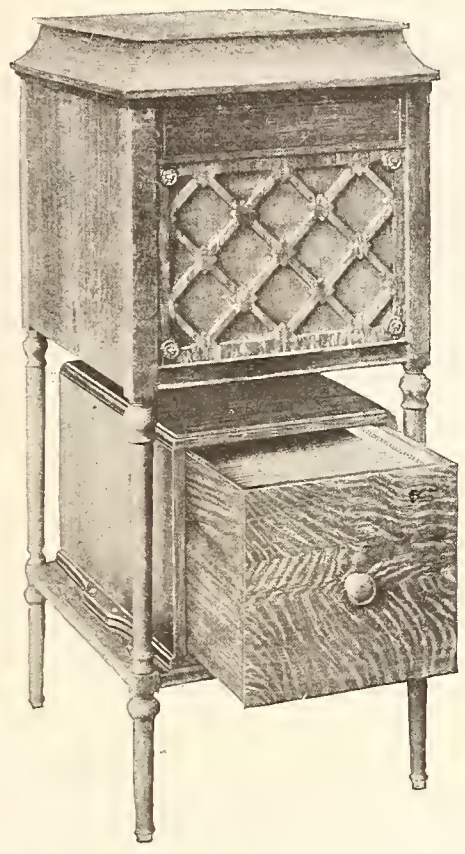
From now on, in addition to Salter Quality, Salter Practicality and the moderate Salter Price you can get *delivery!*

THE SALTE

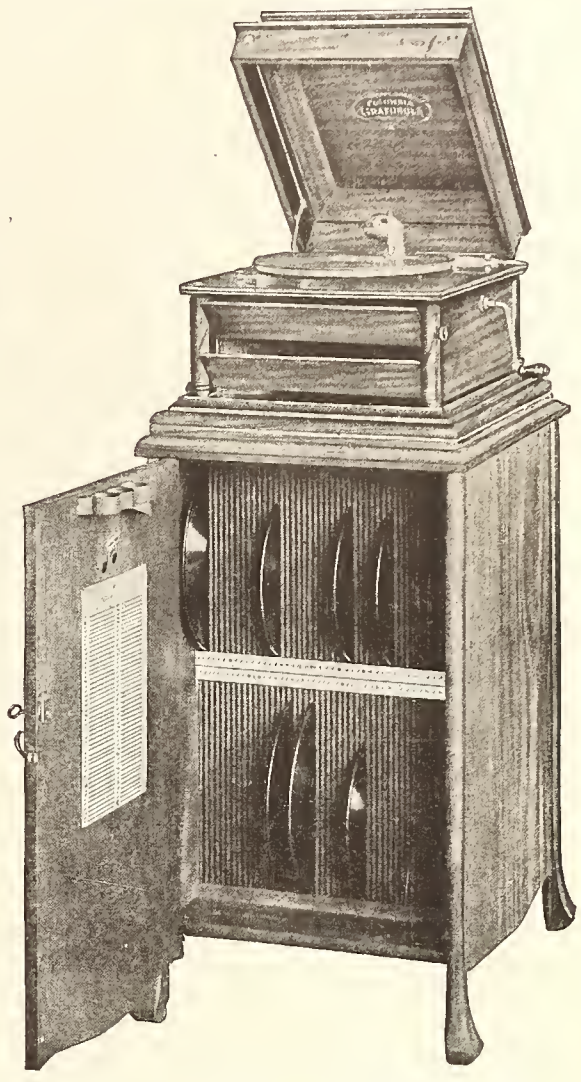
Originators of Felt-Lined Cabinets

ALTER CABINETS

No. 166. Height, 30 ins.; top, 25x20 ins. Records can be laid on front when open. Felt-lined compartments hold 52 records. Wood rack holds 96. Any color in mahogany or oak. Much used by Pathé and other dealers.



Cabinet No. 100, with Edison 100-A machine. Designed especially to fit on machine shelf, and finished to match. It is quickly and easily fastened by means of four screws. Felt-lined compartments and index afford ideal protection and filing facilities. Made in any color.



No. 111, with Columbia "Favorite." Has appearance of one article. Height, 33½ ins.; top, 23x19½ ins. Finished in any color. Felt-lined interior will hold and protect 96 records. Handsomely trimmed and equipped. Any color of select mahogany or oak.

THESE standard Salter Styles will bring us a tremendous Fall and holiday business, and we hope to take care of it with our new facilities.

To be on the safe side however, give some thought to the cabinet situation *now*. Go over your lists and then go over our catalog.

You will find the present an opportune time to do this. You will have a rush on machines before long that will leave but little time except for machine sales. Spend some time on this cabinet subject now and make your profits later.

Now is the time! Send for catalogs.

MFG. COMPANY

339 N. OAKLEY BLVD., CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 61)

LYON & HEALY'S HANDSOME RETAIL DEPARTMENT

Most Completely Equipped for the Convenience of the Public—Concert Hall an Interesting Feature of This Well-Arranged Establishment

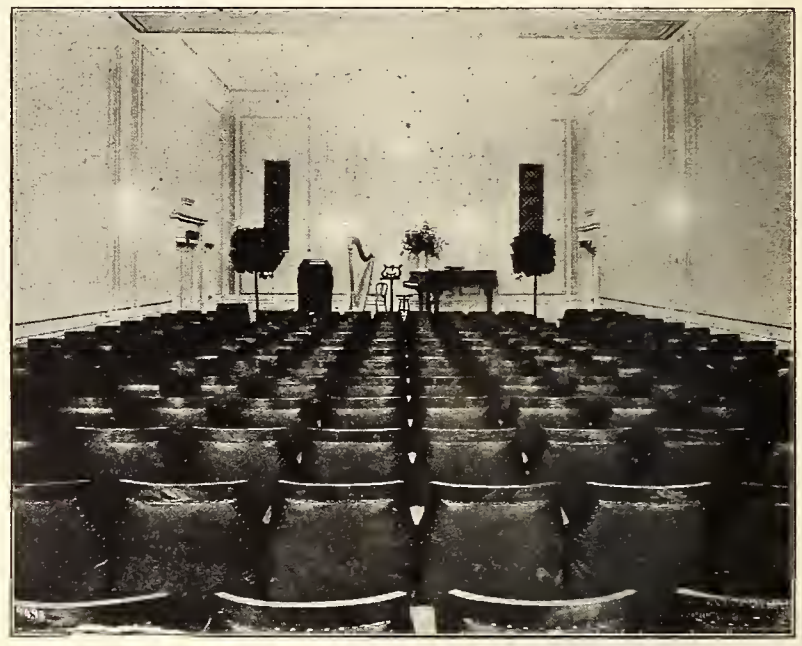
CHICAGO, ILL., July 11.—In the June World an illustrated account was given of the facilities for handling the wholesale talking machine business of Lyon & Healy in the company's new building at the corner of Wabash avenue and Jackson boulevard. This month an attempt will be made to convey some idea of the retail talking machine department. Perhaps departments would be the better term. The machine sales department occupies space on the first floor and on the mezzanine; the remarkable retail record department and the general offices of Department H are located on the second floor, the remainder of which accommodates various media of wholesale Victor activity, while on the ninth floor is found the repair department.

Section of the Victrola Sales Department, Two of the Sound-Proof Rooms Are Seen in the Background

Start in with the "machine sales." Turn to the right as you enter the store from Wabash avenue and there you are. If your mission is to purchase sheet music or to spend a few minutes in the L. & H. concert hall, or whether you are going "up stairs," you must pass the Victor machines. First there is a beautifully rugged and Adam style furnished reception room. Off of this open four Victor salesrooms, each containing a sample of each of the Victrola styles. The art styles are shown in the reception room. A silent salesman case, in which accessories are displayed, is a feature of the latter. The rotation system of handling customers is used so that the salesmen get an equal chance. The sales force is a thoroughly trained one. It includes T. B. Stone, whose five years of service has been marked by steady promotion; Joseph N. Vesey, veteran in point of years of service with the house, and who has been selling talking machines for Lyon & Healy for a decade and a half; John Otto, second oldest in years given to the department, and who knows the Victor from A to Z, and Harry G. Bartruff, an efficient newcomer. Miss M. Olso is the "usheress," who receives customers and assigns them to the salesmen, and she has as an assistant a young woman named Gladys Foster. When the four main salesrooms are all occupied, as is frequently the case, even in the so-called dull summer season, recourse is had to three overflow rooms on the mezzanine floor just off the beautiful waiting room.

A Section of the Victor Record Sales Department, New Lyon & Healy Building (No. 2)

Up on the second floor the big and wonderfully equipped retail record room looms up in all its glory. You step right off the elevators into the reception room, where Mrs. Pinger, the "monitor," receives the customers, assigns them to private record rooms if they want to hear records, to a station of the long counter if they want to select records to be sent on approval, or, if they have just purchased machines, to the service room in one corner of the department, where, seated at convenient tables they are waited upon by musically versed attendants who assist them in selecting their initial record selections. There are twenty-three commodious record demonstration rooms extending around three sides of the large center space, in which the record stock cabinets are located. In assigning a customer to a room the monitor glances at the electric signal board shown in illustration No. 2. The dead bulbs indicate the rooms not occupied. A saleswoman is summoned and as a room is entered and the door is closed the room is lighted and the bulb corresponding to the room number on the signal board also lights up. Exactly the reverse happens when the room is vacated. If the customer happens to be alone in a room and wants an attendant, she pushes a button, a purple light bulb on the signal board gets busy, as does also the monitor, who "buzzes" the appropriate attendant. Each demonstration sales woman has charge of two adjoining rooms. These demonstration rooms reach the height of soundproofness. An idealized system of weather stripping prevents sound leaking out between the door and the door jam. It is also applied to the bottom of the door, but is coun-



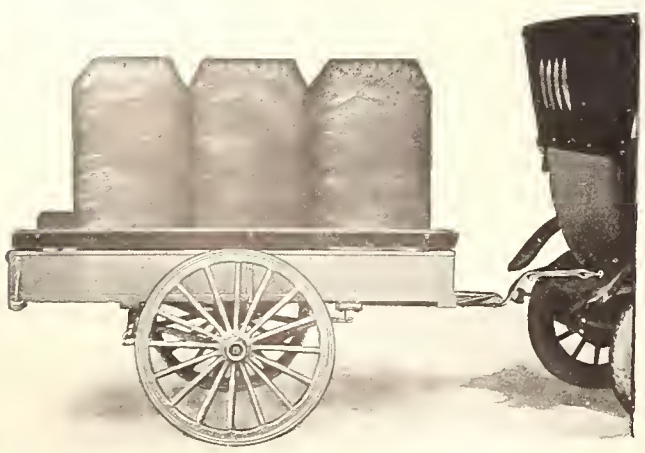
Concert Hall, New Lyon & Healy Building, Victrola and Duo-Piano Concerts Are Given Here Daily

Dealers Who Believe in Efficiency and Who Want—

To Secure Maximum Utility From an Automobile Should Get

THE DEKALB TRAILER

One of these attached to any make of automobile will completely solve your delivery and receiving problems



This Model holds 3 Victrolas or 3 similar-sized machines. Also easily carries 1 piano.

Length, 7 ft.; width, 40 in.; sides 8 in. deep. Solid steel axle, hickory wheels, with either steel or rubber tires. Best quality steel springs. Painted auto black and equipped with draw bar that is quickly attached to any car. Weight, 400 lbs. Easy running and easily handled.

Send a postal for details. It's certainly worth your business' while

DEKALB WAGON COMPANY

DeKalb, Illinois

One short and direct route to Columbia profits is Columbia double-disc dance records—endorsed BY THE PUBLIC.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 64)

tersunk in the door when open. As the door is closed a plunger working on contact releases a spring and drops the strip into place.

With these natural loopholes for sound guarded against, the heavy glass partitions do their duty wonderfully as tests made for the delectation of The World man amply demonstrated.

Now take a glance at that long counter shown in illustration No. 2. It is divided into stations, each accommodating one customer and in charge of an attendant. Each section has three of the three last monthly bulletins under glass and beneath the counter and at each station is a complete stock of needles, albums and various accessories, together with literature, catalogs, supplements, etc. At the eastern end of the reception room is a service room where record returns, complaints and repair orders are handled. Near it is another silent salesman display case for accessories.

The retail record department is in charge of Wm. Nolan, who has no less than thirty young women as assistants. Many of them have been with Lyon & Healy for many years and the corps is noted for its intelligence, musical knowledge and its trained expertness in the enunciation of the names of Italian, German, French and Spanish operas and arias.

Just a word about the daily Victor recitals in the concert hall on the main floor. Since the removal to the new building the feature of accompaniments to the Victrola developed to some extent in Victor hall in the old building has been greatly extended. Lyon & Healy have a number of accomplished musicians in their employ and they utilize them to excellent advantage. Miss Elsie Stein, who is in charge of the concert hall, plays delightfully and often plays accompaniments on the Steinway grand to Caruso and others of the golden voice. Miss Clara Thurston often comes down with her harp. Miss Treat, of the record department, sings with the record artists every once in a while, or lets the Victor orchestra accompany her. Edward J. Freund, the violinist, who has his studio in the building, frequently appears on the programs.

Manager L. C. Wiswell, of Department H, and his capable assistant, J. B. Hyde, have every reason to be proud of the new retail talking machine department in all of its ramifications.

TO DISTRIBUTE THE MAJESTIC

O. W. Richardson & Co., the big rug and house furnishing concern of South Wabash avenue, has taken the jobbing rights of the Majestic phonograph in six States: Illinois, Iowa, Michigan, Wisconsin, Ohio and Indiana. The move is an important one, for the entrance of the Richardson Co. into the field means an active representation in the States named of a line that is already making its presence strongly felt.

IMPORTANT PATHÉ-BRUNSWICK-BALKE-COLLENDER DEAL

Western Concern to Handle Pathé Records in a Wholesale Way—Their Talking Machine to Be Known as the Brunswick-Pathé—Avenues of Distribution

CHICAGO, ILL., July 11.—One of the most important deals in the talking machine trade that has taken place for some time was consummated when the Brunswick-Balke-Collender Co., with headquarters in this city, closed the contract with the Pathé Frères Phonograph Co., of New York, whereby they will handle the entire line of Pathé records selling them in a wholesale way. They will thus be able to supply dealers of their talking machines the name of which is being changed from the "Brunswick" to "Brunswick-Pathé." This puts the B.-B.-C. Co. in an excellent position in meeting the demands of their trade, as the Pathé records include not only those by American artists recorded at their laboratory in New York including a large number of the latest "hits" issued each month, but also their tremendous European catalog. The dealer purchasing the Brunswick-Pathé machines will, therefore, be able to furnish his trade with anything from the late popular song to grand opera arias sung by artists of international reputation. The Brunswick-Pathé phonograph is a distinctive machine created by the Brunswick-Balke-Collender Co., but the present deal was contemplated although not consummated when the machine was being worked out. Therefore, special attention was given to equipping it for playing the hill and dale as well as the lateral cut records. Every make of records can be played most satisfactorily on the Brunswick-Pathé.

Martin Nystrom, manager of the Brunswick-Balke-Collender phonograph department, has been in the East for the last ten days arranging the details of the new deal and two representatives of the Pathé Frères Phonograph Co., are now in Chicago making out the order for records which is an unusual one. The initial order will approximate 500,000 records. Extensive stocks of Brunswick-Pathé phonographs and of the Pathé records will be carried not only at the Chicago office and sales rooms at 623-633 South Wabash avenue, but at all the various branches offices and sales rooms which are as follows:

Eastern: New York City, 29-35 West Thirty-second street; Albany, N. Y., 576 Broadway; Baltimore, Md., 11-13 North Liberty street; Boston, Mass., 90 Washington street; Buffalo, N. Y., 219-221 Washington street; Newark, N. J., 224 Market street; New Haven, Conn., 129-131 Temple street; Philadelphia, 1002 Arch street; Syracuse, N. Y., 411 South Clinton street; Washington, D. C., 712 Thirteenth street, N. W.

Southern: Atlanta, Ga., 22 Luckie street; Dallas, Tex., 611 Main street; El Paso, Tex., 129 San Francisco street; Memphis, Tenn., 128 Monroe avenue; New Orleans, La., 735-737 Poydras street; San Antonio, Tex., 112 Main avenue.

Western: Cincinnati, O., 130-132 East Sixth street; Butte, Mont., Broadway and Arizona street; Cleveland, O., 1035-37-39 Huron road; Columbus, O., 166 North High street; Denver, Colo., 1701-19 Fifteenth street; Des Moines, Ia., 113 Walnut street; Detroit, Mich., 98-100 Randolph street; Indianapolis, Ind., 118 South Meridian street; Kansas City, Mo., 1329-1331 Main street; Milwaukee, Wis., 275-277-279 West Water street; Minneapolis, Minn., 426-428-430 Third street, South; Oklahoma City, Okla., 22 North Robinson street; Omaha, Neb., 407-409 South Tenth street; Pittsburgh, Pa., 20 Wood street; Salt Lake City, Utah, 55-59 West South Temple street; St. Louis, Mo., 106 South Fourth street; Toledo, O., 513-515-517 North St. Clair street; Muskegon, Mich.; Big Bay, Mich.; Dubuque, Ia.

Pacific Coast: Los Angeles, Cal., 845 South Los Angeles street; Portland, Ore., 46-48 Fifth street; San Francisco, Cal., 767-769-771 Mission street; factory, Twentieth and Harrison streets; Seattle, Wash., 200-202-204 First avenue, South; Spokane, Wash., 216-218-220 Wall street.

Canadian: Edmonton, Alberta, 647 Fourth street; Montreal, P. Q., 11 Notre Dame street, West; Toronto, Ont., 80 York street; Vancouver, B. C., 552 Beatty street; Winnipeg, Man., 143 Portage avenue, East; Toronto, Can.

Foreign: Buenos Aires, Argentine Rep., Calle Libertad 176-190; Honolulu, Hawaii, 71 Queen street; Mexico City, Mex., la La Calle De Capuchinas, No. 25; Monterey, Mexico; Paris, France, 2 Rue des Italiens (Grand Boulevards).

DOUBLE SIZE OF SALTER FACTORY

Addition to Salter Plant Just Completed That Doubles the Plant's Output—Can Now Supply All Demands for Cabinets—Particularly for Fall and Winter Trade

CHICAGO, ILL., July 10.—The end of July will see completed in every particular an addition to the Salter factory that will more than double the plant's output. The actual work of construction on the new building has been nearly finished and the work of installing new machinery is well under way. The new structure is immediately to the south of the old building at 339 North Oakley boulevard.

"Our principal difficulty in the past has been inadequate production," said J. F. Mortensen to The World. "With the approach of the fall months and the heavy demands that that season also brings it is a source of considerable satisfaction to us and to our friends to know that they will be taken care of on delivery as well as on quality and price. With this new advantage we feel that the fall of 1916 will be the greatest period of prosperity in our history by far. The felt lined cabinet which was original with this company has enjoyed tremendous popularity. Its advantages are so easily demonstrated and dealers have always found it a quickly marketable accessory.

REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

[This department of The Talking Machine World which was started with the April issue, is designed for the service of all classes of our readers, including those who make, and those who sell, talking machines. A talking machine out of order often reflects both upon the maker and dealer, and yet frequently the trouble is so slight that the simple knowledge of repairs will permit of the machine being put into proper running order, quickly and practically without expense. In the large cities talking machine repair shops are, of course, available, but this department should prove of particular value to the out-of-town talking machine men.

Andrew H. Dodin, who conducts this department, has a wide and enviable reputation as a repairer of talking machines and conducts an exclusive talking machine repair shop at 25 East Fourteenth street, New York. Tell him your troubles through The World and he will help you if possible. The service is free.—Editor.]

COLUMBIA DOUBLE SPRING MOTOR

There are so many different styles of Columbia motors that I am going to write several articles in reference to adjustments and little repairs that the average dealer can do himself as the occasion demands.

This month we will consider the troubles which might happen to the present type of double spring Columbia motor.

Of course, the chief trouble is always the problem of replacing a broken spring. This should be found very easy for any one who has a screwdriver and pair of pliers handy and is not averse to getting his hands a little dirty.

First remove the screws which hold the spring cage shaft in place—take point of screwdriver and push shaft out far enough to get hold of end with pliers, when same can be easily pulled out. Be careful not to loosen the little brass bushing which fits between the running gear and casting and which is used to keep the cage in its proper position in relation to the winding ratchet on one end and the operating gear on the opposite end.

Before removing the eight little screws from the tabs of the spring cage plate make a mark of some kind on one of the tabs and also opposite the tab on the cage (do this on both cages) so that when replacing the plate you will have some guide to get the plate back in the same position it was originally, otherwise you may find that the tabs will not center over the screw holes.

In removing the broken spring be very careful that you do not let spring slip and fly out of the cage—for Columbia springs are very strong and are liable to cut and damage anything they may strike.

I use two methods in putting in the new spring. First, take the new spring, clamp it tight in a vise and cut the wire band which holds it coiled up—then gradually loosen vise and allow to spring to uncoil. I then coil spring into the cage by hand. The other plan I often use is to take an old clamp ring from a Victor 3014A spring and knock it into position over the Columbia spring just above the clamp wire—then cut wire—the clamp ring will hold spring securely and allows room to pull end of spring out as we do with the Victor springs—thus permitting you to hook end of spring on cage rivet as we do with the Victor springs.

After graphiting, and for Columbia springs I use a kind of paste graphite called Graphitoleo, replace cage plate, using your guide marks on tabs and cages to get the tab holes center, replace tab screws, put cage into motor, slide shaft through cage and brass bushing—tighten up screws which hold shaft in position, wind up motor and test.

In a new motor about the only other trouble you might have occasion to overcome will be in the governor, either a possible broken governor spring or the spring screws have worked loose. In all cases I remove governor and take it all apart. I clean the center hole of friction disc, clean the governor spindle with croens cloth and oil until it will slide perfectly free through the hole of friction disc, then replace the balls and springs, being sure that springs line up perfectly straight and also sure that screws are set up good and tight; replace governor in motor, allowing just a little end play and set up governor bearing screw good and tight.

If the governor is properly assembled and the springs are straight, screws tight, etc., you should have little trouble with motors changing speed, which causes the change of pitch in the reproduction of the record.

INDIANAPOLIS, IND., July 1, 1916.

Andrew H. Dodin,

Care The Talking Machine World.

Dear Sir—Being repairman for the Edison Shop of Indianapolis, Ind., I have made several experiments in regard to spring lubricants, and have as yet found none that gives satisfaction.

No doubt you are familiar with the spring barrel in question, which is the new style Edison. There is an extra disc inside of the spring barrel cover which I cannot find the reason for using. Do you think this disc rubbing against the edge of the spring would cause a pounding sound, or jumping spring?

What do you think of dry graphite as a lubricant? Yours very truly,

ROY R. PEARCE, Repair Department.

Answer—For a spring lubricant for use in new style Edison motor, would suggest that you try Dixon's Graphitoleo, which can be obtained in small cans and is manufactured by the Jos. Dixon Crucible Co., Jersey City.

As to the extra disc inside spring cage, do not think the same could cause trouble unless the side in contact with spring had become rough or cut in some way.

Think your trouble is more in the graphiting. I never use dry graphite for spring lubrication.—A. H. Dodin.

SPECIALIZING IN TALKER FELTS

Widney Co., of Chicago, Call Attention to Their Facilities for Producing Felt Parts Used in Talking Machine Construction

CHICAGO, ILL., July 10.—The Widney Co., of 163 West Harrison street, this city, long recognized as one of the leading houses for cut felt specialties, are now calling the attention of talking machine manufacturers to their unrivalled facilities for producing all the felt parts used in the construction of talking machines. They have recently added a Special Service Department to their business for the purpose of assisting the many manufacturers in this industry to solve their felt problems. This department is made up of men who have been actively connected with the construction of talking machines and who are therefore well able to advise on questions of felt for the line. The company has also installed many special large die cutting machines for producing turntable felts, bumpers, insulators, wicks, washers, etc., and as they have in their equipment dies and tools for producing all the standard sizes of these articles they are in a position to offer exceptionally prompt deliveries.

Although the general labor situation and the wool shortage has seriously handicapped the felt market, this company prepared itself against the situation months ago with the result that they now have on hand large stocks of all the grades of felt used in talking machine work. In these abnormal times it means considerable to the manufacturer to be able to place his orders with a house who can be depended upon to give prompt deliveries, and who, through careful planning ahead are in a position to send out goods that are up to standard in quality at prices that are not governed by "war" conditions.

Roy F. Ott, progressive and successful Columbia dealer at Huntsville, Ala., was a visitor to New York this week, spending some time at the executive offices and factory of the Columbia Co. Mr. Ott is enthusiastic regarding the business he is closing with the Columbia line, and incidentally paid a tribute to The Talking Machine World, which he states, he finds invaluable in the conduct of his establishment.

STYLE "A"
Height, 45½"
Width, 17"
Depth, 19"

The MOZART Special Style "A"

Retail Price $55.00

Is satisfying the demand for a large low priced cabinet machine, that has proven the biggest leader on the market today.

Equipped with Universal joint tone-arm, playing all makes of records, entire wood sound-chamber, tone modifier, large double spring nickle-plated motor, playing 6 to 7 records with one winding.

Compare the size of the MOZART SPECIAL with other machines retailing at $100.

Order sample machines today and be prepared for your fall business.

Mr. Jobber: We specialize in making up machines to your specifications in quantity lots.

Dealers: Wire or write at once for samples and discounts to the trade on our various models.

THE MOZART TALKING MACHINE CO.

J. P. FITZGERALD, President

1432 to 1442 North 20th Street, St. Louis, Missouri

NEW QUARTERS IN CANTON, O.

Miller-McConnell Co. Holds Formal Opening of Handsome Store at 416 Market Avenue, North, That City—Up-to-Date Equipment

CANTON, O., July 5.—Much local interest is being displayed in the handsome new quarters of the Miller-McConnell Co., opened recently in the new Vicary Building, at 416 Market avenue, North, this city. The company occupies three large floors in the building, all handsomely equipped. The front of the first floor is fitted up as a rest room for ladies and equipped with

Miller-McConnell's Attractive Quarters

telephones, easy chairs and writing desks, the hangings and upholstery being of a rich rose shade.

Immediately back of the rest room are located five demonstrating booths for Victrolas and records, the woodwork being in gray and mahogany and the furniture of wicker. A feature of the equipment is a record stock room holding 6,500 records, any one of which may be picked out instantly. The record stock is kept constantly at the 6,500 mark.

The downstairs room has a large recital hall fitted up at the front, where both Victrola and player-piano recitals will be held. The main piano wareroom is located in the rear of the first floor. V. G. Miller and Lawson S. McConnell are the members of the firm.

ANDREWS
MUSIC HOUSE CO.
BANGOR
MAINE
VICTOR
Distributors
With the highest type of service

SOUTHERN CALIFORNIA NEWS ITEMS

Call for Small Machines Prevails—Tungs-Tone Needles Popular—News of Month

LOS ANGELES, CAL., July 5.—Not until the last week of June did summer really arrive, but at last it is here, and a great many people are leaving for the mountains and beaches. Consequently the demand for small machines has begun, also record business is fine, especially in the popular and dance numbers.

The demand for large machines has dropped off somewhat, although all dealers report a very good business for this season of the year. Stocks are in a great deal better condition than they have been for several years, especially is this true concerning machines of which all models are now obtainable. A great many records are still hard to get, in fact such a thing as a complete stock of records is an unknown quantity in Los Angeles.

There is an increasing demand for Tungstone needles, and the supply seems to be diminishing, most houses having hundreds of special orders awaiting to be filled. In order to make them go farther, some of the dealers are cutting the packages in two, and only giving two needles to each person.

The tri-annual Conclave of the Knights Templar, given in this city from June 18 to 24, was one of the greatest conventions ever given here. More than 40,000 Knights were here, and the city was beautifully decorated in their honor. Several of the local dealers sent talking machines to the several headquarters of the Templars for the entertainment of themselves and their ladies.

The members of the talking machine force of this city are jubilant over the fact that all music stores will close on Saturdays at 1 p. m. during the summer months.

Owing to the Holmes Music Co. of 422 South Broadway retiring from business, the Andrews Talking Machine Co., who for several years has occupied space in their store, will move later this month to 350 South Broadway, where this firm will occupy the entire ground floor.

Barker Bros. have lately put in a complete line of Edison Amberolas and records.

Harold Jackson, road representative for the Diamond Disc Distributing Co., of 340 South San Pedro street, is on a vacation. Mr. Jackson, who motors over nearly his entire route, made 3,000 miles last month.

The music department of Barker Bros. is making an exhibit, the first in this city, of the Schloss wagon cabinet for talking machine records. The company will carry a stock of the cabinets in future.

Quality Bassett, a music dealer of Bristol, Conn., recently purchased a carload of Edison Diamond Disc phonographs, including many of the higher priced models.

SEMI-ANNUAL COLUMBIA CATALOG

Columbia Graphophone Co. Issues Attractive List of All Records up to June, 1916

The Columbia Graphophone Co. has just issued its regular semi-annual catalog of Columbia records. This catalog is dated June, 1916, and contains all Columbia records listed to date.

This new publication contains several changes in make-up and appearance which were embodied in this book in order to make it even more valuable to the dealer than the previous editions of this catalog.

The new Columbia catalog is divided into three parts; one-third of the book, consisting of an alphabetical list of every Columbia record in the general library, arranged so that if a purchaser knows the name of the record he wants to find he can do so without the slightest inconvenience. The center of the book is devoted to an attractive thirty-two-page tinted section, listing the operatic and concert artists who make Columbia records, and the names of their records are accompanied by biographies and artistic illustrations of the different artists. The third section of the catalog consists of a classified list of all the Columbia records wherein each selection is placed under the heading or division where it properly belongs.

The value of this book is well summed up by William S. Scherman, who states that it is not only an order taker, but an order maker, for the classified division acts as a powerful stimulant to increased record sales by suggesting to the purchaser records similar to the one he is purchasing.

Typographically the new Columbia catalog is beyond the slightest criticism, for it represents the combined efforts of a number of the country's leading type experts.

EPSTEIN & BERDY DISSOLVE

The firm of Epstein & Berdy, formerly operating stores at 1198 Fulton street, Brooklyn, N. Y., and 2977 Third avenue, New York City, has been dissolved by mutual agreement. The Brooklyn store is now under the sole management of Wm. Berdy, while the New York store will be controlled entirely by Louis Epstein, each one assuming responsibility for the present and future liabilities of the individual stores. Each store will handle a full line of Victor Victrolas and records.

J. ADLER VISITS PATHE OFFICES

A recent visitor to the executive offices of the Pathé Frères Phonograph Co., New York, was J. Adler of the Globe Furniture Co., Braddock, Pa., who called to discuss plans for fall business with J. F. Collins, sales manager of the Pathé Frères Co. Mr. Adler stated that in the short time he had handled the Pathé line he had closed a remarkable business, and that he looks forward to a decided increase in sales with the coming of the fall and holiday business.

Two New Triton Winners

—ANNOUNCING the only single spring, worm drive motor of American manufacture. A substantially built motor of standard quality, playing with absolute accuracy of universal speed from beginning to end of a record. Ready for delivery. Sample sent on receipt of $2.75, complete with ten inch turn table.

Tone arm and reproducer No. 4. Reproducing tone of unexcelled clearness and brilliancy. The arm is of handsome, unusually dignified lines, highly nickel-plated, performing everything that may be expected of a tone arm. Ready for delivery. Complete sample sent on receipt of $2.00.

Other motors of our manufacture: Single spring gear motor, complete with ten inch turn table, $1.65; double spring, worm drive motor, playing two twelve inch records with one winding, motor without equal, complete with twelve inch turn table, accurate speed tabulator, $4.25.

We also make tone arms and sound boxes ranging in prices from $1.00 to $3.75 per set.

Triton Phonograph Co., 41 Union Sq., New York

HALLET & DAVIS GET PATHE LINE

Arrangements Made Whereby Well-Known Piano Firm Will Handle the Pathé Pathephone Machines and Records Through Its Dealers—Will Carry Complete Stock

Announcement was made this week by the Hallet & Davis Piano Co., whose executive headquarters are at 146 Boylston street, Boston, with New York offices at 18 East Forty-second street, that this company has secured the complete line of phonographs and records of the Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York, for distribution among the several hundred piano merchants throughout the country handling the Hallet & Davis pianos and player-pianos. This move manifests once again the progressiveness of this company, which has always been well known for making far-sighted business deals. With the concluding of the arrangements the Hallet & Davis Piano Co. becomes the first piano manufacturer to furnish their dealers with a full outside line of phonographs and records.

This company has followed the policy which has been pursued by the house for many years of placing at the disposal of the piano merchants who handle their instruments, a most complete line of product. This concern holds the distinction of being the first Eastern manufacturer to furnish their dealers with a complete line of instruments, as well as having developed the Virtuolo, which has become recognized as one of the most efficient player-pianos on the market. With the new line of Pathé phonographs and Pathé discs, Hallet & Davis dealers will be assured of meeting all competition from whatever angle it may come.

E. A. Widmann, president of the Pathé Frères Phonograph Co., referring to the consummation of this deal expressed his keen pleasure at having the Hallet & Davis Co. numbered among the Pathé jobbers. Mr. Widmann states that the many stores handling the Hallet & Davis line will enable the Pathé Frères Co. to have a distribution through channels which should aid immeasureably in developing and increasing Pathé popularity.

BROWN DEBATES STEPHENS BILL

Advertising Manager of the Victor Co. Has Interesting Debate with E. L. Howe

One of the most interesting features of Wednesday's session at the annual convention of the Advertising Clubs of the World, held in Philadelphia last week, was a spirited debate over the Stephens-Ashurst bill which is pending in Congress. This bill seeks to prohibit price-cutting on articles widely advertised and bearing trade-marks.

The debate, which was held before the retail advertisers' department of the convention was between E. L. Howe, executive secretary of the National Retail Dry Goods Association, and H. C. Brown, advertising manager of the Victor Talking Machine Co. Mr. Howe spoke in opposition to the bill and Mr. Brown in its favor.

Mr. Brown contended that the Stephens-Ashurst measure deserved the support of the advertising men. Price-cutting, he said, had ruined many department stores in New York City, and was mainly responsible for several recent failures. He said it was not a fair way of doing business—that customers who paid less for some articles at bargain sales paid proportionately more on other goods to make up for it. Otherwise, he said, the merchant could not do business.

"Price-cutting is merely intended to get people into the stores in order that they may be induced to buy something else, the price of which has been boosted," he said. "Maintaining the price is a protection to the public against exploitation and to the manufacturer, who, by his own efforts and by advertising, has established a market for his wares."

He quoted price-cutting advertisements published by one New York firm to prove that it was selling the articles below the wholesale price, a thing it could not do unless it hoped to make up the deficit in some way.

"If merchants want to cut prices, let them establish trade-marks of their own," he said. "But it is my belief that the days of bargaining are over. When the department stores are pushing ahead to the extent of making our women wear straw hats in January, things have gone as far as they can."

TALKING MACHINE EXPORTS

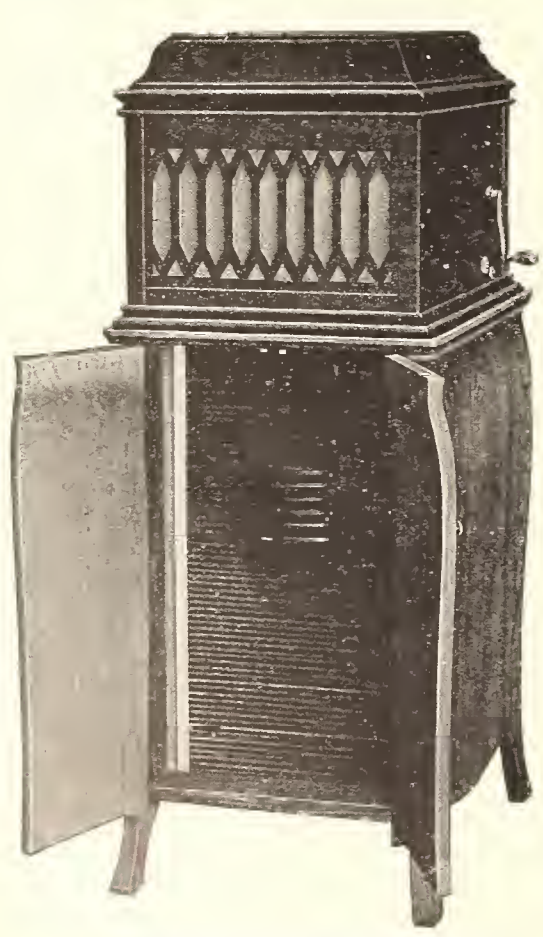
The Figures for April Presented—Exports Show Increase for the Month

WASHINGTON, D. C., July 7.—In the summary of the exports and imports of the commerce of the United States for the month of April, 1916 (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following figures relating to talking machines and supplies are set forth:

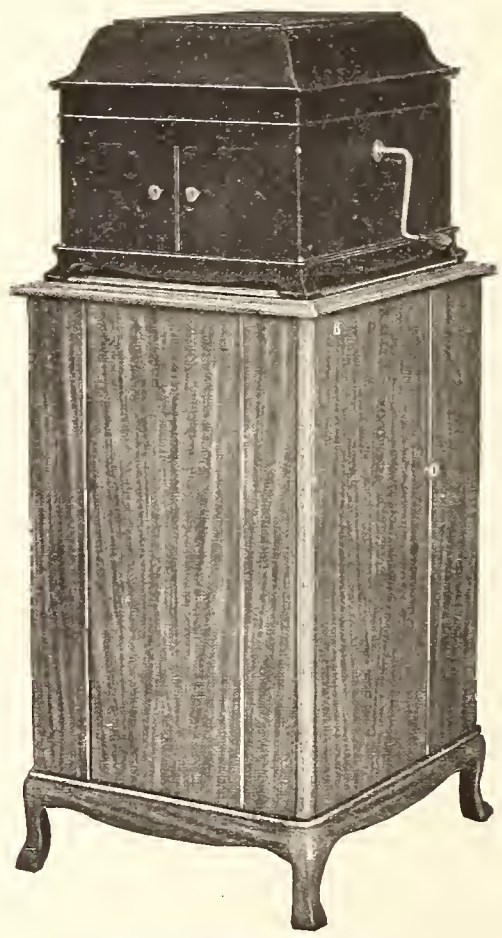
Talking machines to the number of 4,410, valued at $127,292, were exported for April, 1916, as compared with 2,748 talking machines, valued at $75,614, sent abroad in the same month of 1915. The total exports of records and supplies for April were valued at $129,558, as compared with $62,861 in April, 1915. For the ten months 32,657 talking machines were exported, valued at $964,238, and records and supplies valued at $793,827 were sent abroad for that period.

Wm. S. Scherman, of the Columbia advertising department, left Saturday for a fortnight's vacation—destination unknown. With the characteristic temperament of the modern advertising man Mr. Scherman prefers to wander where his fancy dictates.

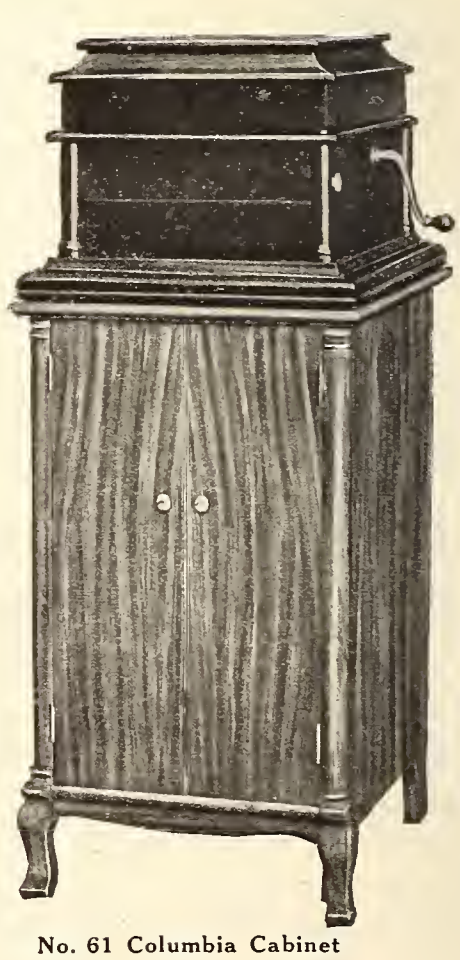
R. F. Bolton, district manager of the Columbia Co., returned from a week's visit to the up-State cities in his territory, which include Rochester, Albany and Buffalo. He states the business outlook in this section is splendid.



No. 38 Edison B80 Cabinet



No. 58 Victrola Cabinet



No. 61 Columbia Cabinet

HERZOG CABINETS are made for all types of talking machines. Several of the new models are shown above, and you can see that the designs represent the latest word in cabinet architecture. All of these three are excellent sellers and many dealers are making money by showing customers how it is to their advantage to own a Herzog cabinet.

HERZOG ART FURNITURE COMPANY, Saginaw, W. S., Mich.

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Business opportunities 25c. per line.

MANUFACTURERS, Jobbers, Retailers and every description of Talking Machine dealers: I will pay cash for Remainders of any quantity. We are in the market for complete bankrupt stocks and new records of all descriptions. When any part of your stock is for sale, for quick action, write J. I. Williams Book Co., 533 Main St., Worcester, Mass.

WANTED—Large concern wants young salesman as head of its Victrola department in central western city of four hundred thousand. Must be a sure shot closer, one who can enthuse sales people under him and show them how. Don't reply if you use liquor in any way or have other bad habits. No floaters wanted. Address "Box 330," care The Talking Machine World, 373 Fourth Ave., New York City.

WHOLESALE VICTOR distributer needs talking machine salesmen. Address "L. M. R.," care The Talking Machine World, 373 Fourth Ave., New York City.

Ready at Last

The Melophone

Handy Portable Light Compact
Convenient Golden Toned

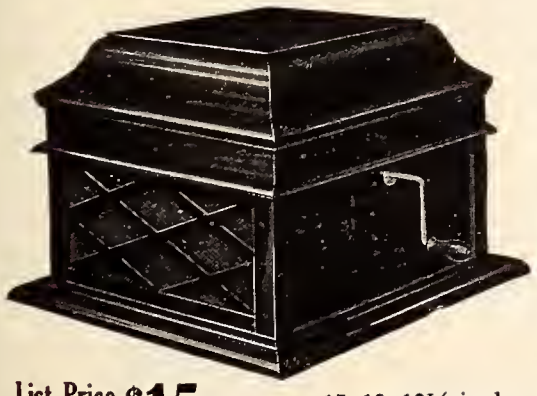
List Price
$15

For Home and Country Place, for the Library and the Dining Room, for the Camp, the Yacht and the Canoe, for the Journey, the Home Musicale and the Impromptu Dance.

13 x 14¾ x 8 inches. Plays four ten-inch records at one winding and all makes of Disc Records.

The Melophone
TALKING MACHINE COMPANY, INC.,
376-378-380 LAFAYETTE STREET
CITY OF NEW YORK, N.Y.

U. S. and Canada Patentees and Sole Makers
Also Makers of the
MELLOWTONE, No. III



List Price **$15** 17x19x12½ inch

The greatest phonograph value ever offered. Samples will be sent to dealers on receipt of $10.00. Liberal Discounts.

Will Exchange for Records

I have a complete set of TALKING MACHINE WORLD from June, 1906, to June, 1916. Will exchange for best offer of records.

Address

H. C. FABER, Monongah, W. Va.

WANTED—Young man to assist in wholesale Victor department. State age, experience and salary expected. Send reply to "Box 338," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Experienced young woman, capable of handling talking machine department, desires to make change. A-1 references. Address "Box 339," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED by a young man who is thoroughly acquainted in the Victor products; desires position as inside salesman. Capable of furnishing first-class reference. Address "Box 337," care The Talking Machine World, 373 Fourth Ave., New York City.

CABINET SUPERINTENDENT desires to make a change. Now connected with one of the largest phonograph manufacturers in this country. Have had twenty-five years' practical cabinet experience, and thoroughly understand cabinet manufacturing and designing in every detail. Address "Competent," care The Talking Machine World, 373 Fourth Ave., New York City.

MR. MANUFACTURERS—An all-around experimental inventor of improvements and thorough practical knowledge with a ten-year experience in the talking machine manufacturing line, desires position to take charge of a talking machine manufacturing plant with reliable firm. Will go anywhere. Best of references. Address "Box 340," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Buyer or inspector for your Cabinet Department by an experienced furniture man, who understands woodwork construction. Highest reference. "Box 334," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Young man, age 27, desires position with reliable firm; thoroughly competent and understands all details, purchasing parts, repairing and assembling. Best references. Address "Box 335," care The Talking Machine World, 373 Fourth Ave., New York.

YOUNG MAN WANTED—Gentile, to take charge of new Brooklyn suburban talking machine store, spend part time inside and part outside selling; make slight repairs. Write only, stating experience and salary and commission wanted, to N. W. Herrington, 1543 East Fourteenth St., Brooklyn, N. Y.

POSITION WANTED—A first-class Victrola and talking machine mechanic, with 18 years' experience in the talking machine business, also factory experience, and possessing inventive ability and a thorough knowledge of spring motors, sound boxes, etc. Good sound box assembler. Desires position with reliable firm. Will go anywhere. "Box 336", care The Talking Machine World, 373 Fourth Ave., New York.

TO INCREASE OUTPUT

C. M. Mayers, sales manager of the Castle Phonograph Co., New York, announced this week that the company had completed arrangements whereby its output will be increased fully 150 per cent. by the first of the year. The company had been endeavoring for some time to secure additional manufacturing facilities, in order to handle its growing trade. Mr. Mayers is now arranging to open a distributing center in Chicago and another office in a leading city in the far West which will enable the company's dealers to secure maximum service. At the present writing the Castle Phonograph Co. is concentrating on the manufacture of the Style "E" model, retailing at $30.

UNITED CO. TAKES LEASE

The United Talking Machine Co., of Newark, N. J., has leased the second floor at 174 Emmett street, Newark, for a term of years. The lease was made through the real estate firm of Louis Schlesinger, Inc.

AND$ KOCH
Manufacturer
KOCH-O-PHONE
Phonographs, Parts, Tone Arms, Sound Boxes, Records, etc.
Write for samples and prices
296 Broadway, New York

HARPVOLA
Price $10.00
DISTRIBUTERS WANTED
HARPVOLA TALKING MACHINE CO.
HARRISBURG, PENNA.

GEO. W. LYLE WITH DOMESTIC CORP.

Well Known Talking Machine Man Becomes Sales Agent for This Company With Offices in New York—Will Co-operate with Dealers

George W. Lyle, who for many years was vice-president and general manager of the Columbia Graphophone Co., New York, has become associated with the Domestic Talking Machine Corp., of Philadelphia, Pa.

Mr. Lyle has leased offices at 111 Broadway, Suite 815, New York, where he will make his

Geo. W. Lyle

headquarters as sales agent for this company. He is now engaged in organizing a capable sales staff, which will co-operate with the dealers and render them valuable and practical assistance.

Mr. Lyle is thoroughly familiar with every phase of the talking machine industry and he is especially well qualified to co-operate with the dealers, as he understands and appreciates their problems.

Since his retirement from active business a little over a year ago Mr. Lyle has been directing the destinies of a large farm, but was persuaded to re-enter the talking machine business by Horace Sheble, founder of the Domestic Talking Machine Corp., and one of Mr. Lyle's old friends.

SECURES AGENCY FOR SONORA

WACO, TEX., July 10.—The local agency for the Sonora phonograph has been secured by the Goldstein-Migel Co., a prominent music house in this section. The superintendent of the Sonora department will be J. B. Nolan, who has had several years experience in the talking machine line, having formerly been salesman in Illinois for the Haddorff Music House.

SINGLE SPRING Straight-gear MOTORS

play 2-10" or 1-12" record in one winding

$1.50 each in quantities

This includes all trimmings together with 10" turn table.

Prompt Delivery

Send $2.00 for sample

ARROW MOTOR CO. 207 Market St. Newark, N. J.

TWO NEW APPOINTMENTS

R. G. Craig Appointed Head of New York Talking Machine Co.'s Efficiency Department—W. G. Porter Joins Staff in Executive Office

R. W. Morey, general manager of the New York Talking Machine Co., New York, Victor

R. G. Craig

distributer, announced this week the appointment of R. G. Craig as head of the company's efficiency department. Mr. Craig will also devote considerable time to the sales division, and will endeavor to co-operate with Victor dealers even more closely than the company has in the past.

Mr. Craig has been connected with the New York Talking Machine Co.'s sales department for the past year and a half, and during that time has visited Victor dealers throughout the East. He is therefore well qualified to extend real service to the company's dealers, and the signal success of the New York Talking Machine Co.'s efficiency work will doubtless be augmented under Mr. Craig's direction.

W. G. Porter, who has been covering New York and Pennsylvania territory during the

W. G. Porter

past year, has also joined the staff of the executive officers, and will be associated with the sales and efficiency division. Mr. Porter, during the short while he visited the trade, earned the friendship and esteem of his dealers, and he will work along lines that cannot fail to be profitable to the company's dealers.

C. H. Dietrich, talking machine dealer of 154 Monticello avenue, Jersey City, N. J., was among the business men who had a special display during the recent "Made in Jersey City Week" in that city.

Jewel Needles

DIAMOND, SAPPHIRE, AGATE

For All Types of Records

Our methods of grinding needles are the most scientific known, producing a most uniform and highly polished product.

We manufacture ALL parts of Talking Machines

Dixon Manufacturing Co., Inc.

295 FIFTH AVENUE NEW YORK

TO MANUFACTURE THE MANOPHONE

James Manoil Co., 60 Broadway, New York, Makes Announcement of New Line of Machines—B. Abrams to Be Vice-President and General Manager—Factory at Newburg

Announcement was made this month by the James Manoil Co., Inc., with executive offices at 60 Broadway, New York, of the manufacture of the Manophone. B. Abrams, formerly owner of the Grand Talking Machine Co., of Brooklyn, will be vice-president and general manager of the company. The other officials of the concern are James Manoil, president; Enrique Paats, owner of the Hercules Mineral Water Co., treasurer; while the directors are James Manoil, A. Livingston Norman, of Anderson, Iselin & Anderson, and Emil Oppenheim, of Oppenheim & Co.

While the executive offices of the company are at 60 Broadway, the factory is located in Newburgh, N. Y., where up-to-date facilities are maintained for the manufacturing of machines. Five styles of machines are now being put on the market.

Mr. Manoil, president of the company, was for a number of years general manager for Slocum, Aaron & Slocum, exporters and manufacturers. Mr. Abrams has had several years' experience in the talking machine business.

LONG CABINETS

WELL MADE THROUGHOUT

These With Others Comprise the

D 77

Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19⅛x 22⅝ in. Holds 192 12-in. Records. For Victrolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Shelf. Average weight, crated, 80 lbs.

D 79

Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19⅛x 22⅝ in. Holds 192 12-in. Records. For Victrolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Shelf. Average weight, crated, 85 lbs.

ELEGANTLY FINISHED

Most Complete Line of Record Cabinets

PROMPT DELIVERIES ON ALL ORDERS

Write for Illustrated Catalogue

THE GEO. A. LONG CABINET CO.,

HANOVER, PA.

Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORY: ELYRIA, OHIO

Central West Division
CHICAGO, ILL.
19 West Jackson Boulevard
S. A. RIBOLLA, Sales Mgr.

Southern Division
ATLANTA, GA.
3234 Fairlie Street
C. H. ANNIS, Sales Mgr.

Northern Pacific Coast Division
SEATTLE, WASH.
218 Second Ave., So.
JOSEPH M. ABRAMS, Sales Mgr.

The Home of Heineman Motors, Elyria, O.
The Largest and Busiest Phonograph Motor Factory in the World.
24 Hours Per Day—6 Days a Week.

The Otto Heineman Phonograph Supply Co. takes pleasure in announcing that the following new and additional departments at its Elyria factory are now ready and in working shape:

1. Drilling Machines.
2. Punch Pressing Machines.
3. Automatic Screw Machines.
4. Assembling Department.
5. Tone-Arm Department.

With these increased facilities we can assure our trade prompt deliveries on their motor, tone-arm and sound-box orders. Let Heineman quality and co-operation be at your service.

Otto Heineman
President

Talking Machine Supplies and Repair Parts

SPECIALTIES: MAIN SPRINGS, GOVERNOR SPRINGS AND SOUND BOX PARTS

THE RENÉ MANUFACTURING CO.

HILLSDALE, NEW JERSEY

ONLY WAY TO TAKE A VACATION

Says Arthur D. Geissler, Is to Pack Up Some Day and Start Out Without Knowing Where You Are Going—How it Worked Out

"The only way to take a vacation and get a real rest is to pack up some day and start out without knowing where you are going, when you are coming back and where you will sleep from one night to the other," said Arthur D. Geissler, vice-president of the New York Talking Machine Co., New York Victor distributer, who returned last week from an automobile trip which carried him into parts of Canada.

When asked to explain his cryptic advice, and for an account of his trip, Mr. Geissler said: "I reached the office one day feeling pretty well fagged out and as the day progressed I wanted to get away from business, family and friends. During the course of the afternoon I 'phoned out to the house to have a few clothes packed in a grip, instructed my chauffeur to meet me, and left with no idea when I would return.

"When my chauffeur asked for instructions I told him 'to go north,' and that was my only itinerary. That night I spent in the heart of the Berkshires at a little place called Redman Inn. From there I went through the White Mountains and the lake resorts in that vicinity.

"One night we stopped just outside of Newport, Vt., and found a little farm with the sign out, 'Summer Boarders Wanted.' This seemed infinitely more attractive than any commercial hotel in the town, so I decided to stay there for the night, using as a garage a space in the front yard, topped by a huge oak tree.

"In the evening our hostess entertained us with one of the first types of Tel-Electric piano players, and she seemed to be greatly interested in me when she learned that I was connected with the Victor business. She told me that she had saved a little more than $100 towards a Victrola, which she was convinced would make her house the most popular resort in that section. The next morning I called up New York and managed to dig up a Victrola which had been traded in by a dealer and had a second-hand license. Our little landlady was overjoyed with the machine, and I suppose that by now the little farm with its modest retirement which served to attract travelers on the highway is in the throes of a full-fledged musical entertainment.

"The next morning found us in Quebec, and one of the most enjoyable parts of the trip was putting the 'car' on board the steamer at Quebec and going up the St. Lawrence to Montreal. That part of the journey back from Montreal is, in my opinion, the ideal motor tour of this country Around Lake Champlain and Lake George, through the Adirondacks, down the Hudson and through the haunts of Rip Van Winkle, making a trip of over 400 miles over the best State roads in the East.

"We covered 1,560 miles in nine days without an itinerary, and I believe that this kind of a trip, which nature has made possible, seems to have been laid out for the special benefit of the haphazard motorist."

George A. Baker, assistant advertising manager of the Columbia Co.'s local distributing division, is back from a week's rest.

FOREIGN RECORD ACTIVITIES

Columbia International Record Department Salesmen Hold Interesting Meeting

There was held recently at the offices of the International record department of the Columbia Graphophone Co., a meeting of a number of the company's salesmen who specialize on this division of Columbia record business. Among those who attended the meetings were Lambert Friedl, Pittsburgh, Pa.; A. Thalmeyer, Philadelphia, Pa., and Mr. Blimke, Chicago, Ill. Anton Heindl, head of the Columbia Co.'s international record department, provided a number of interesting topics for discussion, and the meetings were very successful. The Columbia Co.'s international record business has increased tremendously the past few years and is now an important factor throughout the country.

BUSINESS HAS TRIPLED

Success Achieved by the Mickel Bros. Co, of Des Moines, in Their Business

DES MOINES, IA., July 5.—In line with the general policy of improving service extended Victor dealers, Mickel Bros. Co., distributers in Iowa, recently completed extensive improvements in their general office and warehouse, 120 South Sixth avenue. A substantial display and demonstrating room handsomely equipped and furnished has been added for the reception of dealers and their customers. The room is finished in English brown mahogany, and with a general line of sample machines, gives the dealer an idea of proper dignity and value of display. The warerooms have been practically rebuilt with time-saving record stock racks and shelves.

Mickel Bros. Co., though young in the field of jobbers, have developed a large clientele of dealers. The local Des Moines office is under the management of W. P. Deal, recently a Victor factory traveler, who is proud to state that since his control the general business has tripled in comparison with previous years. Mickel Bros. Co. find courtesy, promptness and energy the foundation for their success.

THE PROBLEM OF SUCCESS

Gentle Manner and Winning Voice Always Win Friends, Especially in the Commercial World

Successful business men value their time often more than the best line of goods you can give them. If you beat about the bush to a tactful man he will show his impatience by scowling, and if you do the same thing to a candid man he will exclaim, "Well, what can I do for you?"

Coming to the point does not mean aggressiveness. Modesty wins even in business. It is especially valuable in combating an aggressive nature. A positive and negative force prevails in business as well as in electricity. A gentle manner and a pleasant voice always win friends, especially in the business world.

They give greater weight to your logical and concise facts. A convincing manner shows perfect self-control and a knowledge of men. Show that you have something worth while to say and offer by your voice, your carriage and walk. This is poise, and poise means that you are even more confident of your goods than of yourself. This says to your customer, "I have come to force this on you."

A successful man tells us that the time has come when business men, along with all others, must educate their faculties. They must learn how to overcome obstacles and to break down barriers by stating the value of goods. It is your business to see your argument from the beginning and to express it with clearness and precision.

If you wish to win in business it is your duty not alone to analyze the science of business but the thinking of your mind. You may imagine that it is as natural for you to think clearly and logically as it is to breathe. It is not. The fewest are given this gift, but it can be acquired by years of hard work and a desire to win.

NEW PATHE DEALER

The Pathé Pathephone Shop is the name of a new store opened this week at 3904 Broadway, New York. This store, which is located in the heart of the uptown residential district, will handle a complete line of products of the Pathé Frères Phonograph Co.

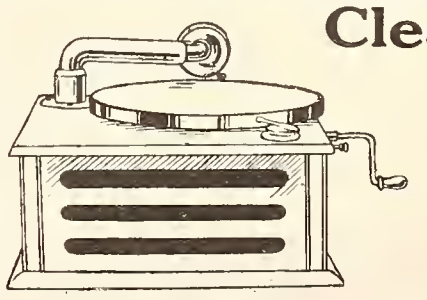
The capitalization of the Boston Book Co., 73 Broad street, Brooklyn, N. Y., is $5,600 instead of $2,500 as recently published. Julius Alter is president. This company makes talking machine record albums.

TO JOBBERS:

We have on hand a quantity of $1^{23}/_{32}$ inch first quality MICA diaphragms for immediate delivery. Price $12 per hundred. Other sizes and prices upon request

JAMES FRAZEE
30 Church St., New York

Cleartone Phonographs



Write for our new CATALOG

the first of its kind in America, illustrating 32 different styles of phonographs, retailing from $4 to $200. Our catalog also contains 132 illustrations of various parts and equipment of everything required in the phongraph industry.

We have on hand 2,000 of the above illustrated phonograph which we will sell as a job lot at $2.75 each.

Lucky 13 Phonograph Co.
3 East 12th Street New York

JAMES MANOIL COMPANY INC NEW YORK

The Man

Style 300—$30.00

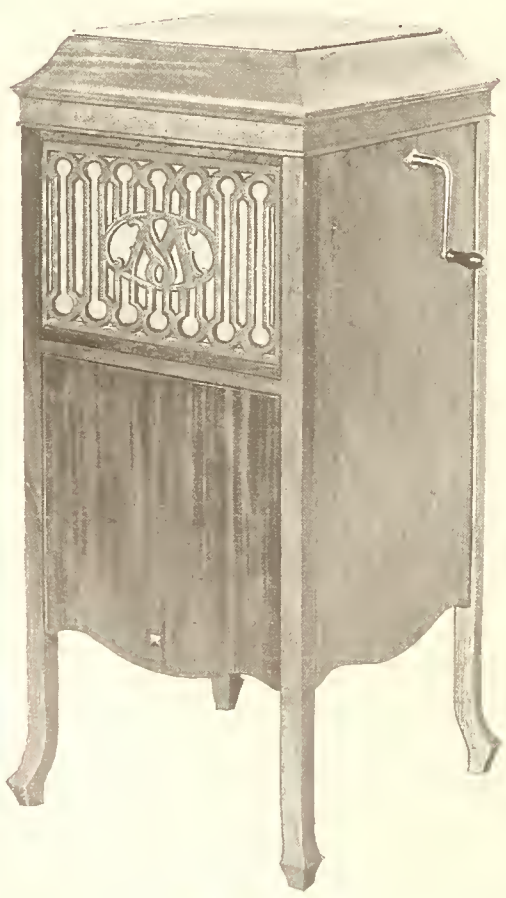
is the result of years of thou
been thoroughly conversant w
inception. Knowing the requi
in general, they have produce
cessfully meets them, but also
which can be used as new ta

The Manophone is one of the few machines on the market which represents how well a phonograph can be made and not how cheap.

The manufacturers of the Manophone have put the very best material and workmanship into its construction.

Style

Our factory located at Newburgh, N.Y., where shipping facilities are
saving devices for the manufacture of phonograph



Style 750—$75.00

The James Manoil Co. is not a new corporation, but has had years of extensive business experience. It has a complete and efficient organization fully developed to successfully cope with the requirements of the talking machine industry.

Write Immediately for further information, terms, prices.

JAMES MANOI

Executive Offices:
60 BROADWAY, N. Y.

JAMES MANOIL COMPANY INC NEW YORK

bhone

nd study by men who have
he talking machine since its
nts of the trade and the public
machine which not only suc-
odies certain exclusive features
points by the dealer.

Style 500—$50.00

The Manophone, owing to its <u>exclusively</u> constructed tone-arm, plays all makes of records <u>perfectly.</u>

It is made in five sizes. Its cabinet designs have distinctive individuality and beauty. The line is complete in every detail.

advantageous is equipped with most modern machinery and labor-
hat the highest grade workmanship is guaranteed.

A national advertising campaign to the consumer will be launched in the interests of the dealers handling the Manophone. Every advertising aid possible is assured the retailer.

Style 1000—$100.00

territory granted in the United States and foreign countries.

COMPANY, Inc.

Factory:
NEWBURGH, N. Y.

UTILIZING WINDOW DISPLAY

Mrs. E. Byrne de Witt Utilizes Both Warerooms and Window for Display Purposes

Those dealers who imagine that their front windows cannot be used to advantage because of limited size will find the accompanying photographs interesting and perhaps suggestive of similar displays. They represent the show window and interior of a new talking machine store recently opened by Mrs. E. Byrne de Witt, at 1398 Third avenue, New York. Mrs. de Witt handles the products of the Columbia Graphophone Co. exclusively.

This store is a small shop; only a few steps would carry you by the windows, yet the display is effective in every particular. The monthly hanger issued by the Columbia Co. is utilized, together with the "note the notes" cut-out, a recent Saturday Evening Post and a number of Grafonolas. A window transparency is also used to excellent advantage in connection with the running widow signs. The Columbia transparency was attached and a sign painter completed the entire lettering across both windows. The use of the transparency in this way saved the biggest expense in a window sign.

Referring to Columbia product, Mrs. de Witt says:

"It is with great pleasure I take this opportunity, at the opening of my new store, to express my extreme satisfaction with the Columbia line. I never realized the wonderful possibilities afforded a dealer through handling Columbia product until I started putting my energy in your direction. Since then I have been more agreeably surprised, and have established a profitable and constantly increasing clientele."

Attractive Quarters of Mrs. E. Byrne de Witt

LABOR MEN FAVOR STEPHENS BILL

Reports That Organized Labor Is Opposed to Price Maintenance Are Unfounded

Edmund A. Whittier, secretary-treasurer of the American Fair Trade League, stated in a recent interview that the reported opposition of labor organizations to the Stephens bill is a deliberate misrepresentation of facts, the truth of the matter being that only one small local in the entire country took adverse action when the bill was brought up before it for discussion, and this adverse action was taken under misapprehension and probably will be reversed, according to latest information. It is hardly consistent for organized labor to oppose the Stephens bill, for the principal on which labor organizations are founded is identical with that principal which underlies the standard price measure.

Labor organizations seek to standardize the prices of labor, and the Stephens bill seeks to standardize the prices of identified products of labor. Stable production and stable markets mean steady employment at satisfactory wages, and no labor organization can conscientiously oppose any measure which seeks to bring about these results. Many of the strongest opponents of the Stephens bill are concerns which pay exceeding small wages, many of the large department stores, which have been active in their opposition to this bill, being known all over the country because of the extremely small wages which they pay to their employes. It is interesting to note that almost all of the higher-class department stores are in favor of the Stephens bill, as are all manufacturers who seek to bring about conditions whereby an honestly-made product may be marketed under fair conditions and at a fair price.

Piano manufacturers and dealers alike should lend their hearty co-operation to the efforts now being made by the American Fair Trade League to bring about the enactment of the Stephens bill into law. Concerted action is necessary and every intelligent business man in this country should do all in his power to help bring about a condition which will be of lasting benefit to manufacturer, dealer and consumer alike.

The members of the 1915 class of Penn Yan Academy presented their alma mater with a handsome Victor Victrola at the commencement exercises held recently.

SCHLOSS BROTHERS
CABINETMATCH
NEW YORK

ANOTHER COLUMBIA BUILDING

BRIDGEPORT, CONN., July 7.—The Columbia Graphophone Co. has awarded the contract for the erection of another factory building which will be devoted to record production. This factory will be erected alongside the Birdsey-Somers building which the Columbia Co. recently purchased. Other new Columbia plants will also be erected in the near future.

GEO. W. MORGAN RESIGNS

George W. Morgan, for a number of years manager of the piano and Victor departments of Gimbel Bros., New York, resigned from this position this week to join the local John Wanamaker piano department in an important capacity. Mr. Morgan's successor has not yet been appointed, F. E. Fitzgerald, assistant manager, now being in charge of the department.

Size 16 in. x 17 in. x 37 in.

The Mutual Special

$37.50 (Retail)

Cabinet, Mahogany or Oak, hand carved, first-class finish. Equipped with a strong double Spring Worm-gear Motor, Universal Tone-arm, and will play all records without any attachments.

Another Exquisite Model

$50.00

Size 18 in. x 20 in. x 42 in.

A live proposition for live dealers; don't delay, send for full particulars, *liberal discounts.*

The Mutual Talking Machine Co., Inc.
145 W. 45th St., New York, N.Y. (New Address)

Try the
Wizard
SEMI-PERMANENT
NEEDLE

Eliminates the Scratch. Produces a Soft Mellow Tone, bringing out all the richness of either Vocal or Instrumental Music. Will not injure the Finest Record. Write for prices and full particulars.

Send for Free Sample

H. S. TOWNSEND
1833 VENANGO STREET PHILADELPHIA, PA.
Patent applied for

J. NEWCOMB BLACKMAN DEFENDS THE STEPHENS BILL

Presents Some Exceedingly Strong Arguments for Price Maintenance Before Governmental Committee as a Representative of the National Association of Talking Machine Jobbers

At the recent hearing on the Stephens bill before the Committee for Interstate and Foreign Commerce, House of Representatives, Washington, D. C., one of the most interesting addresses was made by J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, Victor distributer, and also one of the representatives of the National Association of Talking Machine Jobbers.

In the first part of his testimony Mr. Blackman briefly pointed out the unlimited arguments in favor of price maintenance, and after answering a number of questions propounded by members of the committee, was requested by the chairman of the committee to present his closing arguments in a limited time so that the hearing could be adjourned temporarily.

Mr. Blackman thereupon gave the following testimony which is an unusually valuable brief for price maintenance, and which, considering the fact that it was extemporaneous and given against a time limit, deserves special praise:

Mr. Blackman: Until the recent decision of the United States Supreme Court, by a vote of five to four, deciding that it was against public policy to permit restriction in price after the title had been given to an article, it was legal to conduct business restricting the re-sale price, regardless of the passing of the title.

Let us not lose sight of the fact that this decision might easily be reversed were the Supreme Court to re-hear the case. Then, again. the Supreme Court was merely interpreting the law, as affecting public policy on a question of the conduct of business.

It appears that the whole question sums up as to whether or not it is in the interest of public policy to allow a fixed price. This being the case, then why not decide that question instead of allowing it to be done through one process and prohibit it by another. which would appear as class legislation or interpretation of law.

Let me give you some examples where the provisions in the Stephens Bill are in operation and considered perfectly legal. I will draw a comparison between a real estate operator, who practically manufactures land through a process of taking a large tract of virgin land and developing and improving it until it represents improved and highly restricted property, and a mercantile manufacturer. The real estate merchant has the land surveyed and mapped out, showing roads and lots to be sold, and offers the property for sale. The restrictions are obligatory only after we have exercised our option to purchase, and we can refuse to buy, because of the restrictions, for the reason that there is to be found other property unrestricted, or with restrictions to our liking. We recognize, however, that these restrictions, to become effective, and in order that we may individually enjoy them, must be binding on other property owners and run for a certain length of time and be binding on subsequent purchasers. Such property may not necessarily be sold direct by the real estate operator, but through any real estate agent, and we have noticed quite generally that the real estate agents' commissions are uniform.

I have heard opponents of the Stephens Bill claim that when you take title to property you should be free to do as you please with it, and while you may reply that you could re-sell the property without restriction as to the price, the other restrictions certainly restrict your prospective purchasers to those who are willing to be bound by the restrictions.

This universal method of developing residence property is so generally recognized as desirable and necessary that you would not be considered a good neighbor if you attempted to break down values for purely selfish reasons, as follows: Suppose you decided to lay aside the moral question as to what was right and fair to the other purchasers, but with an ulterior motive rented your property to a family of darkies. You know that this would affect the value of the entire property, but more particularly the adjoining properties. After you have in this manner damaged the values of the adjoining properties, you might indirectly buy them in, and by a pre-arrangement plan for your own selfish benefit, in that way ruin values and revert to yourself the benefit. Your action would not be approved, and you would not be respected, even though you might be able to get away with it. Why not say in this case that a real estate operator can still sell his property and get his price? You can readily see that he may not be able to sell it as residence property to the class of buyers intended and that values in the entire real estate development referred to have been seriously injured, although the land remains the same.

Does this not compare with the manufacturer who erects a factory, buys raw material in large quantities, and proceeds to map out a plan for manufacturing of merchandise, and turns the bulk raw material into small lots, or a manufactured product? Does not the price cutter, who, regardless of business ethics, uses some of the product as bait, create a false standard, and does he not have an ulterior motive, as in the case of the real estate sharper, who rented to the darky family? There seems to me to be a strong resemblance in the effect of the damage to the producer in both cases. However, in the first instance, it is generally frowned on, and in the other considered quite clever, and the consumer, who does not regard the rights of others, but simply follows his selfish desires, takes advantage of these cut-price schemes and lauds the price cutter. If it is a good argument that the producer and consumer can take care of themselves without restriction, which some claim take away independence, then there are many laws on the statute books to-day that should be repealed. We know, however, that public policy demands laws, and that there shall be uniform observance. We need a police department in business, as well as in socicty.

Here is another illustration. When Henry Ford found that he could not sell his automobiles at a uniform price through independent agents, did he agree with the government that a uniform price was unnecessary and not in the interest of public policy? On the contrary, being one of our largest and wealthiest manufacturers, he immediately

J. Newcomb Blackman

changed his system and distributed his automobiles at uniform prices through his own stores by a process of holding title to the automobile until it was sold at a uniform retail price. If uniform prices are wrong, wherein has the public been benefited, and if, as 90 per cent. of the merchants of the country believe, they are absolutely necessary to insure uniform quality and satisfactory service, then why make it possible for only the largest and wealthiest manufacturers to operate legally on a uniform price basis?

The prices at which some standard trade-mark goods are sold represent such losses that were we not aware of the fact that the loss is made up on other goods, on which a proportionately high profit was made. we would question whether the goods had not been stolen. The methods pursued by some price-cutters, I believe, constitute commercial stealing. and I believe the Stephens Bill protects the honest manufacturer, wholesaler, retailer and consumer, and will be legislation that will foster and protect honest merchandising.

Some one referred to the Big Ben clocks in a manner that would indicate that the price was inflated to pay for advertising, and that it was not the merit of the article itself which brought about such a large sale. I do not agree with this statement, nor the statement that any advertising of a reputable article increases the cost; on the other hand, have found that by quantity production through increased demand, better value has been obtained. I used to buy ordinary alarm clocks of the unknown variety without any guarantee for about 98c. each. They lasted a few months, and I threw them away. About two years ago I bought a Big Ben and a Little Ben. They are keeping good time, are apparently as good as new, and I think I have received my money's worth. You do not have to buy Big Bens, but can select the 98c. variety, but I want manufacturers who produce a good article to have the protection that will enable them to continue.

The Gillette razor has been referred to. I bought one about ten years ago and paid the full list price. of $5.00. It is as good as new, and I feel that I have, in that case. value received. I tried a razor put on the market and widely advertised at 25c. After one shave, I decided that the price compared with the article. Then, again, I tried a dollar safety razor, and while it may be fairly said that it was worth a dollar, I believe that my experience with the Gillette is not one that calls for any complaint.

Personally, I do not ask the government to give me the right by fair or unfair means to get merchandise I want at a price I want to pay, regardless of the injury to the merchant. So long as there are plenty of safety razors, shoes, hats and other articles of merchandise in competition, the law of supply and demand will give me ample protection.

A Congressman from the South asked me whether the Stephens Bill would enable the cotton merchant to brand his cotton and sell it at a uniform price. I said, "Certainly, nobody will stop you." And then he said, "Can we get the price?" I replied, "I was not aware that it was the purpose of this bill to sell the goods for the merchant. If he has not enough real value in his goods, the branding of them and putting a uniform price on them will re-act, and he will not exercise his option to do business under the provisions of the Stephens Bill."

In conclusion, I think the consumer should have the protection of the Stephens Bill, in order to insure him a steady supply of identified merchandise at a uniform price and quality. The small independent merchants of the country should be able to buy goods from manufacturers who desire to operate under the Stephens Bill, to protect them against being put out of business by the merciless price-cutter, or by the necessity of a manufacturer doing business through his own stores, to operate on the uniform price basis. The producers or manufacturers need the protection of the provisions in the Stephens Bill to enable them to manufacture goods of uniform quality, which is only possible with a uniform price.

Before my time is up, let me get this home. It is *strictly optional* whether any one chooses to operate under the Stephens Bill. Any producer or manufacturer under the terms of the Stephens Bill must lay his cards on the table with the government, thus exposing his system to the fiercest competition. To qualify for operation under this bill there must be *no monopoly*, and if a monopoly develops, tbe operator would immediately *disqualify*.

A privilege and a protection will be restored, which was only recently removed, by the closest possible decision of seven Supreme Court judges as to the interpretation of law in the interest of public policy.

The underlying reasons calling for the passage of this bill are to foster and protect honest merchandising and discourage immoral practices in business. The element of competition is *not lessened, but increased,* and it is changed only to the extent that it makes it possible to more clearly define what is *honest competition.*

Truetone Combination Sets

MADE IN U. S. A.

Five different tones, each tone packed separately. 200 in a metal box, 5 boxes in a convenient container holding 1000 needles, retailing at 75c.

Five of these containers packed in a carton and sent prepaid to dealers anywhere in U. S. for $1.50, and postage on 2½ lbs.

(Cash with order on sample lots)

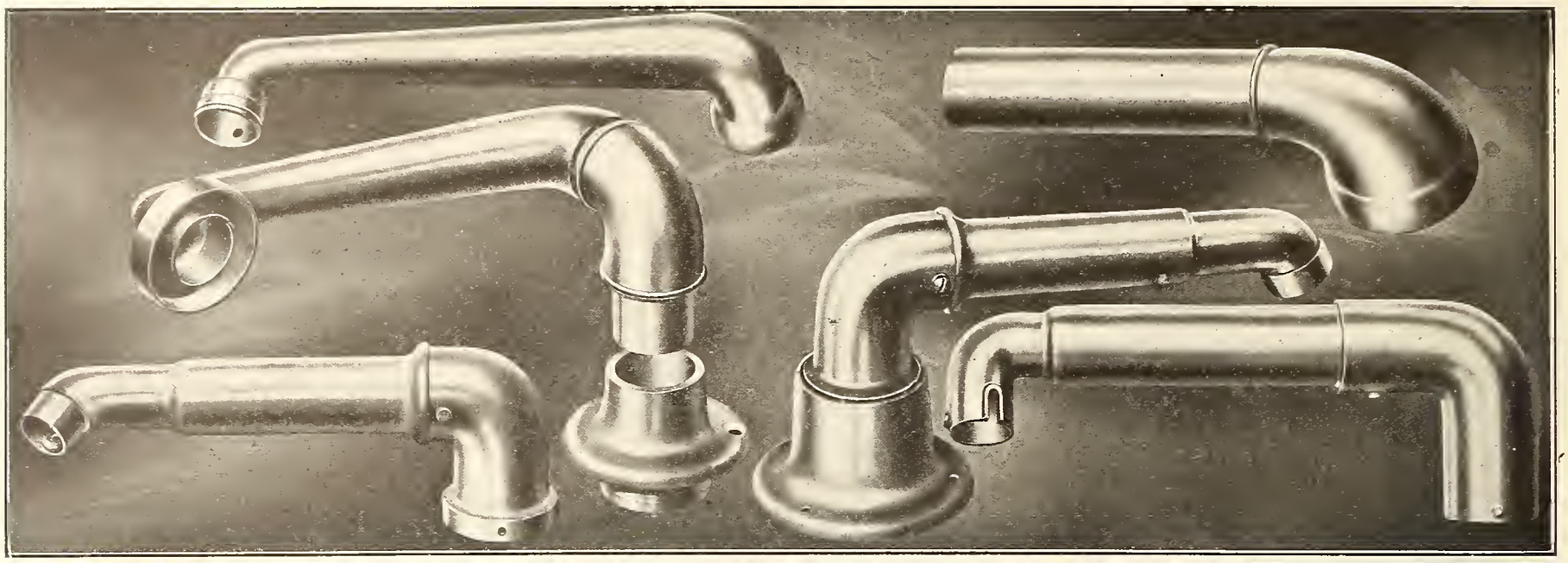
NEW YORK DISC NEEDLE CO.

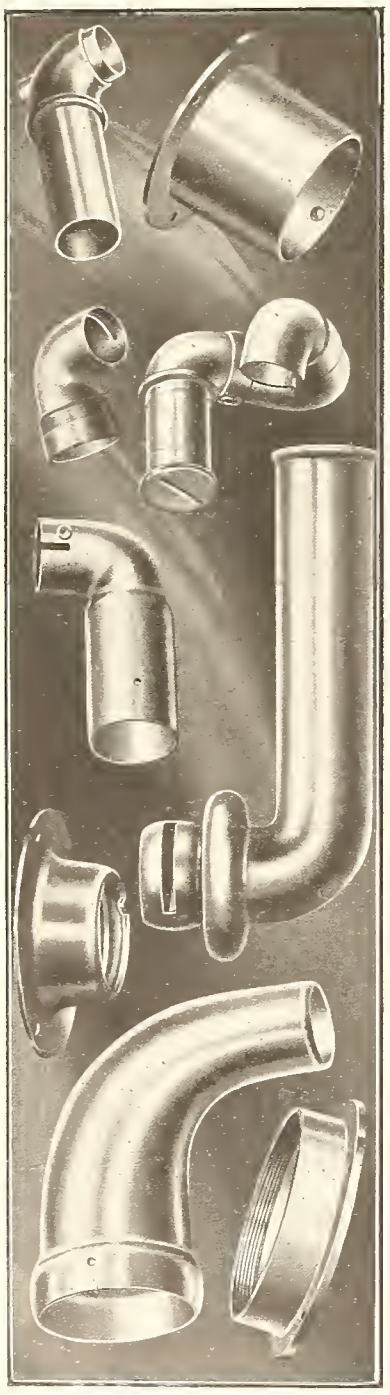
110 WORTH STREET, NEW YORK CITY

Truetone TRADE MARK

Highest Grade Ever Made

SEND FOR SAMPLES AND PRICES ON OUR COMPLETE LINE





For accurate and beautiful phonograph parts order

ACME Die Castings

ACME DIE CASTINGS are made under great pressure in steel moulds. They are cast accurately to the thousandth part of an inch, and are delivered to you ready for assembling and plating.

The Acme patented process makes possible a beauty of design and wide range of construction which cannot be secured by other means except at very high cost. When light weight is essential the castings may be made with 1/32 in. walls.

Beautiful finish, strength of the metal and its close, velvety grain are characteristic features of Acme Die Castings. They present a perfect surface for plating of any kind—nickel, brass, gold, etc.

Acme Dies are guaranteed for an unlimited number of castings.

The service of experts—Prompt deliveries

The Acme organization is composed of experts who have had years of experience in die-casting phonograph parts. They are ready to co-operate with you, and their help in carrying out your plans or in offering suggestions will be found valuable.

The production capacity of Acme Die Casting Machines is greater than that of any others in existence using similar metals. This means *deliveries*. You can depend upon getting your castings when you want them. Our daily capacity per die is greater.

Send us prints or models for estimate, stating quantities you will use. You will find our prices low considering the quality of the castings and the high quality of our service.

Act now and be convinced.

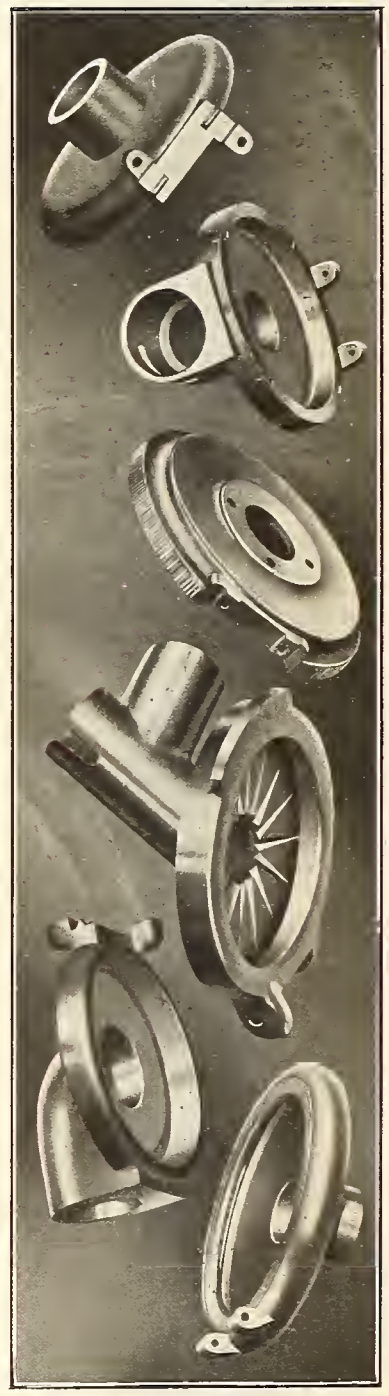
Acme Die Casting Corporation

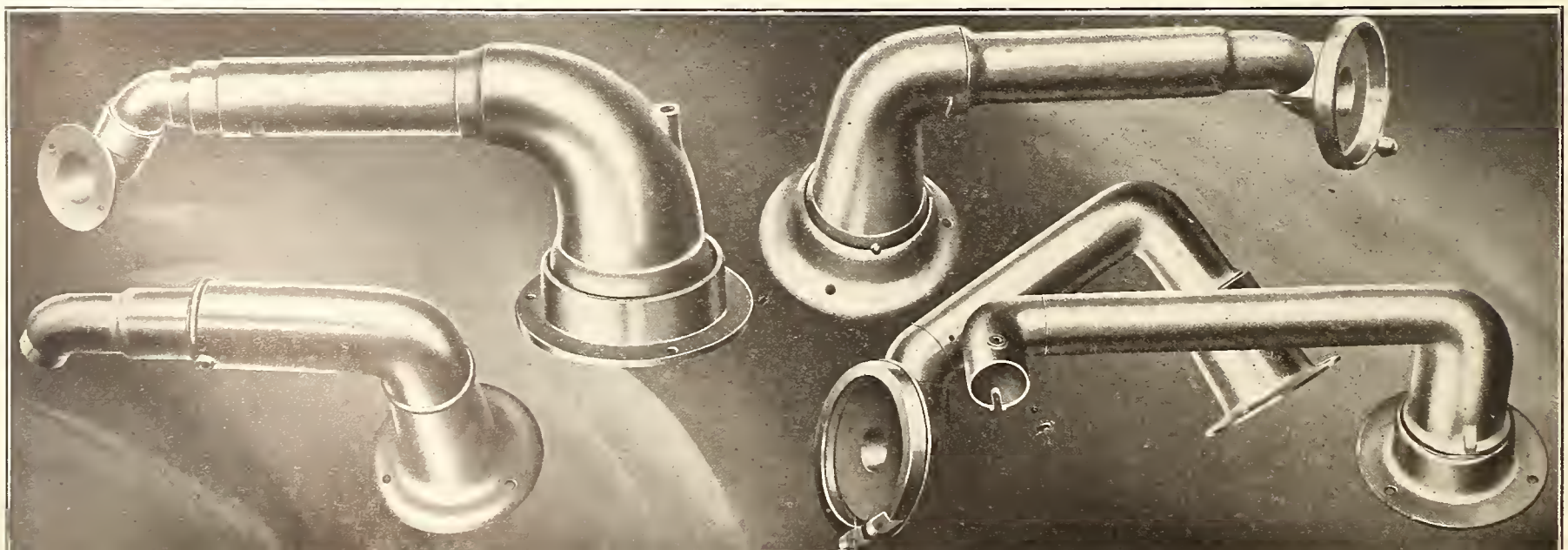
TRADE MARK

Bush Terminal Bldg., 35th St. and 3rd Ave.
Brooklyn, N. Y.

Sales Offices:

Boston—176 Federal Street
Detroit—965 Woodward Avenue
Philadelphia—Widener Building
Chicago—232 S. Clark Street





PRIZE WINNERS IN SINGING CONTEST MAKE RECORD.

Successful Contestants in Denver Newspaper Contest Make Trip to New York for the Purpose of Making a Record for Columbia Co.—Royalties to Establish Fund for Amateurs

A record of unusual interest was made last week at the laboratories of the Columbia Graphophone Co., New York, when Miss Alice Forsyth, a soprano, and Chauncey Parsons, a tenor, each recorded a selection for a Columbia double-faced record, to be issued shortly. Behind the making of this record is a story of effort and achievement which has attracted the attention of the newspapers and musical worlds in a number of the large cities.

Chauncey Parsons Recording in the Columbia Laboratory

Last month H. A. Herrick, managing editor of the Rocky Mountain News, a Denver newspaper, after conferring with several of his friends, including E. J. Dalzell, Columbia wholesale representative, decided to hold a contest which would be open to all amateur singers in the State of Colorado. The winners of this contest were to be the guests of Mr. Herrick and his newspaper on a trip to New York, and arrangements were consummated with the Columbia Graphophone Co. whereby they would make a record at the company's laboratory. This record was designated as the "Scholarship Fund Record," and it was decided that a certain proportion of the sales from this record would be devoted to a fund to be known as the "News-Times-Columbia-Colorado - Scholarship Fund." This fund was to be placed at the disposal of deserving and needy amateur singers, whose voices showed unmistakable signs of rare talent, but whose means did not permit of a continuation of their studies.

Chauncey Parsons—Alice Forsyth

As soon as Mr. Herrick announced this novel contest he was deluged with applications, and every means was taken to have the contest fairly judged without prejudice to any competing singer. It was decided to divide the tests into three groups, preliminary, semi-final and finals. Every contestant was assigned a number, and from the moment they entered the contest the identity of each singer was unknown to any group of judges.

A total count of the contestants showed that 452 amateur singers in the "Centennial State" had signified their intentions of entering the contest, and as the great majority of these amateurs possessed very pleasing voices, the judges were forced to exercise extreme skill and care to give absolute justice to all the singers.

On the night of the final contest Mr. Herrick arranged for the use of the Auditorium Theatre, the largest theatre in that city, and one of the best-known amusement houses in the West. An audience of four thousand music lovers assembled to hear the finals of the contest and a similar number were unable to obtain admittance to the theatre.

The judges at the final contest consisted of Prof. George M. Chadwick, of the University of Colorado; Dean Edward Danforth Hale, Colorado College; Prof. Al. B. Longacre, University of Denver; Dean Henry Housely and Dr. Nicoll Brown. The contest finally narrowed down to twelve contestants, and the judges, after a lengthy consideration of the qualities of each competing voice, selected Miss Forsyth and Mr. Parsons as the winners. The contest was decided upon the following qualifications—natural voice, tone production, interpretation and diction. After being announced the winners, Miss Forsyth and Mr. Parsons left for New York, in charge of Mr. and Mrs. Herrick. They spent quite some time at the Columbia factories in Bridgeport, Conn., and made a record which has been pronounced a decided success, and which will be placed on sale shortly.

Miss Forsyth has a natural voice of remarkable beauty, and at the public hearings, astounded the critics with her clarity of diction and tone production. Neither Miss Forsyth nor Mr. Parsons has appeared on any public stage, but their achievement in the Denver contest has brought them many offers.

DEFERRED PAYMENT CONTRACT

The Victor Talking Machine Co. sent out to its dealers recently a sample copy of a deferred payment and instalment contract. The company strongly recommends that for the sake of uniformity Victor dealers use this new form of contract, where payments of cash royalties on the instalment plan are accepted.

This contract contains an interest clause calling for 6 per cent. interest upon deferred payments which is the usual rate of interest collected by Victor dealers.

An interesting section of this contract is a supplemental "endorsement" whereby another party guarantees that the purchaser of the Victor machine on the instalment plan will either pay the amount specified in the contract or will return the Victor machine to the dealer within thirty days after default or violation of any of the conditions mentioned in the contract.

The use of this endorsement is, of course, optional, although the Victor Co. suggests that it is advisable, as experience has shown that frequently an employer or responsible friend will sign this endorsement in the nature of a guarantee only of the honesty of a customer.

Patent No. 1131895

UNCLE SAM and the MEXICAN

Uncle Sam is Booting the Mexican Bandit in Vigorous Yankee Fashion and Boxing his Ears. The Mexican is "Beating It" as fast as he can go.

Only one dealer has seen this novelty before this copy was sent to the Talking Machine World. He is the manager of a large Victor Distributor and said: "*Send us one gross of Uncle Sam and The Mexican as soon as possible.*"

This Novelty is timely and a side-splitter. We have had to use our "First Aid to the Injured" on people who have seen it in our factory.

Recommended in connection with the following records:

Columbia { They're on their way to Mexico A1565 / Patriotic Airs March - - No.5573 / National Emblem March - No.1025

Victor { They're on Their Way To Mexico - No.17599 / National Emblem March No. 1025

(This toy does not fit on the Edison Machine)

These figures are hand painted in four colors and Retail at $1.25. **Price to Dealers** $9.00 per dozen. **Order at once and get this Novelty first.** Will be a tremendous hit with the Public — A good Midsummer Novelty and Business Getter.

National Toy Co., 271 Congress St., Boston, Mass.

Manufacturers of Ragtime Rastus and The Boxers.

SCHLOSS BROTHERS
CABINETMATCH
NEW YORK

STOP! READ! ACT!

Now is the time to order Victrolas.

Don't wait until the rush starts.

Begin building up your record stock also.

We have been building up ours for months past and are now filling 95% to 100% on all record orders received.

A good supply of the best selling records will pay big dividends later.

Get some of this money by sending in your order now.

Blackman
TALKING MACHINE CO.
97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK
Victor Distributors

QUICK RECOVERY FROM FIRE LOSS

Schloss Bros. Plant Again in Full Operation Within a Month After it Had Been Over Half Destroyed by Blaze

The practically complete recovery in three weeks from the effects of a fire that destroyed practically half its plant and caused heavy damage to the remaining section, is the unusual record made by Schloss Bros., talking machine cabinet manufacturers of this city. On June 17, in the midst of a thunderstorm a bolt of lightning came through one of the windows on the top floor of the company's factory and started a dangerous blaze that got beyond the control of the employes. Before the fire engines arrived the entire floor was a mass of flames, which were eating their way through the roof. Three alarms were immediately turned in by the firemen, bringing the necessary fighting force.

The great quantity of water thrown into the blazing floor poured through to the floors below, soaking machinery and a large stock of finished and unfinished cabinets. Through good fortune several carloads of dimension stock which had just arrived was still in the railroad yards awaiting unloading when the fire came. This stock was moved into temporary quarters, the machinery dried out, repaired and put into operation, and within about a week a large section of the factory was in full working order.

As The World goes to press the burned section has again been occupied, and Schloss Bros. are sending out cabinets at their usual rate. Complete recovery is attributed to the energy of Myron Schloss, president, and Edwin G. Schloss, general manager of the company.

REINHART IN CHARGE OF CREDITS

Becomes Head Credit Man for New York Talking Machine Co.—M. Owens Joins Staff

M. M. Reinhart has been placed in charge of the credit department of the New York Talking Machine Co., New York, Victor distributer. Mr. Reinhart has been associated with the company for more than a year, and during that time has won the friendship and esteem of Victor dealers and his associates. He is fully conversant with the requirements of his new post, and will endeavor to co-operate with the company's patrons in every possible way.

Morris Owens has joined the staff of the New York Talking Machine Co., occupying a position in the credit department.

L. L. Spencer, of the Silas E. Pearsall Co., 16 West Forty-sixth street, New York, has returned from a short visit to his old home in Illinois, where he spent a part of his vacation.

Thos. Mee opened a talking machine store at Clinton, Ill., recently, featuring the Columbia Grafonola.

THIS IS AN "ATLAS" PACKING CASE MADE ONLY BY NELSON & HALL CO., MONTGOMERY CENTER, VT.

This Stamp

may be seen wherever cabinet machines are shipped.

The Reason:

ATLAS 3-PLY VENEER PACKING CASES

are made by experts who have studied the needs of the talking machine trade from beginning to end. Our manufacturing and shipping facilities are excellent.

We can give you invaluable advice regarding style of packing and shipping costs.

MAY WE? *WRITE TODAY*

NELSON & HALL CO.

MONTGOMERY CENTER VERMONT

NEW HELP FOR EDISON DEALERS

Salesman's Manual, Containing Talking Points on Edison Phonographs, Just Issued

A new salesman's manual, designed for the use of dealers in the new Edison, recently has been issued and distributed by Thomas A. Edison, Inc., of Orange, N. J. The manual is novel in that it has been bound in loose-leaf form, which will permit the addition of supplementary material to the various sections into which it is divided. The book treats the new Edison from a demonstrating and sales standpoint and between its covers there is a liberal education for those selling this instrument.

Among the features is a "Straight Talk," which outlines the form of an ideal demonstration. By a study of this outline demonstration the dealer will learn the most effective method of presenting his facts and marshaling his arguments in dealing with a prospect. Another department is devoted to a series of questions and answers. Other pertinent points regarding the Edison are driven home by the same methods. The book also contains selling points on all of the records in the new Edison catalog.

With each manual a set of cards, each showing an Edison artist singing in comparison with Edison's re-creation of their voice and a brief description of their artistic capabilities.

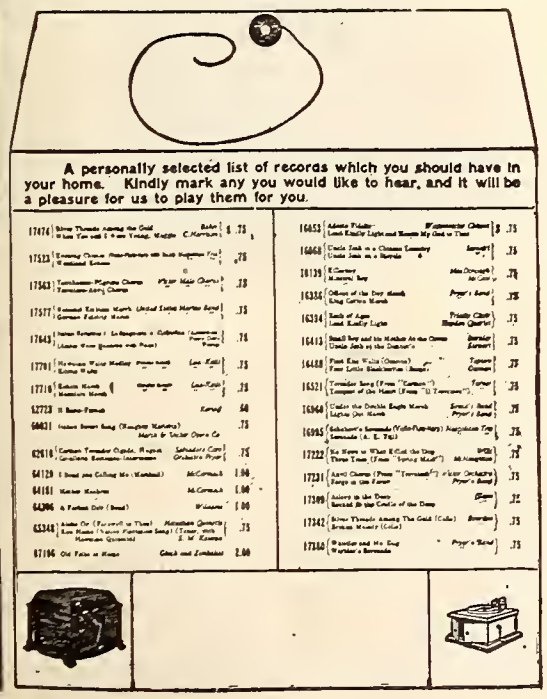
INCREASE CAPITAL TO $1,300,000

At a meeting of the stockholders of the Pathé Frères Phonograph Co., held at the company's executive offices last week, it was decided to increase the capital of the company from $900,000 to $1,300,000. This increase was suggested to the stockholders subsequent to a meeting of the board of directors.

By increasing its capital to $1,300,000, the Pathé Frères Phonograph Co. will be in a position to adequately take care of the remarkable expansion of its business, which has been particularly impressive the past year. New factories are now being erected and a number of important manufacturing and merchandising deals have been closed which insure an outlet for the company's capacity production during the next twelve months.

VISITING YELLOWSTONE PARK

MINNEAPOLIS, MINN., July 10.—Archie Matheis, proprietor of the Talking Machine Co., Victor dealers, of Minneapolis, with Mrs. Matheis, left July 1 on an automobile trip to Yellowstone Park and return. They are acting as official pathfinders of the southern route to Yellowstone, and are reporting road conditions to G. Roy Hill, secretary of the Minneapolis Automobile Club. Mr. Matheis, who reports good business prospects, expects to return about the first of August.



BEE TRADE MARK CROFT

Do You Know That Record Delivery Envelopes Are Cheaper Than Wrapping Paper and String?

SAMPLES AND PRICES ON APPLICATION

Record Delivery Envelopes
Record Stock Envelopes
Catalog Supplement Envelopes

Long Cabinets
Bagshaw Needles
Perfection Record Holders
Peerless Locking Plates

CLEMENT BEECROFT, 309 W. Susquehanna Ave., PHILADELPHIA

ILSLEY'S Graphite Phono Spring Lubricant *The Perfect Lubricant for Talking Machine Motors, Mainsprings, Gears, etc.*

Write for descriptive folder, sample and prices

Manufactured by **ILSLEY-DOUBLEDAY & CO.** Established 1853
229-231 Front Street, New York, N. Y., U. S. A.

THREE NEW TALKING MACHINE HOUSES FOR ST. LOUIS

Brunswick-Balke-Collender Co., Artophone Co. and Pathephone Co. will open new stores in a Few Weeks—Local Trade Reports Record-Breaking Sales for Past Month—Patriotic Songs in Demand—Dealers Seeking to Solve the Problem of Approvals—Other News

St. Louis, Mo., July 6.—With three new talking machine houses due to open within a few weeks, an old line piano house adding a machine of its own to its line, there is plenty of interest on "Piano Row" besides talking over the June sales records that equal those of holiday months, as was the case with many houses.

The new stores are those of the Brunswick-Balke-Collender Co., at 1118 Olive street, which will open July 15. While this store will handle other goods made by this firm, which have been sold by a branch store in another part of town for many years, the new store will feature the Brunswick talking machines. Local dealers who have seen this machine are free with praise of its appearance.

Another new store will be opened by September 1 by the Artophone Co., of this city, at 1113 Olive street. The Artophone Co. will use this building as a sales wareroom and assembly and manufacturing plant except the fifth floor, which has been leased to the Baldwin Piano Co., whose warerooms are next door, to be added to the Baldwin shop space. The Artophone machines are advertised as "made in St. Louis," and have been on sale here several months.

The third store, which will be opened by August 1, is that of the Pathephone Co., of Missouri, at 1010 Olive street. R. H. Gordon, manager of the Pathephone Co., returned from the jobbers' meeting in New York late last month and immediately got the decorators busy on his new place. The Pathephone business has outgrown the second floor quarters leased by this company when it opened for business here last September. The added record racks now occupy about half of the space formerly devoted to both records and display of machines. Mr. Gordon says that much interest is being shown in the new models of the Pathephone and he expects fine fall orders on these. His record orders are running unexpectedly heavy.

The local trade has run out of all bounds, according to all dealers. A number of them report June totals as higher than those of last December, their former highwater mark, despite that in practically all lines there is a shortage of certain models of machines or of the most popular records.

The Columbia warerooms have enjoyed a very favorable month despite a shortage of the small machines to meet the demand for the outing trade. A big hit has been made with the records of "Wake Up, America," "They're on Their Way to Mexico," and "Soldier Boy." Heavy sales of the second number were made to men in soldier's uniform after the mobilization of the local militia was ordered. It was apparently the only talking machine record that exactly filled the bill. The Columbia Co. advertised this feature heavily and accompanying the placard in the show window announcing the numbers was a pile of sand, a reminder that the St. Louis soldiers were on their way to Laredo, where there is more sand than anything else except heat.

Manager Irby W. Reid was in Chicago the first of the month on a business trip. A June visitor at the Columbia warerooms was Arthur Erismann, Columbia district manager for New England, and son-in-law of Mr. Reid. Mr. Erismann found his visit to the local store quite profitable and was enabled to leave some pointers, so his stay was mutually agreeable.

The Guassman-Perker Furniture Co., at 8206 North Broadway, St. Louis, is a new Columbia dealer. This firm placed a heavy initial order and is preparing for an extensive trade, as it does a heavy country trade north of St. Louis.

Manager Ching, of Aeolian Hall, says the June business in Aeolian-Vocalion machines was surprisingly good. A feature now is the number of Vocalion owners who bring their friends into the store to buy, a custom which the Aeolian Hall salesforce regards as very complimentary to their machine. The record business, which now is well established on the first floor, is thriving. The move to the first floor from the former basement rooms has proved to be a distinct advantage, despite the fact that the basement salesroom left little to be desired. Aeolian Hall service in keeping track of record customers, too, helps.

The Silverstone Music Co. reports an excellent business in Edison machines and records. The sales of Diamond Disc records would be better, it is said, if the supply was equal to the demand. A bit of good news from the Edison standpoint was that the Stix, Baer & Fuller Drygoods Co. has advanced to the A class of

BEGINNING AUGUST 1st

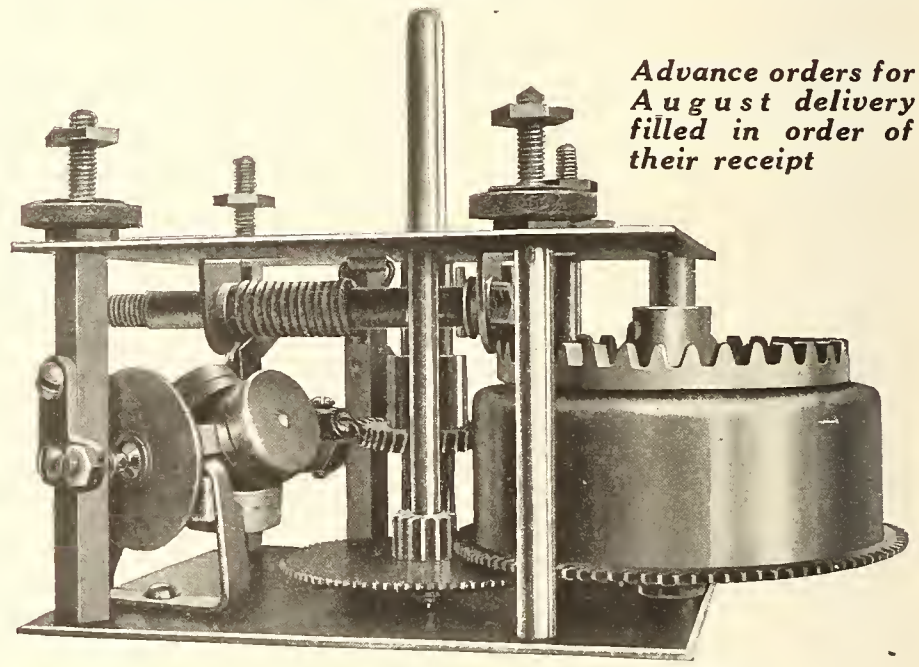
WONDER TALKING MACHINES

$5.00 to $20.00

Will be equipped with our new *noiseless*

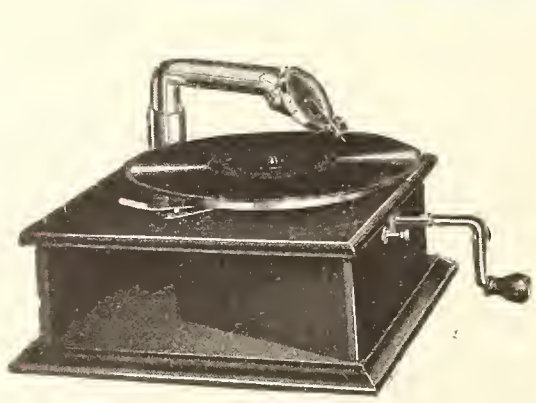
WORM-GEAR MOTORS

(Illustrated Below)



Advance orders for August delivery filled in order of their receipt

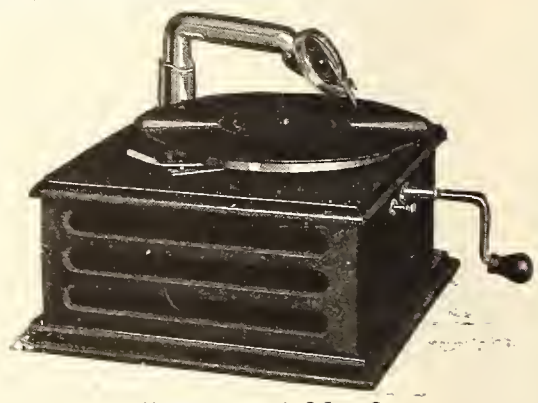
"Wonder" Noiseless Motor *(Two-thirds Actual Size)*



"Wonder" No. 1

List Price, $5.00

Universal Tone Arm and Sound Box.
Colonial Mahogany Finished Cabinet.
Size: 4⅞ x 12 x 12 inches.



"Wonder" No. 2

List Price, $7.50

Universal Tone Arm and Sound Box.
Colonial Mahogany Finished Cabinet.
Size: 5⅛ x 12 x 12 inches.

All new machines will be made with TAPERED SHAFTS insuring absolutely true running turn-table

Write for descriptive folders, advertising material and special dealers' proposition

THE WONDER TALKING MACHINE COMPANY

113-119 Fourth Avenue (at 12th St.) New York Telephones: Stuyvesant, 1666, 1667, 1668

dealers. This department store has been advertising the Edison machines quite freely. They also advertise the Victors, which they handle.

One of the problems that is causing a good deal of study is that of returns of records taken out on approval. One dealer has been keeping record and he finds that it is not the average customer who violates rules and does other annoying things, but the wealthy machine owners. He also finds that this class of persons is likely to have a worn or damaged record, order this number to him (or her) on approval and keep the good one and return the damaged one. Also there is a growing tendency of owners of a laterally cut record machine to order hill and dale records and try them out on their machines and then return them, usually more or less damaged. This complaint comes from dealers in both styles of records. It seems that no machine owner is satisfied with the records made for their machines, as long as some lists seem to be. One dealer who practically refused to sell a hill and dale record to the owner of a machine that played only laterally cut records was threatened with a suit and later this customer tried to force him to take back the record that he had threatened suit to obtain. These and other things have made it appear that it would be better to cut out approvals all together or at least establish an approval department and keep records in this department and not inflict those once sent out on approval on the good customers who come to the demonstration rooms to listen and then buy or the still larger class that come in, tell what they want, pay cash and have a right to be indignant if they get a damaged record.

A manufacturer's agent in Canada desires to receive samples and quotations from American manufacturers and exporters of talking machine points. Full information may be secured by addressing the Bureau of Foreign and Domestic Commerce, either at Washington, D. C., or at the Customs House, New York City, and referring to foreign trade opportunity No. 21,394.

NEW SONORA CATALOG ISSUED

Artistic Booklet Describing Different Sonora Models Just Off the Press

Many new departures in catalog construction are seen in the new volume illustrating and describing the Sonora phonograph, just issued by the Sonora Phonograph Corporation, 57 Reade street, New York, and now being mailed to the trade. Coming from the press of the American Lithographic Co., New York, it is needless to say that it is a specimen of the beautiful in the printing art.

A new feature in the presentation of the different Sonora models is the grading of each type of machine according to the tone, which was carefully done by a board of tone experts. For example, the "Supreme" model of the Sonora, retailing at $1,000 (construction and design patented), has a tone grading of "AA," while the "Invincible" model is graded "A," and as the various models are presented, the grading differs, model "Melodie" taking a tone grading of "F." This new departure will give to the customer a clearer idea of the musical value of the different models. As the catalog says: "All Sonora machines are graded according to tone. The difference lies in added fullness and depth with each grade, produced by scientific means; but all Sonora machines, from the highest to the lowest in price, have a true Sonora tone, worthy of the name. Sonora tone is free from metallic sounds and the rattling of mechanism. Friction between the record and the needle is reduced to a minimum."

Some of the Sonora features covered in this volume by articles are: Tone Control, Universal Playing, Sonora Motor, Cabinet Design, Sonora Motor Meter, Envelope Filing System, Sonora Electric Instruments, Needles, Testimonials, Awards, and Record Cabinets.

Although a separate catalog has been published relating specifically to the "Supreme" thousand dollar Sonora phonograph, two pages in this catalog are devoted to it. Other models are the "Invincible," the "Grand," the "Laureate," the "Elite," the "Baby Grand," the "Imperial," the "Troubadour," the "Barcarolle" and the "Melodie."

EDISON FACTORY BAND ORGANIZED

Employes of Thomas A. Edison, Inc., Form Brass Band—First Public Appearance

A band has been organized at the Edison factories at Orange, N. J., the membership being confined to men employed in the Edison plant. Arrangements have been made whereby the members of the band will have the advantage of the best instruction that can be provided and a high-class musical organization is anticipated. Although formed only a short time ago, the Edison band already has an extensive membership and a lively interest is being manifested in its activities, both on the part of the members and their fellow employes.

The first public appearance of the new organization was on June 14, flag day, when, with appropriate ceremonies, the stars and stripes were raised above the roof of Mr. Edison's laboratory. Despite the fact that only a few rehearsals had been held, the efforts of the musicians resulted in the production of some inspiring music, which was thoroughly enjoyed by the large number of employes of the Edison factories present.

VICTOR OFFICES BEING MOVED

CAMDEN, N. J., July 7.—The executive offices of the Victor Talking Machine Co. are being slowly moved from the former headquarters at the southeast corner of Front and Cooper streets, to the magnificent new building at the northwest corner of the same streets. The moving is being effected slowly so as not to interfere with the work of the concern.

The Heidelberg Furniture Co., of Jackson, Miss., recently opened a Columbia Grafonola department.

Deliver Your Talking Machines in LANSING Khaki Covers

Preparedness is the cry throughout the Country and an order placed now is a move in the right direction by getting ready for the coming Season's business.

All materials are of High Grade—the covers are heavily padded and quilted and properly manufactured—the Patent Buckle that is used is a necessity for Safely handling these expensive instruments.

LANSING

The Pioneer Khaki Moving Cover Mfr.

They afford perfect protection from the Weather—finger prints—scratches and all other blemishes.

Use the Lansing Khaki Moving Cover and save money.

"BEST BY TEST" IS THE LANSING SLOGAN.

E. H. LANSING, 611 WASHINGTON STREET, **BOSTON, MASS.**

W. S. GRAY WITH DOMESTIC CORP.

Becomes Pacific Coast Sales Agent for This New Manufacturing Concern

Walter S. Gray, who for the past eighteen years has been connected with the Columbia Graphophone Co., and for twelve years their Pacific Coast general manager, has resigned his position to become Pacific Coast sales agent for the Domestic Talking Machine Corp. In such capacity Mr. Gray will have entire charge of

Walter S. Gray

sales of Domestic talking machines on the Pacific Coast.

Mr. Gray can well be classed as one of the pioneers in the talking machine industry and can recount many amusing incidents of happenings when talking machines were a decided novelty.

Many houses prominent in the talking machine trade to-day owe their introduction to the industry to his efforts. Not only has Mr. Gray occupied a prominent position in talking machine trade circles in the United States, but he is responsible for starting many large accounts in China and Japan, having traveled the Orient on a number of occasions.

Mr. Gray expects to open offices in San Francisco, which he will make headquarters for selling Domestic talking machines on the Pacific Coast. His friends in the trade are legion and all join in wishing him the full measure of success which his years of experience plus the attractiveness of the line he will concentrate on seem to fully justify.

CONDITIONS GOOD IN MIDDLE WEST

Declares Otto Heineman Upon Return from Trip Through That Section—Chicago Office Doing Large Business in Machine Parts

"Business conditions throughout the Middle West are splendid, and from all indications the talking machine trade will enjoy a record-breaking fall prosperity," said Otto Heineman, president of the Otto Heineman Phonograph Supply Co., New York, who returned last week from a visit to the company's Middle West branch in Chicago and the factory at Elyria, O.

"Our Chicago office has been closing a business far beyond expectations, and this applies to our tone arms and sound boxes as well as motors. The talking machine manufacturers in the Middle West are building up a steady and profitable business along lines which insure the stability of the industry.

"The new and additional departments at our factory are now in working shape and with the increased facilities they afford us we can assure our clients a more effective service and co-operation than they have received in the past. These new departments contain new machinery of the most modern type and our output will be augmented considerably by these additions to our plant."

DEALERS INSPECT VICTOR LINE

Many Conventioners Visit Victor Jobbers—Interested in Record Stock Systems

The recent piano convention, which attracted dealers from Coast to Coast, was responsible for a large number of dealers calling at the headquarters of the local Victor distributers, in order to get in touch with conditions in the East. These visitors carefully examined the latest ideas in record stock systems so that they may utilize them in their own establishments.

Among these out-of-town Victor dealers were the following, who spent some time at the offices of the New York Talking Machine Co., Victor distributer: Mr. Parker, Parker-Gardner Co., Charlotte, N. C.; Messrs. Lamotte and Thearle, Thearle Music Co., San Diego, Cal.; W. C. Heim, Danbury, Conn.; Mr. Marshman, manager of the Victor department, McClure & Cowles, Albany, N. Y.; W. J. McCarthy, William Mueller Co., Baltimore, Md.; J. H. Troup, Jr., and Robert Troup, Troup Music House, Harrisburg, Pa.

INTRODUCE THREE NEW MODELS

Special Tone Arm Also Produced by Mutual Talking Machine Co., Recently Reorganized

The Mutual Talking Machine Co., New York, which recently reorganized, increased its capital and broadened its activities, has added three new models to its line, retailing at $37.50, $50 and $75. The company has also arranged to manufacture talking machine parts, specializing on the production of a tone arm embodying several distinctive features.

The Royal Cabinet Manufacturing Co., a subsidiary company to the Mutual Talking Machine Co., has been formed, with H. Lobschutz as general manager. This concern will manufacture all Mutual cabinets and has also equipped its plant to do general cabinet work for the trade.

25c—Majestic Records—25c

(DOUBLE DISC)

An Entirely New Double Disc Seven-Inch Record for Twenty-Five Cents (Vertical Cut)

¶ **Majestic Records** play as long as most ten-inch records.

¶ **Majestic Records** compare with anything now on the market in tonal quality and manufacture. We welcome comparison.

¶ **The Majestic Catalogue** embraces all that is best in the world's musical literature—Vocal and Instrumental—Classical, Secular and Sacred—and the popular hits of the day.

¶ Our name is our trademark, and all we stand for is represented in our product.

¶ **We are here to stay—therefore our records are not made as a complement to a "cheap machine"—they are made for the best machines on the market.**

¶ This proposition to dealers "sparkles all over." We offer the *maximum product at a minimum charge.*

¶ TO JOBBERS—Our price means a **world wide range** for the dealer. **Their field** is **your field.** Don't delay. Wire for particulars.

50c—Majestic Adaptor—50c
The Majestic Adaptor is a simple attachment which enables any phonograph to play all records

Majestic Phonograph Co., Inc., 247-253 West 19th Street New York City

Pathé

Illustration Shows Record Two-thirds Actual Size

Dealers: Here You Get Something Brand-New and Exclusive

THE PATHÉ LIBRARY OF FAMOUS ARTISTS

(See next page)

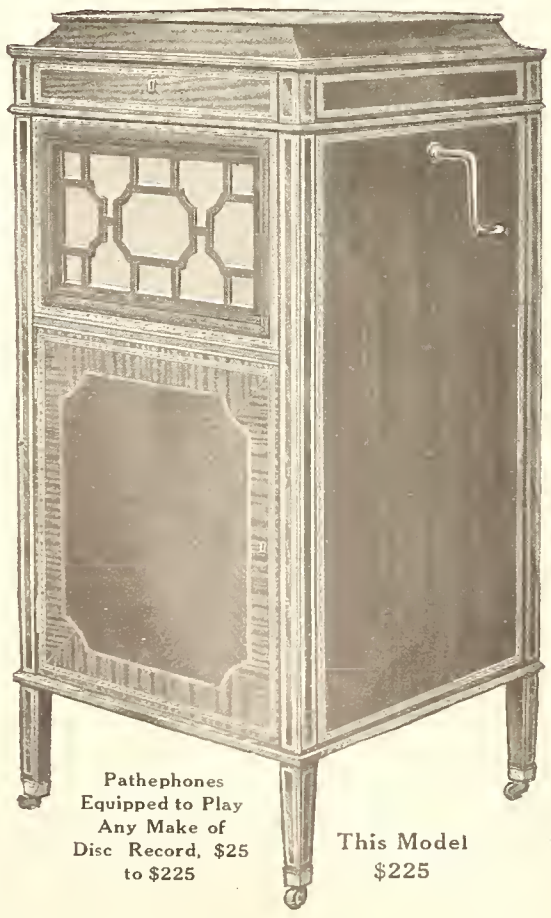
Pathé

Muratore

Fitziu

Slezak

Ober



Pathephones Equipped to Play Any Make of Disc Record, $25 to $225

This Model $225

THE PATHÉ LIBRARY

The Following Famous Artists Are But Part Of Pathé Exclusive Talent

We have in the Pathé library exclusive records by artists of great fame who have never been heard in this country, and because of their contracts abroad may never be heard in America—except from a Pathé Disc. We also have many other Pathé artists who have won fame upon the American operatic stage.

Muratore, Chicago Opera Company; **Albers,** Opera Comique, Paris; **Burzio,** La Scala, Milan; **Parvis,** La Scala, Milan; **Noté,** Grand Opera Company, Paris; **Fitziu,** Metropolitan Opera House, New York; **Bassi,** Covent Garden, London; **Burrian,** Metropolitan Opera House, New York; **Didur,** Metropolitan Opera House, New York; **Rudolph Ganz,** the solo pianist; **Dr. Bernhardt Steinberg,** Cantor of Temple Beth-El, New York, recognized as the greatest authority in America on traditional Jewish music; **Aumonier, Bardi, Chenal, Denera, Thomas Egan, Baptiste Hoffman, Grace Hoffman, Junka Burchardt, Magliulo, Merentie, Montesanto, Scampini, Sparkes, Tanzler, Vaguet, Vogelstrom, Weil,** and numerous additional well-known singers, soloists, symphony orchestras, bands, "trios," etc., who record **exclusively** for Pathé, place the Pathé dealer in an enviable position to supply the constant public demand for something *New, Exclusive, Better.*

The following artists of international fame also record for Pathé: **Vallandri, Sammarco, Ancona, Urlus, Cavalieri, Giorgini, Ober, de Cisneros, Slezak, Galvany, Titta Ruffo, Lenzi, Journet.** The "golden voices" of hundreds of other of the world's greatest artists are heard at their best on Pathé Records.

Do you not see the impregnable position the Pathé dealer holds when he is able to offer his public such records as these? Records which, artistically, are unsurpassed.

The Pathé library meets every need of the dealer. Besides these great selections by opera and concert stars and by famous orchestras and bands, it is kept constantly up to date with the newest popular music of the day.

The large size of the average Pathé Disc make possible longer sound waves. The longer the sound wave the truer the music.

PATHÉ FRÈRES PHONOGRAPH COMPANY

Pathé

Urlus

Merentie

Giorgini

Didur

OF FAMOUS ARTISTS

Don't Sell Your Customer "Half" a Phonograph

Sell the Pathephone, which plays **any** make of disc record. And, if your customer owns a machine which is not of Pathé make, you can sell him Pathé records just the same. Pathé discs play beautifully on any standard make of phonograph. A simple attachment accomplishes this.

The Pathé "Violin" Wood Sound Chamber produces a rich, full, throbbing tone, which a metal or part metal sound chamber can never achieve. This feature makes the Pathephone wonderfully easy for you to sell. In fact, all the Pathé selling points are sales clinchers. For example—

The Pathé Sapphire Ball

the polished round jewel which glides smoothly over the face of the record, without ever ripping or wearing. You never have the bother of changing needles on a Pathephone. The Sapphire ball does not wear out, nor wear, dig or destroy the record.

Pathé discs sell for 65c to $4.00 and are *all double-faced,* including records of the greatest artists.

Dealers: Are You Awake To This Opportunity?

Are you awake to the fact that you really have something *new* and *exclusive* if you secure a Pathé Agency? You have:

1. A name—Pathé—which stands for highest quality—Pathé.
In Europe this name has long signified pre-eminence in two fields—Phonograph and Moving Picture. In America, Pathé Frères are now duplicating their European success.
2. Abroad, Pathé Discs have enjoyed artistic supremacy for over twenty years.
3. The support of National Publicity of the highest order. *Watch for the new Pathé advertising in the Saturday Evening Post.*
4 The backing of a business house of acknowledged high standing.
5. The co-operation and assistance of an experienced selling organization, which supplies you with every possible aid to quick sales—literature, handsome store hangers, bulletins, letters, catalogs, etc., etc. An organization as alive to *your* interests as to its own.

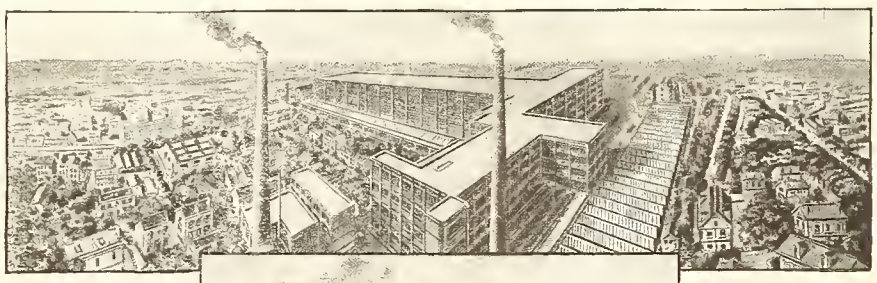
Think one minute, and you will write asking for full information about the Pathé line and our *attractive proposition to new dealers.* Write *now.*

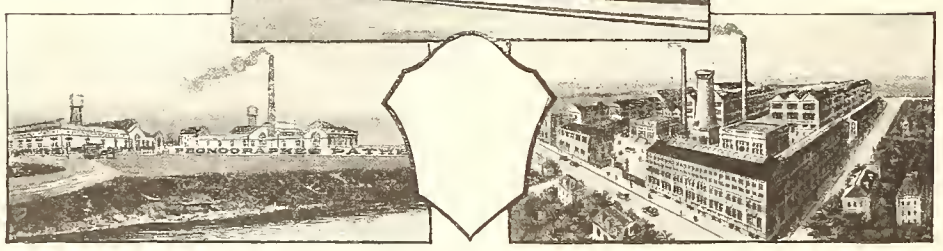
Titta Ruffo

:: **29 West 38th Street, New York**

Pathé

Factories and Studios in the Great Musical Centers of the World



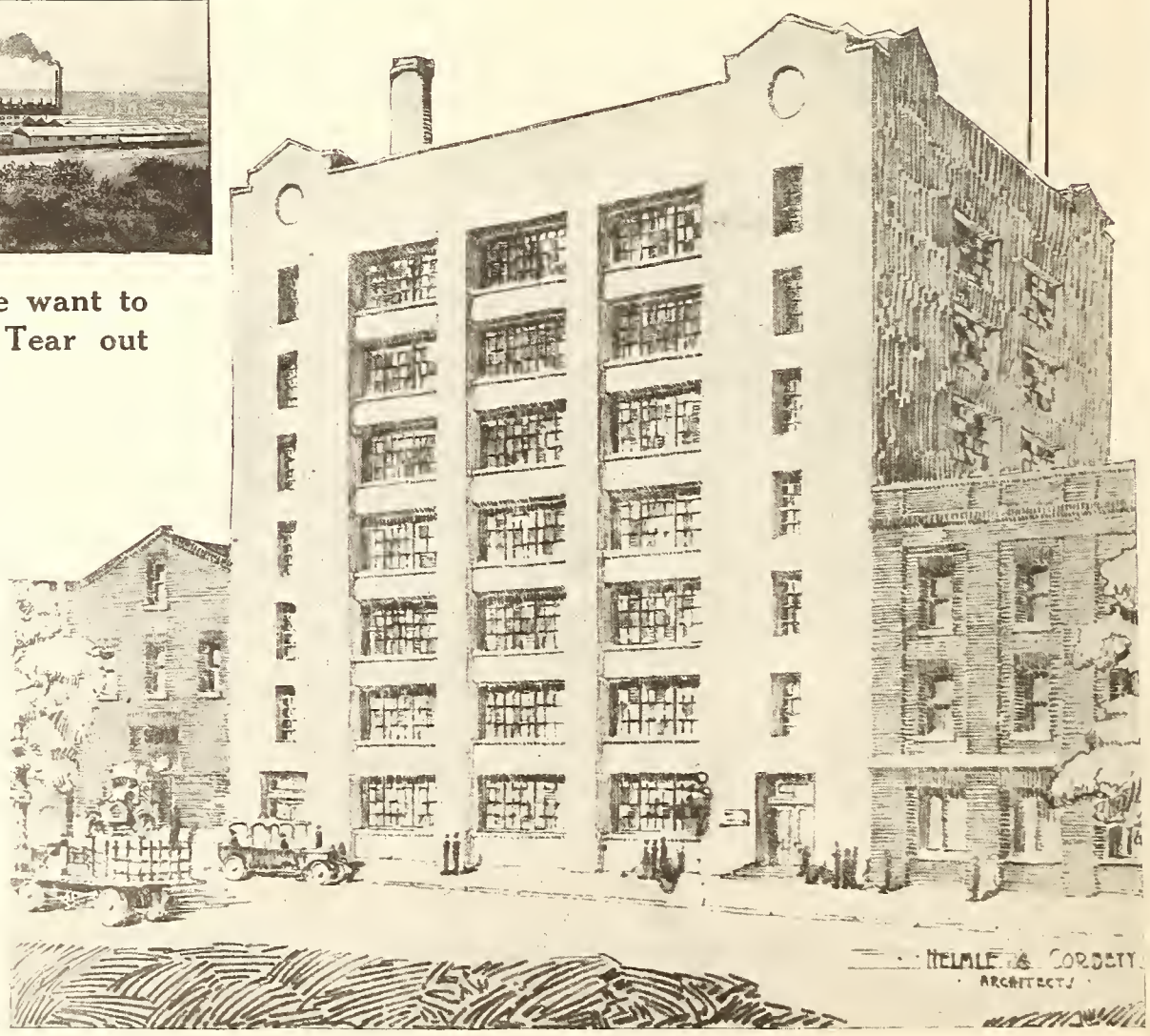


Pathé Recording Studios and Factories are located at Paris, London, Berlin, Moscow, Vienna, Brussels, Milan, New York, Brooklyn, and Belleville, New Jersey. Here are pictures of some of them.

Yet, with the rapid growth of the business here, the increased demand for Pathephones and Pathé discs, increased facilities for service becomes imperative.

The handsome new building shown below (in Brooklyn, N. Y.) is the latest link in the Pathé chain that spells Service.

Find out how far-reaching this service is. Get in touch with us and learn the significance of the name "Pathé" to the dealer.



If you are in business for results **we want to know you. Drop us a line to-day. Tear out coupon.**

Pathé Frères Phonograph Co.
29 West 38th Street, New York

Gentlemen:—

Am interested in your proposition to dealers. Without obligation on my part, please send further particulars and literature.

*Name*_____

*Address*_____

If you will make careful comparison, you will find that the range of Columbia prices will bring you closer to more varieties of profit than any other line on the market.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

EDISON DEALERS IN CONVENTION

Greatest Gathering in History of the Edison Trade in Session Recently in New York

The second annual convention of Edison phonograph dealers was held at the Hotel McAlpin, New York, on Thursday and Friday, June 22 and 23, and was successful in every way. A number of special cars from various points throughout the country brought in a large number of Edison dealers which, together with the dealers from near-by territories, brought the attendance to more than 500.

Second Annual Convention Banquet of Edison Dealers at Hotel McAlpin

The first business session took place Thursday afternoon, when A. C. Ireton, general sales manager for Thomas A. Edison, Inc., made an address of welcome to the visiting dealers. A message from Thos. A. Edison was read by William Maxwell, vice-president, Thomas A. Edison, Inc., and the characteristic utterances of this world-famous inventor were enthusiastically applauded. An original play, in one act, entitled "Bought and Nearly Paid For," was then produced by Frank Smithson. The plot of this piece is woven around the method of demonstrating and selling an Edison phonograph. It was very capably acted by Miss Nannette Flack, William Wadsworth and Richard Tucker. During this playlet the dealers sat as critics and entered into an animated discussion in which every one present freely joined.

The open forum Thursday afternoon included two interesting papers entitled "Ideals and Editorials," by Edward C. Boykin, director of sales promotion, Thomas A. Edison, Inc., and "The Ideal Dealer and His Reward," by T. J. Leonard, assistant general sales manager, Thomas A. Edison, Inc., who outlined the probationary zone policy of the Edison organization.

The banquet was held Thursday evening at the Hotel McAlpin and the diners were entertained by a number of prominent Broadway actors. Subsequent to the banquet a concert was given by the following Edison artists: Miss Elizabeth Spencer, Miss Helen Clark, Joseph A. Phillips, Billy Murray, Walter Van Brunt and the Criterion Quartet.

The Edison artists who took part were greeted with unbounded enthusiasm by the dealers. Miss Spencer, who is a great favorite with Edison dealers and owners, received a veritable ovation and responded by singing several request selections, among them the famous and universally loved "Happy Days." The reception to the other artists present was only a shade, if that, less enthusiastic. As a grand finale all joined in singing "The Star Spangled Banner."

On Friday morning Dr. Miller Reese Hutchison, chief engineer and personal representative for Mr. Edison, read a very interesting paper, entitled "Why the New Edison Is a Laboratory Product." This was followed by a paper entitled "Mechanical Service," by F. F. Gilmore, engineering attaché to the musical phonograph division, Thomas A. Edison, Inc.

The afternoon session included the following papers: "The Diamond Amberol Line," by K. R. Moses; "Doing It Better and Differently—the Way to Win," by W. D. Wilmot, Fall River, Mass.; "Things You Want to Know About," by William Maxwell.

The open forum on Friday featured "Tone Test Recitals," by Mme. Marie Rappold and Arthur Middleton, Edison artists. This forum concluded with the showing of "The Voice of the Violin," an Edison motion picture, featuring the new Edison, a photo-dramatic demonstration of Edison's new art, music's re-creation.

Motors, Tone Arms and Sound Boxes

You are in the phonograph business. You intend to stay in it. You claim some individual merit in your product—else you could not stand present day competition.

We are making tone arms and sound boxes, constructed specially to meet your ideas so that you may maintain a position among the leaders in the trade.

If you want to use an exclusive type of tone arm or sound box, send us rough drawings and we will submit our quotations, which will be unusually low—consistent with high quality materials and good workmanship.

Our line of single and double spring motors—as well as several universal tone arms and sound boxes of the most improved character—will be ready for the trade in the near future.

On a date, which we will announce later, we will not accept orders for deliveries this season from concerns not our customers at the time. Write us before you place your orders for the season's requirements.

All parts finished in nickel, gold, silver or oxidized plating.

CONSOLIDATED PHONO PARTS CORP.
142-146 West 14th Street Telephone 989 Chelsea **New York City**

THE TRADE IN NEW YORK CITY AND VICINITY

The local talking machine trade enjoyed a healthy and prosperous business in June, thereby continuing the remarkable record achieved by the industry during the past eighteen months. The sales totals for the month were far ahead of last June, many of the dealers stating that their month's business compared very favorably with the figures of the fall months of only a few years ago.

Those dealers who have inaugurated campaigns to secure summer business from every possible angle are more than pleased with the results to date. This is especially true in connection with the sale of moderate priced machines, for it has been found that the average owner of a high-priced machine is not particularly desirous of taking it with him to a country resort if a smaller one will fill the requirements during the summer season. Quite a number of the dealers have based their sales arguments on this particular point, and in almost every instance have succeeded in selling a small machine. There is, of course, a constantly increasing demand for the moderate priced models to be used for camping, canoeing, etc., and on the whole the machine business so far this summer has been more than satisfactory.

Concentrating on Record Development

During the past year many of the distributers have endeavored to point out to the dealers that their record business was worthy of considerably more than passing attention. They have emphasized the fact that the record department is actually the keynote of the talking machine dealer's profits and success, and that record sales are the surest indication of the prosperity of an establishment. The dealers have studied the various plans and ideas submitted for their consideration, and as a result, there is no doubt but that the record business of the average New York dealer is on a far more efficient and profitable basis at the present time than ever before. There are no longer any haphazard or hit-or-miss methods employed in the handling of record stock, but on the contrary, card systems are utilized which enable the dealer to order the right records at the right time, and also assist him in giving real service to his customers.

Large Local Attendance at Victor Convention

The Victor jobbers' convention at Atlantic City this week attracted a greater number of delegates from the local trade than any previous year. Practically every Victor distributer in the local territory was represented at the convention, and many of them were accompanied by their families and members of their sales and executive staffs. There is no doubt but that these annual conventions are productive of invaluable results, for they not only give the distributer an idea of what his associates are doing throughout the country, but they promote a spirit of friendship and good fellowship.

Lease New Executive Quarters

Landay Bros., New York distributers, have leased the ground floor and basement of the building at 151 West Thirtieth street, consisting of 15,000 square feet of space, which they will use as executive offices, wholesale and shipping departments. They started moving from their old executive offices, 569 Fifth avenue, a few days ago, and expect to be fully established in their new quarters by the end of next week. This building is ideally located from a transit standpoint, being situated in the Pennsylvania Terminal zone, and convenient for out-of-town visitors. In this new building Landay Bros. will have adequate facilities to take care of their fast growing wholesale and retail trade.

Shipments Improving Steadily

"June was a remarkably good month, showing a very large gain over last year," said R. F. Bolton, district manager of the Columbia Graphophone Co. "There is still enough shortage of goods to be somewhat annoying, but shipments are getting better right along. We have received assurances from the executive offices that July will put us on our feet as far as machines are concerned. The record situation has improved materially, and shipments are coming through better than ever. There is still a slight shortage in our foreign record catalog, but this division is also improving and by next month should be in excellent shape. We have been getting the benefit of increased manufacturing facilities on our record production and expect to have the same on machines this month. The strong demand just now in our machine line is for the $75 and $100 models, with, of course, the corresponding types with the special record equipment, retailing at $85 and $110. The record business seems to show a tendency to favor the higher class record, although there is, of course, the usual summer demand for dance and popular selections. The outlook for the rest of the summer is very fine, and personally I see no signs of any let-up in the remarkable prosperity of the talking machine industry."

Timely Window Displays

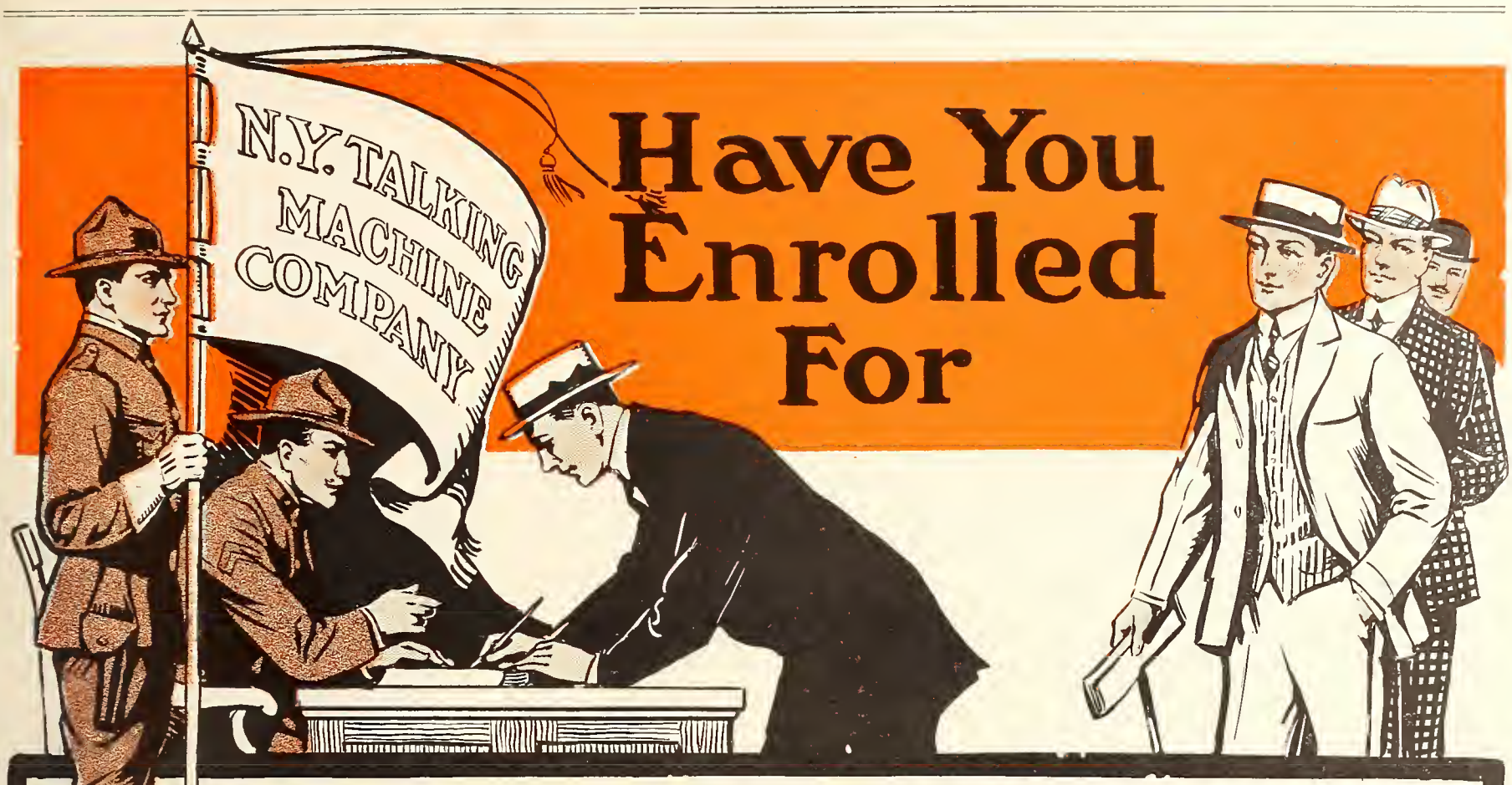
During the past few weeks the Phonograph Corporation of Manhattan, which conducts the Edison Shop at 473 Fifth avenue, has prepared a number of special window displays which have attracted the favorable attentions of passers-by along Piano Row. One of these recent displays was devoted to "Preparedness," an artistic display card listing some of the Edison Diamond Disc records which apply to this patriotic theme. The new Edison Diamond Disc records

(*Continued on page* 90)

BRUNO The House Reliable
ESTABLISHED 1834

SERVING the dealer only has always been our policy—not an innovation.

C. BRUNO & SON, Inc.
Victor Distributors
351-353 Fourth Avenue NEW YORK
WE DO NOT RETAIL



Have You Enrolled For

NEW YORK TALKING MACHINE CO.'S

SERVICE ITEMS?

A POSTAL FROM YOU WILL BRING SAMPLES OF THIS SERVICE

WINDOW DISPLAY POSTERS

STANDARD LIST RECORD CATALOGS

RECORD RACKS

RECORD DELIVERY BAGS

KRAFT STOCK ENVELOPES

MACHINE PROSPECT POST CARDS

RECORD PROSPECT POST CARDS

NEW YORK TALKING MACHINE CO.

119 WEST FORTIETH STREET NEW YORK CITY

TRADE IN NEW YORK AND VICINITY

(*Continued from page* 88)

contained in Supplement No. 59 are proving very popular, especially a first recording by Giovanni Zenatello, a tenor who has achieved international success. This record is meeting with a ready sale and becoming more popular day by day.

A Successful "Uptown" Store

Walter Drey & Co., which opened a new store at 1358 St. Nicholas avenue, with the Pathé line as a leader, is closing a very successful business and has already secured a good sized list of patrons for Pathephones and Pathé discs. Mr. Drey is making a special effort to develop the sale of the higher priced models of Pathephones.

Efficiency Work Producing Results

The efficiency department of the New York Talking Machine Co., Victor distributer, has issued a new and attractive series of price cards for Victrolas. These cards are furnished in four or five different designs so that the dealers may use the style best suited to individual requirements. The company is still continuing to receive very gratifying responses to its special electro service, the demand for the July electro exceeding all expectations. This electro advertised the Victor record "Shades of Night," sung by the Sterling Trio. In addition to the electro a handsome window card was prepared to feature this record, and the results of this publicity are evidenced in the splendid sales totals reported by the company's dealers. There is no doubt but that this special co-operative service is acting as a powerful stimulus to record business.

Language School to Handle Graphophones

The Columbia Graphophone Co. closed arrangements this week whereby the R. D. Cortina Co., 12 East Forty-sixth street, New York, will handle the complete line of Columbia graphophones and records. This company is well known in educational circles, having introduced the Cortina system of teaching languages, which has been remarkably successful. This company is planning to furnish a handsome studio in its building which will be devoted exclusively to the sale of Columbia graphophones and records, specializing particularly on foreign records, operatic and concert selections. This concern will also carry a library of Columbia folk songs and feature the machine line extensively.

An Enthusiastic Fisherman

The "Izaak Walton" of the local Victor trade is the name which may be well applied to Louis Barg, 7810 Third avenue, Brooklyn, N. Y. Mr.

Louis Barg

Barg has not missed a Friday fishing trip in three years, and in the accompanying photograph may be seen in the pursuit of his favorite hobby. Incidentally, it may be said, that Mr. Barg has been just as successful with his Victor business as he has in catching the members of the finny tribe, and his neighbors consider him "some fisherman."

Expect Substantial Summer Business

Spear & Co., the well-known furniture house which recently opened a new building at 22 West Thirty-fourth street, is handling the Columbia line exclusively, and to date have been very successful. Manager Friedman is enthusiastic regarding the progress of his Columbia department and is sure that the company will close a banner business this summer and fall.

Edison Diamond Disc Line Popular

Krakauer Bros., who are occupying a new store at 125 West Forty-second street, are devoting a considerable portion of their warerooms to the display of the Edison Diamond Disc line. Milton Weil, manager of the Krakauer store, states that his Edison business has been far ahead of last year, and that the splendid location of the store has aided considerably in developing new Edison sales.

Furniture House Features Pathé Line

One of the many recent accounts opened in Greater New York by the distributers of the Pathé Frères products, is Ludwig Baumann & Co., Brooklyn, N. Y., which is handling the complete Pathé line and displaying it to excellent advantage in its show window. Pathé products have been very successful in Brooklyn and several dealers who are handling the line are closing an excellent summer business.

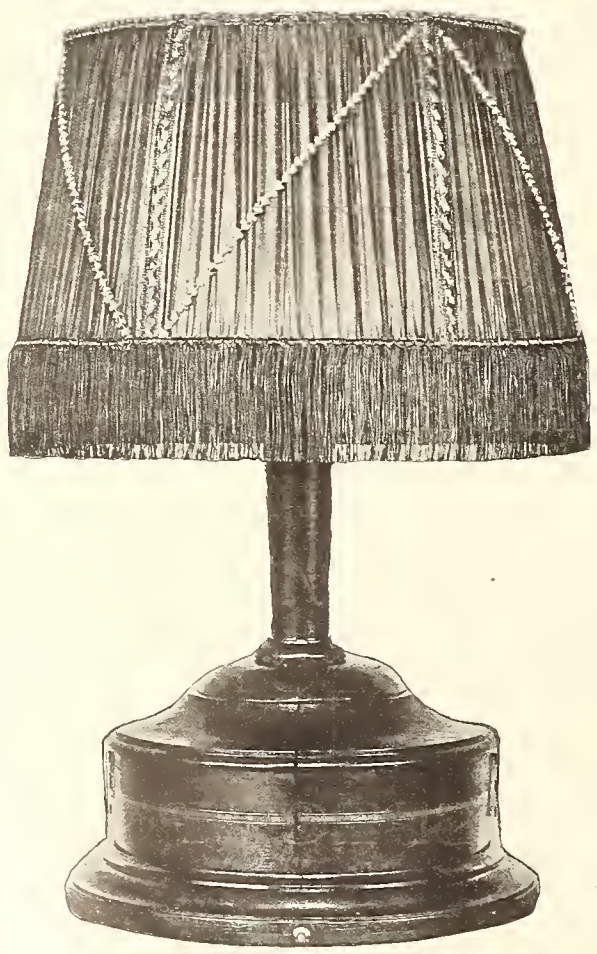
Tone Test Attracts Large Audience

One of the most attractive establishments in suburban territory is the Edison Shop at Stamford, Conn., which was recently opened by George A. Heimer. The Edison Diamond Disc line is handled exclusively in these warerooms, and Mr. Heimer, through the use of high-class methods and up-to-date sales policies, has succeeded in placing the Edison Diamond Disc phonograph in a front position in the Stamford musical world. A tone test recital held in a Stamford theatre and sponsored by Mr. Heimer attracted a capacity audience, which was delighted and amazed at the results of the tone test.

The Fleifile Co., of New York, was granted a certificate of incorporation last week by the Secretary of State at Albany, N. Y. The concern will manufacture talking machines, musical equipment and loose leaf devices, the capitalization being $10,000.

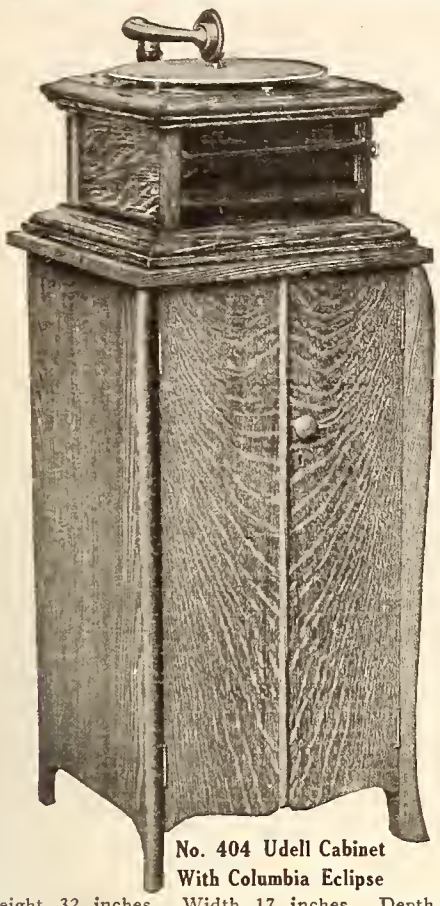
PHONOLAMP

YES
THE LIVE
TALKING MACHINE DEALERS
Backed up Our Judgment
by
Placing Their Orders With Us
and Are Increasing Their Sales by
PHONOLAMP Orders. Are You Among Them?



The Phonolamp

Electric Phonograph Co.
29 West 34th Street, NEW YORK
Factory: Mount Vernon, N. Y.



No. 404 Udell Cabinet
With Columbia Eclipse

Height 32 inches. Width 17 inches. Depth 17 inches. Quartered Oak Front. Mahogany Front. Holds 208 Records.

This style is also fine with Victrola VI

UDELL Cabinets

For Records

play a leading part in the sale of a talking machine outfit. This is true because a machine and a library of records ***without*** a Udell Record Cabinet are ***not*** complete.

Put it up to your customer and ask him where he is going to file his records. Of course, people buy what they see—so have several in your store. You not only get the profit on the cabinet but you are making a better record buyer. The importance of that cannot be overstated. A better record buyer because he takes some pride in the care and filing of his records. He knows just what he has because of the system used in filing.

The large capacity of a ***Udell Record Cabinet*** makes a consumer want to fill it up.

Yes, it's a mighty good proposition for ***you*** to push ***Udell*** cabinets.

You can get pictures and prices by writing to

The Udell Works

1204 West 28th Street

Indianapolis, Ind.

EDUCATORS ENDORSE TALKERS

At Meeting Held During Convention in New York There Was Displayed a Strong Sentiment in Favor of Use of Talking Machines and Player-Pianos in Work of Schools

At a special meeting of the Music Education Department of the National Educational Association, held at Hunter College during the convention of the educators in New York during the week of July 3, the principal matter discussed was that of the use of talking machines and player-pianos in the schools, high schools and colleges of the country, as aids to instruction in music.

A number of the teachers present delivered addresses on the subject, among them being Leonard B. MacWhood, instructor in music at the Drew Theological Seminary, and who proved a strong advocate for the talking machine in school work. Another speaker was Leo R. Lewis, professor of music at Tufts College, who came to the defense of the player-piano in the school, and had one of the piano companies give a demonstration of the possibilities for the benefit of his audience.

Other addresses were made by Margaret Floy Washburn, professor of psychology of Vassar College, and Louise Haessler, of Hunter College, who had singers in costume to give Hungarian, Swedish and Slavonic airs in connection with her paper on "The Folk Song."

The meeting authorized a committee of ten to communicate with school superintendents over the country advocating attention to community music and to prepare a basis for instruction in the subject.

NEW EDISON DEALERS

Many Names Added to List of Retailers Handling Amberola and Diamond Disc Line

Thomas A. Edison, Inc., has announced that the following dealers have arranged to handle the Edison Amberola line during the past month: Charles F. Weber, Teutopolis, Ill.; Harry R. Thalis, Hagerstown, Ind.; George E. Seavey, Amesbury, Mass.; Etzikon Pharmacy, Etzikon, Alta., Can.; Ross McKeen, Owen Sound, Ont., Can.; Marvin Bros., Arrow River, Man., Can. The dealers taking on the Amerbola and disc lines are: Keller Bros., Skagway, Alaska; M. E. Crockett, Sisseton, S. D.; Diamond Disc Shop, New Orleans, La.; the Mercantile Co., Long Beach, Cal.; Hopewell Music Shop, Hopewell, Va.; Theodore A. Matson, Racine, Wis.; Schoenberg & Rahn, St. Joseph, Mich.; Thomson & Co., Santa Rosa, N. M.; Texas Pacific Mercantile & Manufacturing Co., Thurber, Tex.; J. R. Hartgraves, Caldwell, Tex.; Waconia Drug Co., Waconia, Minn.; Rodgers-Wade Furniture Co., Paris, Tex.; Max Davis, West Hoboken, N. J.

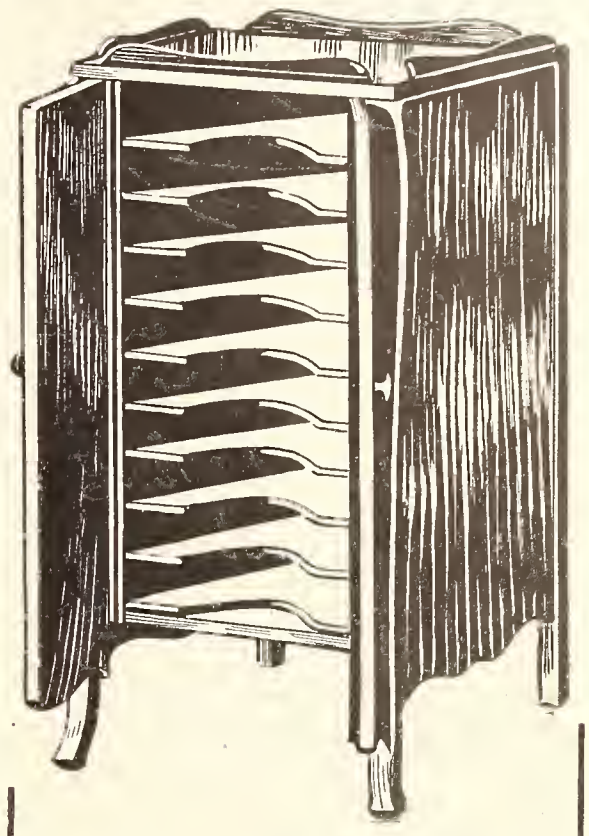
Edison Diamond Disc dealers who have also arranged to handle the disc line are as follows: C. F. Bath Music Store, Abilene, Kans.; Frank Rouse, Benson, Neb.; Hutchison-Wamser Co., Portsmouth, O.; Book Brothers Piano Co., Madison, Wis.; B. & W. Drug Co., Vernon, Tex.; C. J. Robinson, Newell, Ia.; H. L. Paden, Atwood, Kans.; Henry and John Pomer, Albany, N. Y.; W. W. Williamson, Sulphur Springs, Tex.; H. D. Leffel, San Angelo, Tex.

TALKER MEN OFF TO THE FRONT

Among the members of the local talking machine trade who have joined their regiments for service at Mexico are J. A. Giles, traveling representative for the Blackman Talking Machine Co., Victor distributer, and Nelson Decker, a member of the sales staff of the the Ideal Music Co., New York, Victor distributer. Mr. Giles is a lieutenant in his company, and has long been active in National Guard affairs.

According to advices from France, an inventor has perfected a form of talking machine record made from a species of cloth, which may be sent through the mails like an ordinary letter.

SAVE 25%



Order these Special Landay Cabinets at once. Should be $12.50, but our price only

$9.90 each

We are able to offer these special No. 990 cabinets at this price only because the manufacturer laid in a sufficient supply of raw material before the increase in prices.

However, the price must necessarily be raised after this allotment is gone. Better place your order at once. We will be glad to ship you a sample if you desire.

As explained in the last month's advertisement these cabinets are well made of fine Mahogany veneer on all sides and top; are substantial in appearance and finely finished and will retail easily at $18.00.

The quantity we have on hand is rapidly growing smaller so we suggest you place your order now before it slips your mind.

Landay BROS. INC.

Victor Distributors Exclusively

563 Fifth Ave., New York, N. Y.

Sonora

Multi-playing Jewel

NEEDLE

HERE is a needle that is guaranteed to give perfect satisfaction for three months daily service.

Fitting the records exactly, it adds greatly to the beauty and accuracy of the sound.

Lengthens the life of records, owing to its hardness and consequent unchanging correct form.

Does away with the trouble of constantly changing steel needles.

Sells readily at $1.00 and nets the dealer *a good profit.*

Stock this—it's a splendid seller that everybody wants.

Write today for prices and information.

Sonora Phonograph Corporation

GEORGE E. BRIGHTSON, *President*

Makers of Sonora Phonograph and Sonora Multi-playing Jewel Needle

57 READE STREET NEW YORK

TALKING MACHINES AND THE MOVIES

Horace Sheble Points Out the Similarity in Purpose and Result Which Both Talking Machines and Motion Pictures Possess

PHILADELPHIA, PA., July 6.—Horace Sheble, president of the Domestic Talking Machine Corporation, is a philosopher who crystallizes mental observations into actual basic results. Comparing the talking machine with the moving picture, he points to the analogy as well as the difference. They parallel each other in greatness of invention. They both appeal to the love of entertainment and the desire for education. They have brought the best music, drama and comedy of the world to all the homes of the world, but their appeal to popularity has been along different courses.

The moving picture, from the first, declared Mr. Shelbe, was planned for the masses, with the result that $400,000,000 is said to be spent annually by the people of this country to see moving pictures. Through the direct appeal being made by talking machine manufacturers, however, the day will soon be here when every home, no matter how humble, will enjoy the uplifting entertainment of a good talking machine, and the cost will be so small that it will not be missed in the weekly wage. In outlining the present revolution in the market he stated that it is to be expected that the country will be flooded with an almost endless amount of cheap "furniture," with assembled parts and based on unscientific principles. This flood will be temporarily detrimental to the business in general, and the public will soon learn that a varnished box is not a talking machine and that tonal quality is the one essential element.

In organizing the Domestic Talking Machine corporation, as is stated, every element in manufacturing and merchandising has been analyzed by experts of long experience, with the result that the Domestic machines were perfected first for quality of tone and accuracy of reproduction. The soundbox, with its sensitive reciprocal action is one of the ingenious features of the new machine. The diaphragm is of aluminum and is made by a process that prevents buckling to the slightest degree and closes the pores of the metal to make it impervious to atmospheric changes. It is declared that in 10,000 Domestic diaphragms there has not been one that varies in tonal quality. The Domestic cabinets are attractively designed, built of seasoned resonant woods and intended to match the appointments of any home. Through the installation of efficient and, in many cases, distinctly original machinery, the cost of production has been minimized through the elemination of waste.

The same principles of efficiency are to be applied to the marketing of the product, the forerunner of which has been liberal advertising from which the results are credited directly to the dealer representing the Domestic in a given territory. The great demand from dealers for territorial rights proves that the plan is succeeding, and the plant is now being operated to capacity, with complete machines being shipped regularly. An interesting announcement in this connection appears on page 96 and 97.

INSTALLED MANY NEW BOOTHS

Arthur L. Van Veen, president of A. L. Van Veen & Co., New York, manufacturer of Van Veen demonstration booths, stated this week that his company had completed several important installations during the past few months, among others, in the new stores of Carl Bauer & Sons, and the Savidge & Reed Co., Brooklyn, N. Y.

Mr. Van Veen, who is now working out plans for the equipment of several new talking-machine stores in different sections of the country, has received letters from a number of his clients expressing their pleasure with the booths the Van Veen Co. has erected.

McMENIMEN RETURNS FROM TRIP

H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., New York, returned to his desk Monday after a ten weeks' stay in Chicago, during which time he consummated a number of important deals, and visited the company's jobbers in the surrounding territory.

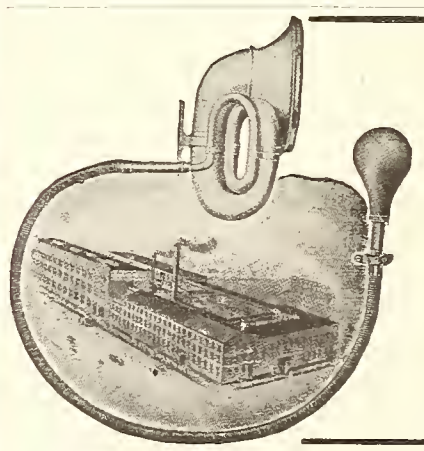
PERSONAL SERVICE

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

Why not communicate at once with us?

BADGER TALKING MACHINE CO. 135 Second Street MILWAUKEE, WIS.

VICTOR DISTRIBUTORS



TONE ARMS TURNTABLES

For many years we have been the only manufacturers of good metal phonograph horns, and recently we have added equipment for making Tone Arms and Turntables of highest quality.

These products are made to your specifications only. Ask for estimates.

Phonograph HORNS

Standard Metal Mfg. Co.

227 CHESTNUT STREET NEWARK, N. J.

EMERSON 25¢ DOUBLE DISCS

Made under Patent No. 639452.

Other patents pending.

4 months on the market and firmly established

--That's the history of the the Emerson 25c Double Disc. Hundreds of retailers have put in a complete stock of Emerson records and are selling them—Big.

Most of them are sending in their re-orders—that's what counts.

The newest selections, the best artists, the newest and most approved methods of recording, the famous exclusive Emerson Universal playing feature—all at a popular price have won the public favor.

If you haven't already placed your first order now is the time to do it.

You are losing valuable sales and big profits every day you are without the Emerson line.

Remember—the Emerson 25c Double Disc plays ¾ the time of a Standard 10-inch record. Plays on all phonographs without attachments except on one positive feed machine.

The Emerson list of selections includes the most popular, classic, comic, sentimental and sacred numbers—it's a list of live, fast sellers.

It takes only a small investment to get started—do it now.

Clip the coupon—attach it to your letter head and mail it to us—we'll give you the facts and our big list of hits.

Don't wait or hesitate, but send that coupon now ⟶

A Few New Emerson Releases

748	Rackety Coo. Fox-trot. La Confession Waltz. Emerson Military Band
747	Babes in the Wood. Harrigan and Hart. Emerson Military Band
750	Maryland, My Maryland. Herbert Morley Silver Threads Among the Gold. Henry Burr
749	Lead, Kindly Light.....Henry Burr The Palms .....Henry Burr
736	Good-Bye, Good Luck, God Bless You. Peerless Quartette Come Back to Erin, Mona Darling. (Tenor Duet) ...Burr and Campbell
752	I Sent My Wife to the Thousand Isles .....M. J. O'Connell Meet Me in Havana, Anna. M. J. O'Connell
745	Sweet Cider Time When You Were Mine .....Arthur Collins I Miss You, Miss America. Manuel Romaine
751	Hesitating Blues.....Henry Burr Luana Lou .....Henry Burr
746	Ladder of Roses. One-step. Pavlova Gavotte..Emerson Military Band

Emerson Phonograph Co., Inc.

Dept. D, 3 West 35th Street
New York

NO ATTACHMENTS ARE NEEDED TO PLAY EMERSON RECORDS

(Except on one positive feed machine)

EMERSON PHONOGRAPH CO. Inc.,
DEPT. D, 3 WEST 35th ST. NEW YORK

Gentlemen:

Kindly send me at once full particulars and full list of Emerson hits.

Name _____

City _____

State _____

Columbia
Columbia Records TRADE MARK
Note the Notes

The best piece of record selling literature is just off the press—the new summer edition of the Columbia double-disc record catalog. It lists hundreds of selections that your customers want right now. Ask for a copy and see for yourself.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

EDISON DIAMOND DISC IN AUSTRALIA

New Firm of Wills & Patton Secures Sole Representation for That Line for State of Victoria, Australia—Open Edison Shop

A. H. Wills, proprietor of Wills & Co., 7 Quadrant, Launceston, Tasmania, Edison and Gramophone jobbers, and R. E. Patton, one of the partners of Patton & Sons, piano and music warehouses, Hobart, Tasmania, has combined forces and have secured the sole distributing rights for the new Edison Diamond Disc products for the State of Victoria, Australia, under the name of Wills & Patton. The new concern has opened an establishment under the name of the Edison Shop at 265 Collins street, Melbourne, Australia, and announced the fact in a letter to The World enclosing an order for two years' subscription in advance. Both members of the firm are old World subscribers.

REPORTS GOOD RECORD DEMAND

Manager Bouton Says Domino Records Are Well Received in All Sections of the Country Organizing Capable Sales Force

P. M. Bouton, manager of W. R. Anderson & Co., 220 Fifth avenue, New York, is enthusiastic regarding the success of the Domino records for which this company are sole distributers, and which were introduced to the trade a few months ago.

Referring to the company's plans, Mr. Bouton said, "We have made arrangements whereby we expect to give our dealers efficient service and co-operation. They will be furnished with attractive window cards and other publicity and sales helps which we feel sure will aid them in selling Domino records. We are very well pleased with the reception accorded the Domino records and our dealers and other prominent members of the trade tell us that these records are meeting with general approval."

W. R. Anderson & Co. are now organizing their sales force, and expect to have a group of competent men call on dealers throughout the country. Arrangements are also being made to handle a comple line of talking machines which will retail from $15 to $150.

LOS ANGELES STORE IMPROVED

Talking Machine Department of Broadway Department Store Moved to Larger Quarters on the Fourth Floor of This Establishment

Los Angeles, Cal., July 3.—The talking machine department of the Broadway department store has been moved from the eighth to the fourth floor, where extensive improvements have just been completed. The department is here given much larger space, and this space has been fixed up in truly artistic style, making it one of the most attractive and conveniently arranged talking machine departments in the city. There are eight sound-proof, well-ventilated and comfortably furnished demonstrating rooms, and a well-condensed section devoted to record racks and the office.

The whole section has its woodwork done in old ivory, with egg-shall gloss finish, and the floors are heavily carpeted in peacock blue. The doors to the booths are of glass, of the French window type, and large plate-glass windows are introduced in the partitioning walls. The company has been carrying a half-page advertisement announcing the closing out of the present stock of Sonoras at old prices, to make room for re-stocking with prices somewhat advanced, and, according to Manager F. A. Guyette, of the department, the sale is successful.

FINE RECORD OF PROGRESS

Acme Die Casting Corporation Shows Over 200 Per Cent. Increase in Filled Orders—Outlook for Balance of Year Fully as Good

For the six month's period ending June 30, the Acme Die Casting Corporation of Brooklyn, N. Y., shows an increase in filled orders of over 200 per cent. over the preceding six month's period. This report is made all the more encouraging by the unfilled orders on hand which indicate that the period just started will show another increase at least equally as large. The unfilled orders on hand now are the largest in the history of the company and the indications are that an increase of over 300 per cent. in filled orders for the year is certain. The officers of the company believe that this is an unheard of growth in the die casting business.

A large part of the product of this company is used for phonograph parts, which are supplied to the leading manufacturers of this line.

The Acme die casting machines are unique and they eliminate all manual labor and have a much greater capacity and a much greater power than any other machine. This company is said to be to-day the only company who die cast tone arms with one-thirty-second inch walls in zinc alloys. It has taken large orders for sound boxes and tone arms, a condition of which was the limitation of the effective weight on the record to four and one-half ounces.

Acme die castings are made in the Bush Terminal, which is a railroad terminal, having direct connections with all trunk lines and with a great many steamship lines. The Bush Terminal is a city in itself. If all the employes and their families were to settle in a separate town, the Bush city would be about 33 1/3 per cent. larger than Albany, the capital city of New York State.

Ralph Burger, of 72 Broadway, Newburgh, N. Y., has secured a local agency for Columbia Grafonolas and records.

SPECIALISTS IN CUTTING, PUNCHING, AND STRIPPING OF FELT, LEATHER, PAPER AND RUBBER

THE WIDNEY COMPANY

THE BEST EQUIPPED PLANT IN EXISTENCE CARRYING A COMPLETE LINE OF FELTS FOR ALL PURPOSES

TURNTABLE FELTS
ARE OUR SPECIALTY

WE CAN SAVE YOU MONEY
Also on
FELT AND RUBBER BUMPERS

Our specially designed machinery enables us to offer you QUALITY and SERVICE at the right prices with prompt deliveries,

LET US SUBMIT ESTIMATES ON YOUR REQUIREMENTS

Continuous Hinges

We also handle the finest line of Continuous Hinges on which we will be glad to quote you.

THE WIDNEY COMPANY
163 West Harrison St. CHICAGO

SCHLOSS BROTHERS
CABINETMATCH
NEW YORK

INDIFFERENT SALES SERVICE

Some Very Pertinent Criticism Based Upon Personal Experiences Indulged in by a Writer in "The Little Schoolmaster"

In a recent issue of Printers' Ink appeared the following incident, among the "straight-from-the-shoulder" talks in the department conducted as the "Little Schoolmaster's Classroom." The article is reproduced exactly as it appeared in Printers' Ink, including the "Schoolmaster's" criticism:

"Advertising men are hard to please when it comes to selling methods. We know how sales work ought to be done, according to Hoyle, and it gets on the nerves to see good advertising nullified at the last because of poor or indifferent sales service.

"Here is an uncolored account of a recent sales transaction for an aggressively advertised article—one of the fine 'parlor editions' of the talking machines (never mind which one!).

"Customer enters the store. Salesman steps forward: 'Did you want something?'

"Customer pleasantly: 'Yes, I rather think I do. I have been thinking of buying one of these machines.'

"Salesman: 'About what price did you want to pay?'

"Customer, again smiling: 'As a matter of fact, there is no particular sum that I had in mind that I especially wanted to get rid of. I should like to see the different machines and compare values.'

"Salesman thereupon shows two different styles, one priced at $75 and one at $50, index cabinet extra.

"Customer: 'Is there really any difference in the tone values between these two?'

"Salesman assures him that there is. Customer had been previously apprised by a friend, who bought the lower-priced instrument, that the manager of the store had given his positive assurance that there was no perceptible difference, so far as tone values went, between these two grades. Grave suspicion of the sincerity of the store's counsel at once began to rise in the customer's mind.

"Customer: 'Is the lower case mahogany or birch?'

"Salesman: 'I don't know about that for sure. I don't guess it is real mahogany, though.' And then, it is but fair to relate, the salesman scored his first real point: 'Wouldn't you like to hear the $50 machine?' The customer nodded thanks and began to be hopeful, but just then the salesman called in a poor little office boy and gave him a good scolding that didn't help the atmosphere.

"The customer had a favorite piece that he wanted to hear, but he waited, thinking that surely the salesman would ask if there was anything in particular that he would care to hear. But the question didn't come. One of the regular demonstration records went on, and it was a good record, though it is doubtful that the selection would have suited every customer.

"The situation was saved by the manager himself coming in and taking charge of the transaction. But even then there was a big snag to overcome in the directly opposed bits of counsel as to the difference between the two instruments of different prices.

"We can't reach perfection in salesmanship, of course. No matter what system of training is introduced, there are human beings in the selling business who will not profit by the instruction, who will blunder and spoil the effect of all the back pages and double-page spreads of the advertising campaign. But ought not these clever advertising men to look into the methods of the best salesmen of the article, lay out one or more standard ways of greeting and demonstrating, and send out this illuminating material to managers of branch offices?"

CHAS. D. JOHNSON VISITS PATHE

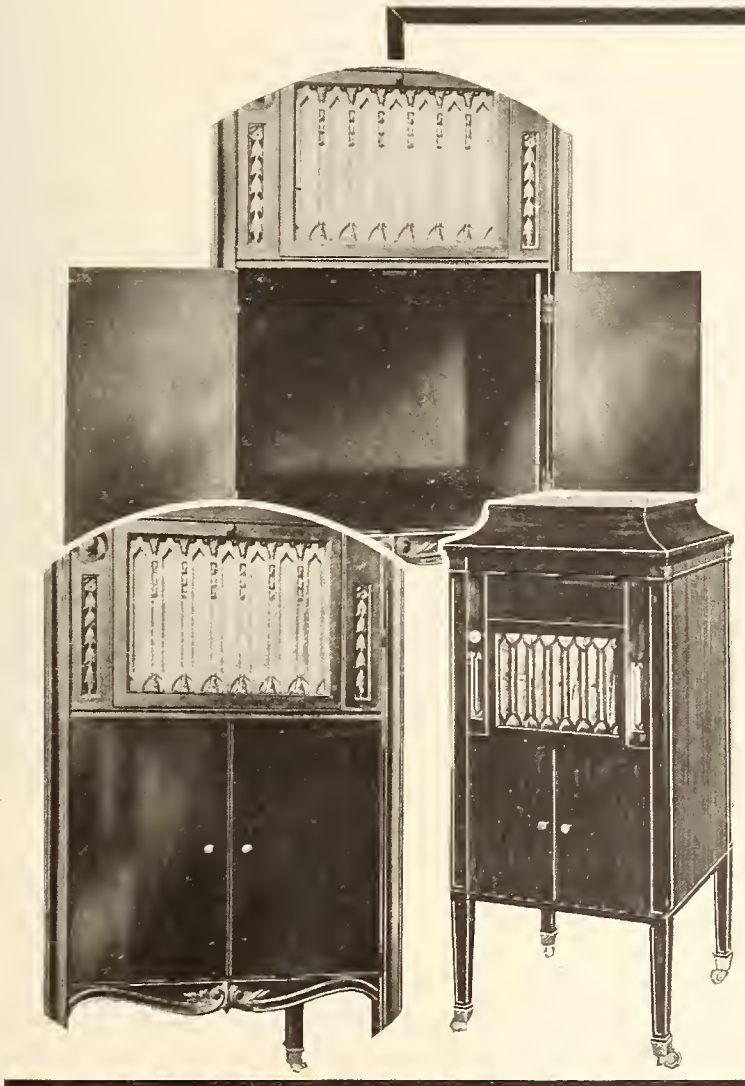
Librarian of Cossitt Library, of Memphis, Praises Pathé Operatic Records

A visitor recently to the offices of the Pathé Frères Phonograph Co., of New York, was Chas. D. Johnson, librarian of Cossitt Library, Memphis, Tenn. Mr. Johnson is a recognized authority on operatic records and every Saturday afternoon gives an opera talk at his library which is illustrated by appropriate records and stereopticon views.

For the past two years Mr. Johnson has been receiving from the Pathé Frères Co. a complete library of all Pathé operatic records, which he carefully tries out and then makes suggestions to the Pathé Co. regarding their listing, classification, etc., in the Pathé catalog.

In a chat with The World, Mr. Johnson commented enthusiastically upon the Pathé operatic records, stating that the many artists who have been recently added to the Pathé recording staff are producing records of unusual excellence.

SOSS



INVISIBLE HINGES

Emphasize Beautiful Wood Finishes

So many Talking Machine Cabinets are designed with a disguise of the instrument as their chief feature that invisible hinges are of special importance.

Ordinary hinges may be made inconspicuous, but the fact that they cannot be completely hidden by any ingenuity mars every cabinet on which they are used.

SOSS INVISIBLE HINGES preserve the beauty of well-designed and finely finished.

Talking Machines Music Cabinets
Pianos Player-Pianos and Benches

They are made in numerous sizes for these particular purposes. They are simple, strong and durable, easy to install and are an improvement on any class of cabinet work.

When you fail to see an unsightly hinge protruding, you know SOSS is the answer.

We will be pleased to send you our new illustrated booklet. Write today for catalogue "T"

SOSS MANUFACTURING COMPANY

435-443 Atlantic Avenue **BROOKLYN, N. Y.**

BRANCH OFFICES:

CHICAGO—160 NORTH FIFTH AVENUE
LOS ANGELES—224 CENTRAL BUILDING
ST. PAUL—922 DAVID WHITNEY BUILDING
SAN FRANCISCO—164 HANSFORD BUILDING
MINNEAPOLIS—3416 SECOND AVENUE, SO.

Domestic
TALKING MACHINE

The biggest hit in the talking machine world

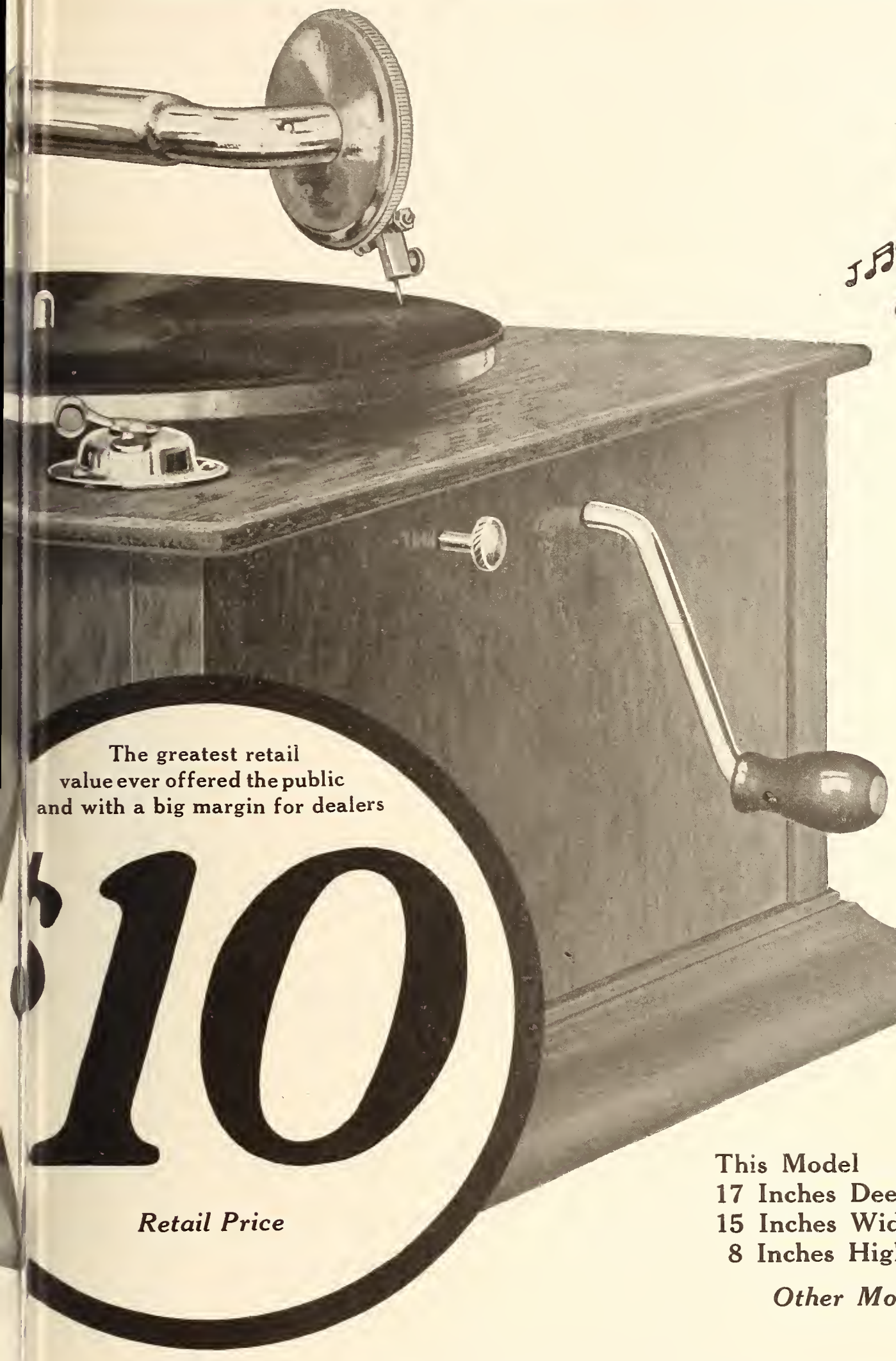
HERE it is again—the leader of the already well-known line of Domestic Talking Machines.

The biggest achievement in the talking machine world—(not only in this publication, but the biggest achievement of its kind in all the world).

The Domestic line of low priced talking machines has taken the trade by storm. And no wonder. From the standpoint of perfect tone reproduction, high class design and superb finish, nothing has ever been offered that can approach it.

The Domestic is blazing the trail over an entirely new route—accurate tone reproduction and beauty of cabinets at unheard-of low prices.

The reciprocal spring principle of the wonderful Domestic Patented Sound Box is not only different but truly wonderful. It is as sensitive as a compass needle, as accurate as a chronometer. The cabinets are genuine hard resonant woods, not mere soft



DOMESTIC

TRADE MARK

The greatest retail value ever offered the public and with a big margin for dealers

$10

Retail Price

This Model
17 Inches Deep
15 Inches Wide
8 Inches High

Other Models

woods stained oak or mahogany finish. The finish is hand-rubbed, while the fittings are heavily plated and in keeping with the rest of the instrument.

The Domestic Silent Service Motor is an achievement in high-class spring motor design and construction. It is powerful and quiet, and runs with the steadiness of a high-grade clock.

The Domestic is not a mere piece of "furniture" with assembled parts but a perfect musical instrument, every part being made in our own plant except the woodwork. There is a Domestic model to suit all economical tastes. Made by men who have spent the best part of their business lives in designing and building talking machines. A winner for all live, well-established dealers. A line that satisfies the music loving public. A Domestic contract is a valuable franchise and we are limiting their number so that a Domestic Dealer may secure all the benefit of his and our combined efforts.

Catalogue of full line ready.

Write—right away. "Live wires" are wiring.

DOMESTIC TALKING MACHINE CORPORATION
HORACE SHEBLE, Pres.
33d and ARCH STREETS **PHILADELPHIA**

BECOMES RECORDING SUPERVISOR

The Columbia Graphophone Co., New York, announced this week the appointment of Clyde Emerson as recording supervisor, with headquarters at the company's recording laboratories, 102 West Thirty-eighth street, New York.

Mr. Emerson's promotion to this important

Clyde Emerson

post is well deserved, as he has been associated with the Columbia Co.'s recording department for nineteen years and has attained his present position through consistent effort and unfailing loyalty. Mr. Emerson's skill as a sound recorder is equalled by very few members of the talking machine industry, and the splendid quality of the present-day Columbia records may be attributed in a considerable measure to his ability. Mr. Emerson has visited all corners of the globe in the interests of the Columbia record department in addition to his laboratory and mechanical experience.

IMPORTANT PATHE-BRUNSWICK DEAL

Brunswick-Balke-Collender Co. to Sell Pathé Records and Call Its New Machine the "Brunswick-Pathephone," Under License from the Pathé Frères Phonograph Co.

The Pathé Frères Phonograph Co. recently made an arrangement with the Brunswick-Balke-Collender Co., by which the Brunswick-Balke-Collender Co. is to sell the Pathé record in conjunction with its machine, which it is going to call the "Brunswick Pathephone," under a license agreement from the Pathé Frères Phonograph Co.

The Brunswick-Balke-Collender Co. has a very large distributing organization, and will concentrate its efforts especially at points where the Pathé Frères Phonograph Co. is not entrenched at the present time.

The Brunswick-Balke-Collender Co. expects to enter into a large national advertising campaign on the Pathé records in conjunction with the "Brunswick-Pathephone."

The Pathé Frères Phonograph Co. has on hand a great many orders for machines, the shipments of which have been somewhat delayed, owing to the difficulty in obtaining springs and other parts from Europe. However, this situation is now clearing up and shipments will go forward in large quantities in the very near future.

There is ready some advance copy of very attractive advertising matter to appear in the Saturday Evening Post and other national magazines, all of which is in the plan of the active campaign that the Pathé Frères Phonograph Co. is working out for the benefit of its dealers and jobbers, a plan which should prove very successful.

BANTA CO. TO MAKE TALKERS

The Banta Furniture Co., of Goshen, Ind., has purchased the Hubert A. Meyers Phonograph Co., of Toledo, O., and will move the plant to Goshen at once. The furniture concern has been supplying the cabinets for a number of talking machine firms, and will now widen its field by the manufacture of talking machines for the general trade.

ELECTED AN ACTIVE MEMBER

James P. Bradt Honored with Membership in National Association of Piano Merchants

James P. Bradt, general sales manager of the Columbia Graphophone Co., New York, has been elected an active member of the National Association of Piano Merchants. Mr. Bradt was notified of his election last week, subsequent to the annual meeting of the association held in New York last week.

It is an unusual honor and distinction for anyone but a piano man to be elected an active member of the National Association of Piano Merchants, and Mr. Bradt is being congratulated on all hands upon the honor bestowed upon him.

Mr. Bradt is one of the most popular members of the talking machine industry, and during his many years' experience in the sales division of the business has not only won the friendship of the talking machine dealers' trade, but the piano merchants as well. Possessed of a jovial and magnetic personality Mr. Bradt numbers among his personal friends dealers in every city of any appreciable size throughout the country.

MAKING COMPLETE LINE OF CABINETS

The K. Nicholson Furniture Co., Chase City, Va., well-known as manufacturers of sectional bookcases and desks, has added a new department to its factory and is manufacturing a complete line of sectional record cabinets, standard record cabinets and music roll and music cabinets. The company has already shipped its cabinets to dealers in different parts of the country, who are well-pleased with their construction and appearance.

Crescent Silver Tone TRADE MARK Products

CRESCENT Dealers are equipped not only with the Best Selling Line of Phonographs, but also with a Most Profitable Line of Accessories.

Ask for Details now of the Following Distributors

LOUIS WOLF & CO.
221 4th Avenue
New York City

LOUIS WOLF & CO.
1319 Michigan Avenue
Chicago, Ill.

CRESCENT SALES CO.
Providence,
R. I.

CRESCENT SALES CO.
23 Jackson Blvd.
Chicago, Ill.

SCHILLING PIANO CO.
112 W. 23d Street
New York City

ALBERTA SPECIALTY CO.
1619 Broadway
Brooklyn, N. Y.

Whatever your requirements may be—Phonographs, Equipments, Attachments, Accessories, "Crescent Products" will serve you best.

Crescent Talking Machine Co., 89 Chambers Street New York City

MACHINE SHORTAGE IN BALTIMORE

Difficult to Meet the Demand—Victor Line with Mann Piano Co.—Secures More Room—The Hub Handling Talkers—Leading Jobbers and Retailers Make Fine Business Reports

BALTIMORE, MD., July 5.—More machines is the general cry on the part of the Baltimore talking machine dealers. Many of them are afraid that if they do not get more machines they will be unable to take care of all the business. The record sales also are holding up very well and some of the distributers are filling some extra large orders.

Several of the local jobbers will attend the convention which will open in Atlantic City next week. They are looking forward to this gathering with a great deal of interest.

One of the most important events in the talking machine line in Baltimore recently was the placing of the Victor line with the Mann Piano Co., of which Joseph M. Mann is president. The stock arrived several days ago and the first public announcement has just appeared. Charles E. Stran, prominent in local talking machine circles, is the manager of the new department, and from the way he has started out he will prove himself to be the right man in the right place.

In order to take care of the business the Mann Co. has leased the entire building where the firm is located. This gives the house ample room to take care of big business and to offer excellent displays.

Before this month is out another large talking machine store will have opened. It is the Hub, the big department store. This house has taken over the large building at the corner of Charles and Fayette streets, formerly occupied by the Sanders & Stayman Co., which is being fitted up now for a complete line of Columbia and Edison machines. The machines now are sold in the main building at the corner of Baltimore and Charles streets.

A. H. Heath, manager of the Columbia Graphophone Co., is much pleased with the business being done. The distributing depot is rushed with work and the orders are coming faster than they can be filled. Many of the dealers, says Mr. Heath, are getting ready for a big fall trade and as a result his place is being kept on the go from early until late. Many other dealers, however, are placing their orders for immediate delivery and large numbers of machines are being sent out. The great demand for the lower priced machine, which seems to be prevailing in this city at present, is taxing the house to its utmost. In fact, it is unable to get sufficient machines to meet this demand.

Mr. Heath also reports extra large sales of records. The present difficulty with Mexico has brought about a very large sale of the record, "They're on Their Way to Mexico."

W. C. Roberts, manager of E. F. Droop & Sons Co., Victor distributers, is elated over the way business is moving along. The May business, Mr. Roberts reports, was double that done in the same month of last year and June business will prove three times as great as that done last June. On the first half of the year, Mr. Roberts says that 1916 is about 30 per cent. ahead of the first six months of 1915.

The Aeolian-Vocalion, which is handled in this city by the Sanders & Stayman Co., is still going big. Most of the machines being sold are of the higher prices. William B. Turlington, manager for the firm, is greatly pleased with the way the music lovers are taking to the Vocalion. He has arranged an excellent display of them at the new Sanders & Stayman store.

Several new dealers were signed up during the month by Jesse Rosenstein, of the National Piano Co., distributers of the Pathé line. Mr. Rosenstein is hard at work in an effort to secure additional machines to meet the heavy demand. He reports big business on all sides with no let up because of the warm weather.

I. Son Cohen, of Cohen & Hughes, also distributers of the Victor line, has only one complaint to make. That is he cannot get as many machines as he could use.

Good business also is reported by H. R. Eisenbrandt Sons, Inc., Victor distributers. This year is far ahead of the same period of last year and so far there is no indication of any slacking up in business. This house is short of some of the models.

Milton Boucher, manager of the Victrola department of William Knabe & Co., reports some good business for the month and he looks for the trade to continue along the same line. The record sales also are very good. The Knabe store is a very attractive one and the window displays are creating a great deal of favorable comment.

TYPING BY "TALKER" MUSIC

How Talking Machine Helps Students in Speed and Evenness Explained by H. S. Smith

SPOKANE, WASH., July 6.—Harold S. Smith, of the Spokane Expert School of Business, has installed a Columbia graphophone in his school for use in teaching typewriting. The idea of typing by music came to Mr. Smith as a result of investigations which demonstrated that one of the most important factors in typewriting speed is evenness of operation.

Mr. Smith got the idea that the strongly accentuated time of a dance record played on a graphophone would enable students to acquire a desirable rhythm of writing.

On entering one of Mr. Smith's classes a visitor is first attracted by the strains of "The Stars and Stripes Forever," or some other familiar tune, accompanied by the sharp click of the keys of twenty-five or thirty typewriting machines.

Investigations as to the value of this method as applied to featuring long-hand penmanship are under way by the management of the school, and the plan may be extended to this department in the future.

Initiative consists of doing on the spot without being told and without complaining what the other fellow never thought of doing—and didn't do when he was told.

Are You on the Border?

Not Mexico—but on the border of profits or no profits. To keep away the no-profit enemy, be well armed with machines and records, maintaining a battery of the different Victor styles and several regiments of records.

Gately-Haire Service Is on a War Footing

It is ready at all times to rush to your assistance with plenty of reinforcements, so you won't waste a single selling shell. No gilt braid or frills but plenty of hard work and a co-operation that has had the experience of war campaigns in many commercial centres.

Join the G-H colors. Service only as long as you are satisfied.

Gately-Haire Company, Inc.
JOHN L. GATELY, Pres.

121 N. Pearl Street
Sumner Bldg.

ALBANY

The exclusive Columbia models include a number of the most artistic designs in the field—in finish and workmanship—a compliment to any home.

(Write for "Music Money", a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

BIGGEST HALF OF YEAR TO COME

Confidence Born of Enthusiasm, the Keynote of Successful Victor Business, Will Secure Big Profits for Those Who Go After Them

The year is almost half gone! It is only a few weeks since the general manager announced that business with us was 38½ per cent. ahead of a corresponding period last year. That's how it is with us, or was then. Since then it has increased still more, but the question is: How is it with you?

The other day we asked the contract department for information as to establishment of new dealers, and the answer was: "We are turning down applications by the hundred." That is done because it is absurd to establish new dealers when you cannot supply existing dealers with all the product they could use. In the past few years we have spent millions of dollars—actually millions—in increasing our output. It is evident, then, that a good many people must be making a lot of money out of Victor product. But the question is: How is it with you?

It's a fine thing, a splendid thing, to be engaged in a business with a line in which the demand is always many laps ahead of the supply; but the question is: Are you making money out of it?

If you're not, it's up to you to begin to ask why—for there are thousands of people who are. They are the dealers who rise above old-fashioned ideas and conduct their Victor business with the courage born of enthusiasm.

The public can't be fooled very successfully. They know just as well as the dealer knows whether he's got confidence in his business or whether he hasn't. If they find that he hasn't, why then they lack confidence too, and business which could be had easily by a dealer who had the required amount of confidence and enthusiasm, will go to seed if the dealer lacks those necessary qualities.

When you've made up your mind to buy anything, from a hat to a hobby horse, do you deal with a piker? You do not. You go to a store that is a store, that carries a stock which permits you to exercise some choice and where you believe the people know something about the goods they handle.

"For the Colonel's Lady and Judy O'Grady
Are sisters—under their skins"

wrote Rudyard Kipling, and we are disposed to think he knew what he was talking about. Human nature is very much the same, whether it is being blistered in the Sahara or petrified in Iceland, and when you want to know how things look to the other fellow, the best way to do it is to ask yourself how they look to you—because under the same sort of conditions, all men and women will act in pretty much the same way.

People won't trade at a store that doesn't inspire their confidence. There are several elements which contribute to that necessary building up of confidence. First of all comes stock, then appearances, service and so forth.

When a man intends to let go a fistful of good "iron men" that he's earned by the sweat of his brow, he wants to feel that he'll get the best that's to be had for the money, and sure as fate he'll begin to back toward the door if the stock looks small. He feels that he'd get a better choice elsewhere, and so you have an unnecessary obstacle to overcome which was erected by your own bad judgment in not doing business in a big way.

We learn slowly, but the dealer with only a few years' experience must have found out by now that any good business man who is willing to go after Victor business in a big way will reap a rich harvest. This is a statement which can be verified with the utmost ease. Big as the first half year's business has been, there is still a bigger to be won from the last half of the year, and that is why we want to say to every individual dealer—How is it with you?—Voice of the Victor.

MADE TIMELY WINDOW DISPLAY

How Klaye Bros. Utilized Window in Connection With Mobilization Movement

La Crosse, Wis., July 7.—An excellent example of a timely and attractive window display is shown herewith. This window was used by Klaye Bros., 205 Main street, at the time the National Guardsmen left LaCrosse for the

Klaye Bros.' Window, La Crosse, Wis.

mobilization point. A city holiday was declared at that time, and the window attracted considerable attention.

Klaye Bros., who have handled the Columbia line of graphophones and records for some time with pleasing success, are "live wires" in every respect. In addition to using timely and effective window displays, they are also extensive newspaper advertisers, and their copy is prepared with careful attention to every detail. They have built up a profitable Columbia clientele through the use of this advertising and the efforts of a capable sales organization.

The W. H. Marion Music House, of Mt. Airy, N. C., is featuring the Columbia Grafonola with great success.

John M. Dean Corporation
Putnam, Conn.

Manufacturers of

Talking Machine NEEDLES

Dean Service covers every essential need in talking machine needles. Needles furnished in bulk or in special packages. Quality needles only.

An unsolicited tribute to the value of the Talking Machine World as a profitable advertising medium.

F. E. LEVANSELER — PHONE RANDOLPH 3739 — J. L. ABBOTT

Chicago Hinged Cover Support and Balance Co.

PAT. APPLIED FOR

GENERAL OFFICE - 144 SOUTH WABASH AVENUE
THIRD FLOOR
CHICAGO, ILLINOIS

PAT. APPLIED FOR

FACTORY
143-45-47 W. AUSTIN AVE
CHICAGO, ILLINOIS.

EXPERIMENTAL LABORATORY
441 W. 61ST STREET, CHICAGO

June 12, 1916

Talking Machine World,
373 Fourth Ave.,
New York City.
Gentlemen:-

We think it is only fair to you that we should relate our experience as an advertiser in the Talking Machine World.

We placed our Hinged Cover and Support for talking machines in the market about six months ago and practically all the business we have done so far originated in the WORLD. Of course, we have had men on the road, but the initial inquiries have come from our advertisements in your paper. We estimate that up to the present time we have sold over 40,000 Hinged Cover Supports through your medium.

The evident thoroughness of your circulation campaign has interested us greatly.

We are constantly receiving letters from people contemplating entering the talking machine business either as manufacturers or dealers who have not been associated with the trade in the past. They all mention that they saw our advertisement in the WORLD. While naturally the bulk of our business is done with the manufacturers we are doing business with dealers in practically every one of the United States and have received inquiries from all over the world - all through your excellent journal.

We certainly wish to congratulate you on your success and the valuable service you are giving the trade both in respect to the helpful articles and comprehensive news features in your reading columns and the information conveyed through the advertisements.

With kindest regards, we remain,

Yours very truly,

Chicago Hinged Cover Support & Balance Company.

By J. L. Abbott
Treas.

JLA:HD

Columbia Records TRADE MARK Note the Notes

The Columbia Grafonola is now recognized as an instrument of music in the best homes in the land—an instrument that its owners are proud of. Columbia Grafonolas are artistic in their appearance and wonderful in tone.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

TRADE NEWS FROM CINCINNATI

With Big Business Increases Reported the Demand Has Been Greater for Records Than Machines—The Leading Jobbers Express Themselves Well Satisfied with the Conditions and Prospects in This Territory

CINCINNATI, O., July 5.—There apparently was a slight slump in the demand for machines during June, but the sales of records was on a satisfactory basis. The situation, generally speaking, is a most satisfactory one for the time of the year. The slight slump might be attributed to the lack of publicity given talking machine houses who, following a time honored custom prevalent about Cincinnati, are inclined to let up in their advertising propaganda when the heat waves make themselves felt over the Ohio valley.

Manager Byars, of the Aeolian Co.'s Vocalion department, reports a 50 per cent. increase in June business over June of last year, and present indications are that the summer business is going to be far above par. The Vocalion has found its way into the homes of so many prominent people in Cincinnati, that its prestige is now established. Selling them is comparatively easy now to what it was a year ago. The splendid tone of the instrument is becoming so well known that it is a common thing to hear people speaking of the Vocalion tone.

Mr. Byars is busy organizing a new sales organization for the fall. He is adding several new men of promising ability.

R. J. Whelen, manager of the local Columbia store, stated that business for June had been all that could be asked in the retail line and the wholesale is coming in by leaps and bounds. "The factory is getting on its feet," he said, "and we are able to fill practically all orders on demand with the exception of a few smaller types, but we expect to be on a normal basis in the near future with all types. Our traveling men are continuing to take large fall orders and also substantial orders for immediate delivery. They report that conditions in our line are good all through the territory."

Manager Dittrich, of the Victor department of the Rudolph Wurlitzer Co., says:

"The demand, both retail and wholesale, has been very active during the last thirty days. Record sales have been good and the majority of dealers have placed orders for at least part of their requirements during the next six months.

"The feature of the June business was the tremendous demand for patriotic records. The demand for patriotic music has been increasing from year to year and we can safely say that the demand this year is double that of last year.

"We have shipped more Victrolas to country homes this year, than ever before and it is evident that Victrola lovers even when away from home, insist upon Victrola entertainment.

"The Wurlitzer House will be well represented at the Talking Machine Jobbers' convention at Atlantic City. Carrying out the Wurlitzer policy of assisting their employes in increasing efficiency, there will be six representatives attending the convention on this occasion. We believe that it is a most liberal education for any talking machine man to get in touch with the vast Victor factory and to absorb, first hand, the enthusiasm that exists there and take in the immensity of the industry and the conviction of superiority that has made Victor products so famed."

O. A. Peterson, manager of the Cincinnati branch of the Phonograph Co., is rusticating about Spokane, Wash., taking a well-earned rest. He did much towards putting the Edison machine on a firm basis in this territory. Mr. Peterson will be away about six weeks. E. H. Delman is now in charge of the house.

MEETING TRADE DEMANDS

Sonora Phonograph Corp. Develops Plans Along Service Lines Whereby the Factory Resources Have Been Perfected so as to Better Insure Required Stock Reaching Dealers

In a chat with one of the heads of the largest factory, making cabinets for the Sonora Phonograph Corp., 57 Reade street, New York, he related the interesting information that the output of cabinets for the Sonora corporation, if placed side by side, would equal twenty-five miles in length, while if each cabinet was placed on top of one another, the height would be fifty miles. This gives a vivid idea of the number of Sonora phonographs being sold.

President Geo. E. Brightson has been giving his personal attention to the service end of the business, his aim being to co-operate with the many Sonora dealers so that they have sufficient stock to come somewhere near meeting the demands. While the service under his direction has greatly improved, due to a re-organization of the factory, the increased demand from the retail trade seems to keep pace with all endeavors on the part of the factory to supply the goods.

In relation to the production of the Sonora factory, several changes have been made in both the operating and executive factory staff, which have helped to inspire a co-operation between heads of departments and workmen that is already manifesting itself by an increase in output that is of assistance in filling orders.

A number of Sonora employes have left with their regiments and, as referred to elsewhere, the astounding statement was made by President Geo. E. Brightson that not only would these men continue to draw their salaries in full and would be in line for promotion when they returned, but that on July 1 the salaries of these men would be raised. This move is typical of the Brightson-Sonora spirit.

BUFFALO

RAILROAD — EXPRESS — STEAMSHIP

Look at the list of railroads running out of Buffalo: New York Central, West Shore, Lake Shore, Nickel Plate, Wabash, Erie, Pennsylvania, Lackawanna, Grand Trunk, Michigan Central, Lehigh, B. R. & P. and B. & S.

Four express companies will give you a complete service: American, National, Adams & Wells-Fargo.

Boat lines touch a great many cities, on the Lakes, and Andrews' Service can catch any boat on fifteen minutes' notice.

Doesn't it stand to reason that we mean what we say when we remark: Andrews' Victor Service is *Fast* and *Complete.*

W. D. Andrews, Buffalo, N. Y.

ANDREWS

SCHLOSS BROTHERS CABINETMATCH NEW YORK TRADE MARK

PATHE FRERES DISTRIBUTERS' ASSOCIATION FORMED

Organization Perfected Among Distributers of the Pathé Products to Further Their Mutual Interests—Four-Day Convention Held Recently in New York City—Banquet at the Hotel Claridge One of the Events of the Convention—Those Who Were in Attendance

The distributers handling the products of the Pathé Frères Phonograph Co. gathered in New York on June 21, and after attending executive sessions for four days announced the formation of the Pathé Phonograph Distributers' Association.

The officers of this new association are as follows: President, E. T. Caldwell, Fischer Piano Co., Cleveland, O.; first vice-president, H. J. Brennan, Pickering & Co., Pittsburgh, Pa.; second vice-president, E. E. Trower, E. E. Trower & Co., Kansas City, Mo.; secretary, Hugo Ricca, Peerless Phonograph Co., New York; treasurer, E. S. Bristol, Pathephone Sales Co. of New York. These officers constitute the executive committee of the new association.

The Pathé Phonograph Distributers' Association was formed to promote the mutual interests of Pathé distributers and to enable all factors of the Pathé business to co-operate more closely and more efficiently with each other. There is no limit to the membership, any jobber handling Pathé products being eligible to join, and each jobber having one vote upon all questions introduced at the meetings. It is planned to hold the convention annually, and judging from the enthusiasm of those in attendance at the organization meeting this week, the association will be an active factor in promoting Pathé trade.

At the present time there are twenty-six distributers of Pathé goods, and eighteen of these were present at this week's convention. Every one of the twenty-six, however, has expressed a willingness to become a member of the Pathé Phonograph Distributers' Association which, therefore, starts its career with the co-operation of every Pathé jobber.

During the course of the convention the Pathé jobbers were entertained by the Pathé Frères Phonograph Co., which arranged a number of events that were carried out very successfully. These included a theatre party, an automobile trip to the Pathé plant at Bellville, N. J., and a banquet at the Hotel Claridge on Wednesday evening.

The last mentioned affair was one of the most

Pathé Dinner at Hotel Claridge; Anna Fitziu in Center

enjoyable features of the entire convention, there being in attendance all of the visiting Pathé jobbers, together with a number of invited guests, including Anna Fitziu, the famous operatic soprano, who recently closed a contract to record exclusively for the Pathé library. During the course of the evening Madam Fitziu rendered a number of selections which were followed in turn by her recent Pathé records. These records were enthusiastically applauded as they illustrated to excellent advantage the splendid recording qualities of Madam Fitziu's voice.

A native Hawaiian troupe contributed largely to the evening's enjoyment, and E. M. Bonnell, of Los Angeles, favored the guests with some of his old time stage successes. A number of informal speeches were made, including a very interesting talk by E. A. Widmann, president of the Pathé Frères Phonograph Co., and timely addresses by Russell E. Hunting, Sr., J. F. Collins, Ralph Leininger, George W. Case, Jr., and E. T. Caldwell. Mr. Case was accorded hearty congratulations for the success of the banquet as he worked indefatigably to make the affair an interesting and most memorable one for all who were in attendance.

Among those present at the dinner were E. M. Bonnell, Curtis-Colyear Co., Los Angeles, Cal.; H. J. Brennan, Pickering & Co, Pittsburgh, Pa.; C. P. Chew, A. Victor & Co., Buffalo; E. E. Trower, E. E. Trower & Co., Kansas City, Mo.; Jesse Rosenstein, National Piano Co., Baltimore, Md.; Henry Nathan, A. Victor & Co., Buffalo; E. D. Bristol and F. H. Kilmer, Pathephone Sales Co. of New York, L. T. Ware, G. Sommers & Co., St. Paul, Minn.; E. T. Caldwell, Fischer Piano Co., Cleveland, O.; J. R. Peckham, Pathephone Co. of Detroit, Detroit, Mich.; R. H. Gordon, Pathephone Co. of St. Louis, St. Louis, Mo.; M. F. Maillard, Pathephone Co. of Detroit, Detroit, Mich.; Frederick Doll, Jacob Doll & Sons, New York, N. Y.; J. B. Stillwell, Stillwell Co. New York, N. Y.; M. P. Tobin, Pathé Phonograph Co., Indianapolis, Ind.; N. G. Barber, Pathephone Sales Co. of New York; George J. Murai, Manila Trading Co., Manila, P. I.; J. C. McClain, Berkhoel Music Co., Salt Lake City, Utah; Hugo Ricca, Joseph Schwartz and E. D. Ackerman, Peerless Phonograph Co., New York.

The following executives and staff members of the Pathé Frères Phonograph Co. were also in attendance: E. A. Widmann, T. E. LaMontagne, George W. Case, Jr., J. O. Young, J. I. Bernat, W. H. Penn, J. F. Collins, James Watters, Ralph Leininger, W. H. Rose, Frank L. Capps, R. B. Caldwell, Russell Hunting, Jr., Paul Mendigal.

Russell Hunting, Sr., of the Pathé Frères Co., in Paris, was a guest of honor, having recently arrived here after an extensive recording trip through China.

WE ARE

PRE PARED

To Fill Your Order Without Delay

Avail Yourself of Our

SPECIAL SAMPLE OFFER

WM. F. NYE New Bedford, Mass.

ESTABLISHED 1868

EDWARD B. JORDAN & CO., Inc.

127-135 DEGRAW ST.—36-60 TIFFANY PL., BROOKLYN, N. Y.

Talking Machine Cabinet Manufacturers

We made the first talking machine cabinets created in this country, and we have specialized in this particular line ever since.

We will submit special designs of talking machine or record cabinets, or quote you from blue prints or samples. We manufacture to order only.

Columbia Records TRADE MARK Note the Notes

The Columbia recordings of song hits are real hits—hits as songs and hits as sales.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

TALKING MACHINE TRADE IN TORONTO VERY ACTIVE

Why John A. Sabine, of the Music Supply Co., Doubled His Orders—New $1,500 Sonora Displayed—Canadian Vitaphone Co., Ltd., to Close Out Business—Ralph Cabanas Chats Interestingly of Trip to Pacific Coast—Finds Business Good in West—News of Month

TORONTO, ONT., July 3.—While in New York John A. Sabine, of the Music Supply Co., wrote his firm's customers from the Columbia recording laboratories, giving them an idea of conditions in the talking machine trade. Although having several thousand machines on order, he decided to double the order in the hope that by doing so he would be able to get sufficient machines to take care of those who anticipate their needs and order early. Incidentally Mr. Sabine urged upon dealers the wisdom of getting orders booked as a precautionary measure, and not with the idea that either wholesalers or manufacturers desired large orders for immediate delivery, being so far behind with deliveries.

The Saxafour, composed of Messrs. Gilbert, Robinson, McGuirl and Till, all of Toronto, made an original saxophone record on the phonograph in the parlors of the R. S. Williams & Sons Co., Ltd., last month for the purpose of submitting it to New York theatrical managers to get a chance on the "big time."

E. van Gilder, of I. Montagnes & Co., Toronto, passed through Montreal recently on his return from a tour of the Maritime Provinces. Mr. van Gilder visited each Province, including Prince Edward Island, and reports excellent success in placing Sonora phonograph agencies.

A sample of the $1,500 Sonora phonograph, referred to in the last issue of The Talking Machine World, has been received by I. Montagnes & Co., of Toronto, Canadian distributers of Sonora lines. The formal introduction of this Sonora, which is named "Supreme," was before a select, invited audience.

One of the particularly interesting features of the program was the exhibition of dancing given by Miss Queenie Smith, premier dancer of the Metropiltan Opera House Ballet School, to the accompaniment of music from the "Supreme" Sonora. Refreshments were served to the audience during the intermission.

James P. Bradt, general sales manager of the Columbia Graphophone Co., New York, and formerly manager of the Canadian division of the company's business, spent a half day in Toronto recently.

The shareholders of Canadian Vitaphone Co., Ltd., Toronto, have decided to wind up the concern and have published a notice to that effect. W. R. Fosdick, vice-president and general manager of the firm, has been appointed liquidator. Creditors are given until June 26 to file their claims. Canadian Vitaphone Co., Ltd., was incorporated in the fall of 1913 with an Ontario charter authorizing capital of $250,000 in $10 shares.

The Music Supply Co., Toronto, are offering their dealers a store fixture that should be a great convenience and a valuable sales adjunct. This is a multiplex display stand on which to affix the monthly hangers listing new records. There are six swinging frames, on each side of which is inserted a hanger, so that there can always be the last dozen issued on view. The frames swing like the leaves of a book. The stand sells at $10.

Ralph Cabanas, manager of the Canadian division of the Columbia Graphophone Co., has returned to headquarters at Toronto after a six weeks' trip through Western Canada to the Pacific Coast. On this, his first trip through Canada's West, Mr. Cabanas visited all the large centers and many of the smaller places in order to thoroughly familiarize himself with conditions of doing business and to become acquainted with Columbia dealers. The open-hearted hospitality with which he met and the ready welcome extended, as only Western people know how to extend it, more than ever convinced him of the wisdom of his coming to this country.

Business in the West Mr. Cabanas reported good with a very noticeable improvement over last year. The wealth resulting from last year's crops has given Grafonola and record business a very material impetus, and in British Columbia also there is quite a perceptible advance.

The Toy Products Co. of Canada, 49 Bathurst street, Toronto, Ont., manufacture the Little Wonder talking machine, which is a real novelty, and ought to command an enormous sale. It is a sure-enough talking machine that will reproduce musical records, and the price is ridiculously low—$1.

Mr. Shea, proprietor of the Hippodrome, Toronto, was recently feted by the Toronto Sportmen's Patriotic Association, and made the recipient of an Edison Diamond Disc phonograph.

The Canadian Phonograph Co., 103 Yonge street, Toronto, are advertising Operaphone disc records.

THE SALESMAN PUT IT OVER

A traveling man who stutters spent all afternoon in trying to sell a grouchy business man a bill of goods.

As the salesman was locking up his grip the grouch was impolite enough to observe in the presence of his clerks: "You must find that impediment in your speech very inconvenient at times."

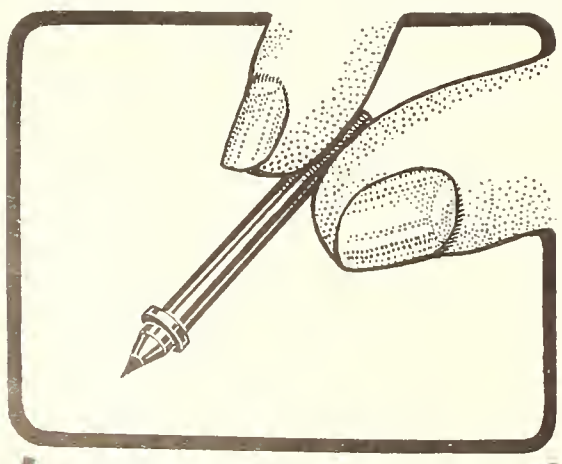
"Oh, n-no," replied the salesman. "Everybody has his p-peculiarity. S-stammering is mine. What's y-yours?"

"I'm not aware that I have any," replied the merchant.

"D-do you stir y-your coffee with your r-right hand?" asked the salesman.

"Why, yes, of course," replied the merchant, a bit puzzled.

"W-well," went on the salesman, "t-that's your peculiarity. Most people use a teaspoon."



Sapphire Needles

Jewel Points

for the reproduction of hill and dale cut records.

Samples

Full Tone - - - 30c each
Half Tone - - - 35c each

Special prices in dozen, hundred and thousand lots.

A. F. Meisselbach & Bro.
Congress Street NEWARK, N. J.

"MAGNET" DECALCOMANIE NAMEPLATES
FOR TALKING MACHINE CABINETS ETC.

From the DORAN CO. 45 MICHIGAN AVE. Phone-Main 4136 DETROIT

SOLD BY HURTEAU, WILLIAMS & CO. LTD. MONTREAL — OTTAWA

Kunkel Piano Co. BALTIMORE

We can furnish the same or similar style as shown herewith, according to the price scale given below.

	250	500	1000
Gold letters, black edged . .	$12	$15	$20
Black letters, solid gold background, with fancy border	$16	$20	$25

Samples upon application,
GEO. A. SMITH & CO., Inc.
136 Liberty Street, New York, N.Y.

FROM THE PHONOGRAPH CO. 1240 HURON ROAD (ENTRE THIRD FLOOR) PHONES - PROSPECT 2140 - CENT 1406 CLEVELAND

SOLD BY WALTER D. MOSES & CO. Oldest Music House in VA and N.C. 103 E. BROAD STREET RICHMOND, VA.

SOLD BY J. E. STRATFORD AUGUSTA, GA.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Business Most Active But Manufacturing Greatly Curtailed by Lack of Supplies from Abroad—General Situation and Outlook Reviewed—Efforts Being Made to Modify the Official Prohibition Order—A New Record Material Introduced—Gramophone Co. Makes Splendid Business Report for the Year—The Good Work Accomplished at Sixth British Music Trade Convention Held at Harrowgate—Some Very Attractive Records Being Placed on the Market These Days—Great Activity at the Hayes Factories of "His Master's Voice"—News of the Month

LONDON, E. C., ENG., June 30.—Of the trade situation at the moment it would seem from inquiry in responsible quarters that while matters in general and prohibition restrictions in particular are not altogether satisfactory, the position is not without a ray of sunshine.

The sales of records continue to make a steady showing, London vieing with the Provinces in its proportionate demand for new issues. A pleasing feature is the continued wonderful trade in the big industrial centers where dealers have laid themselves out to handle the steady call for records bearing the lighter type of musical selections and the popular vocal numbers. As a matter of fact, manufacturers scarcely cope with retail orders and factory output is determined more by the shortage of labor than any want of orders.

Machines too are selling as fast as they can be made. There is, however, a great curtailment of necessary supplies from neutral sources abroad. Future instrument trade, it is expected, will suffer by reason of the import prohibition legislation. While licenses may now be secured to import a percentage, based upon previous figures over a period of parts and accessories from Switzerland, France and Italy, it is fairly clear that official refusal will meet any application for musical imports from America and countries other than those named. This is due to the fact that space in ships returning from the States can be utilized to more profitable advantage, while on the other hand, it is a matter of more or less common knowledge that on the homeward journey from the countries named our ships do not carry anthing like their full cargo capacity. We are consequently dependent upon what our allies can get to their ports from home factories and from Switzerland. The latter country is and always has been our chief supplier of gramophone parts in which they do an enormous export business with all foreign countries. The Swiss manufacturers have naturally taken all legitimate measures to preserve their output, and in consequence of our Government's initial refusal to consider any modification of the prohibition ban, they immediately took steps to strengthen their position, with the result that large quantities of motors, tone arms, sound boxes, etc. have been diverted from England to America. We know that some important Swiss houses, feeling doubtless a little anxious as to the trade situation on this side, sent representatives to America, where large engagements were entered into for the supply of gramophone goods amounting to many months' output.

This, of course, can only mean one thing and that is that British houses will in consequence experience a shortage of supplies to a considerable extent, I am afraid. Under different circumstances such a position would not have so grave an import for us, indeed, it might be a blessing in disguise if only in stimulating home manufacture. As it is we are very much handicapped. All our suitable available machinery is utilized for war work, and labor is at a premium. That's the alpha and omega of the whole business as far as any chance of increasing our manufacturing facilities is concerned, and we can, therefore, do little beyond urging our claims as old and regular customers entitled to some preferential treatment from Swiss houses. There is encouragement in the fact that so far as possible within the iron rules of legal commercial engagements we shall be accorded fair treatment, and evidence thereof is found in the tons of supplies which continue to reach us "under license" from Switzerland. Content to believe that things might have been worse, the trade is wisely and loyally determined to make the best of it in the hope that the position may by chance improve later. For what we have received by the way of licenses to import, it is but fair to accord public thanks on behalf of the whole trade to Mr. Ricketts, of the Gramophone Co., Ltd., for his untiring efforts to secure a modification of the official prohibition order. By conspicuous ability and sound logical reasoning with the Board of Trade he succeeded in the task of moving them to modify a restriction which would have meant, had it been maintained, almost the entire destruction of British gramophone trade. As reported in another column Mr. Ricketts' work was officially recognized at the British Music convention and

(*Continued on page* 106)

"His Master's Voice" *Copyright*

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Aktieselskab, Fribavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Cia. Francesca del Gramophone, 56, Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain :

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

We do not rely on giant advertisements for Sales—We depend on intrinsic Merit alone.

No amount of advertising can increase the value of

WINNER RECORDS:

("The World's Super-Disc")

They outwear all others.

Only up-to-date songs and selections recorded.

Winners leave the dealer a generous margin of profit.

THEY SELL ON THEIR MERITS

Independent LIVE REPRESENTATIVES WANTED—in U. S. and British Colonies

Write the manufacturers for Trade Terms

THE WINNER RECORD CO., Ltd.

Willowbrook Grove, Camberwell, London, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 105)

we are glad of this opportunity of giving further publicity to the fact.

"Bing Boys" Music on Columbia Records

One of the most unique combinations of England's leading comedians is to be found in London's latest revue at the Alhambra Theatre, where Oswald Stoll has provided the war-weary with a tonic of laughter, music and scenic delight. Small wonder, too, when the public has three such favorites as George Robey, Alfred Lester and Violet Loraine to keep their risibles in constant action.

These famous laughter-makers are under exclusive contract to the Columbia Co., so it comes about that this firm is once again to the fore with exclusive records by original artists of London's latest thing in revues.

And the records reflect in very truth the gaiety that permeates the Alhambra atmosphere nightly and the merry trio in one of those ridiculous nonsense songs! The verses deal with a variety of subjects, but all tail off into the wholly extraneous pronouncement that "Another little drink wouldn't do us any harm." The little asides between the artists, too, give a delightful air of spontaneiety to the record. Then there is a very pretty duet sung by George Robey and Violet Loraine, "If You Were the Only Boy in the World," and as sung by the pair it is one of the choicest gems imaginable, though one strongly suspects that one is being "spoofed" by the manner in which it is sung. Similarly, Alfred Lester and Violet Loraine have a duet, "A Lady of a Thousand Charms," in which the woe-begone Oliver Bing (Alfred Lester) apostrophises Emma (Miss Loraine) with all the exaggeration of mock seriousness of which he is capable. It is a luscious piece of "codding."

George Robey as Lucifer Bing has two typical Robey numbers in "I Stopped, I Looked, I Listened," and "In Other Words," the latter a profound and funny study in terminology. The lugubrious one, Alfred Lester, has a so-called ragtime number, but seeks syncopated inspiration, not in Dixie or Tennessee, but in "Dear Old Shepherd's Bush," and much fun is extracted out of the effort—as may well be expected by any one who can imagine Alfred Lester in ragtime. Violet Loraine is fitted with a splendid "Zoo" number, in which the animals are described as doing "The Kipling Walk."

In addition to these three fine comedians, Jack Morrison figures in his original "Clock Song" and "The Right Side of Bond Street," while the Alhambra Orchestra, conducted by John Ansell, plays the "Bing Boys" selections and three orchestral numbers.

Order Windup of German Firms

A London Gazette announcement says that orders have been made by the Board of Trade requiring the following German-owned firms to be wound up: C. Bechstein, pianoforte manufacturers, Wigmore street W., and G. Dittmann, Ltd., 58 City road, E. C., agents for records and gramophones.

Bankruptcy Petition Filed

A receiving order in bankruptcy is out against August Ernst Gottlieb Thospann who, now in a civilian interment camp, formerly carried on business at 9 Fore street avenue, London, S. C. If memory serves, it was Mr. Thospann who proposed to market a home recording apparatus.

Good Report from Gramophone Co.

"The shares of the Gramophone Co. have been very active the last day or two, on hopes connected with the financial year, which ends June 30. Since last September the undertaking has been a controlled establishment and on the occasion of the last annual report the directors indicated that the contracts then entered into were likely to mean satisfactory profits for the current year. The opinion of the board has been amply justified, we believe, and the figures in the forthcoming balance sheet may be expected to turn out excellently. It will be recalled that the trading profits to June 30, 1915, were no more than £16,772, as against £138,186 for 1913-14, the directors having been busy adapting the works and resources of the company for munitions rather than music making purposes. The installation and manufacture of special plant and tools meant a temporary loss to the ordinary shareholders, whose dividends for ten years until then had averaged 18½ per cent. per annum. The last distribution was 10 per cent., and we anticipate that the next return on the ordinary shares will turn out to be well above that rate, so busy has the company been on Government work throughout the year now coming to an end."—Pall Mall Gazette.

Ebonitis—A New Record Material

In the matter of records, machines and supplies of raw material, the English market was, until the opening of hostilities, more than we like to admit dependent upon foreign manufacturers—mainly German. Although to-day we are not sufficiently organized to meet all our requirements, it is a matter for congratulation that steps are being taken which will we hope once and for all eliminate any future chance of enemy manufacturers ever regaining their old dominance in our Home and Colonial markets. If we have from this war realized one thing, it is not to declare in advance what we propose to do but to do it, and then talk. It may, therefore, now be said that after a period of close experiment, there has been devised by Ebonitis, Ltd. (Willowbrook Grove, Zeckham, London, S. E.) and recently marketed a new material for records which supercedes and entirely eclipses in quality the German stuff. The ingredient of "Ebonitis" cannot, of course,

Mr. DEALER: You Will Be SHORT OF RECORDS This Season!

REGISTERED

TRADE MARK

You lost business last season through the demand exceeding the supply. Don't let it happen again.

Get into touch with us right away, and make sure of your stock for the busiest Fall trade you've ever had.

Our Records are ***better,*** our Prices are ***better,*** and our Deliveries are ***surer*** than any brand you've ever handled.

All enquiries to:—The Manufacturers

THE INVICTA RECORD CO., Ltd., 1 New Inn Yard, London, E. C., England ***Cables***

be disclosed, but I have satisfied myself of its superiority in respect of smoothness and durability of wear. Experience has proved it to be free of the many faults of the old process of manufacture which the record user too often discovered after purchase. In every way satisfactory, "Ebonitis" is a compound which may be strongly recommended to all overseas record manufacturers. The company invites all interested to communicate with them, giving as far as possible the fullest information as to quantity required, etc., when the lowest quotation possible will be forthcoming.

The Sixth British Music Trade Convention

It is now possible to send for publication a brief resumé of the proceedings at the Sixth British Music Convention, held at Harrogate last month. The delegates were received by the Mayor and Mayoress of Harrogate, who extended a very hearty welcome to their visitors. It is interesting to recall that Harrogate was the scene of the first music trade convention.

Briefly to consider what has been done and to indicate what has to be done, represented the theme of the first day's proceedings, opened by the president, Henry Billinghurst, of John Brinsmead & Sons, Ltd., who reminded his audience "that the steady growth of the business side of our conventions and the valuable lectures, papers and discussions we heard at Brighton, Buxton, Bournemouth and Blackport . . . . the work has steadily grown and with it the mutual understanding of the various branches of the trade.

"As to the future," continued Mr. Billinghurst, "it depends on ourselves. We must set about at once to further properly organize ourselves." In the form of a question the speaker put it that to capture the world's markets British manufacturers need combined effort, mutual assistance and proper State backing. A reference, we take it, to an advocacy of continued tariff protection after the war.

" . . . Apparently our Government has not realized," said Mr. Billinghurst, "that ours is a most important, and I may say, national industry. It is estimated in the first place, that there are some £37,000,000 capital invested in it; that there are about 62,500 people directly employed, and that their average annual wages amount to £5,388,000. We can justly claim that Great Britain is the home of the industry; that the oldest and most experienced pianoforte manufacturing houses in the world are British, and that many of the leading English makers were already ancient firms before their principal German competitors came into existence. I know of no single great innovation regulating the construction of modern pianofortes that was not originally invented and developed by British makers; only to be subsequently copied (when proved to be successful) by our foreign competitors." In the course of reference to official action in relation to the imposition of a tariff duty, prohibition of imports, etc., the president complained that the Government, even to-day, permits German music and instrument agencies and business owned by Germans (either interned or resident in Germany), to continue to trade and sell their wares, and thus preserve the good will of German names and German firms against the time peace shall be declared.

Because of want of organization and power of resistance, the music trade was the easiest to shoot at and the least likely to retaliate. Here Mr. Billinghurst breathed a word of encouragement—"We have been passing through dark days, but we have grappled over difficulties with the little available organization to hand." In combination and "with the advantage of the energy, knowledge and resource of Mr. Ricketts, of the Gramophone Co., those able to deal with the crisis had succeeded in getting permission to import requisite supplies from France and a favorable consideration of importations of other necessary supplies from Switzerland and Italy. . . . We must combine to keep out the £749,450 worth of musical instruments (to say nothing of Gramophones and sheet music), imported annually from Germany and Austria; we must secure to this country the £504,666 imported from Germany by Australia, the £33,885 by Canada, the £124,709 by South Africa, the £68,666 by New Zealand, etc."

Mr. Billinghurst's instructive and inspiring address was warmly applauded and there can be no doubt that every endeavor will be made to carry out, as far as possible, that which he so strongly urged.

Replying to a vote of thanks, Mr. Billinghurst took the oocasion to pay a handsome tribute to Mr. Ricketts for the very valuable work which he had done on behalf of the trade in securing from the Board of Trade a partial cancellation of the importation restrictions. In these circumstances the convention conveyed to Mr. Ricketts a very hearty vote of thanks and a well deserved memento in the shape of a gold cigarette case, inscribed "In recognition of invaluable services rendered to the British musical industry, 1916." Mr. Ricketts suitably acknowledged this pleasing recognition of his efforts.

Many important subjects were opened by various important members of the trade, and afterwards discussed with an evident desire to reach definite and satisfactory conclusions upon which to act.

Alex Dow read an exceedingly valuable paper touching upon the best method for increasing overseas trade. He evinced a complete and practical understanding of his subject and at the finish was successful in carrying the following interesting resolution: "That this meeting of the British Pianoforte Manufacturers approves the policy of sending out (to British colonies, etc.), a commission of inquiry, regarding the overseas trade, and if the council can devise ways and means to carry it into effect, this meeting pledges itself to give the scheme its hearty support and financial help."

Apart from subjects affecting internal organization, methods of handling trade difficulties, etc., it must be acknowledged that the outstanding feature of the convention proceedings was the president's theme regarding the position of the British music trade in relation to the present and the after-war problems. I should describe the keynote of the convention as concentrated in a general expression that now and no other is the time for preparation. If by reason of labor shortage, prohibitions as to this or that, and other exigencies inseparable from present circumstances, it may be difficult to put into immediate effect any special campaign along the lines indicated, it should in no single instance be allowed to discourage or prejudice the work of preparation. The war may last another five years; on the other hand, it may be only another twelve months or so before peace is declared—we do not know. But what we do know is that we must be in every sense ready for "the day." Let us get that into our minds and act upon it concertedly and at once.

I know of no better example or stimulant best calculated to achieve this objective than Mr. Billinghurst's energetic and encouraging work, which, in combination with the activities of other leading traders in the pianoforte, organ, supplies, gramophones and sheet music sections, deserves the highest praise and practical support of the music industry as a whole.

Excellent Zonophone Lists

"Records you can rely on" aptly express the thoughts of Zonophone dealers, for each month the company issues a list of new numbers reliable as to variety, artists, quality and price. The supplement for July is a typical example, there being a real galaxy of first calss talent whose contributions are of like value from every point of view. A window bill depicts the famous Florrie Forde in one of her gorgeous costumes, the text giving publicity to some of her latest and best records, of which No. 1,630 bearing "Mister Sergeant Michael Donoghue" and "The Girls Know as Much as You Know" figure on the July list. Selections part 1 and 2 of "Chin-Chin," the American revue success, are handled very tunefully by the Black Diamond Band, which is also responsible for a medley march, introducing a selection of typical Australian ditties, and "The Call" march, both on No. 1,625. The popular lyric tenor, Sidney Coltham, is down for one ten-inch and one twelve-inch record, and other good sellers are vocal records by Foster Richardson, Herbert Payne, G. H. Elliott, Billy Whitlock and Henry Bluff and the Misses Elsie and Dorothy Southgate (violin and mustel organ), J. Pidoux (banjo), etc. Zonophone dealers abroad should

(*Continued on page* 108)

THE EDISON-BELL
VELVET-FACE (VF) RECORD
DOUBLE-SIDED—NEEDLE-CUT—10 inch and 12 inch
IS THE SUPREME EFFORT OF GRAMOPHONIC ART

10 inch
2/6
12 inch
4/—

There are no faulty VF's, as Every Record has to pass a crucial test before it is released for sale. The production is of the highest quality. The Titles and Subjects recorded are by the most prominent artists in the Gramophone world.

If your jobber doesn't stock them, try our Direct Service. It will pay you both for quality and price. For full particulars, Wholesale and Retail, apply to

J. E. HOUGH, Ltd., Edison Bell Works, Glengall Rd., Peckham, London, England

THE HOUSE OF MANY PARTS

WM. COOPER BROS., Ltd.

63 City Road, London, E. C. Also at Manchester and Cardiff

THE FAMOUS BRITISH-MADE

COLISEUM RECORDS

(10″ and 12″ double-sided)

A large and varied choice of titles, over 1300 catalogued

The prevalent demand from all parts of the world for British records of merit encourages us to make a special offer to enterprising dealers able to handle large quantities. The Coliseum is a record of high tonal quality, bearing a large selection of splendidly recorded titles, including all the English and American "hits" by tip-top artists who have established for themselves a big reputation. **Only real-selling titles listed.**

Our special offer, together with lists and other interesting publicity matter, sent free upon receipt of your trade card.

FROM OUR LONDON HEADQUARTERS—(Continued from page 107)

certainly stock well of the good things on this month's program.

Miniature Folder Brings Message

A miniature folder, measuring 3½x2½ inches, reaches us from the Gramophone Co. It is a novelty-reminder of the scarcity of paper, and points out that it may be necessary one day to economize as per sample. Meanwhile, "there is no scarcity of records," and a plentiful supply of the "Happy Day" revue numbers are ready. Two hits in one—an advertising and a record achievement, which "H. M. V." dealers will not be slow to appreciate.

Winner Record Co. Very Active

In the artistic field, if one may so term it in relation to record contributors, the Winner Record Co. has of late been very active. At one time it was content with the comfortable proverb that "there are as good fish in the sea," etc., while other firms secured unto their patrons the large fish exclusively. It is undoubtedly a fine commercial asset to provide that from which others are excluded. Hence the exclusive contract vogue with leading artists. Many well-known comedians now serve their best on Winners exclusively, as for instance, The Two Bobs and Will Evans, while other famous laughter-raisers in plenty provide each month all the gems from the musical sphere of London. The quality and general value of Winners were never better than to-day, which, of course, is as it should be with a company that is not content merely to rest upon past laurels. Of recent record issues the June supplement provides really excellent fare and it is sufficient to say that therein may be found a remarkable aggregation of current music, both vocal and instrumental, by eminent artists. To mention a few: Billy Merson, Ernie Mayne, The Two Bobs, Stanley Kirby, Jessie Broughton, the Royal Court Orchestra and, last but not least, the renowned Alhambra Theatre Orchestra, which under the baton of John Ansell, contributes some splendid selections of that popular revue, "The Bing Boys Are Here."

"His Master's Voice" Activities

The Hayes factories of "His Master's Voice" Co. appear to have been abnormally busy of late in the wealth of quality and abundance of new record issues. No sooner a new revue or musical play is put on the boards the gramophone recording director is busy putting it on "H. M. V." records. No time is lost and no expense spared in maintaining the tradition of the firm for first water quality and quick issue. One instance in particular is furnished in connection with "The Happy Day" musical comedy at Daly's Theatre. The first night was May 13. Seventeen days later a recording session for a complete set of records was in full swing and by June 7 the discs were on sale!

Other recent issues include the musical successes from "My Lady Frayle," "Mr. Manhattan" and "The Bing Boys Are Here," in which there are many tuneful items that make a wide appeal to gramophone owners. Dealers are, of course, carrying full stocks and always it seems bombarding the company with repeat orders.

Big sales, too, are experienced in the ordinary "H. M. V." monthly issues, which cater to the demand for operatic and standard songs and instrumental numbers, not excluding a reasonable leavening of the better class comic items popular with music hall patrons.

In fact, it must be admitted that while the Gramophone Co. makes a more than ordinary contribution on the serious side of music, at the same time it by no means neglects the sentimental and comic sections, upon which, by the way, many companies assert, and truly so, they place the greatest reliance from a revenue view point. Be that as it may the fact remains that this company occupies a supreme position in the provision of the greatest number of all classes of records, the wide range of music offered being truly remarkable. A big advertising campaign has been undertaken to make known the splendid musical value of the "H. M. V." June supplement, and we have little doubt that dealers will rise to the occasion by supporting the company's large generous expenditure, locally.

Sad and Pathetic Music Has the Call

In the glamour of war there is much pathos. Sons and daughters, wives and mothers bid goodbye to their loved ones, bravely disguising as best they can their full and aching hearts. In times of such anxiety, music, as we all know, exercises a wonderfully soothing influence, and this in mind, it is curious to note the type of record which finds most favor. Inquiry reveals that among a substantial percentage of people scant consideration is given music of the vigorously cheery kind, the evident demand being for records having a tendency rather in the direction of the sad and pathetic. "When the War Is Over, Mother, Dear," "When Daddy Comes Home Again" are the class of songs that sell best. At least that for instance is the experience of one company—The Invicta—who find that their "Guardsman" records of the two numbers mentioned are in greater demand than they can adequately fill. The latest "Guardsman" list, by the way, is a real bumper—full of picked selling numbers; it should be in the hands of all overseas dealers out for a profitable line.

REPORTS BUSINESS EXPANSION

Miss Elizabeth R. Nanes, secretary and general manager of the Nanes Art Furniture Co., New York, manufacturer of the Savoy Gramophones, in a chat with The World, commented upon the progress which this company is making. "During the past few months we have placed our lines with a number of prominent dealers throughout the country," said Miss Nanes. "They are all well pleased with our combination cabinets and machines, and judging from the reports of our dealers we have every reason to believe that the Savoy line will meet with a ready sale during the remainder of the year."

The Ideal Music Co., Poughkeepsie, has been incorporated with a capital stock of $10,000 to manufacture talking machines and supplies, sport and other goods. The directors are Harry Lawson, Albert R. Palmer and Ralph P. Dunlap.

The Whitehall Phonograph Shop, which has opened elaborate quarters at 32 Whitehall street, Atlanta, Ga., will feature the Edison Diamond Disc phonograph.

The Hall-Stephenson Co., of Knoxville, Tenn., has retired from business, and the Columbia Grafonola agency controlled by it has been secured by the firm of Sterchi & Haun, with H. C. Fowler as manager, who will push the Columbia line.

EBONITIS LIMITED

MANUFACTURERS OF PLASTIC MATERIAL

Manufactureros de materias primas

FOR

para

GRAMOPHONE RECORDS

los discos de Gramophone

QUOTATIONS GIVEN. ADDRESS

Se envian precios. Direccion

EBONITIS LIMITED, Willowbrook Grove, Peckham, London, S. E.

ENGLAND

TOLEDO *and* The Victor

Our slogan is "First of all RELIABILITY" and dealers who use our service know we live up to it

Try us on "Shorts" and watch your orders grow

THE WHITNEY & CURRIER CO.

VICTOR Distributors

TOLEDO, OHIO

FLETCHER BROS. ATTRACTIVE STORE

Establishment Just Opened in Victoria Is Most Attractively Arranged—Recital Hall a Feature—Daily Concerts Are Well Attended

VICTORIA, B. C., CAN., July 3.—Fletcher Bros., one of the largest retail music houses in the Dominion of Canada, with stores in Vancouver

Columbia and Edison Demonstrating Rooms

and Victoria, have just moved into a new store in this city, which is considered by leading authorities as the finest music store in Western Canada.

In addition to handling a high-grade line of pianos and player-pianos Fletcher Bros. carry the Columbia and Edison lines of machines and

Fletcher Bros.' Recital Hall

records, with which they have achieved excellent success.

The accompanying photographs will give an idea of the attractiveness of the new Fletcher Bros. warerooms. The talking machine demonstration rooms are furnished attractively and comfortably, the main idea being to have visitors and patrons feel at home when selecting records and machines.

A feature of the new warerooms is a beautiful recital hall, in which informal concerts are given daily on the Columbia Grafonolas and the Edison Diamond Disc phonographs. These recitals are well attended and serve to impress upon music lovers the musical possibilities of the modern talking machine record. These recitals have resulted in the closing of numerous machine sales, in addition to being a powerful stimulus to the development of increased record business.

HAS AN INTERESTING HISTORY

Career of Denton, Cottier & Daniels, Buffalo, Admirably Set Forth in Special Article in Recent Edition of Buffalo Paper

In a recent issue of the Buffalo, N. Y., Press, devoted entirely to the gathering of the Rotary Clubs of that city, there appeared a full page illustrated story regarding the house of Denton, Cottier & Daniels, the head of which, Wm. H. Daniels, is an enthusiastic Rotarian. The article was devoted exclusively to the talking machine department of the company. The illustration included a view of the Victrola department and portraits of such stars as Geraldine Farrar, Fritz Kreisler, Mme. Schumann-Heink, Mischa Elman, Reinald Werrenrath and Harry Lauder listening to the reproduction of their voices through the medium of the Victrola. The history of the house of Denton, Cottier & Daniels, which was founded in 1827, was particularly interesting.

FIGURES ILLUSTRATE PROGRESS

"Our business is unusually satisfactory for this time of the year," said Philip A. Ravis, vice-president of the New York Album & Card Co., New York, in a recent chat with The World. "In fact, our sales totals for June compared very favorably with the figures of last fall, indicating the healthy condition of the talking machine industry.

"We have not only experienced a phenomenal demand for our Nyacco metal back albums, but our No. 1012 album, which is somewhat lower in price, is also meeting with a splendid reception everywhere. We are urging our dealers to anticipate their album requirements as much as possible, as the supply of raw materials is both limited and uncertain."

SOME VALUABLE POINTERS

"The Big Magnet Gets 'Em," is the pithy title of one section of an article purporting to give big ideas for small dealers. In part this says: "A small store with a handsome front attracts considerably more attention than a city block of poorly lighted and poorly decorated windows. Your store face, not its size, counts. You've got to be looked at before you're bought at."

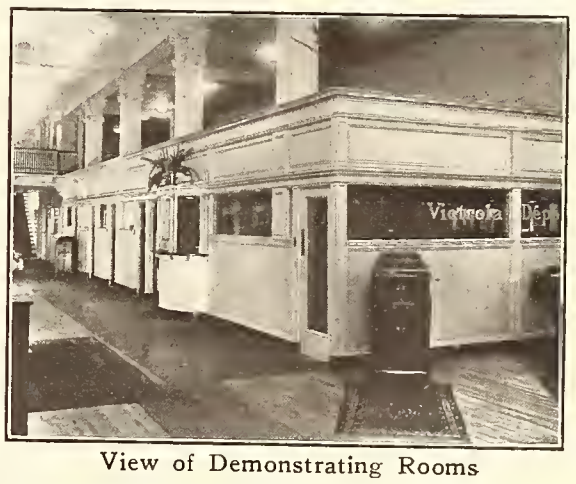
"Fresh Paint" is the second heading in this article in the "Columbia Record." This paragraph emphasizes the fact that a clean store front is always attractive, and that paint is one thing which may distinguish a store from its drab neighbors.

Other valuable sections in this article are headed "Free Concerts" and "Welcome," these pertinent and timely subjects being discussed in an informal, breezy way, which is both interesting and unusual.

FINE DEPARTMENT IN LOS ANGELES

Elaborate Arrangements for Accommodation of Talking Machine Customers in Store of Wiley B. Allen Co.—Ten Demonstrating Rooms

LOS ANGELES, CAL., July 3.—What is declared to be one of the handsomest talking machine departments on the Pacific Coast is that of the Wiley B. Allen Co. in this city, which embraces



View of Demonstrating Rooms

ten sound-proof demonstration booths arranged in a straight and broken line, together with other conveniences for machine display and record storage. The woodwork is of Colonial design finished in old ivory enamel with delicate gold trim. The interiors of the rooms are heavily carpeted and rich green draperies are elaborately furnished. The record stock is kept in a long alley in back of the room. Both the Victor and Columbia lines are handled in the department, which is under the management of H. E. Lindsey, assisted by L. O. LaMont, Miss Lottie Kruse, Miss R. Johnson and Miss Mary Schienle.

UKULELES

The biggest sellers in the small musical instrument business. Why handle inferior machine-made American imitations when you can get at similar prices the genuine hand-made instruments of

Jonah Kumulae, Honolulu

The old, thoroughly seasoned native Hawaiian Koa of which they are constructed is greatly superior to any other wood in tone quality—Kumulae instruments have no superior in this respect.

Send for wholesale price list.

SHERMAN, CLAY & CO.

163 KEARNY ST. SAN FRANCISCO

Sole Distributors for the United States and Canada

USE

"Arrow"

SOUND BOXES
TONE-ARMS
MOTORS

"They're Built Right"

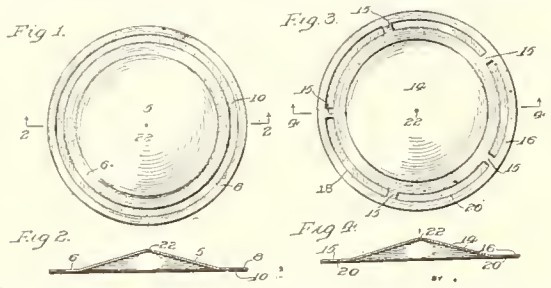
ARROW MOTOR CO. 207 Market St. NEWARK, N. J.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., July 8.—SOUND BOX DIAPHRAGM.—John H. Elfering, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,182,078.

The principal object of this invention is to provide a diaphragm that will readily respond to the most delicate vibrations and accurately record and reproduce all of the high and low tones and the included range with equal clearness. Further objects of this invention are to provide a diaphragm having its major portion formed substantially inflexible and capable of reciprocation independently of its margin; and to provide means to flexibly connect said inflexible major portion with said margin.

The form of this invention provides a diaphragm comprising a central conically dished inflexible plate, having a peripheral flange extended in a plane in substantially perpendicular relation to the axis of said conical plate, a separate annular margin surrounding said flange in a plane therewith, and a thin flexible imperforable membrane connecting said flange and mar-

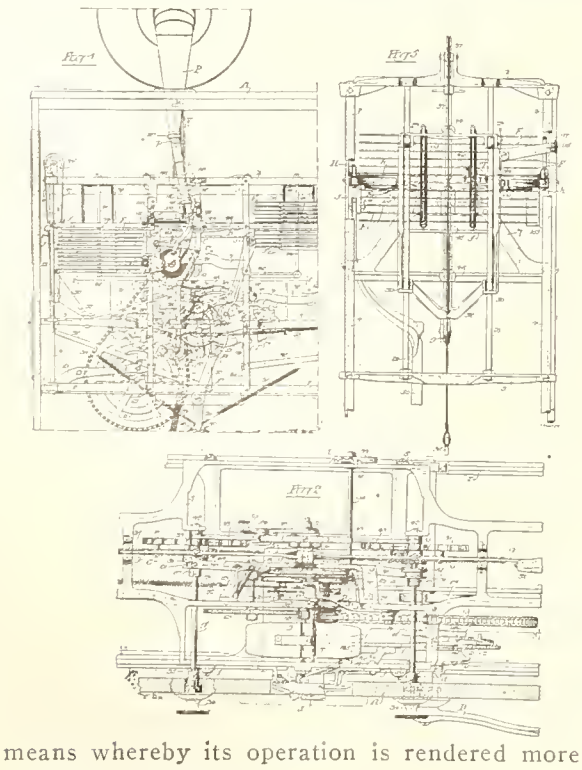


gin and arranged to support said inflexible plate. In the accompanying drawing Figure 1 is a front elevational view of a diaphragm showing the perferred embodiment of this invention; Fig. 2 is a central transverse sectional view taken on the line 2—2 in Fig. 1; Fig. 3 is a front elevational view of a modification of the structure shown in Fig. 1, and Fig. 4 is a transverse sectional view of the diaphragm shown in Fig. 3 and taken on the line 4—4 in said figure.

AUTOMATIC TALKING MACHINE.—John Gabel, Chicago, Ill. Patent No. 1,182,551.

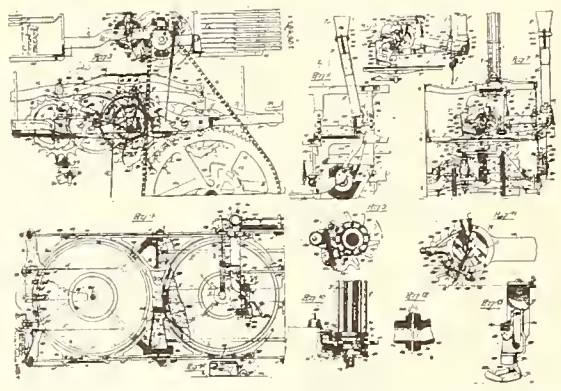
The invention relates to talking or sound reproducing machines of the type set forth in an application filed February 26, 1906, Serial Number 302,878, in which mechanism is provided for automatically engaging the disks or records and the sound box needle or stylus and for automatically shifting the sound box or reproducer, and starting and stopping the machine.

The object of the present invention is to improve and simplify the construction and provide



means whereby its operation is rendered more positive and certain.

In the drawings, Figure 1 is a rear view of the machine with the back door of the casing removed to expose the operating mechanism; Fig. 2 is a plan view of the part of the operating mechanism with parts shown in section on the line 2—2 of Fig. 1. Fig. 3 is an enlarged detail view with parts shown in vertical section on the line 3—3 of Fig. 2 and viewing the mechanism from the front of the machine. Fig 3a is a detail view in rear elevation of parts shown in Fig. 3. Fig. 4 is a plan view of the upper portion of the mechanism with parts shown in sec-

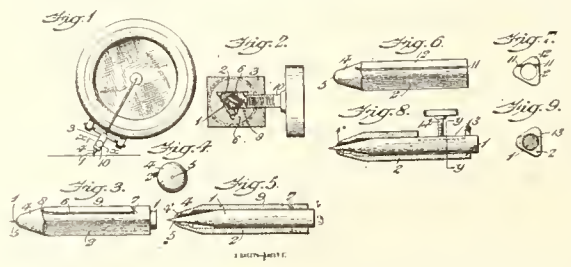


tion on the line 4—4 of Fig. 1. Fig. 4a is a view in front elevation of parts shown in Fig. 4. Fig. 5 is an end view of the upper portion of the machine. Fig. 6 is an enlarged detail view of parts shown in Fig. 1. Fig. 7 is a view of the mechanism shown in Fig. 6 with parts in section on the line 7—7 of Fig. 6. Fig. 8 is a view of parts shown in Fig. 7 in shifted position. Fig. 9 is an enlarged detail view in horizontal section of the needle-holder or magazine. Fig. 10 is a view in elevation thereof. Fig. 11 is an enlarged view in elevation of the sound box illustrating the needle changing mechanism. Fig. 12 is a sectional view of a joint of the sound box arm. Fig. 13 is an enlarged detail view of the needle changing mechanism with parts shown in section.

NEEDLE HOLDER FOR A TALKING MACHINE.—Albert J. Mickley, New York. Patent No. 1,182,922.

This invention consists of an improvement in the means for firmly, immovably and uniformly holding the needle of a talking machine, the same embodying a sleeve or socket in which such needle is contained, the same being adapted to support directly the point portion of the needle, as well as the body thereof, so that the needle is solidly and steadily sustained throughout its length, whereby the rasping, metallic, and other unsatisfactory sounds in the reproduction are obviated, and there are fuller, more distinct, clearer and more resonant tones produced with much less wear upon the records than heretofore, due to the greater length and finer pointed needles that can be used with this invention.

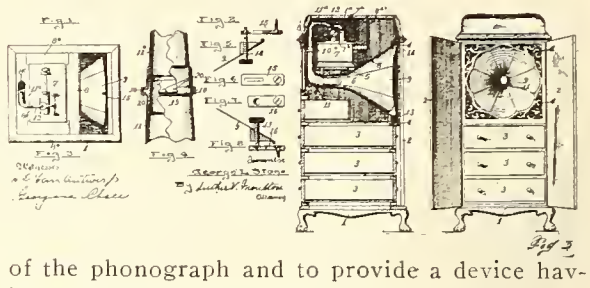
Figure 1 represents a side elevation of a needle holder for a talking machine embodying this invention. Fig. 2 represents a transverse section thereof on the line x—x, Fig. 1, on an enlarged scale. Fig. 3 represents a side elevation thereof on an enlarged scale. Fig. 4 represents a front end view thereof. Fig. 5 represents



a longitudinal section thereof. Fig. 6 represents a side elevation showing a slight modification thereof. Fig. 7 represents an end view thereof. Fig. 8 represents a longitudinal section of another embodiment of the invention. Fig. 9 represents a transverse section thereof on the line y—y, Fig. 8.

PHONOGRAPH.—George L. Stone, Grand Rapids, Mich., assignor to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,184,268.

This invention relates to phonographs and its object is to provide improved means for pivotally mounting the horn or sound conveyer



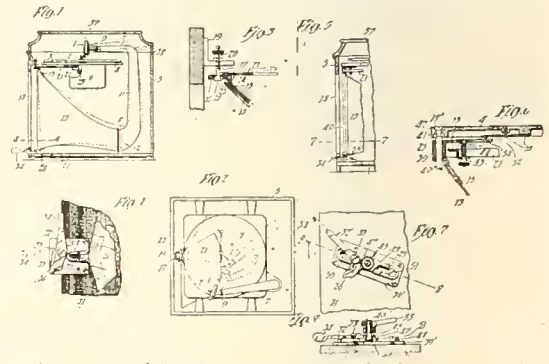
of the phonograph and to provide a device having various new and useful features.

Figure 1 is a side elevation of a device embodying the invention mounted in a cabinet with parts broken away to show the construction; Fig. 2 a front elevation of the same; Fig. 3 a plan view with the top removed; Fig. 4 an enlarged detail of the joint in the neck of the horn; Fig. 5 an enlarged detail of the upper pivot of the horn; Fig. 6 a detail of the upper pivot plat; Fig. 7 a detail of the lower pivot plate, and Fig. 8 a sectional detail of the lower pivot.

PHONOGRAPH OR TALKING MACHINE.—Thomas A. Edison, Llewellyn Park, West Orange, N. J. Patent No. 1,184,332.

This invention relates to phonographs or talking machines particularly of the type in which disk or flat records are operated upon, and preferably in which the sound conveying and amplifying horn is inclosed within a suitable cabinet.

In this invention the sound reproducer is carried by the sound conveyer which is connected with the interior of the reproducer, the arm of the sound conveyer to which the reproducer is secured preferably being integral and



continuous with the large amplifying horn. The conveyor is pivotally mounted or suspended adjacent the large exit end of the amplifier in such a manner that the whole conveyer and reproducer oscillate about the pivotal means referred to during the reproduction of the record, the mounting of the horn or amplifier being preferably such as also to permit a simple manipulation or adjustment of the same to remove the reproducer from the operative position when it is desired to change the record. Also, in the preferred embodiment of this invention, the lateral movement of oscillation of the sound conveyer and reproducer during the reproduction of a record is obtained by the engagement of mechanical means with co-acting driving means, the said mechanical means being secured to the sound amplifier or so mounted as to cause the desired feeding movement of the latter, this mechanical means and the driving means being disengaged by the same adjustment of the sound conveyer, which places the reproducer in inoperative position.

Figure 1 represents a vertical cross section and side elevation of a phonograph or talking machine comprising an inclosing cabinet and embodying one form of the invention; Fig. 2 represents a top plan view of the same, the cover of the cabinet being removed; Fig. 3 represents an enlarged vertical sectional detail of the means for pivotally supporting the upper side of the horn or sound amplifier, as shown in Fig. 1; Fig. 4 is an enlarged section taken upon line 4—4 of Fig. 1; Fig. 5 is a partial sectional and side elevational view similar to Fig. 1 of a modification of the invention; Fig. 6 is an en-

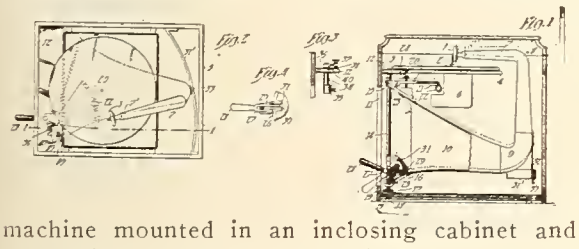
larged sectional detail of the means for pivotally supporting the upper side of the horn or sound amplifier used in connection therewith; Fig. 7 is an enlarged sectional view taken on line 7—7 of Fig. 5, and Fig. 8 is a section taken upon line 8—8 of Fig. 7, certain parts being shown in side elevation.

PHONOGRAPH OR TALKING MACHINE.—Thomas A. Edison, West Orange, N. J., assignor to Thos. A. Edison, Inc., same place. Patent No. 1,184 333.

This invention relates to phonographs or talking machines particularly of the type in which disk or flat records are operated upon, and preferably in which the sound conveying and amplifying horn in inclosed within a suitable cabinet; and in a general way, the invention resembles that disclosed in application Serial No. 596,007, filed December 7, 1910, and entitled phonographs or talking machines. In accordance with this invention, the sound reproducer is carried by the sound conveyer, which is connected with the interior of the reproducer, the arm of the sound conveyer to which the reproducer is secured preferably being integral and continuous with the large amplifying horn. The conveyer is pivotally mounted or suspended adjacent the large exit end of the amplifier in such a manner that the conveyer and reproducer oscillate about an axis through the pivotal means referred to during the reproduction of the record, the mounting of the horn or amplifier being preferably such as also to permit a simple manipulation or adjustment of the same to remove the reproducer from operative position when it is desired to change the record. Also, in the preferred embodiment of this invention the lateral movement of oscillation of the sound conveyer and reproducer during the reproduction of a record is obtained by the engagement of a mechanical means with co-acting driving means, the said mechanical means being secured to the sound amplifier and so mounted as to cause the desired feeding movement of the latter, this mechanical means and the driving means being disengaged by the adjustment of the sound conveyer which places the reproducer in inoperative position.

The principal object of this invention is to improve the means for placing the reproducer and feed in inoperative position, these means preferably imparting a direct bodily elevation to the conveyer.

Figure 1 represents a vertical cross-section and a side elevation of a phonograph or talking



machine mounted in an inclosing cabinet and embodying one form of the invention; Fig. 2 represents a top plan view thereof, the cover of the casing being removed; Fig. 3 represents a side elevation of improved stop, the parts of the casing to which the same is connected being shown in section, and Fig. 4 represents a plan view of improved means for adjusting the sound conveyer, the supporting rod to which same are connected being shown in cross section.

PHONOGRAPH OR TALKING MACHINE.—Thomas A Edison, West Orange, N. J. Patent No. 1,184,334.

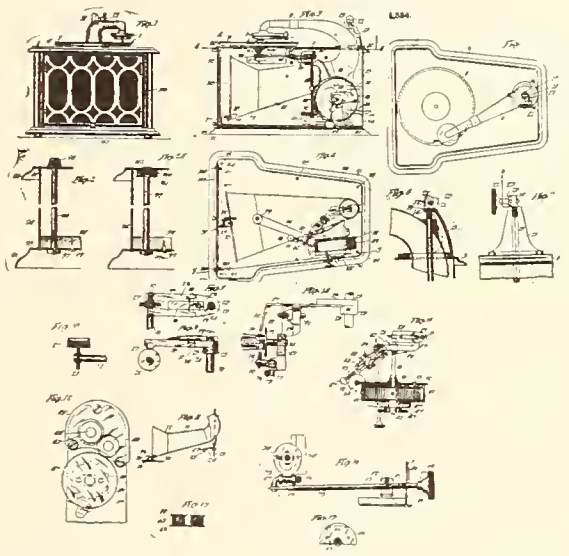
This invention relates to phonographs or talking machines, particularly of the type in which disk or flat records are operated upon and preferably in which the sound conveying and amplifying horn is inclosed within a suitable cabinet, the present invention resembling in some respects that disclosed in application Serial No. 609, 100, filed February 17, 1911.

The principal object of the invention is to provide a machine of the type above referred to, which may be constructed in a compact and inexpensive form.

Another object is to provide means for rotating the record support and feeding the reproducer across the record surface, and means whereby the said first named means are rendered inoperative when the reproducer is disengaged from the record surface.

A further object of the invention is to provide a metallic talking machine cabinet adapted to support the talking machine motor and of such a construction that the vibrations of the motor will not be imparted to the cabinet, unpleasant foreign sounds, such as would be produced by the vibration of the cabinet being avoided.

Figure 1 represents a front elevation of a phonograph or talking machine embodying one form of the invention; Fig. 2 represents a vertical sectional view illustrating a detail of construction of improved cabinet; Fig. 2a represents a sectional view illustrating a modification of the feature of the invention disclosed in Fig. 2; Fig. 3 represents a view of the phonograph or talking machine of Fig. 1, partly in elevation and partly in vertical section taken on the line 3—3 of Fig. 4; Fig. 4 represents a sectional view thereof taken on the line 4—4 of Fig. 3; Fig. 5 represents a top plan view thereof; Fig. 6 represents a vertical sectional view on the line 6—6 of Fig. 7 and illustrating the upper part of the mounting of the sound conveyer; Fig. 7

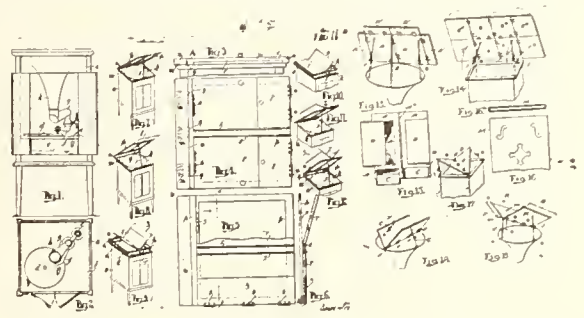


represents an elevation of the parts shown in Fig. 6, taken from a point to the right of Fig. 6; Figs. 8 and 9 represent a plan view and side elevation respectively of details of the apparatus employed for feeding the sound conveyer laterally; Fig. 10 represents a sectional view taken on the line 10—10 of Fig. 8; Figs. 11 to 17 inclusive represent views of details of construction, Fig. 12 being in elevation, Fig. 13 in central cross section, and Figs. 11, 14, 15, 16 and 17 being partly in section and partly in elevation, the section shown in Fig. 17 being taken on the line 17—17 of Fig. 16.

TALKING MACHINE.—Alex Fischer, Kensington, London, England. Patent No. 1,184,938.

The present invention refers to a construction, in which the top or door of the cabinet, while being so formed as to be capable of being turned into various positions, is itself furnished with one or more secondary hinged or sliding flaps or strips, forming a reflecting surface or surfaces which can be brought into a large number of different positions and retained in such positions independently of one another when desired, in order that the sound may be reflected either in one direction only, as has already been the case, or in various directions at the same time and in various ways to suit requirements. Where a cabinet is not used, there is a reflecting device adapted to be mounted at the mouth of the trumpet of a talking machine, which reflecting device is provided with a secondary hinged or sliding flap or flaps or strips before mentioned.

Figure 1 is a front elevation of the machine with the doors open; Fig. 2 is a sectional plan; Fig. 3 is an enlarged view of the top of the cabinet; Fig. 4 is a plan view of same. Fig. 5 is a similar view to Fig. 4 of a slightly modified form. Fig. 6 is a sectional view on the line A—B of Fig. 5 looking in the direction of the arrow. Figs. 7 to 12 are partly diagrammatic views of the cabinet showing different kinds of covers, and also showing the cover in some of the different positions it can be made to assume. Fig. 13 illustrates how a reflector with adjustable flaps may be applied adjustly directly to the mouth of the horn. Fig. 14 shows another form of the reflector applied adjustably to the top of a cabinet. Fig. 15 is a plan view of still another form of reflector with sliding flaps. Fig. 16 is a plan view of a portion of a reflector provided with a resonating chamber. Fig. 16a



shows a transverse section thereof. Fig. 17 is a perspective view showing still another way of applying reflectors to the top of a cabinet in such manner that they may be adjusted relatively to the mouth of the horn and relatively to each other. Figs. 18 and 19 show other ways of applying reflectors to the mouth of the horn of a talking machine.

PHONOGRAPH FOR DOLLS OR OTHER TOYS.—Herman Ringel, Newark, N. J. Patent No. 1,185,001.

This invention relates more especially to phonographs designed to be placed in dolls or other toys, whereby they can be constructed in a manner so simple and inexpensive as to be adapted to almost universal use in the production of articulate sounds, and especially short sentences or phrases of everyday speech.

In the accompanying drawings, Figure 1 represents a front elevation of the improved phonograph. Fig. 2 represent a plan view of the same. Fig. 3 represents a transverse section taken on lines x—x of Fig. 1, looking in the direction indicated by the arrows. Fig. 4 represents in partial section, a side elevation of the improved phonograph taken on lines a—a of

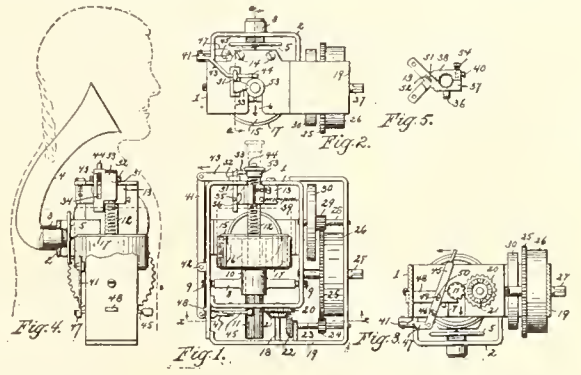


Fig. 2, looking in the direction indicated by the arrows, the phonograph being shown in position in a dotted view of a doll, and Fig. 5 represents a plan view of the split-nut used in connection with the improved phonograph.

Other patents received which have not been illustrated and described in this department of The World, are:

DIAPHRAGM.—John H. Ellis, Milwaukee, Wis. Patent No. 1,177,025.

MACHINE FOR TRANSMITTING SOUND OVER LONG DISTANCES.—Walter Opel, Leipzig, Ger. Patent No. 1,177,047.

PHONOGRAPH.—Newman H. Holland, West Orange, N. J. Patent No. 1,178,014.

PHONOGRAPH.—Frank L. Dyer, Montclair, N. J. Patent No. 1,178,061.

PHONOGRAPH.—Harry L. Cassard, Philadelphia, Pa. Patent No. 1,178,840.

PHONOGRAPH.—Emil Opferkuck and John Pfeifer, Springfield, O. Patent No. 1,178,871.

SOUND BOX.—Pliny Catucci, Newark, N. J. Patent No. 1,180,008.

SOUND BOX DIAPHRAGM.—Eldridge Johnson, Merion, Pa. Patent No. 1,180,401.

TALKING MACHINE.—John C. English, Camden, N. J. Patent No. 1,181,655.

APPARATUS FOR TRANSMITTING SOUND WAVES.—Edward Allen Leet, New York. Patent No. 1,181,146.

MOUNTING FOR RECORD SUPPORTING TABLES IN TALKING MACHINES.—Frank L. Capps, Bridgeport, Conn. Patent No. 1,181,108.

RECORD BULLETINS FOR AUGUST, 1916.

VICTOR TALKING MACHINE CO.

POPULAR SONGS FOR AUGUST

No. Title. Size.

18064 There's Someone More Lonesome Than You (Lou Klein-Harry Von Tilzer), James Reed-J. F. Harrison 10
The Ashes of My Heart (Jeff Branen-Arthur Lange) .....Charles Harrison 10
18065 At the End of a Beautiful Day (Wm. H. Perrins) .....Jane Kenyon 10
Love Me at Twilight (from "Step This Way") (Jerome-Young-Grant) .....Herbert Stuart 10
18066 There's a Garden in Old Italy (Joe McCarthy-Jack Glogau).....Albert Campbell-Henry Burr 10
Come Back to Arizona (Bryan-Paley), James Reed-J. F. Harrison 10
18067 'Way Down in Borneo-o-o-o (John H. Flynn-Al Piantadosi) .....Collins and Harlan 10
On the Old Dominion Line (Jean C. Havez-Geo. Botsford .....Peerless Quartet 10
18068 Hello, Summer! (F. Wallace Regá), Collins and Harlan 10
The Honolulu Blues (Grant Clarke-Jimmie V. Monaco) .....Peerless Quartet 10
18072 I'm Going Way Back Home and Have a Wonderful Time (Wm. Jerome-Jean Schwartz), Arthur Collins 10
The Stormy Sea of Love (Ballard MacDonald-Harry Carroll).....M. J. O'Connell 10
18073 I Sent My Wife to the Thousand Isles (from "Robinson Crusoe, Jr.") (Sterling-Moran-Von Tilzer) .....Billy Murray 10
I've Got a Sweet Tooth Bothering Me (from Lew Fields' "Step This Way") (Irving Berlin) M. J. O'Connell 10
18079 Do What Your Mother Did (I'll Do the Same as Your Dad) (Will Dillon-Albert Von Tilzer), Sterling Trio 10
When the Sun Goes Down in Romany (from "Step this Way") (Lewis-Young-Grant), Sterling Trio 10
18080 Hurry Back to My Bamboo Shack (Irving Berlin) .....Alice Green 10
We're Too Old to Go to You (William A. Wilander-Harry DeCosta).....Charles Harrison 10
18081 My Mother's Rosary (Sam Lewis-Geo. W. Meyer) .....Avon Comedy Four 10
Yaaka Hula Hickey Dula (Hawaiian Love Song) (Goetz-Young-Wendling)..Avon Comedy Four 10

DANCE RECORDS

18082 Uncle Tom One-step (Hugo Frey), Victor Military Band 10
Arrah Go On, I'm Gonna Go Back to Oregon—Medley One-step (Bert Grant), Victor Military Band 10
35561 Siam—Medley Fox-trot—"Siam"—"You're a Dangerous Girl"—"The Honolulu Blues"—"You Can't Get Along With 'em or Without 'em" .....Victor Military Band 12
Ole Virginny One-step (J. S. Zamecnik), Victor Military Band 12
35562 Loading Up the Mandy Lee—Medley One-step—"Loading Up the Mandy Lee"—"In the Valley of the Nile"—"That Midnight Frolic of Mine"—"My Dreamy China Lady," Victor Military Band 12
Johnny Get a Girl—Medley Fox-trot—"Johnny Get a Girl"—"I Gave My Heart and Hand to Someone in Dixieland"—"There's a Quaker Down in Quaker Town"—"I Love you So," Victor Military Band 12

MISCELLANEOUS INSTRUMENTAL RECORDS

17934 Tyrolean Dance (Scherzo from Sonatine, Op. 100) (Dvorak) (Violin and Pianoforte), Natalie and Victoria Boshko 10
Menuett in G (Beethoven), Natalie and Victoria Boshko 10
18063 In the Gloaming (Annie F. Harrison) (Violin-'Cello-Piano-Celesta) .....McKee Trio 10
Supplication (Meditation) (Mabel B. McKee), (Violin-'Cello-Piano-Celesta) .....McKee Trio 10
18069 Song of Hawaii (Redding) (Hawaiian Guitars), Helen Louise-Frank Ferera 10
Hawaiian Hula Medley (in Fox-trot time) (Hawaian Guitars).Helen Louise-Frank Ferera 10
18070 Evening Bells (Abendläuten) (Eilenberg) (Violin-'Cello-Harp with Bells).....Venetian Trio 10
Alpine Violet (Alpenveilchen) (André) (Violin-'Cello and Harp) .....Venetian Trio 10
18071 A vén czigány (Hungarian Song, "The Old Gypsy") (Zerkowitz Béla), Olga Munkácsy's Orchestra 10
Prends Moi! Valse (A. Nilson Fyscher), Olga Munkácsy's Orchestra 10
18055 The Girl I Left Behind Me—Humoresque (arranged by Herman Bellstedt), Arthur Pryor's Band 10
Arkansaw Traveler—Parody (Lovenberg), Arthur Pryor's Band 10
18059 When You're Away (from "The Only Girl") (Herbert) (Violoncello).....Rosario Bourdon 10
Underneath the Stars (Spencer) (Violoncello), Rosario Bourdon 10
18078 Loreley Paraphrase (Nesvadba)..Conway's Band 10
From Foreign Parts—Spain (Moszkowski, Op. 23) .....Conway's Band 10
35559 Lucia Sextette (Donizetti), Hurtado Bros. Royal Marimba Band 12
Aida Selection (Verdi) (Introduction—Chorus of the People—Grand March, Act 2), Hurtado Bros. Royal Marimba Band 12
35486 Liebestraum (A Dream of Love) (Liszt) (from "Liebesträume," Op. 62, No. 3) (Pianoforte), Julius L. Schendel 12
Prélude (Rachmaninoff) (C Sharp Minor, Op. 3, No. 2) (Pianoforte).....Julius L. Schendel 12

VOCAL RECORDS

18062 Long Ago in Alcala (Weatherly-Ross-Messager) (Tenor with Orchestra)....John Barnes Wells 10
(1) The Owl (2) Crow's Egg (3) Why? (J. B. Wells) (Tenor witb Orchestra), John Barnes Wells 10
35551 Gems from "The Mikado"—Part 1 (Gilbert and Sullivan) (Operetta Medley with Orchestra)—Quartet, "Behind the Lord High Executioner"—Solo and Chorus, "The Flowers that Bloom in the Spring"—Women's Trio, "Three Little Maids"—Solo, "Tit Willow"—Duet and Chorus, "With Joyous Shout", Victor Light Opera Company 12
Gems from "The Mikado"—Part 2 (Gilbert and Sullivan) (Opera Medley with Orchestra)—Chorus, "Gentlemen of Japan"—Solo, "A Wandering Minstrel"—Solo and Quartet, "A Song of the Sea"—Solo, "Moon Song"—Duet, "Emperor of Japan"—Solo and Chorus, "My Object All Sublime"—Chorus, "Finale 1st Act," Victor Light Opera Company 12
35558 Songs of the Past—No. 13, "Neapolitan Favorites" (Mixed Chorus with Orchestra)—Chorus, "Santa Lucia"—Solo and Chorus, "Funiculi-Funicula" (Denza)—Solo and Male Quartet, "Maria, Mari!" (di Capua)—Chorus, "A Frangesa!" (Costa)—Solo, "Torna a Surriento" (de Curtis)—Solo, "'O sole mio"! (di Capua)—Chorus, "Carmela" (de Curtis), Victor Mixed Chorus 12
Songs of the Past—No. 14, Spanish Ballads (Mixed Chorus with Orchestra)—Chorus, "La Gitana" (The Gypsy)—Duet, "La Golondrina" (The Swallow) (Serradell)—Solo, "In Old Madrid" (Trotère)—Duet, "La Paloma" (The Dove) (Yradier)—Chorus, "Carmena" (Wilson) .....Victor Mixed Chorus 12
35563 Our Guide in Genoa (from "Innocents Abroad," Mark Twain) (Samuel L. Clemens) (Humorous Reading).....William Sterling Battis 12
How Tom Whitewashed the Fence (from "Tom Sawyer," Mark Twain) (Samuel L. Clemens) (Humorous Reading)..William Sterling Battis 12
18074 (1) The Leaves' Party (2) Thanksgiving Song (from "Songs of Child World No. 1") (Contralto with Pianoforte).....Elsie Baker 10
(1) Land of Now (2) Tracks in the Snow (from "Songs of Child World No. 1," Riley-Gaynor) (3) Jack-o-Lantern (from "Lilts and Lyrics," Riley-Gaynor) (Soprano with Pianoforte), Olive Kline 10
18075 The Old Time Religion (Male Quintette), Tuskegee Institute Singers 10
(1) Heaven Song (2) Inchin' Along (Male Quintette).....Tuskegee Institute Singers 10
18076 (1) Humpty Dumpty (2) To Market (3) Crooked Man (4) Tommy Tucker (5) Mother Hubbard (from "The House that Jack Built") (Riley-Gaynor) (Soprano with Orchestra), Elizabeth Wheeler 10
(1) Sing a Song of Sixpence (2)I Love Little Pussy (3) Georgie Porgie (4) Pussy Cat (5) Feast of Lanterns (from "Mother Goose Melodies," J. W. Elliott) (Soprano with Orchestra), Elizabeth Wheeler 10

RED SEAL RECORDS

MABEL GARRISON, *Soprano*

74481 Lullaby from Ermine (with Mixed Chorus, Jacobowski 12
74482 Tales of Hoffmann—Doll Song (Contes d'Hoffmann—"Les oiseaux dans la Charmille") in French .....Offenbach 12

ENRICO CARUSO, *Tenor—In French* ..

88554 Le Cid—"O souverain, o juge, o père!" ("Oh Heaven, Earth and Sea"), (Act 3)...Massenet 12

EMILIO DE GOGORZA, *Baritone—In Italian*

64596—Musica Proibita (Forbidden Music), S. Gastaldon, Op. 5 10

EMMY DESTINN, *Soprano—In English*

88565 Die Bekehrte (Damon) (Op. 13, No. 1) (Words by Goethe).....Max Stange 12

GERALDINE FARRAR, *Soprano*

87247 Star Spangled Banner, Samuel Arnold-Francis Scott Key 10

JOHANNA GADSKI, *Soprano—In German*

88564 Die Lorelei—Volkslied (The Loreley)....Silcher 12

ALMA GLUCK, *Soprano—In English*

64588 Bonnie Sweet Bessie (Scotch Air)..Root-Gilbert 10

FRITZ KREISLER, *Violinist*
(Pianoforte by Carl Lamson)

64529 The Old Refrain (Vienna Popular Song).Kreisler 10

GIOVANNI MARTINELLI, *Tenor—In Italian*
(Harp accompaniment by Francis J. Lapitino)

64595 Mattinata ("Tis the Day").....Leoncavallo 10

JOHN MCCORMACK, *Tenor—In English*

74479 Meistersinger—Prize Song.....Wagner 12

MARGARETE OBER, *Contralto—In German*
(Pianoforte by Arthur Arndt)

64449 Wiegenlied (Cradle Song)..Ebeling-Humperdinck 10

ERNESTINE SCHUMANN-HEINK, *Contralto—In English*

87240 The Mother Sings (Die Mutter Singt) (Op. 60, No. 2) .....Greig 10

EVAN WILLIAMS, *Tenor—In English*

74480 Mollie Darling.....Will S. Hays 12

EFREM ZIMBALIST, *Violinist*

64577 Chant D'Automne (Op. 37, No. 10) (Song of Autumn) .....Tschaikowsky 10

BLUE AND PURPLE LABEL RECORDS

45099 Hello, Hawaii, How Are You? (Kalmar-Leslie-Schwartz) (Comedienne with Orchestra), Nora Bayes 10
When Old Bill Bailey Plays the Ukulele (Chas. McCarron-Nat Vincent) (Comedienne with Orchestra) .....Nora Bayes 10
45096 Le Cygne (The Swan) (Saint-Saëns) (Violoncello) (Pianoforte by Rosario Bourdon), Hans Kindler 10
Melody in F (Rubinstein) (Violoncello) (Pianoforte by Rosario Bourdon).....Hans Kindler 10
55077 Love's Lullaby (Augusta E. Statson, C. S. D.) (Soprano with Orchestra).....Kitty Cheatham 12
Little Gray Lamb (Sullivan) (Recitation), Kitty Cheatham 12
60143 It's Nice to Get Up in the Mornin' (But It's Nicer to Lie in Bed) (Lauder) (Scotch Specialty with Orchestra).....Harry Lauder 10
45097 Don't Believe All You Hear in the Moonlight (from "Heart O' Th' Heather") (MacFarlane-Greene-Lang) (Baritone with Orchestra), George MacFarlane 10
In Scotland (Down Through the Heather) (from "Heart O' Th' Heather") (George MacFarlane-Theodore Morse) (Baritone with Orchestra) .....George MacFarlane 10

COLUMBIA GRAPHOPHONE CO.

DOUBLE-DISC BLUE-LABEL RECORDS (WITH ORCHESTRA ACCOMPANIMENT)

Al Jolson, Supreme Comedian, adds New Laugh Hit to His Columbia List

No. Title. Size.

A2021 I Sent My Wife to the Thousand Isles (Von Tilzer).....Al Jolson, comedian 10
It's a Hundred to One You're in Love (Von Tilzer), Tenor.....M. J. O'Connell 10

POPULAR HITS OF THE MONTH

A2025 Hurry Back to My Bamboo Shack (Berlin), Tenor.....Henry Burr 10
Samoa (Some More) (Mohr), Tenor Duet, Albert Campbell and Henry Burr 10
A2026 I've Got a Sweet Tooth Bothering Me (Berlin). Mezzo-Soprano .....Anna Chandler 10
The Stormy Sea of Love (Carroll), Baritone, Oscar Shaw 10
A2019 My Grandfather's Girl (She Was a Grand Old Girl) (Dillon).....Peerless Quartette 10
Through These Wonderful Glasses of Mine (Von Tilzer). Tenor Duet, Albert Campbell and Henry Burr 10
A2020 She Always Did the Minuet (Von Tilzer). Soprano Solo.....Marguerite Farrell 10
Do What Your Mother Did (Von Tilzer), Sterling Trio 10
A2024 Songs We Used to Sing in Dixieland (Roma). Baritone-Tenor.....Jas. F. Harrison-Jas. Reed 10
The Sweetest Melody of All (Monaco).Soprano, Grace Nash 10
A2027 Gootmon is a Hootmon Now (Grant). Mezzo-Soprano .....Anna Chandler 10
Michael and His Motor-Cycle (McCarthy). Baritone.....Oscar Shaw 10
A2023 Young America (We're Strong for You) (McKenna).....Peerless Quartette 10
We'll Never Let Our Old Flag Fall (Kelly). Baritone and Broadway Quartette, Albert Wiederhold 10

DOUBLE-DISC RECORDS

Dance Records of the Month

A5828 Where Did Robinson Crusoe Go With Friday on Saturday Night? (Snyder). One-step. Introducing "Now He's Got a Beautiful Girl." Prince's Band 12
At the Fountain of Youth (Jentes). One-step. Prince's Band 12
A5825 Mo Ana (A Hawaiian Waltz) (Olsen). Prince's Band 12
La Confession (Morgan). Waltz..Prince's Band 12
A5826 Red Raven Rag (Straight). Fox-trot. Prince's Band 12
Bantam Step (Jentes). Fox-trot...Prince's Band 12
A5827 Siam (Fischer). Fox-trot.....Prince's Band 12
On the Hoko Moko Isle (Von Tilzer). One-step.....Prince's Band 12

BLUE-LABEL DOUBLE-DISC RECORDS

A1992 Sweet Is Tipperary (Fischer). Soprano Solo. Mary O'Rourke 10
Ma Little Curly Headed Baby (Clutsam). Soprano Solo.....Mary O'Rourke 10

Violin Gems by Jules Falk

A1927 Berceuse from Jocelyn (Godard). Violin Solo. Jules Falk 10
La Cinquantaine (Gabriel Marie). Violin Solo. Jules Falk 10

Brilliant Banjo Solos

A1989 Pearl of the Harem (Guy). Banjo Solo. Orch. acc.....Fred Van Eps 10
The Motor March (Rosey). Two-step. Banjo Solo, orch. acc.....Fred Van Eps 10

Records by Salzedo, Famous Solo Harpist

A1986 Gigue (Corelli). Harp Solo.....Carlos Salzedo 10
Chacone (A. Durand). Harp Solo.Carlos Salzedo 10

First Records by Famous Cabaret Quintette

A1987 Exhortation (Rogers and Cook), The Right Quintette 10
Rain Song (Rogers and Cook), The Right Quintette 10

Perfection in Quartette Harmonies

A1997 Still, Still With Thee (Gerrish). Unaccompanied. Columbia Stellar Quartette 10
Just As I Am (Bradbury). Unaccompanied. Columbia Stellar Quartette 10

Two Tosti Airs by Taylor Trio

A2013 My Dreams (Tosti). Violin, 'Cello and Piano. Taylor Trio 10
Beauty's Eyes (Tosti). Violin, 'Cello and Piano. Taylor Trio 10

Two Clever Orchestral Numbers

A2014 Aubade (Massenet-Kretschmer). Prince's Orchestra 10
Bells of St. Malo (Rimmer)..Prince's Orchestra 10

Music by Marimba Band

A2017 Kiss Me Again (Victor Herbert). Waltz. Blue and White Marimba Band 10
Railroad Jim (Vincent). Fox-trot. Blue and White Marimba Band 10

American Folk Songs by Banjo-Baritone Expert

A2015 Gwine to Run All Night (Foster). Baritone Solo, Banjo and orch. acc.....H. C. Browne 10
Roll Out, Heave Dat Cotton (Hays). Baritone Solo, Banjo and orch. acc.H. C. Browne 10

Melodies by Hawaiian Guitar Experts

A2016 Wailana Waltz (Drowsy Waters). Hawaiian Guitar Duet..Helen Louise and Frank Ferera 10
Hawaiian Medley (I. Arranged by Libornio; II. Liliuokalani). Two-step. Introducing "Maui" and "Aloha Oe." Hawaiian Guitar Duet. Helen Louis and Frank Ferera 10

Stirring Rythms of the Brass Band

A2022 Semper Fidelis March (Sousa)...Prince's Band 10
American Peace March (Hager)..Prince's Band 10

Some Gymnastic Violin Technique

A2018 Durang's Hornpipe. Introducing "Little Brown Jug." Violin Solo.....Don Richardson 10
Mississippi River. Violin Solo..Don Richardson 10

Quaint Music of Gypsy Czimbalom

A1994 Narcissus (Nevin). Gypsy Czimbalom Solo. Gypsy Countess Verona 10
Zigeunerweisen, Gypsy Airs (Pablo de Sarasate). Gypsy Czimbalom Solo.Gypsy Countess Verona 10

DOUBLE-DISC RECORDS

Brilliant Orchestration of Complete Overture

A5805 Overture to Martha (Flotow). Part I. Prince's Orchestra 12
Overture to Martha (Flotow). Part II. Prince's Orchestra 12

The Stupendous Tartar Ballet from Prince Igor

A5808 Prince Igor (Borodin). Dance No. 17. Part I. Beecham Symphony Orchestra 12
Prince Igor (Borodin). Dance No. 17. Part II. Beecham Symphony Orchestra 12

Two Shakespearean Orations

A5822 Julius Caesar. Marc Antony's Oration Over the Body of Caesar (Shakespeare). H. E. Humphrey 12
Othello. Othello's Apology (Shakespeare). H. E. Humphrey 12

BLUE-LABEL DOUBLE-DISC RECORDS

First Records by Zoellner Quartette

A5818 Humoresque On Two American Folk Songs. "Dixie" and "Old Folks at Home" (Arranged by Kramer).....Zoellner String Quartette 12
Genius Locì (Thern)..Zoellner String Quartette 12

Two Magnificent Operatic Choruses

A5824 Il Trovatore (Verdi). Chorus. El Miséréré. In English with orch. acc. Grace Kerns, Charles W. Harrison and Columbia Opera Chorus 12
Cavalleria Rusticana (Mascagni). Scene and Prayer. In English with orch. acc. Columbia Opera Chorus 12

SYMPHONY DOUBLE-DISC RECORDS

Superb Playing by Kathleen Parlow

A5819 Tamhourin Chinois. Opus 3 (Kreisler). Violin Solo. (Charles A. Prince at the piano). Kathleen Parlow 12
Romance (Svendsen). Violin Solo. (Charles A. Prince at the piano).....Kathleen Parlow 12

Pablo Casals, "Artist of Artists," Plays Brilliant "Allegro" and a Haydn "Minuet"

A5821 Allegro Appassionato (Saint-Saëns). 'Cello Solo. (Charles A. Baker at the piano.).Pablo Casals 12
Minuet in C Major, with Variations (Haydn). 'Cello Solo. (Charles A. Baker at the piano.) Pablo Casals 12

Louis Graveure Sings Sacred Selections

A5820 Abide With Me (Monk). Baritone Solo with orch. acc.....Louis Graveure 12
Jesus, Lover of My Soul (Marsh). Baritone Solo witb orch. acc., Louis Graveure and Columbia Stellar Quartette 12

Rothier Thrills with "Marseillaise"

A5823 La Marseillaise (The Marseillaisè) (de Lille). Bass Solo. Orch. acc.....Leon Rothier 12
La Pere La Victoire (Father Victory) (Ganne.) Bass Solo. Orch. acc.....Leon Rothier 12

DOUBLE-DISC RECORDS

A1368 Softly Awakes My Heart. Taddeo di Girolamo, conductor.....Ellery Band 10
Danse Annamite (Maquet).....Ellery Band 10
A574 Husb! Don't Wake the Baby. Yodle Song. 10
Roll on Silver Moon.....Yodle Song 10

A1654 British Grenadiers and Johnny Cope.
Fife and Drum Corps 10
Garry Owen and The Camphells Are Coming.
Fife and Drum Corps 10
A1805 The Lady Picking Mulherries (Kelly).
Prince's Orchestra 10
Spring Morning Serenade (P. Lacombe).
Prince's Orchestra 10
A1816 The Owl and the Pussy Cat (De Koven). Unaccompanied.....Columhia Stellar Quartette 10
The Musical Trust (Healey). Unaccompanied.
Columhia Douhle Male Quartette 10
A1729 All the Silver from the Silvery Moon (Williams and Godfrey). Comic Song....Billy Williams 10
I Wish It Was Sunday Night (Williams and Godfrey). Comic Song.....Billy Williams 10
A1687 Blue Bells of Scotland. Orchestra Bells Solo hy Howard Kopp 10
The Secret (Hazel). Xylophonist, Howard Kopp 10
A1815 The Rosary (Nevin) 'Cello, Violin and Piano.
Revillon Trio 10
I Hear You Calling Me (Marshall). Instrumental Trio, 'Cello, Violin and Piano.
Stehl, Taylor and Bergh 10
A968 Song Without Words (Duhez). Harpist,
Charles Schuetze 10
Love's Old Sweet Song (Molloy).
Violin, 'Cello and Harp Trio 10
E2812 Sybil Illusions. Waltz.
Bekes Béla Gypsy Orchestra 10
Syhil Waltz.....Bekes Béla Gypsy Orchestra 10
E2802 Nathan, Nathan, What Are You Waiting? Orch. acc.....Rhoda Bernard 10
Rosie Rosenhlatt. Orch. acc....Rhoda Bernard 10
E2803 Antone. Orch. acc.....Rhoda Bernard 10
Cedro (My Italian Romeo). Orch. acc.
Rhoda Bernard 10
E2798 Hindenburg Hötzendorf March. Patriotic March Song. Military Band acc.....Apollo Trio 10
Schleswig-Holstein. Patriotic March Song. Military Band acc.....Apollo Trio 10

THOS. A. EDISON, INC.

BLUE AMBEROL CONCERT LIST

28238 Praise Ye—Attila (G. Verdi), Tenor and Baritone, orch. acc.,
Marie Rappold, Karl Jörn and Arthur Middleton
28239 Where'er You Walk—Semele (G. Handel) Tenor, orch. acc.....Redferne Hollinshead

REGULAR LIST

2921 Are You Half the Man Your Mother Thought You'd Be? (Harry de Costa), Tenor, orch. acc.....Walter Van Brunt
2923 When It's Orange Blossom Time in Loveland (I'll he Waiting at the Church for You) (Arthur Lange), Tenor, orch. acc.,
George Wilton Ballard and Chorus
2931 Where Did Rohinson Crusoe Go With Friday on Saturday Night? (Geo. W. Meyer), Tenor, orch. acc.....Billy Murray and Chorus

SONGS AND BALLADS

2935 Letter That Never Reached Home (Archie Gottler), Tenor, orch. acc..George Wilton Ballard
2926 Mary of Argyle, Old Scotch Air, Tenor, orch. acc.....Will A. Rhodes, Jr.
2924 Sing Us a Song of Bonnie Scotland (T. H. Payne).....Glen Ellison

BANDS AND ORCHESTRAS

2934 Pretty Edelweiss—Alone at Last (Franz Lehar),
Armand Vecsey and His Hungarian Orchestra
2936 Setting the Pace—One-step (Chester W. Smith), for Dancing.....Jaudas' Society Orchestra
2933 True to the Flag March (von Blon),
United States Marine Band
2937 Wake Up, America! Medley—One-step, for Dancing.....Jaudas' Society Orchestra

INSTRUMENTAL SPECIALTIES

2922 First Heart Throhs (Rich. Eilenherg, Op. 50), Bells, orch. acc.....John F. Buckhardt
2927 Hilo March, Hawaiian Guitars,
Helen Louise and Palakiko Ferreira
2925 Kangaroo Hop—Fox-trot (Melville Morris), Xylophone, orch. acc.....Lou Chiha "Frisco"
2932 Legende (H. Wieniawski, Op. 17), Violin, Piano acc. hy Rohert Gayler.....Richard Czerwonky
2929 Lullaby—Jocelyn (Godard), Cornet, orch. acc.,
Ernst Alhert Couturier

HUMOROUS SELECTIONS

2938 Johnny Get a Girl (Harry Puck), Tenor, orch. acc.....Billy Murray and Chorus
2920 Since Mother Goes to Movie Shows (Alhert Von Tilzer), orch. acc.....Billy Murray
2928 Slidus Trombonus (A Tromhone Comedy) (M. L. Lake).....Sodero's Band
2930 What's the Use of Going Home (Jimmie V. Monaco), Baritone, orch. acc.....Arthur Fields

AN APPEALING RECITATION

2939 Italian Rosa (Cotton and Long), Recitation,
Lester Bernard

SWEDISH AND DANISH RECORDS

9443 A Sa rulla vi pa Kuttingen—Baritone, orch. acc. (Swedish).....Chas. G. Widdén
9442 National Song of Denmark (King Christian Stood Beside the Mast) (Hartman),
New York Military Band
9441 Swedish Guard March (O. J. Lovander),
New York Military Band

NEW EDISON DIAMOND DISC RECORDS

50347 Played by a Military Band (Mohr), Tenor,
Billy Murray
Wake Up, America! (Glogau), Baritone,
Joseph A. Phillips
50348 On the Hoko Moko Isle (H. von Tilzer),
Arthur Collins and Byron G. Harlan
Yaaka Hula Hickey Dula (Hawaiian Love Song) (Goetz, Young and Wendling), Tenor,
Walter Van Brunt
80311 Songs of Other Days—No. 1,
Metropolitan Mixed Chorus
Songs of Other Days—No. 2
Metropolitan Mixed Chorus
83043 Explanatory Talk for Monologo (Dio mi potevi scagliar) (Had it Pleased Heaven)..Otello (Verdi)
Monologo (Dio mi potevi scagliar) (Had it Pleased Heaven)—Otello (Verdi), Tenor, in Italian.....Giovanni Zenatello
83044 Explanatory Talk for Amour! viens aider ma faiblesse (O Love! In My Weakness Give Power)—Samson et Dalila (Saint-Saëns)
Amour! viens aider ma faiblese (O Love! In My Weakness Give Power)—Samson et Dalila (Saint-Saëns), Mezzo-Soprano, in French,
Margarete Matzenauer

PATHE FRERES PHONOGRAPH CO.

No.	Title.	Size.
64002	Werther, "Pourquoi mc reveiller" (Massenet), Lucien Muratore	12
	Le Temps des Cerises (Clement and Renard), Lucien Muratore	12
64003	Christmas Valse (Le Foret del Noel) (Margis) Lucien Muratore and Lina Cavalieri	12
	La Marseillaise (De L'Isle)....Lucien Muratore	12
62010	O Sole Mio (Neapolitan Folk Song) (Di Capua) Lina Cavalieri	12
	Penso (Neapolitan Song) (Paola Tosti and Pagliara) .....Lina Cavalieri	12
62009	Faust, "The Flower Song" (Gounod), Eleonora de Cisneros	12
	A Dream (Bartlett) .....Eleonora de Cisneros	12
52001	Thou Brilliant Bird, from "The Pearl of Brazil" G et St. Etienne—(F. David)..Grace Huffman	12
	The Last Rose of Summer (Fr. von Flotow), Grace Huffman	12
52002	Silver Threads Among the Gold (Danks), Thomas Egan	12
	Come Back to Erin (Clarihel)....Thomas Egan	12

NEW BETTER CLASS VOCAL RECORDS

20003	The Trumpeter (Airlie Dix)..Thomas Howell	10½
	The Bandolero (Stuart).....Thomas Howell	10½
35023	Stein Song (Bullard)....Pathé Male Quartette	12
	Sweetheart (Strickland).....Reed Miller	12
40035	The Sunshine of Your Smile (Cooke and Ray) Hardy Williamson	12
	Memories, Ballad (Kahn and Van Alstyne) Alfred Alexander	12

NEW INSTRUMENTAL NOVELTIES

20002	When Love Is Silent "Meditation" (Klickman.....Pathé Concert Orchestra	10½
	Editha (Aletta) "Intermezzo," Imperial Symphony Orchestra	10½
20004	Serenade (Raimund Petchotsch)..Jan Rudenyi	10½
	Gavotte "Mignon" (Thomas)..Harry Lonsdale	10½
35030	Shades of Night (Friedland), Pathé Concert Orchestra	12
	Lettre De Manon (Gillet), Pathé Symphony Orchestra	12

NEW RECORDS FROM THE FOREIGN CATALOGUE FOR THIS MONTH

GRAY LABEL RECORDS

62005	Noél (Adam).....Noté	12
	La Charité (Faure).....Noté	12
62006	Carmen (Arie der Micaela" (Bizet), Marga Junka-Burchardt	12
	Lohrengrin "Das Susse Lied Verhallt (Wagner) Erna Denera, soprano; Hans Tanzler, tenor	12
62007	La Sonnamhula "Prendi l'anel ti dono" (Bellini) Aristodemo Giorgini	12
	Manon (Ah dispar) (Massenet). Aristodemo Giorgini	12
62008	I Pagliacci, Prologue Part I (Leoncavallo), Luigi Montesanto	12
	I Pagliacci, Prologue Part II (Leoncavallo), Luigi Montesanto	12

PURPLE LABEL RECORDS

40037	Sylvia "Pizzicato" (Delihes) (Violin, Harp and Flute .....Cevilia Trio	12
	Celehrated Largo (Handel) (Violin, Violincello, Harp), Mlle. Marguerite, Jeanne and Genevieve Marx	12
40038	Caresse de fleurs (Leuntjens) (Violin), M. Leuntjens	12
	Charme secret (Leuntjens) (Violin), M. Leuntjens	12

BLACK LABEL RECORDS

35032	La Diane, La Retraite Federale (Swiss Airs) (Metzger).Garde Republicaine Band of France	12
	Marche des Alsaciens, Lorraine (XXX), Garde Republicaine Band of France	12
35033	La March Victorieuse Russe (XXX), Garde Republicaine Band of France	12
	Our Heroes March (XXX) Garde Republicaine Band of France	12
35034	Roumanian Hymn (XXX) Garde Republicaine Band of France	12
	King Alhert of Belgium March (XXX), Garde Republicaine Band of France	12
35035	Swiss National Hymn (Carrey) Garde Republicaine Band of France	12
	A mon pays, Chanson pour mon pays (Swiss Airs) (Baumgartner) Garde Republicaine Band of France	12
35036	En avant a la defense des Frères Slaves (Russian March) (XXX), Garde Republicaine Band of France	12
	La Conquete de Loov (XXX), Garde Republicaine Band of France	12
35037	Marche des Korrigans (Ropartz), Paris Grand Orchestra	12
	El Batallador Waltz (XXX).Sardinian Orchestra	12

TWO NEW WHISTLING SELECTIONS BY JOE BELMONT

35028	Birds at the Brook (Stullts).....Joe Belmont	12
	Whistling Rufus (Mills).....Joe Belmont	12

NEW HUMOROUS HEBREW DIALECT HITS

35031	My Automobile (Hehrew Dialect)....Joe Welch	12
	Gootman is a Hootman Now (Lewis, Young and Grant).....Rhoda Bernard	12

MUSICAL COMEDY SUCCESSES

35026	I Can Dance With Everyhody But My Wife, from "Sybil" (Golden).....Arthur Collins	12
	Sweet Brown Maid of Kaimuki (Hawaiian Lovc Song) (Kealohapomaikai and Kailimai), Louis J Winsch	12

NEW PEERLESS HAWAIIAN RECORDS

35020	That Ukulele Band (Edelheit Smith and Vandiver).....Louise and Ferera Hawaiian Troupe	12
	My Bird of Paradise (Berlin), Louise and Ferera Hawaiian Troupe	12
35039	Kilima Waltz (Pali), Queen Liliuokalani Hawaiian Orchestra	12
	Hilo March (Herr. Berger), Queen Liliuokalani Hawaiian Orchestra	12

NEW DANCE RECORDS

35038	Honky Tonky One or Two-step (McCarron and Smith)..Rector's New York Dance Orchestra	12
	La Confession, Valse (Carey, Morgan and Onivas)..Rector's New York Dance Orchestra	12
35018	Blue Danube Waltz (Strauss), Pathé Military Band	12
	Wedding of the Winds (Hall), Pathé Dance Orchestra	12
35019	Chinese Blues (Moore & Gardner), Pathé Dance Orchestra	12
	Mighty Lak' a Rose (Nevin and McKee), Pathé Dance Orchestra	12
35029	They Didn't Believe Me, introducing "The Land of Let's Pretend" (Kern), Pathé Dance Orchestra	12
	Bantam Step (Jentes)....Pathé Dance Orchestra	12

POPULAR VOCAL "HITS" OF THE MONTH

10072	You're the Image of Mother (Graham, Lee and Hill) .....Alfred Alexander	10½
	I'm Going to Raise My Boy to he a Soldier (Callahan and Friedman)...Hugh Robinson	10½
19073	America First (Callahan and Gray).Henry Burr	10½
	Oh Those Blues (Murphy, Biese and Klickman) .....Collins and Harlan	10½
10074	In the Heart of an Irish Rose (Frost and Keithley) .....M. J. O'Connell	10½
	How'd You Like to go a Honeymooning? (Lamb and Jones).....Camphell and Burr	10½
10076	What the Use of Living Without Love (Lamh and Jones).....Irving Gillette	10½
	There's a Girl in this World for Each Lonely Boy (Jack Frost).....Henry Burr	10½
35025	Your Wife (Connelly, Burkhardt and Piantadosi).....Louis J. Winsch	12
	I Love You, That's One Thing I Know (Gilhert and Friedland).....Alfred Alexander	12
35027	Siam, Persian Song of Love (Johnson and Fisher) .....Hugh Robinson	12
	Oh You Summer (Hager)..Collins and Harlan	12

EMERSON PHONOGRAPH CO.

POPULAR SONG HITS

No.		Size
736	Good-Bye, Good Luck, God Bless You. Orch. acc. .....Peerless Quartet	7
	Come Back to Erin, Mona Darling. Tenor Duet, orch. acc. .....Burr & Camphell	7
745	I Miss You, Miss America. Tenor Solo, orch. acc. .....Manuel Romaine	7
	Sweet Cider Time, When You Were Mine. Baritone Solo, orch. acc.	7
752	I Sent My Wife to the Thousand Isles. Tenor Solo, orch. acc.....M. J. O'Connell	7
	Meet Me in Havana, Anna. Tenor Solo, orch. acc. .....M. J. O'Connell	7
751	Hesitating Blues. Baritone Solo, orch. acc., Arthur Collins	7
	Luana Lou. Tenor Solo, orch. acc...Henry Burr	7

DANCE RECORDS

746	Ladder of Roses. One-step, Emerson Military Band	7
	Pierrot and Pierrette Waltz, Emerson Military Band	7
748	La Confession Waltz....Emerson Military Band	7
	Racketty Coo. Fox-trot..Emerson Military Band	7
747	Bahes in the Wood.....Emerson Military Band	7
	Harrigan and Hart, Part I, Instrumental Medley .....Emerson Military Band	7

STANDARD AND SACRED SELECTIONS

750	Maryland, My Maryland. Balitone Solo, orch. acc. .....Herhert Morley	7
	Silver Threads Among the Gold. Tenor Solo, orch. acc. .....Henry Burr	7
749	Lead Kindly Light. Tenor Solo, orch. acc., Henry Burr	7
749	The Palms. Tenor Solo, orch. acc..Henry Burr	7

The Melodograph Corp., of New York, engaged in the manufacture and sale of talking machines, has been incorporated with a capital of $1,500,000, $500,000 of which is 7 per cent. cumulative.

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SUPERVISES MOTOR CONSTRUCTION

Louis P. Valiquet Appointed Consulting Engineer for Otto Heineman Co.

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., New York, announced this week the appointment of Louis P. Valiquet as consulting engineer, with headquarters at the Heineman factories, in Elyria, O. Mr. Valiquet will supervise motor construction and work out new ideas and plans in the company's experimenting and research departments.

Louis P. Valiquet is well known both here and abroad as one of the ablest technical men in the talking machine industry, and his previous connections have included important posts with leading talking machine manufacturers. His intimate knowledge of the mechanical and constructive phases of the industry will enable Mr. Valiquet to render invaluable aid to the Otto Heineman Phonograph Supply Co. in its plans to render the manufacturers maximum service and co-operation.

A certificate of incorporation was issued last week by the Secretary of State at Trenton, N. J., to the Bergen Talking Machine Co., of Hackensack, N. J., which will engage in the manufacture and sale of talking machines.

SCHLOSS BROTHERS
CABINETMATCH
NEW YORK
TRADE MARK

COLUMBIA CO. STILL EXPANDING

To Increase Further Its Manufacturing Facilities at Bridgeport—Fifth Edition of Music Money Just Issued—A Valuable Volume

The Columbia Graphophone Co. is making plans to even further increase its manufacturing facilities at Bridgeport, Conn. Notwithstanding the recent completion of an immense plant, the purchase of a six-story factory building, and the construction of a new building adjoining the company's present plant, it has been found that additions are still needed, and steps in that direction have already been taken. The Columbia factory forces are working three shifts a day, and it need hardly be stated that the company is closing the best year in its history. In fact, the figures to date are so far ahead of last year, the previous record-breaker, that comparisons belittle the efforts and results achieved in 1915.

The fifth edition of Music Money made its appearance last week and outside of some illustrations of new factory buildings completed since the last edition, and the revision of the statistics regarding sales and output, this edition is substantially the same as the fourth one. This book has acquired an enviable reputation in the talking machine industry, and several dealers have told the Columbia Co. that they regard it as the "Bible." Summarized briefly, Music Money shows what the industry is founded on, how the demand for talking machine products can be established and stimulated and how the dealer can profitably handle this demand. It is addressed to exclusive talking machine dealers and piano and furniture dealers handling talking machines, and for piano merchants, in particular, it is especially valuable in that it points out how the dealer, through the proper exploitation of his talking machine department, can bring his patrons to his warerooms frequently and regularly.

PATHE TRADE MARK REGISTERED

The Pathé Frères Phonograph Co., of Wilmington, Del., recently filed a trade mark in the patent office at Washington, D. C., consisting of a disc bearing the words "Sapphire Records," the bottom of the plate containing the words "Made for United States Consumption Only."

CONTINUING ITS CAMPAIGN

Notwithstanding the advent of warm weather, the Aeolian Co. is continuing its splendid campaign in behalf of the Aeolian-Vocalion. Sunday's newspapers contain a large sized advertisement presenting the distinctive merits of the Aeolian-Vocalion in an interesting and personal manner. This advertisement carried an attractive illustration which enhanced its effectiveness materially.

The Columbia Graphophone Co., at 174 Tremont street, Boston, Mass., has taken a new lease of the premises, together with additional space on the second floor.

Gordon Stewart, who has had several years experience in the talking machine line, has been appointed manager of the Victor department of the M. Steinert & Sons Co., of Bangor, Me.

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

No—You Can't Buy It Everywhere

NOR can you buy a Howard watch, or a Worth gown, or a Pierce-Arrow motor—everywhere. Because of exceptional merits the sales of **Sonoras** are great.

The best representative in each locality is chosen as the **Sonora** representative and this selection implies that the **Sonora** dealer is better qualified to give his customers perfect service, than is any other firm in his territory.

IT is a fact that the **Sonora** does more to sell itself than any salesman.

After listening to the magnificent richness of the tone of the **Sonora**, the visitor naturally is interested in knowing something about the mechanical construction of the instrument, the purchase of which has been mentally decided upon.

Then the salesman who is demonstrating the **Sonora** explains the perfection of the Swiss-made motor, the unique effective method of tone control at the sound source, the superiority of design of the **Sonora** Sound Box, the advantage of a phonograph made especially (and not adapted by means of makeshifts) to play all disc records, etc.

Grand $225

BUT these explanations are not what sell the **Sonora** in such quantities as to keep the factory running at the highest possible speed.

The *superb tonal beauty* of the **Sonora** and its handsome appearance are its great sales features.

If you contemplate *selling* phonographs, go out and hear all makes, just as though you were going to buy a machine for your *own use* at home.

Then you'll know that the **Sonora** is the finest phonograph manufactured to-day, and you will understand why it was awarded the highest score for tone quality at the Panama Pacific International Exposition.

WRITE today if you are interested in handling the **Sonora**. *Should territory be open we shall be pleased to consider the matter with you.*

Ten magnificent models are now ready

$45 $60 $75 $100 $150 $175 $190 $225 $350 $1000

SONORA PHONOGRAPH CORPORATION

GEORGE E. BRIGHTSON, President

Main Offices and Salesrooms, 57 READE STREET, NEW YORK
Mid-Western Office, 320 South Wabash Avenue, CHICAGO, ILL.
Western Office, 344 Geary Street, SAN FRANCISCO, CAL.

Representatives throughout the country

INDIVIDUALITY

Re-Creation of every tonal characteristic of the human voice and human-played instruments, *plus* the magnetism that only a human can give to musical sound, is the unparalleled achievement of the New Edison.

Edison dealers are Edison dealers because of their ability to appreciate and profit by this individuality that distinguishes the New Edison from every other instrument or device fashioned by the hand of man.

THOMAS A. EDISON, Inc.

279 Lakeside Avenue Orange, N. J.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS

CALIFORNIA
Los Angeles—Diamond Disc Distributing Co.
San Francisco—Pacific Phonograph Co.

COLORADO
Denver—Denver Dry Goods Co.

CONNECTICUT
New Haven—Pardee-Ellenberger Co.

GEORGIA
Atlanta—Phonographs, Inc.

ILLINOIS
Chicago—The Phonograph Co.

INDIANA
Indianapolis—Kipp Phonograph Co.

IOWA
Des Moines—Harger & Blish.
Sioux City—Harger & Blish.

LOUISIANA
New Orleans—Diamond Music Co., Inc.

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.

MICHIGAN
Detroit—Phonograph Co., of Detroit.

MINNESOTA
Minneapolis—Laurence H. Lucker.

MISSOURI
Kansas City—The Phonograph Co. of Kansas City.
St. Louis—Silverstone Music Co.

MONTANA
Helena—Montana Phonograph Co.

NEBRASKA
Omaha—Shultz Bros.

NEW YORK
Albany—American Phonograph Co.
New York—The Phonograph Corp. of Manhattan.
Syracuse—Frank E. Bolway & Son, Inc.

OHIO
Cincinnati—The Phonograph Co.
Cleveland—The Phonograph Co.

OREGON
Portland—Pacific Phonograph Co.

PENNSYLVANIA
Philadelphia—Girard Phonograph Co.
Pittsburgh—Buehn Phonograph Co.
Williamsport—W. A. Myers.

TEXAS
Dallas — Texas-Oklahoma Phonograph Co.
El Paso—El Paso Phonograph Co., Inc.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—C. B. Haynes & Co.

WASHINGTON
Seattle—Pacific Phonograph Co., N.W.
Spokane—Pacific Phonograph Co.

WISCONSIN
Milwaukee—The Phonograph Co. of Milwaukee.

CANADA
Montreal—R. S. Williams & Sons Co., Ltd.
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Calgary—R. S. Williams & Sons Co., Ltd.

VOL. XII. No. 8.

SINGLE COPIES, 20 CENTS
PER YEAR, ONE DOLLAR

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

Published Each Month by Estate of Edward Lyman Bill at 373 Fourth Ave., New York, August 15, 1916

The best-known trade mark in the world

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

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 2, 1879.

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

Why this is "The Highest Class Talking Machine in the World"

1—Universal Playing

THE Sonora is **designed** to play all makes of disc records perfectly. It was so designed **before** it was built; no make-shifts or awkward, unsatisfactory devices are added to secure this decided advantage.

2—Tone Quality

FOR tone quality the Sonora is without a peer, winning the highest score for this at the Panama-Pacific Exposition in competition with the world's foremost phonographs and talking machines.

3—Tone Control

AT the sound source, the proper place, is the Sonora tone control. It is simple in design, but remarkably effective in expression. This is another notable Sonora patent that assists in making this instrument the very best one that human ingenuity has been able to devise.

4—Sound Box

THIS assists in reproducing the golden tones and is noteworthy for its excellence of construction. Made from the best of materials, it sends forth notes that are clear, distinct, accurate and beautiful.

5—Automatic Stop

ON all machines there is placed an automatic stop, which is decidedly convenient and useful. It is simple and mechanically correct, and gives added pleasure and enjoyment.

6—Cabinet Work and Design

THE Sonora is extraordinary for the exceptional beauty of its design and cabinet work. The graceful, flowing lines ("Bulge" effect) are the result of a patented process and are **exclusive** with Sonora.

7—Motor

THE motor is made in Switzerland by experts with generations of experience, and plays about twice as long as do motors of other machines sold at similar prices. For constructional excellence, durability, and strength, it is the supreme motor of the phonograph world.

8—Sound Amplifier or Horn

THE sound amplifier helps create the wonderful tone that the Sonora is noted for. It is made on scientific principles and with special treatments that are exclusive with us.

9—Envelope Filing System

THIS is a marvel of simplicity and convenience. Records are instantly available and can always be located where and when they are desired.

The Complete Instrument

THE assembled machine is an aggregation of individually perfect parts correctly combined. As a result, the tone is of unrivaled clarity and magnificence, with a depth of expression that makes the Sonora unqualifiedly "The Highest Class Talking Machine in the World."

TEN BEAUTIFUL MODELS

$45	$60	$75	$100	$150
$175	$190	$225	$350	$1,000

Write today if you are interested in selling this splendid instrument

SONORA PHONOGRAPH CORPORATION

GEORGE E. BRIGHTSON, President

Mid-Western Office,
320 South Wabash Avenue, CHICAGO, ILL.

Main Offices and Salesrooms,
57 Reade Street, NEW YORK

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344 Geary Street, SAN FRANCISCO, CAL.

Representatives throughout the country

The Talking Machine World

Vol. 12. No. 8 New York, August 15, 1916 Price Twenty Cents

THE COMPETITION IDEA A BIG FACTOR IN SALES RESULTS

Monthly Sales Contests and Bonus System Prove Good Stimulus to Sales Force in Securing Satisfactory Results—Competition Is the Life of Salesmanship

The spirit of competition goes far to make life worth living. The average man can eat so much, wear only one suit of clothes at a time and otherwise find himself limited in his actual requirements, but in the face of competition he endeavors to eat elaborately in lavish surroundings, have several changes of clothes, all good, and to be seen in fast company, as it were. All this is not just because the individual really wants or enjoys such a condition, but his competitor is doing it, and he endeavors to increase his income to a point where he can show an equal amount of "class." Vanity it may be called, but it is vanity developed through competition, all of which brings us to a discussion of the matter of competition among talking machine salesmen.

There is the natural competition—the desire of every man to get all the business he can and a little more than the other fellow, but many concerns have found it desirable and profitable to stimulate this natural competition by special offers of awards and through contests. Only recently a Western house held a contest among its salesman with a trip to the piano trade conventions in New York as grand prize. Other houses stimulate the competition idea constantly by offering weekly, monthly, or quarterly prizes for the champion salesman. A New Jersey concern keeps the salesmen on edge by running a selling contest each month, the successful man being entitled to a salary increase throughout the month following, the increase continuing until some other salesman captures the monthly prize. With a prize in sight, no matter how inconsequential it may be, every salesman feels stimulated to do his best.

The plain matter of selling, and the steady earning of money are naturally the first inducements, but that soon becomes routine, and all too often the salesman reaches a gait that he maintains without any apparent effort to speed up. It is just such a spirit that affects the athlete, running by himself or with some friends without any real objective. He simply jogs along, covers a certain distance, maybe in good time, but without great enthusiasm. Put the same man in a race against the field, with a prize offered for the man who breaks the tape, and he puts real effort into his work.

So it is with salesmanship, which is well summed up by a manager who recently said: "Too many talking machine executives labor under the idea that a salesman will not do his best unless he is constantly hounded. In other words, the salesman cannot get through the day and work properly unless he goes out of the store in the morning with a scolding still ringing in his ears. Many managers scold even their best men on every occasion, feeling that if the men realize that the manager is dissatisfied with their efforts they will put forth further energy to suit him. The great trouble with this system is that the ordinary salesman becomes hardened to the continual complaining of the manager, lets the scolding go in one ear and out the other, and plods along in the usual way. On the other hand, the efficient salesman—the valuable man who is doing the best he knows how, producing results—is likely to be of a sensitive nature and allows the constant hounding to get on his nerves. The result is that he either becomes over-wrought and sacrifices much of his ability, or becomes disgusted and goes with a house that treats its men humanely.

"There is no question but that the competition idea is the real secret in inducing salesmen to toe the mark. The 'don't-care' type won't improve under any conditions, but the good man will put forth every effort in his power, not alone for the sake of securing the prize but through the pure love of competition, of doing something and doing it better than his fellows. I, personally, have a monthly contest and give the winning man a bonus of 1 per cent. additional on his actual cash showing, and ½ per cent. on his instalment accounts. It sometimes runs up into money, but the more I pay means the more money I have received. And there are the other dozen or so salesmen who have been bringing in increased business in their efforts to win the prize.

"Competition is the life of trade, and is, therefore, the life of salesmanship."

NEW SONORA SALES MANAGER

Frank J. Coupe, Prominent in the World of Publicity, Also to Assume Post of Advertising Manager—To Co-operate with Dealers

The Sonora Phonograph Corp., 57 Reade street, New York, has secured as its advertising and sales manager, Frank J. Coupe, of the Redfield Advertising Agency, this city. There are few men better known in advertising circles than Frank J. Coupe. For over seventeen years he has been connected with large corporations, developing sales, advertising, and promotion plans. He is familiar to newspaper and magazine advertising men throughout the country and his knowledge of effective advertising methods is such that aggressive new campaigns may be expected shortly from Sonora headquarters.

Some of the prominent concerns with the business building of which the new Sonora manager has been intimately identified are: Standard Mail Order Co., Kohinoor Pencils, Onoto Fountain Pen, American Lead Pencil Co., American Thermos Bottle Co. and many others.

The new connection is not the first association of Mr. Coupe with the Sonora Corp. He has guided its advertising from the days when it was a tiny infant in the phonograph world, until to-day it has grown into one of the big industrial plants of the country.

Because of his wide experience Mr. Coupe will be able to be of particular assistance to the dealers throughout the country in helping them with advertising, selling plans and methods, etc., and he will be in such close touch with them as to act for them as their New York representative. This, in times when the constant cry is, "Send us more machines," is no sinecure.

Though the major part of Mr. Coupe's time will be devoted to the Sonora Corp. he will retain his interest and office as vice-president in the Redfield Advertising Agency, which will continue to handle the Sonora advertising as heretofore.

In a series of letters and booklets which will soon be sent out, the new manager is expected to have something of more than ordinary interest to say to the trade, and as the Sonora way of doing business has always been marked by its independence, originality and sound business sense, the Sonora Corp. and its representatives will without doubt have extra good ammunition for the fall and winter drive this year.

THE TALKING MACHINE IN BERMUDA

Victrolas Form Important Part of Stock of E. S. Outerbridge's General Store There

The accompanying photograph shows the store of E. S. Outerbridge, Victor dealer, at

The Store of E. S. Outerbridge

St George, Bermuda, with Mr. Outerbridge and H. Royer Smith in the doorway. The photograph was taken during Mr. Smith's recent visit to the island. Mr. Smith is the Illinois wholesale traveler for Lyon & Healy, and he spent a very enjoyable vacation in Bermuda, returning a couple of weeks ago. The Outerbridge store is well known to tourists, as it contains a general assortment of merchandise running all the way from Victor Victrolas to anchors. Mr. Outerbridge reports a good trade in both machines and records, and says he could do even a larger business than he is doing if he could get a sufficient supply of Victor machines.

QUITE A SHORTAGE IN WINNIPEG

WINNIPEG, MAN., CAN., August 4.—Robert Shaw is still bemoaning a shortage of Columbia Grafonolas. Orders, he states, are piling up, although a plentiful supply of records is arriving in much better shape than formerly. This firm is anticipating good business from its foreign catalog which is being published.

Thos. Nash, manager of His Master's Voice Gramophone Co., Ltd., Toronto, was a recent visitor to the Western Gramophone Co., the Victor distributor for the West. Business is reported good by these firms, in spite of the shortage of Victrolas.

Mr. Fitch, manager of Babson, Bros., Edison phonograph dealers, is back from a six weeks' vacation. This firm has adopted daylight saving upon a majority vote of the employes.

DISTRIBUTORS FOR THE "VEECO"

The Pathephone Sales Co., 111 East Fourteenth street, New York, has been appointed distributor for the Veeco, the electric motor made by the Victor Electrical Equipment Co., 246 Boylston street, Boston, Mass.

HANDLE COMPLETE COLUMBIA LINE

WASHINGTON, D. C., August 5.—Lansburg & Bro., of this city, have closed arrangements to handle the complete line of products manufactured by the Columbia Graphophone Co., New York, and have placed a very large initial order with H. C. Grove, manager of the Columbia distributing division in this city.

Lansburg & Bro., who are one of the leading mercantile concerns in Washington, are just completing a seven-story addition to their already large store. With the completion of this addition, they are planning to open several new departments, including one devoted to the Columbia line.

A. MAGOUN THE NEW MANAGER

A. Magoun, a well-known talking machine man, has been appointed manager of the talking machine department of Otto Wissner, Inc., 53 East Thirty-fourth street, New York, which duties he undertook the first of the month. This house handles the Columbia, Sonora and Victor products. Possessed of a sparkling personality and being well-liked by his customers, Mr. Magoun bids fair to achieve considerable success in his new post of duty.

INFORMATION OF VALUE TO THE NEW MAN IN THE FIELD

Importance of Having More Than a Cursory Knowledge of the Various Types of Machines and Records—Correct Speed for Reproduction—Some Record Troubles—Some Suggestions

A man going into the talking machine business as a dealer must remember that in entering any new line of business success depends largely upon an understanding of that business. Talking machines do not sell themselves automatically, although the tremendous advertising campaigns carried on in the field almost accomplish that effect. The retailer must know not only how to tell the customer about his machines and records intelligently and authoritatively, but must know enough about the line he handles, or contemplates handling to select stock to the greatest advantage. A little study of the various types of machines and records and the gleaning of some knowledge about the records themselves, should serve to prevent him from investing more or less capital in a line of machines or records that are decidedly foreign to one another, so far as playing qualities are concerned.

With any make of talking machines and records there crop up certain problems that, while simple and readily solved by the man who has been in the trade for some time, cause some trouble to the newcomer. In this section of The World information will be given on such problems that do not of necessity concern the technical construction or mechanical features of the instruments which are so capably handled in the department of "Repairs" by A. H. Dodin.

The Importance of Correct Speed

In the sale of talking machines of any make, it is the demonstration that offers the final argument to the purchaser if the price is right. The machine is sold to reproduce music, and if the reproduction is imperfect and unsatisfactory, fine construction, cabinet attractiveness, strength of spring and all other mechanical details may be set forth for naught.

With the great majority of records a speed of seventy-eight revolutions a minute will be found to give the most satisfactory results. It may be well, if the reproducing speed is not given on the record, for the dealer to write to the manufacturer and learn the speed at which the recording is done, for the recording and reproducing speeds must be the same to give the proper effect and preserve the naturalness of tone. The better class of machines are provided with indicators to show how many revolutions the machine is running. Many machines, however, have simply the speed adjustment without the indicator.

The dealer may learn the proper speed by considerable experimenting, but this does little good to the record and does not impress the customer very favorably. A better way is when the machines are first received to fix each one at the proper speed so that they will be ready for demonstration at any time. Where there is no indicator, or where the indicator is not accurate, the number of revolutions of the turntable may be readily determined by inserting a strip of paper about one-half inch wide between the record and the turntable, and as the record is played, count the number of times the paper passes a given point within a minute. In making this test, the record should be played in the ordinary manner instead of running free, as it will be found that the weight of the sound box and the pressure of the needle will have some effect upon the speed.

Making Disc Records at Home

A correspondent has written to inquire if it is possible to make disc records at home. In reply we would say that to the best of our knowledge there is no practical system in vogue for the home recording of disc records. In the first place, the process is somewhat complicated and would require equipment, the cost of which would be prohibitive. In the first place, on the disc talking machines the grooves serve to carry the reproducing point across the record and to record on such a surface it is necessary to provide a mechanism that will carry the recording stylus along at an even speed while the record is being made. Moreover, the material used for most master disc records is so soft, that were it used for ordinary recording a very few reproductions would ruin it.

Our correspondent probably gets his idea from the old cyclinder machines, many of which were supplied with record attachments and special records for that purpose. The fact that cylinder machines were equipped with worm gears to carry the recorder along the record surface made this system possible, and are still to be found in connection with various types of dictating machines on the market at the present time.

Repetition of Certain Notes

A dealer writes to The World to inquire why it is that occasionally while playing records the reproduction will be all right through a section of the record and then suddenly one note, or series of notes, will be repeated several times before the reproduction is continued in the proper way. There are several causes for this, the most frequent being some dirt or other foreign substance being in the record groove, which tends to throw the needle back into the preceding groove. The remedy lies in carefully cleaning out the grooves with a soft brush. Sometimes the repetition is due to the marring of the record through a scratch or indentation by the needle. In such a case, there is no remedy. For ordinary use, constant repetition at that particular point may be avoided, says one who knows, by giving the machine a slight jar when the indentation is reached by the needle, which will cause the needle to jump the obstruction and continue in the groove.

The Two Types of Records

The frequent reference, in advertisements and elsewhere, to lateral cut and vertical cut or "hill and dale" records, has served to confuse more than one new entrant into the trade ranks and The World has, on a number of occasions, been called upon to explain the general difference between the two types of records.

For the benefit of those who are still puzzled, it may be explained that the difference between the lateral cut and the hill and dale records is to be summed up briefly as follows: In the lateral cut records the sound waves are recorded on the walls of the record grooves, the bottom of the groove being smooth. In the hill and dale records the sound waves are recorded at the bottom of the groove, the sides being smooth. In playing lateral cut records the sound box must be kept in a vertical position with the diaphragm parallel with the sound grooves so that the needle follows the sides of the record groove, and the vibrations will be communicated to the diaphragm direct. In playing hill and dale records the reproducer must be placed in position with the diaphragm parallel with the record surface, or upright with the diaphragm surface at right angles with the record grooves so that the vibrations may be carried directly from the sound reproducing surface at the bottom of the record to the diaphragm.

LEARNING TO BE A SOLDIER

William C. Griffith, with the Chicago Talking Machine Co., Chicago, Ill., has been at the Civilians' Training Camp at Plattsburg, N. Y., learning to be a real soldier. He writes that he has to get up at 5 o'clock on week days, while on Sunday morning he can sleep until 6 o'clock, the extra hour being quite enjoyable, as he puts it. Mr. Griffith is the brother of Tom Griffith, sales manager of the Udell Works, Indianapolis, Ind.

E. H. Gaines, of Gaffney, S. C., is opening a music store in the Wood Building on Frederick street, where he will feature the Edison Diamond Disc phonographs and records. The store will be in charge of Miss Alice Gaines.

EASTERN VICTOR SERVICE

IS WHAT SUCCESSFUL NEW ENGLAND VICTOR DEALERS USE

IT HELPS THEM TO BE SUCCESSFUL

It helps them to attract and hold customers by placing them in a position to give prompt service to their trade, to supply the machine or record wanted, when it is wanted, to make profits.

IT COSTS NO MORE THAN ORDINARY SERVICE

The Eastern Talking Machine Co.

177 TREMONT STREET, BOSTON, MASS.

Largest Exclusive Victor Distributors in the East

Victrola XI, $100
Mahogany or oak

Victrola VI, $25
Oak

Victrola IX, $50
Mahogany or oak

Victrola XVI, $200
Victrola XVI, electric, $250
Mahogany or oak

Victrola supremacy

Supreme as a musical instrument, the Victrola naturally stands supreme as a business proposition.

The success of Victor dealers follows Victrola supremacy as a matter of course.

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

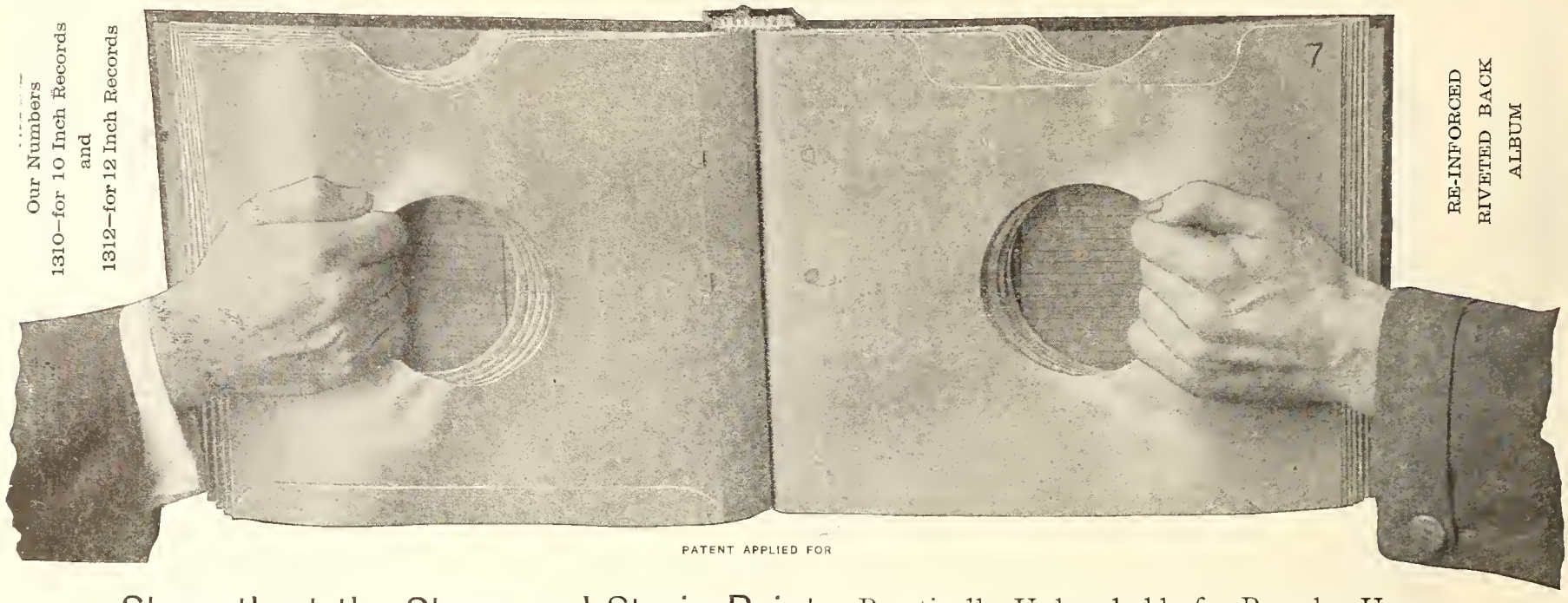
Important warning. Victor Records can be safely and satisfactorily played only with *Victor Needles or Tungs-tone Stylus* on Victors or Victrolas. Victor Records cannot be safely played on machines with jeweled or other reproducing points.

Victor Distributors

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

THE PULLING TEST—THE STRENGTH IS THERE

THE STRONGEST ALBUM MADE *AT ANYWHERE NEAR ITS LOW PRICE*



Strength at the Stress and Strain Point. Practically Unbreakable for Regular Usage.

THE WELL-KNOWN "NATIONAL" RECORD ALBUMS ARE ALWAYS THE LEADERS

THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

These Albums will pay for themselves in a short time by preserving Records. When full the Albums are flat and even like books. They will fit in a library cabinet or book case, or they will lie flat on one another.

We manufacture disc Record Albums containing 12 pockets to fit the Victrola cabinets Nos. X and XI. We also make Albums containing 17 pockets. With the indexes they are a complete system for filing all disc Records.

For durability, finish and artistic design, our Albums have no equal. They are made in the most substantial manner by skilled workmen. We sell our superb Albums at big discounts to meet competition. Shall we quote prices?

THESE ALBUMS ARE THE BEST FOR VICTOR, COLUMBIA AND ALL OTHER DISC RECORDS

NATIONAL PUBLISHING CO., 239 S. AMERICAN ST., PHILADELPHIA, PA.

TALKERS FOR CANADIAN CAMPS

Heavy Demand for Machines from Vacationists —Higher-Priced Models Have the Call in Montreal—Wm. Lee, Ltd., Opens New Store —New Makes Offered Public—Other News

MONTREAL, CAN., August 4.—The ease with which talking machines may be transferred in automobiles and motor boats, and the pleasant effect of music on the water or in the woods, has made these instruments immensely popular in the summer camp at lake and mountain resorts. From boats out in the lake and from cottages along the shore the music of the best bands, orchestras and singers is being enjoyed by thousands of music lovers who take their machines with them on their trips to the country or to the beach. Dealers within easy automobile distance from resorts and lakes find it profitable to feature talking machines and records and many sales are made to tourists who have high priced instruments at home, but who want smaller and less expensive instruments for their camp or summer home. Such wonderful strides have been made in perfecting low-priced talking machines, it is rare to find a camp of music lovers that does not have one or more of these instruments. They are coming more and more in vogue along the lake shore for furnishing music to dance with, the marvelous, accurate and clear tone being admired by all.

The Mills Phonograph Co. has removed to 701 St. Lawrence boulevard.

G. M. Reece and Victor Michallis, of the Berliner Gramophone Co., Ltd., were recent visitors to Boston and whilst there called on the Eastern Talking Machine Co., Victor distributors in that city.

The higher priced models of Sonora and Columbia machines are meeting with favor, said Charles Culross, who handles these makes to good advantage. The Sonora Jewel needle is proving exceptionally popular and where one is sold it always means one more to another buyer.

Wm. Lee, Ltd., has opened up at 618-622 St. Catherine street West, and will feature the Edison Amberola, Columbia Grafonola and Stewart machines, besides giving special attention to the repairing of talking machines.

The Rossignol Talking Machine Co., 51 St. Paul street West, has placed on the market a machine wholesaling at $7.50 upwards.

The remarkable growth of the talking machine department of Layton Bros., Edison and Columbia dealers, has rendered it necessary to remove this department from the second floor to the ground floor. It will be greatly enlarged and modernized in keeping with the high-class lines handled by this house. Seven soundproof booths each eight by six with a special process of ventilization will be installed.

That the summer camp and summer home business is productive of good business is evidenced by the fact that the Berliner Gramophone Co., Ltd., business in this regard is growing larger every year in the demand for Victor talking machines and records.

JOINS BOARD OF DIRECTORS

John N. Beach, Prominent in Insurance and Business Circles, Elected Director of the Sonora Phonograph Corp.

At a recent meeting of the board of directors of the Sonora Phonograph Corp. a vacancy was filled by the unanimous election of John N. Beach.

Mr. Beach is very well known in commercial circles, having been actively engaged for many years. At present he is one of the directors of the Equitable Life Assurance Co., and also a director of the Atlantic Mutual Marine Insurance Co., and is president of the Lord's Court Building, 27 Williams street, and is affiliated with numerous other large enterprises. Mr. Beach will form a valuable acquisition to the present board of the Sonora.

HERRINGTON'S ATTRACTIVE STORE

Norman W. Herrington held a formal opening of his very attractive talking machine store at 1218 Kings Highway, Brooklyn, N. Y., on July 19. The store, which is newly built, is finished in mahogany and white with three sound proof rooms and a floor space 100 feet square, which is used for the display and sale of Sonora phonographs, Columbia Grafonolas and a complete line of records. Mr. Herrington is getting in touch through correspondence with the people of his locality, and so far is doing an excellent business.

NYACCO

METAL BACK ALBUMS

Give 300% More Service Than Any Other Album

THEY ARE PATENTED

No other Album like it has been or can be manufactured

Send for Sample

NEW YORK ALBUM & CARD CO., 23 Lispenard St., New York

Victrola IV, $15
Oak

Victrola VI, $25
Oak

Victrola VIII, $40
Oak

Victrola IX, $50
Mahogany or oak

Victrola supremacy —all the time and everywhere

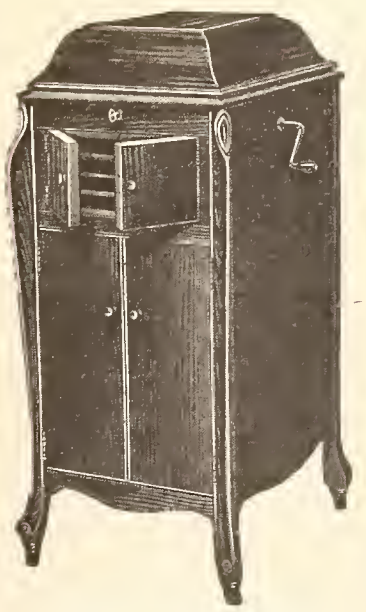
Viewed from the standpoint of musical art, judged by the character and prestige of the stores that handle it, measured in dollars for its ability as a profit-producer, the Victrola is supreme.

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

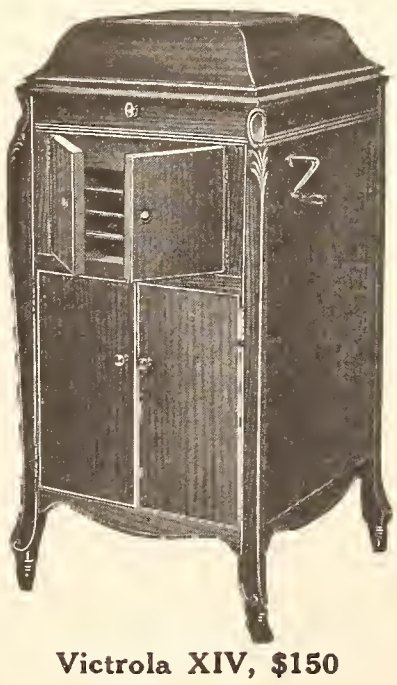
Berliner Gramophone Co., Montreal, Canadian Distributors

Important warning. Victor Records can be safely and satisfactorily played only with *Victor Needles or Tungs-tone Stylus* on Victors or Victrolas. Victor Records cannot be safely played on machines with jeweled or other reproducing points.

Victrola X, $75
Mahogany or oak



Victrola XI, $100
Mahogany or oak



Victrola XIV, $150
Mahogany or oak

Victrola XVI, $200
Victrola XVI, electric, $250
Mahogany or oak

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

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NEW YORK, AUGUST 15, 1916

WHILE it is customary at this season of the year for business men in all lines of trade to slow up in their plans of business promotion, it must be admitted that there has been little of this in evidence in the talking machine trade during the present summer months, for great activity is reported from almost every section of the country. The greater employment of labor and the more general diffusion of money among the people has been prolific of results to the talking machine men.

Relaxation from business pressure is a very necessary requirement during the heated months. It is good for the mind and the body, and every man should have a vacation, but to accomplish this it is not necessary for business houses to shut off steam or permit their business to lay idle.

The modern business organization should be so well arranged that, whether in the wholesale or retail lines, everything progresses during the summer season just as well as the winter season, and it is the man who wisely makes business plans for all seasons who usually wins out.

It will be noted that the business houses who have carried on very active campaigns during the summer months are now being rewarded by increased business. There can be no resting on laurels won in any season, but just the same the plan of operation should call for every member of the force getting an opportunity of resting up and receiving mental and physical rejuvenation so that the entire force is ready for the business activities of the fall season with renewed energy.

AS is universally recognized, the wonderful talking machine business of to-day has been built upon advertising—advertising that has been increased in extent constantly with the passing of years and which was actually increased when those engaged in other lines of business were close to panic and preached retrenchment. In the history of American business there are few, if any, more convincing examples of the power of publicity, carefully thought out and courageously carried out. As the demand for talking machines and records increased and swamped the facilities of the factories, despite frequent large additions to buildings and equipment, the question has frequently been asked "Why increase instead of decrease the advertising when the present demand can only be met in part?" The real explanation of this apparently paradoxical condition was offered by one of the officials of the Victor Co., in an address at the Atlantic City convention when he said: "We are increasing our advertising appropriation by several hundred thousand dollars this year, not for the present alone, but for the future. The present demand is far in excess of the supply and our advertising is designed to make that condition, so far as possible, a permanent one."

IT is a popular argument adduced by many publishers of books and magazines that the talking machine and automobile have been potent factors in destroying the reading habit among all classes of people. While a casual consideration of these forebodings, corroborated as they are by certain superficial symptoms of a changing public taste, suggests something of credibility in the theory upon which they are based, yet facts are necessarily more convincing than theory. For instance, one New York publishing house announced recently that its bindery has orders now for one million books beyond those it would normally manufacture in the coming three months.

The obvious and important deduction to be made from this convincing evidence of book publishing activity is the very simple one that the public demand for literature produced in comparatively permanent form is increasing rather than abating.

As a matter of fact, the popularity of the talking machine has been a great blessing. It has made a great many people more content with their homes and more inclined to enjoy a good book and at the same time enjoy good music. It has elevated the musical taste of the masses; it has created a desire for better music, and this has created a psychological condition that has also increased the desire for good reading.

This is something rather hard to explain, but the fact remains that anything which inclines to refinement in the home and produces a mental condition that creates a demand for better things, whether it be furnishings or music, also inclines to the demand for good books.

While the popularity of the automobile may be harmful to book publishers, because it takes people away from the home, the talking machine should not be included in this category.

The advertising end of the publishing business should exclude the talking machine when making the argument all too common just now, that there is a decline in the tendency to read good books.

During the last twelve months, evidence is abundant that there is a decided revival of interest in good books, and there is every indication that this interest will grow rather than diminish. It is significant that this increase has gone hand in hand with the increase in the output of talking machines.

THE promises and predictions made by those in charge of the arrangements for the recent annual convention of the National Association of Talking Machine Jobbers regarding the attendance at and profitable character of the sessions at Atlantic City were more than fulfilled at the convention itself. Never before have the jobbers had presented to them so much detailed information regarding the production and selling ends of their business, by those who through close association with the various departments in executive capacities were therefore best qualified to offer authentic information. The problems of manufacturing looked upon by too many of the jobbers as more or less incidental took on a new meaning when explained by those who face the problems constantly. Generous hints on how to advertise most profitably and effectively, how to develop business in the schools, and how to forward the cause of music generally were given to the jobbers in a form that made them usable and understandable. All this was topped off by a tour of inspection of the great Victor plant, and much of the work previously explained by department heads was actually witnessed.

Although the usual attractive entertainments at Atlantic City and Philadelphia were enjoyed to the utmost, the conventionists for the most part attended the meetings with deep appreciation of the importance attached thereto, and carried away with them a fund of new ideas that should manifest itself in a more than normal increase of business during the coming year.

The convention went far to prove that the talking machine industry is not built on the hit or miss plan. It has its manufacturing and sales problems and a future to be protected just as any other business and the wonderful success that has come to those who have stuck to the business during the past years has not been the result of sheer luck, but rather the result of intelligent and expensive exploitation work carried on by those ranking

as pioneers in the trade, and is indicative of a spirit of confidence in the future of the business that has seldom been seen.

Those who for any reason were unable to be present at the Atlantic City meetings will do well to re-read and study the complete reports of the sessions published in The World last month. Therein is to be found material that will prove highly valuable in developing business in the months to come.

A TALKING machine dealer, located in a Western city, who has won quite a reputation as a salesman as well as an executive, was a visitor to the sanctum of The World the other day, and when cross-examined as to what peculiar talents or gifts he possesses that enable him to score such a special success in his field, he stated that there was nothing remarkable about his accomplishments other than the fact that he had made it an object, whenever he had a holiday, of seeking trade information, of broadening his knowledge of men and things.

In quite a friendly way he would call upon local retailers, sometimes as a customer, sometimes as a visitor. He would note how he was received, how the salesman "talked up" the lines about which he inquired, and how his demands in general were met. He thus acquired much valuable information which he utilized when he got back to his own warerooms. His experiences were many and varied, and some of them induced him to modify his own methods very considerably; for he remarked that to stand in the warerooms of another man was like seeing himself as others saw him, and he never failed to profit by the lesson.

There is a moral here which is so transparent that there is hardly need for elucidation—it means that the merchant or salesman who desires to become an adept at his business must not be content with his own theory of doing things, but rather find out by practical example whether someone else is not doing things better.

No man has yet been able to know everything, and the egotistic salesman who thinks that his sales methods cannot be excelled is rather a dangerous personality in any business, for he never seeks to learn. What a contrast is to be found in the man who realizes that he knows his business pretty thoroughly, but who always seeks for suggestions and who never fails to adopt a better plan of doing things when he learns of them.

It is hardly necessary to say that the Western merchant above referred to has built up a very fine business, and, as might be expected, he is affiliated with lines of national reputation, the sales of which add to his standing in the community.

THIS is an age of ideas. Never before in the history of the world has there been such an urgent and increasing demand for bright thoughts of a commercial nature.

The competition which yearly draws the lines of trade tighter, and sifts men and affairs with a relentless force, turns the business mind upon some new object with which to strike out from the crowded highway into an unbeaten path toward success.

In every office, store and shop throughout the wide world there is somebody who is continually thinking and seeking for an idea which will help his affairs. The clergyman is thinking of an idea which will extend his influence. The physician, as he sits by the bedside, is seeking for some new idea which will aid nature. The banker is puzzling his brain for an idea which will master finance, and talking machine manufacturers, jobbers and dealers are on the still hunt for ideas to improve their business. It only requires a mere idea, if it is a perfect one, to prepare the foundation for a great success; but, like inventions, ideas which stand the test of practice are rare indeed.

Men who have that peculiar faculty which enables them to so apply old principles to new purposes as to produce a novel idea or method are the sort of inventors whom the world admires and rewards.

It is said that ninety out of every one hundred business men fail who continue in a given line for a term of years, and the majority of those who do succeed will tell you that a new idea which turned the current of their thoughts was the keystone of their prosperity.

IN no branch of the music trade industry is more attention being given to the value of window display than in the talking machine trade. As a matter of fact the window as a sales factor is a topic that is of continuous interest and one which is engaging the attention of the best minds in all lines of industry to-day. While it is only one of a number of factors that contribute to a store's success, yet it is a vital one, because the window is a continuous trade promoter day and night, and where the merchant gives it intelligent attention, it is bound to be a profit-maker. As someone said recently: Don't be afraid to be seen looking straight into your competitor's window and look deliberately, too, for you may there and then discover the real reason for his success, for in these days an attractively arranged window is almost too big an asset to set a limit upon.

When you see a whole front torn out of a comparatively new building, just to put in a new idea of a window, just make up your mind that that merchant is a smart one, and has discovered the value of a good looking window, and he doesn't care what he spends to build and dress it.

It will pay to make your windows look smart at any cost. Make people think they want what they never thought they wanted before, and they will want when they see attractive looking windows. Now, if you have well digested this fact, and put it into execution, you have conquered a big obstacle to success.

You should put your personality into your show windows, displays and your store, and make them represent you by having everything therein look neat, attractive and dignified.

DITSON
VICTOR SERVICE

For many years we have helped dealers to grow, not only dealers in Victor talking machines, records and supplies, but also dealers in Musical Merchandise and Sheet Music.

This experience is at your service and it is the kind that has been developed by actual service on the firing line.

So when you use Ditson Service, you secure the best. Let us talk over a "Fall Campaign" with you.

Oliver Ditson Company
BOSTON

Chas. H. Ditson & Co.
NEW YORK

The Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORY, ELYRIA, OHIO

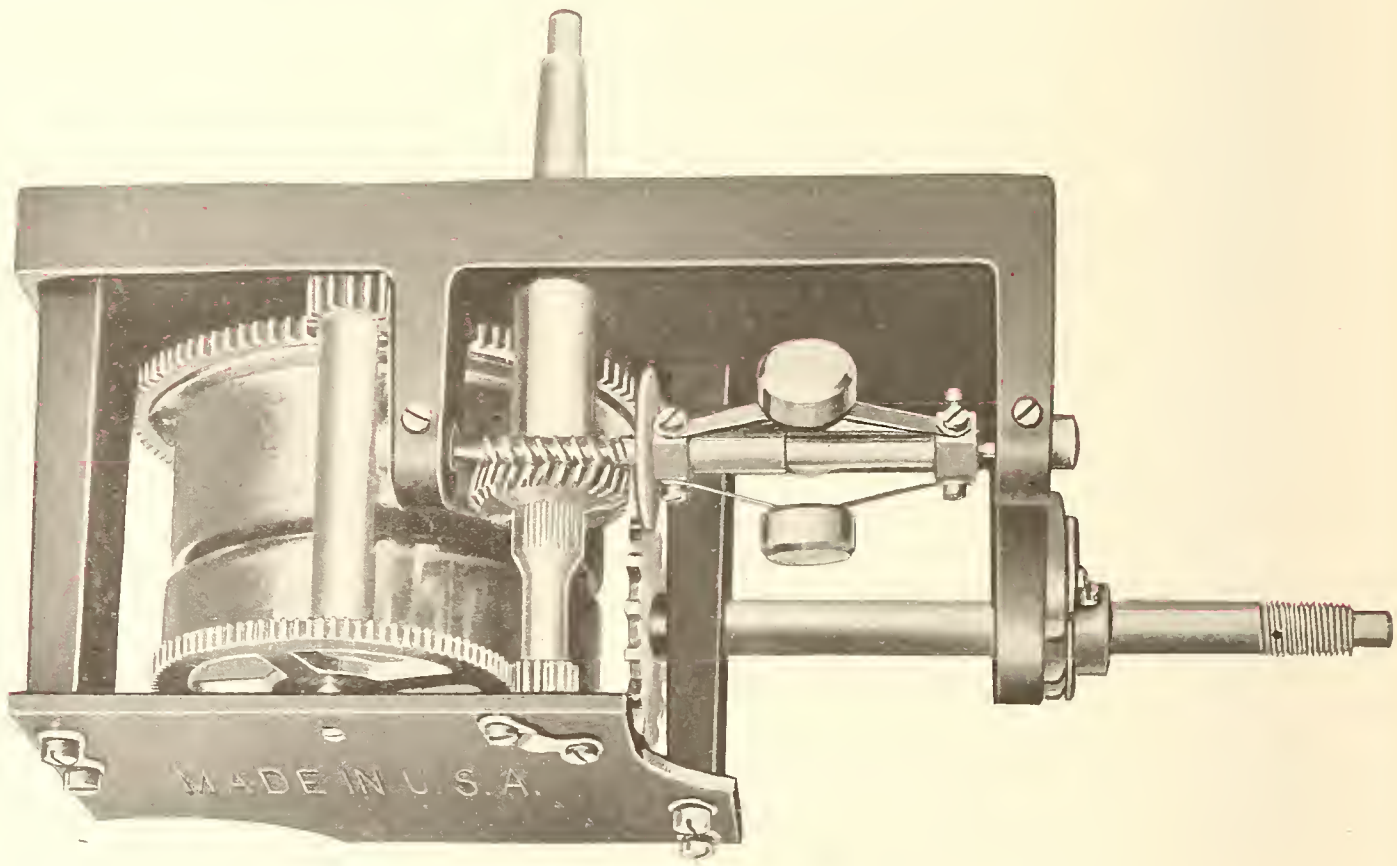
ANNOUNCES THE

Heineman Motor No. 3

1917 MODEL

Standard Motor for Floor Machines

Now Ready for Delivery



Two-Thirds Size of Motor

Some of its New Features

1. All bearings are hardened, burnished and polished.
2. Governor is fitted with thrust bearings.
3. Turntable shaft on end, burnished, polished and hardened.
4. Turntable with cast iron bushing riveted on.
5. Frame and spring barrels high grade japanned enamel, absolutely rust proof.
6. Lock washers under every screw.

Otto Heineman

President

The instrumental line of Columbia Double-Disc Records gains a marked increase in strength through the announcement of the first recordings by De Pachmann, master pianist. First recordings in the September Columbia list—out August 20th.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

BIG PERCENTAGE OF INCREASE IN PACIFIC COAST TRADE

Excellent Reports Made for First Half of Current Year—Labor Troubles Tie Up Shipping—New Sonora "Supreme" Model Displayed—Talking Machine Men Now on Vacation Bent—Remodeling Recital Hall of Edison Shop—Changes Among Sales Staffs—Other News

San Francisco, Cal., August 1.—The first half year reports in the San Francisco talking machine business show a considerable increase over the same period a year ago. Some firms report business over the entire Coast territory to be as heavy for the first half of the year as for the entire year of 1915, but on the whole it is perhaps unsafe to claim there has been more than a 25 per cent. increase. The greatly increased demand for records has helped most to swell the volume, and, of course, the number of cheap new machines on the market is largely responsible for the unusually heavy record sales. The summer months are not much brisker than normal in most of the local talking machine departments, but spring business was very good. Labor trouble in the shipping trades has interfered with business a great deal since the first of June and the trouble is not over yet, though the situation has eased up a great deal in the past two weeks. There was some car shortage due to the tying up of water shipping, but the talking machine trade has not suffered unduly. Leading concerns are still hampered by their inability to get sufficient supplies from the factories. This is vacation season and many dealers are away to the mountains or other summer retreats. Talking machines seem to be more popular for dancing at the summer resorts this year than ever before.

Displaying the Sonora "Supreme"

The San Francisco branch of the Sonora Phonograph Corp. has now on display one of the magnificent thousand-dollar phonographs, the "Supreme," at its Geary street sales rooms and it is attracting a lot of attention. F. B. Travers, manager of the company, has been spending a very pleasant vacation in the High Sierras this month.

A. R. Pommer an Enthusiastic Golfer

A. R. Pommer, head of the Pacific Phonograph Co., attended the national golf tournament at Del Monte, Cal., this month. His enthusiasm for the ancient and royal game is just as keen as ever.

O. N. Kruschke, sales manager of the Pacific Phonograph Co., is at present calling on the trade up the Sacramento Valley.

The Pacific Phonograph Co. reports business up to July first to be greater than for the whole of last year, with the best half of the year yet to come. The record business has been exceptionally good, but the sale of machines outstripped all expectations. The average price of the machines sold came to over $125.

Mrs. Edwards Back to Edison Shop

Josephine Edwards, who has been with the Pacific Phonograph Co., is now back on the floor of the Edison Shop. "It seems like home to be back here," she remarked, "and it is most pleasing to know that the old customers have not forgotten me." Mrs. Edwards has had a wide experience with Edison phonographs, having been with the Edison Shop previously and on the traveling sales force of the Pacific Phonograph Co. Last year she was in charge of the Edison recital work at the Panama-Pacific Exposition, playing the Edison diamond disc with the Kimball pipe organ. Here she attained considerable distinction by the high order of the entertainment she provided and won recognition as one of the ablest women in the talking machine field of the Pacific Coast.

Mrs. Norris, who was very popular as a demonstrator of the Edison phonograph, is no longer in charge of the recitals at the Edison Shop. In fact, the voice and phonograph recitals have been discontinued for the summer, though the weekly Saturday record recital is still given. Mrs. Norris is at present at Fresno.

Remodeling Recital Hall

The recital hall on the mezzanine floor of the Edison Shop is undergoing a radical transformation. Though beautiful enough before, it would seem, Manager Davis was not satisfied, and he has spared no expense to make the room a model for phonograph recital demonstrations. The little stage is being removed as the elevation interfered with the acoustics somewhat. By the addition of beautiful draperies and playing from the floor level, a better result is obtainable. The hall is being redecorated in delicate tints and the floor will be laid with a carpet of sea-green and blue shades. New draperies and upholstered chairs will be added also. And not only is the recital hall being reconstructed, but also the private demonstrating rooms. Each room, instead of being bare of wall and coldly business-like, is to be refurnished to resemble a cozy sitting room in a private home. Pictures will grace the walls, rugs relieve the shining hardwood of the floors and draperies and upholstered furniture will further lend a home aspect. Commencing in August daily recitals will be given at the Edison Shop.

Roger Haydock, of the Edison Shop, who has been visiting the laboratories of the Edison Co., in New Jersey, has returned to San Francisco.

Mr. Storms, of the Pacific Phonograph Co., is covering his territory in the Watsonville district.

In Charge of Dictaphone Department

Paul F. West, who has been for some years the San Francisco manager of the Royal Typewriter Co., and who has won a splendid reputation as a sales campaigner, is now in charge of the Dictaphone department of the Columbia Graphophone Co., Pacific Coast headquarters in San Francisco. Mr. West brought with him from the Royal Typewriter office three of his ablest assistants who are now devoting their energies and enthusiasm to the welfare of the Dictaphone. These persons are: Miss McKim, who had charge of the employment department of the Royal office; Mr. Matthews and Mr. Coombs, both of the sales force.

Fred A. Denison in the Northwest

Fred A. Denison, manager of the Columbia Graphophone Co., on the Pacific Coast, is making a trip through the Northwest this month for the purpose of visiting the various branches of the company in Seattle, Portland and other cities.

The local branch of the Columbia Co. has been handicapped by the non-arrival of goods from the factory. They are oversold on some machines and records.

J. J. Black, manager of the talking machine department of the Wiley B. Allen Co., allowed himself a vacation this month and spent the time at the Yosemite Valley. He came back greatly refreshed in mind and body.

W. S. Gray with Domestic Corp.

Walter S. Gray, who is well known in San Francisco as the former manager of the Columbia Graphophone Co., and who has been absent from the city for several months, has now returned as the Pacific Coast manager of the Domestic Talking Machine Corp., a Philadelphia concern. Mr. Gray is an old hand at the talking machine game and he will lose no time in establishing his new line in the Coast territory. The headquarters will be in San Francisco, but no definite location has been decided upon as yet. Mr. Gray intends to inaugurate a lively campaign for trade.

THE WIDNEY COMPANY

MANUFACTURERS OF

Turntable Felts

Our extensive stock and specially designed machinery enable us to offer you

Quality-Service Price

We also want to quote you on

Felt *and* Rubber Bumpers

May we submit estimates on your requirements?

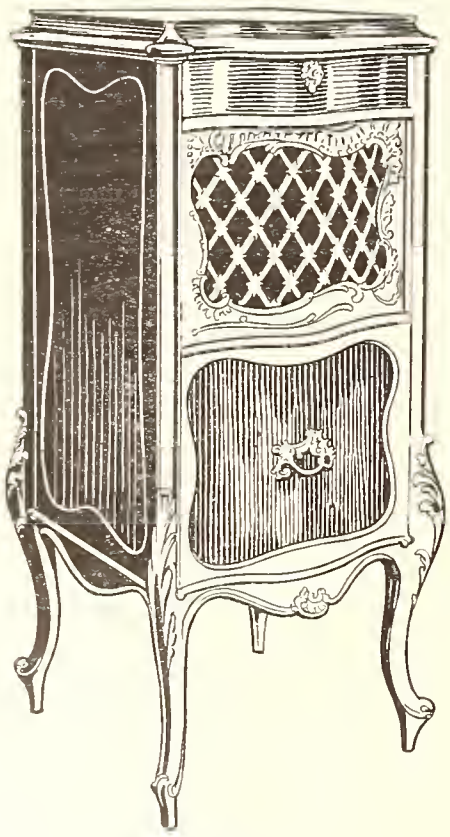
THE WIDNEY CO.
Patton Bldg. CHICAGO, ILL.

CHIPPENDALE
Official Laboratory Model

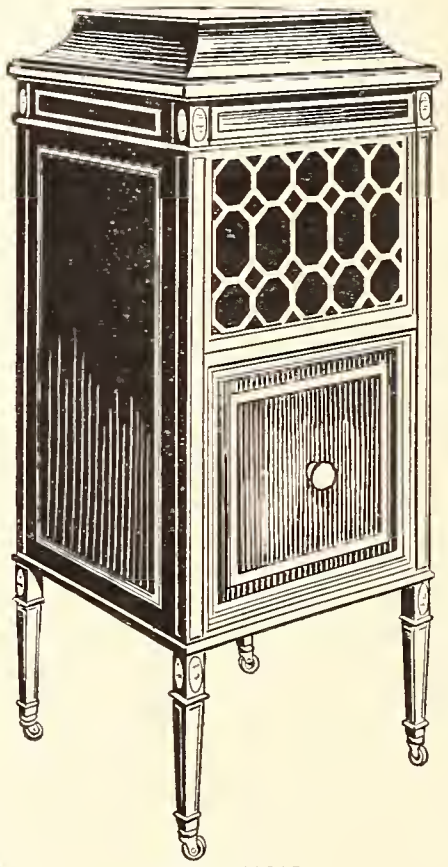
The NEW EDISON

is so far above mechanical mimicry that it has been accorded a place (by over two hundred of the leading music critics of America) among the finest musical instruments of all time.

The Edison dealer appreciates the fact that such prestige carries great weight with the public and is not slow to take advantage of it. The results are seen in a substantial and ever-increasing business from a clientele of the most cultured music lovers.



LOUIS XV.
Model B375



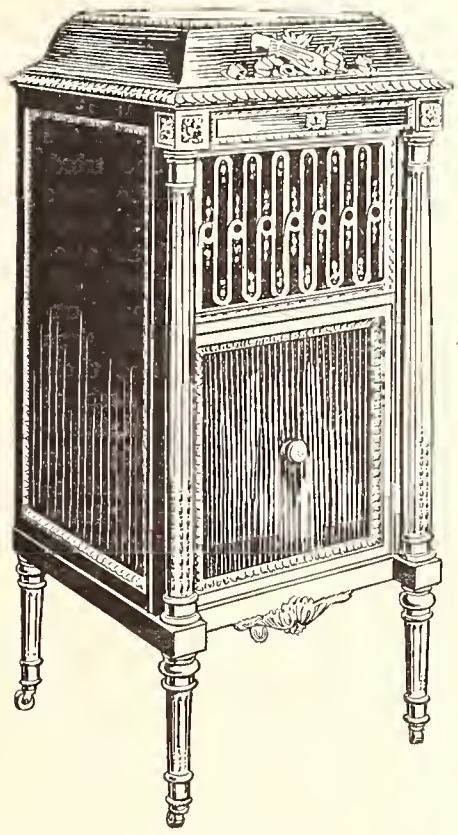
SHERATON
Inlaid
Model B275

The NEW EDISON

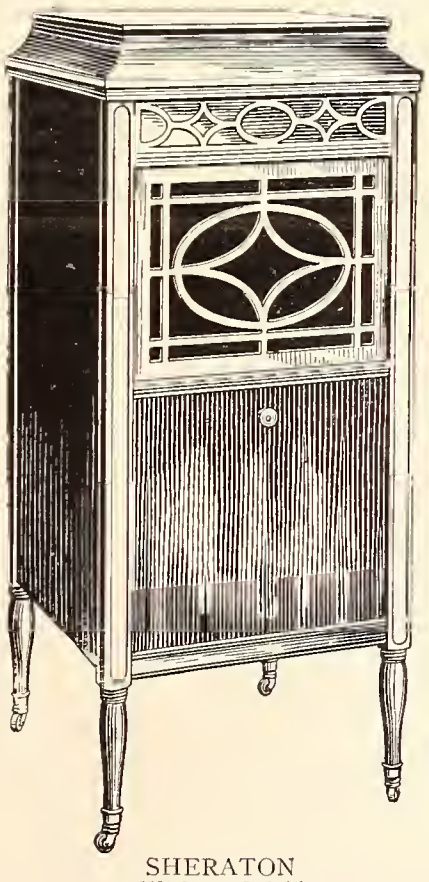
proposition to dealers is not hedged in by petty considerations that hamper and annoy the dealer until he is more concerned about the definition of his franchise than he is about his sales. The Edison dealer policy is as broad and comprehensive as we know how to make it.

When the Edison dealer proves by results that he is thoroughly cultivating his zone of operations, our response is such that, in all fairness, he could not ask more.

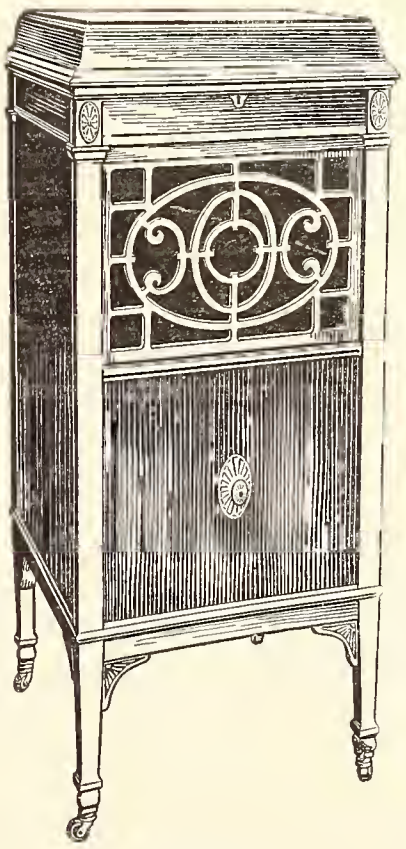
THOMAS A. EDISON, Inc.
279 Lakeside Avenue ORANGE, N. J.



LOUIS XVI.
Model B450



SHERATON
Without Inlaid
Model C150



ADAM
Model C200

THE TRADE IN BOSTON AND NEW ENGLAND

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

BOSTON, MASS., August 7.—It will come as welcome news to the talking machine trade at large that at last the dealers are waking up to the need of purchasing early their fall stock of goods. On several occasions this department has called attention to the dilatory attitude of dealers in this matter. Mention of it, it is true, was more or less inspired by some of the large distributors and jobbers who had tried, many times in vain, to impress upon the trade the necessity of placing their orders early. With this issue a new situation, and an altogether encouraging one, can be recorded. Already stacks of orders, as one large house expresses it, are on hand for delivery any time from now on into the fall. These find their way quickly to the factories and the rush of business reported from the home establishments is said to exceed for this time anything that the business has yet known. The indications, therefore, are for an enormous business this fall and winter and it will be sad sledding for those who have not got early on the band wagon.

Busy Times with Pardee-Ellenberger Co.

Manager Frederick H. Silliman, of the Pardee-Ellenberger Co., has not as yet found time to get away on a vacation, because, as he says, there is too much business, and it looks just now as though the house would be all sold out before fall. He adds that the firm is experiencing a regular Christmas rush and the indications are that with the present demand for goods keeping up there is to be a very large fall business. Mr. Silliman has one vacation consolation. He is enjoying week-end trips in his new automobile and this gives him a welcome respite from business. W. O. Pardee, head of the company, was over in town the other day and told your correspondent that he was planning to go to Chocura, N. H., about the 12th of the month.

Big Columbia Improvements Under Way

Improvements of a rather extensive character are again under way at the Columbia Graphophone Co.'s Tremont street quarters, and one wonders if there is ever to be an end to the changes. But they are demanded by the tremendous growth of the Columbia business, which is increasing surprisingly under the constant eye of Manager Arthur Erisman. At the rear of the ground floor there is a new record room being built which will ease the front of the store considerably as the records heretofore have been kept there. At the forward end of the floor new demonstration booths are being constructed and these are likely to be constantly occupied. With the three new ones there will be perhaps the largest number of booths of any talking machine quarters in the city. The foreign record department has about tripled in the past year, which is a good indication of the growth of business. Other alterations, too, are under way on an upper floor, which lately was leased to meet the growing demands of business. Manager Erisman, who has not taken a vacation for several years, left last night for Lake Sunapee, N. H., where he and his wife and child will remain for a few weeks.

Fred Erisman, brother of Manager Arthur Erisman, of the Columbia Co., is about finishing his two weeks' vacation. He has had as his guests at his new home in Winchester, his two brothers, Malcolm and Albert Erisman, both from Philadelphia, and they have been let in on the ground floor in seeing the wonders of Boston. A visitor at the Columbia quarters a week ago was W. C. Fuhri, the United States manager of the Columbia Co. Three new women have been added in the past week to the bookkeeping department of the company.

M. Steinert Co. Happenings

With a well-organized force, Manager Arthur Royer, of M. Steinert & Sons Co., is able to despatch business at a rapid rate these days. System is his watchword and it is seldom that the machinery of business needs oiling in his offices and warerooms. Manager Royer returned a few days ago from Connecticut, where he visited several cities on a business trip. He tells some great stories of the prosperity of the manufacturing centers of that State, where the manufacture of war munitions has been a tremendous stimulus to business activity. He remained home only a few days when he started off in his car for Canada, where he and his family have spent their vacation for several summers. Mr. Royer will go to Murray Bay and several of the places along the St. Lawrence river.

New Ditson Building Under Way

The old building on the site of which the Oliver Ditson Co. is about to put its new structure is finally razed and definite building operations will now be begun. Manager Henry H. Winkelman, of the Victor department, is eagerly looking forward to the time when he will be occupying his new quarters, which promise to be wonderfully well adapted to his growing Victor business. Mr. Winkelman is planning to go on his vacation the latter half of August and will take his family to Maine. Otto A. Piesendel, Mr. Winkelman's valued right-hand man, is already away at Long Beach, Gloucester, where his family preceded him.

Closed Excellent July Business

There was a very good July business in both Edison and Victor goods at the warerooms of George Lincoln Parker, besides many prospects ahead. Manager John Alsen thinks that the prospects are good for a large fall business. A scarcity in the receipt of machines is what constitutes the element of worry just now. Mr. Alsen left a couple of days ago for Southport, Me., where he is to be the guest of the Eastern Talking Machine boys at their cottage, "'Tis Ours," where they have enjoyed themselves for several seasons.

Activity with the Eastern Co.

Speaking of the Eastern Co.'s boys, the first contingent already has left for the Southport camp, these being Ed Welch and Jerry Spillane. As the warm weather is again upon us, they are going away in the nick of time. These boys will constitute a merry bunch.

Business at the Eastern Co.'s Tremont store is all that had been anticipated for July. Manager Elton Taft's son, Elton, Jr., who is a student, is in the store this summer getting some business experience. He will go back to school at the beginning of the fall season.

A Visitor from Montreal

Harry Brown, who is pleasantly remembered in Boston when he was with the Eastern Talking Machine Co., is expected in town about the 12th of the month. Mr. Brown has been located in Montreal for the past few years, where he has been able to build up a splendid business. George Reese, who is associated with friend Brown, was a caller on the Boston trade last week.

Alterations at the Osgood Co. Establishment

The Victor, Edison and Columbia departments at the furniture store of the C. E. Osgood Co. are being extensively remodeled and redecorated, and in a week or so it will be in handsome shape to welcome customers. Manager Chester J. Sylvester has watched carefully the details of remodelling and has decided on a

RE-CREATION—Edison's New Art, has secured for the New EDISON Diamond Disc Phonograph the stamp of unqualified approval from the cultured music lover who turns a deaf ear toward anything that smacks of mechanical reproduction—the critic who will have nothing short of the actual RE-CREATION of musical sound. Added to this is the fact that every Edison dealer has plenty of "elbow room."

(From a recent advertisement by Thomas A. Edison, Inc.)

We can add to, but not strengthen the truthfulness and accuracy of the foregoing. We can say, however, that two P-E Services are at your disposal—each a separate organization of post-graduate experience.

THE PARDEE-ELLENBERGER CO., INC.

Edison Jobbers for New England, with complete wholesale offices at

BOSTON and NEW HAVEN

scheme of white and old gold for the wall-finishing interior. There is a new Colonial entrance, which is flanked with white Corinthian columns, which give quite an imposing effect. Mr. Sylvester, who is spending the summer at Winthrop, will go on his vacation the latter part of August and will take with him his brother, Roy, who is with the Columbia Co. Louis Samuels, of Manager Sylvester's staff, is taking his vacation in Montreal. The summer business thus far in this department has been very satisfactory.

Expanding Its Department

The large furniture store of A. McArthur & Co. is largely increasing its Columbia and Victor departments and four soundproof rooms are being added to the equipment. The department is being removed to near the main entrance, so that no customers entering the store can escape coming into immediate contact with it.

Enjoying Increased Facilities

With increased facilities for handling business, the talking machine department of the Iver Johnson Sporting Goods Co., at 155 Washington street, is making marked progress. Manager Arthur W. Chamberlain is just now on his vacation at New Found Lake, N. H., where he has been for several seasons.

Nelson Furbush on Vacation

Nelson Furbush, of the Furbush-Davis Co., on Boylston street, is making an extended visit at his father's farm in Freedom, N. H. Mr. Furbush became ill while attending the New York convention and ptomaine poisoning developed which kept him confined to his home for several weeks. He will return to town the latter part of August.

Steinert's Camp Scene Window

A camp scene with all the accessories for a pleasant week-end rest is being shown in the Boylston street windows of the M. Steinert & Sons Co. There is the tent with a comfortable looking cot inside, fire and cooking utensils, canoe and gun. The expression of the man standing by the tent tells of pleasant memories and equally happy anticipations. Of course, a camp is not complete without a talking machine, so here is a Victor.

Larger Vocalion Quarters

Business at the Vocalion headquarters keeps right along despite summerish weather. Manager R. S. Hibshman is about to branch out in a larger degree and his company has leased the whole of the building it now occupies, and will carry the Weber pianos, in addition to the Vocalion phonogragh.

SELLING HIGH-PRICED GOODS PAYS

Letters from Two Competing Dealers in One City Offer Proof of Fact to A. C. Erisman—Imparts Some Excellent Sales Advice

BOSTON, MASS., August 7.—Two letters of more than passing interest from Columbia dealers in the same city were received recently at the office of Arthur C. Erisman, New England district manager for the Columbia Graphophone Co. One read: "Send us some more 200's, also some 225 E's. These higher priced machines are our very best sellers." The other read: "We have a $200 machine we want to exchange for four 50's—send us some small machines in exchange for the higher priced instrument, our trade won't purchase anything beyond $50 or $75 models.

Naturally dealer No. 1 was making the big profits in that particular city. Mr. Erisman, carefully weighing the letter from dealer No. 2, immediately wrote him a letter which brought the following reply the next day: "Your letter received—along the line of your suggestions we sold the 200 and took an order for another. We will make it a point to talk these high grade machines. It pays."

In view of the above it is interesting to read Mr. Erisman's letter, which was as follows: "Our Boston sales force are adepts at selling 'de luxe.' As salesmen, no doubt every one of you Columbia dealers is equally adept. All you need is a hint.

"We never ask a man what priced instrument he wants. We take him immediately to a specially displayed 350. Record A-1735 is kept on this machine for demonstration. We play it at once and no time is allowed the customer to talk price. The salesman shows the fascinations

Arthur C. Erisman

of this style instrument. He talks of the enormous tone chamber, artistic design, delights of such an instrument in the home and at this point (one always being in his pocket) produces an order book and pencil. The salesman who attacks the day's duties without an order book does not deserve the title. Produced at the right time in the right way it will win many a battle.

"At this point we mention the price—$350—and compare it with the $500 or $600 the man would pay for a piano, pointing out that the $350 purchases the very epitome of perfection in a Grafonola. Also it is pointed out the Grafonola brings 'all the music of all the world.' If a customer says here that $350 is more than he cares to pay at present we have a 200 or 225-E flanking the grand and offer these types with the privilege of exchange for a grand within ninety days—and nine times out of eleven we sell at the very least a 110 or 150 and very often the 200 instead of a 35 or 50."

Mr. Erisman's letter as quoted above is worthy of close attention in view of the fact that he has achieved unusual success with the higher priced machines. From his very first entrance into the talking machine business he realized that concentration on the sale of the better class of machines would pay handsome dividends all along the line.

As Mr. Erisman has often pointed out to his associates and the Columbia dealers in his territory, a $200 or $150 machine in the home will mean a better satisfied customer, will raise the standard of record sales, will prove a thousand fold better advertisement for the dealer's store, and a lot more money for the dealer.

FORREST GIVING VICTOR RECITALS

LAWRENCE, MASS., August 8.—J. J. Forrest, Victor dealer of this city, has been attracting considerable attention to his establishment by giving informal concerts, featuring selections by local artists, together with a carefully chosen program of Victor records. Mr. Forrest pays particular attention to the records which he uses at these concerts, in order that the audience may obtain some idea of the unlimited scope of the Victor repertoire. A recent program featured Victor records made by John McCormack, Sousa's Band, Caruso, Fritz Kreisler, the Victor Orchestra and the Peerless Quartet.

The Secretary of State at Wilmington, Del., granted a charter of incorporation last week to the Metronola Phonograph Co., which will make and sell talking machines.

Needle Questions

1. Who made the first needle?
2. Who makes the most needles?
3. Who has the largest needle factory?
4. Who makes the best needles?
5. Who uses special needle steel?
6. Who does the biggest export needle trade?
7. Who shipped 63,000,000 needles in 10 days?
8. Where should I buy my needles?

Eight Questions and ONE Answer

↓

W. H. BAGSHAW

LOWELL, MASS.

Columbia Record Prestige
Columbia Record Demand

Once in a while it is profitable to take a sort of inventory
the *reasons* that justify the prestige that everybody recognize

We have reason to be well satisfied that the one word *"tone*
explains it all—coupled with our very successful policy of issui
"All the hits while they *are* hits."

Take our dance records: *You* as a dealer know better than anyone else that in tone, as well as in time and rhythm, they are unsurpassed.

Take any one of our instrumental trios: What but pure, perfect *tone* made this instant and permanent success?

Take our unmatchable talking records: "Cohen at the Telephone," or any of the others. Had you any idea that ***talking*** records could take hold in such extraordinary fashion?

Take our recordings of the violin: Has the violin ever before been anything like so faithfully reflected?

And in musical novelties: What a hit was made by our Hawaiian music, and how the Marimba records sold and resold!

It's the *tone* of such records as these that has made the presti
—and prestige *is* demand.

And the demand for Columbia Grafonolas and Columbia Doubl
Disc Records has been increasing so rapidly that the bare figur
—80%, 100%, and now 200% increase over a corresponding peri
of the past year—are enough to convince any shrewd buyer a
seller of merchandise that the demand is healthy, natural and d
pendable and growing even stronger every week.

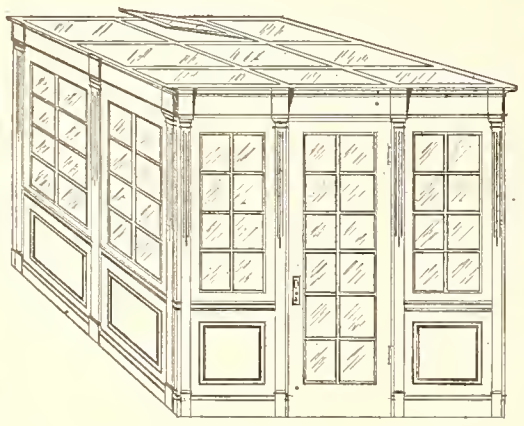
Columbia Graphophone

Woolworth Building, New York

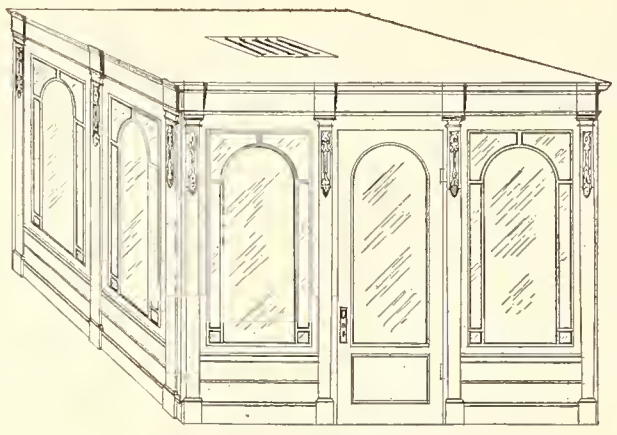
NO other trade-mark means so much to music lovers as these Columbia music notes. They are more than a commercial trade-mark — they are a symbol. Trade on this trade-mark—Note the Notes.

npany

VAN VEEN "BED-SET" SECTIONAL BOOTHS



STYLE "A"



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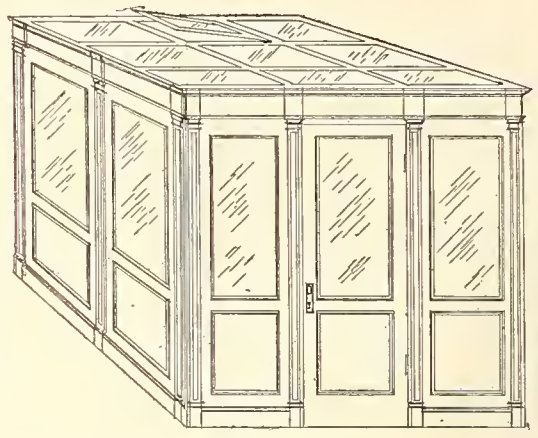


STYLE "C"

Van Veen Bed-Set Sectional Booths can be erected as easily as a bed (no skilled labor required). Booths shipped on short notice *anywhere*. Room sizes any multiple of 3 feet. High grade finish, will match your sample if desired. Sound proof construction. Mail your requirements for prices and descriptive circulars. We design and build complete interiors.

ARTHUR L. VAN VEEN & CO., Marbridge Bldg., Broadway and 34th St., New York

INDIANAPOLIS TRADE VERY ACTIVE

Hot Weather Does Not Affect Talking Machine Business in That City—Dealers Placing Big Orders for Fall—What the Various Concerns Have to Report Anent Conditions

INDIANAPOLIS, IND., August 3.—In spite of all the freakish turns the weather has taken, the local talking machine dealers are still coming along with reports of "better business than ever." And that is saying something, considering the fact that the past month of July was the second hottest month in the history of the weather bureau here.

There has, of course, not been a brisk demand for the higher priced machines, but the sales of the lower priced machines have kept up the total business.

The wholesalers all report that they are filling many summer orders from dealers who learned last year the folly of trying to get orders filled during the rush of the winter months. Walter E. Kipp, of the Kipp Phonograph Co., distributors of the Edison, says the last month showed a tremendous increase over July, 1915, and that the biggest worry continues to be the difficulty in getting shipments fast enough from the factory.

A. W. Roos, local manager for the Columbia Co., has rented the storeroom next to the Columbia store for the purpose of maintaining a larger stock to supply the dealers who do not buy direct from the factory. Mr. Roos has secured many summer orders from his larger dealers, among them being the D. Sommers Co., which has been pushing the Columbia machine strongly.

Mr. Roos has not fully recovered from an injury he received when he fell in the street and injured his leg several weeks ago. The accident occurred in front of a recruiting station, where Mr. Roos had lent a Columbia machine, and friends of Mr. Roos say that his attention was so fixed on the machine that he failed to see the curb. Mr. Roos reports the dictaphone business for the last month as establishing a new record for Indiana, with the talking machine business at least 125 per cent. more than July, 1915.

Frank Carlin, of the Carlin Music Co., in speaking of the talking machine business, said that he was surprised at the way the business keeps up through the hot weather.

Arnold E. Pfeiffer, manager of the Starr Piano Co., is featuring the Starr phonograph in window advertising and is getting results. At the Pearson Piano Co. it was reported that the talking machine department was keeping up its record. Victor machines and records swelled the sales record for July at the Fuller-Wagner Music Co.

E. L. Lennox & Co. reports the business in Victrolas and Edisons continues good. The Rex Talking Machine Co. is doing considerable advertising in the "movies" and with good results.

At the Aeolian Co., the Vocalion is coming right along and it is expected to be one of the leading sellers this fall.

M. P. Tobin, of the Pathé Phonograph Co., reports that his men continue to bring in contracts with live dealers all over the State. Among those signed recently are the W. A. McNaughton Co., of Muncie; Frank A. Brown, piano merchant at Logansport; The Osbon Dry Goods Co., of Noblesville, and the Iroquois Drug Co., of Marion, Ind.

The McNaughton Co., which runs one of the largest department stores in the State, will handle the Pathé exclusively and is devoting considerable space to the talking machine department, which is under the management of Prof. Harry Paris.

At the Stewart Talking Machine Co., jobbers of the Victor line, business continues good. Emerson Knight, advertising manager, and the sales force are passing some of their time these hot days joking with E. W. Fortiner, one of the Stewart salesman, who, they say, has developed the golf fever to such a degree that he is likely at any time to stop talking about Victrolas and begin telling of his latest exploits on the green. Fortiner, however, insists that the better the golf player you are, the better the salesman you are, and he is not letting jokes bother him in the least.

Quick Service for Victor Dealers

There's no lost motion in our organization—no red tape methods in our order department. Everybody here is ready and eager to help you to do business. When you want something in the Victor line right off, get in touch with us.

Telephone to Steinert's
Oxford 1330

Remember that we have the largest and most complete stock of Victor records in New England, and that it is yours to command.

M. Steinert & Sons Co.
35 ARCH STREET, BOSTON

NEW FILING AND INDEXING SYSTEM

A new system of filing and indexing records has just been introduced by Henry Rosenberg, 14 Wooster street, New York. This system which is known as the "Indexo" phono record holders consists of a set of specially constructed holders which may be stood on edge in the racks or laid in piles on shelves of the cabinet. Each record is filed in a separate holder, and the names of the records may be written on the individual holders, making for maximum convenience in every way.

B & H FIBRE NEEDLES

Announcement

THE B & H Fibre Manufacturing Company, *Sole Owners, Patentees and Manufacturers* of the *Fibre Needle* are now in a position to supply their specialty to such of the trade as are not now ordering from the Victor Talking Machine Company or the Columbia Graphophone Company.

The *Fibre Needle* is today a part and parcel of the Talking Machine and Phonograph.

Its place among needles is unique, in that its specific performance is different and quite separate and apart from any other.

The *Fibre Needle* has no competition—it is in a class of its own.

It has been proven to be the only needle that does not injure the record—that eliminates "surface sound" and produces a "round tone."—*Three Facts to be Remembered!*

The *Fibre Needle* has never failed to repay the dealer, in terms of increased profits and prestige, for all efforts expended in familiarizing his customers with its many advantages.

B & H FIBRE MFG. CO.

33 & 35 W. Kinzie Street **CHICAGO**

ACTIVE CONDITIONS PREVAIL IN KANSAS CITY TRADE

Dealers Who Attended Jobbers' Convention Enthusiastic Over Good Results It Produced—Governmental Safety Exhibit Train Carries Grafonolas—May, Stern & Co. Department Remodeled—Blackman Heads Music Committee of Advertising Club—General News

KANSAS CITY, Mo., August 4.—A. A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., returned the morning of July 28 from the trip he made following the convention of talking machine jobbers. He was accompanied on this trip by E. C. Rauth, of St. Louis. They went up into Canada, where they had a pleasant visit with the Berliner Gramophone Co., at Montreal, and with other dealers and jobbers in talking machines. Coming back to Detroit, they took the boat trip thence to Chicago. Mr. Trostler is enthusiastic over the convention and the good it did. W. E. Lyman, his assistant, efficiently managed the department during Mr. Trostler's absence.

C. J. Schmelzer, president of the Schmelzer Arms Co., who attended the convention of talking machine jobbers, left Kansas City shortly after his return from the East for Colorado, where he will take a short vacation.

The nine cars in the safety exhibit of the United States Government were on side track at Kansas City, two days recently. Each car is equipped with a Columbia Grafonola, and the men made a bee line for the Columbia shop in Kansas City. Mr. Standke, manager of the retail store, had called at the train as soon as it stopped, and inquired as to their needs. They wanted records. And they stocked up with almost a complete new line. The machines have been a great treat for the men with the train, and are kept going most of the time. The music helps the men at the work of cleaning the cars; solaces the lonesomeness of trips, and assuages the boredom of long waits at small towns. The train is going westward again, and these hot days and nights the Grafonolas are expected to make life bearable.

E. E. McMurtry, manager of the Kansas City branch of the Columbia Co., went on his vacation August 1. It was to be a short one, less than a month. He expected to find some cool spots in Estes Park, Colo.

Grant Pauley, a partner in the Kroh Music Co, of Muskogee, Okla., visited the Columbia store in Kansas City on his return from a trip East that had included the Elks' convention. Mr. Pauley is the impressario of Muskogee, and has brought nearly all the great artists there. He arranged for some on this trip. The Kroh Co. handles Grafonolas in Muskogee, and the visits of the great artists are used, with the distribution of Grafonolas, to build up in this city a desire and appreciation of music that is really wonderful.

E. S. Hall, of the Hall Music Co., has found the summer dull only in spots, for the talking machine and record trade; his sales of Victrolas has exceeded expectations.

John F. Ditzell, manager of the talking machine department of the Geo. B. Peck Dry Goods Co., with Mrs. Ditzell, has returned from the jobbers' convention and several side trips. They visited New York, Syracuse, Washington, Philadelphia, Cleveland and Chicago, in each city inspecting the talking machine departments of the big stores.

The report was given recently of the sending of talking machines and records to the soldiers from Kansas City from the talking machine department of the Geo. B. Peck Dry Goods Co. The machines and records were gifts from Kansas City people to the soldiers, and were purchased at the Peck store—not given by the store.

Charles M. Robertson, in charge of the talking machine department of May, Stern & Co., is delighted with the new arrangement of the department. The present location is near the elevator, and two rooms have been provided besides equipment and decorations far ahead of those in the previous location in the store. The business has responded to the improved surroundings.

An addition to the Victrola department of the Jones Store Co. is Thomas W. Ivey, recently in the phonograph department of the North-Mehornay Furniture Co., and previously with the Southwestern Talking Machine Co., of Dallas, Tex.

Harry B. Bibb, manager of the Victrola department of the Jones Store Co., had to scramble this summer to provide vacations. Indeed, instead of reducing the number of employes, he had to find extra help for the record section. In the large business done the more expensive machines predominate.

The Wunderlich Piano Co. accepts the summer dullness philosophically, and while keeping up its usual pace of advertising and providing attractive windows, has not spread out. "People do not want to stay indoors and listen to new records," said one connected with the firm. "No use fooling ourselves."

Music was an important feature of the annual picnic of the Jones Store Co., at which this year more than 2,000 employes were present. The store closed for the afternoon. Harry B. Bibb, manager of the talking machine department, was a member of the dance and the music committees.

The talking machine department of the Geo. B. Peck Dry Goods Co. is planning an extensive campaign of advertising, which will probably exceed any of the previous ones. The company is also planning to extend its service in an educational way this fall and winter, when school is in session, and to give the pupils and teachers the fullest co-operation towards the knowledge of and appreciation of good music.

M. M. Blackman, manager of the Edison Shop, of Kansas City, has been appointed chairman of the music committee of the Kansas City Advertising Club.

E. E. Trower, of the E. E. Trower Music Co., distributor for the Kansas City territory of the Pathephone, has made fine progress in the organizing of the district. The company has its salesmen out, who are locating the Pathephone in many of the best cities. Mr. Trower reports conditions favorable and collections especially good.

William Volker, a large wholesaler of curtains, draperies, floor coverings, furniture and hardware, in Kansas City, is now handling the Knabe Crystola over all the territory that the firm covers with its salesmen.

W. E. Rupe, manager of the Starr Piano Co.'s Kansas City branch, with Mrs. Rupe, has gone on a vacation to Grand Rapids. They will return by way of Richmond. The trade at the Kansas City branch has been excellent in phonographs and records this summer.

Miss Minna C. Lee, who has been with the Kansas City branch of the Starr Piano Co. almost since its establishment, was married July 8 to Mr. C. R. Olson.

J. D. McKenzie, representing the Playerphone, was in Kansas City recently, visiting the agents in this territory, the Architects' and Engineers' Supply Co.

COLUMBIA RECORDS BY DE PACHMANN

The Columbia Graphophone Co. is announcing in its September supplement the first records by Vladimir De Pachmann, the world-famous pianist, who has achieved international renown as an interpreter of Chopin's music. The selections played by De Pachmann for the Columbia library include Liszt's famous "Polonaise-Cadenza" and Chopin's Etude, Op. 25, No. 3, No. 3 in F Major and Prelude Op. 28, No. 16 in B Flat Minor. The splendid piano tone of these records has won considerable praise from pianists who have visited the Columbia laboratory and heard them.

We Fill Your Orders

Records:

You cannot afford at this time to be without the services of a Jobber who guarantees to fill your orders.

ECLIPSE

Machines:

Almost daily shipments by the Factory and by concentrating our efforts enables our extending unequaled service.

Cleveland is the logical Center between New York and Chicago and our Shipping Facilities are unequaled. You save Time, Increase your Profits and reduce operating expenses.

A TRIAL WILL CONVINCE

ECLIPSE MUSICAL CO., VICTOR Distributors

CLEVELAND

They are telling us that the recordings by the Taylor Trio are among the fastest money makers in the Columbia Instrumental list. Are *you* taking advantage of this?

(Write for "Music Money", a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

TALKER TRADE IN CANADA SHOWS STEADY PROGRESS

Columbia Sales Constantly on the Increase, Declares Ralph Cabanas—Pathé Frères Pathephone Co., of Canada, Ltd., Organized to Distribute Pathé Goods—General Expansion in the Trade Through the Entrance of Many New Wholesale and Retail Dealers

TORONTO, ONT., August 5.—Among the few representatives from Canada who visited New York recently was Ralph Cabanas, manager of the Canadian division of the Columbia Graphophone Co., with headquarters in this city. Mr. Cabanas had only returned from his Western trip a few days when business required his presence in New York, where his family had gone while he was absent in the West. Activity in the talking machine trade in the United States he thought to be just as pronounced as in Canada, with the various manufacturers making abnormal efforts to take care of the dealer's demands. Mr. Cabanas is quite elated with the continued increase in Columbia sales in Canada and the prospect of his firm catching up with sales at an early date.

R. P. Newbigging, head of the Newbigging Cabinet Co., Ltd., of Hamilton, who visited New York recently, speaking of the talking machine trade, said: "Everything points to a very busy fall trade in the United States and that will likely mean a shortage for Canada.

A new firm was organized and incorporated with an Ontario charter to distribute and eventually manufacture Pathé lines in Canada, under the name and style of the Pathé Frères Pathephone Co., of Canada, Ltd. The headquarters of the company are at 215 to 219 Victoria street, Toronto, a five-story brick block owned by W. J. Craig, who is managing director of the new corporation. Associated with Mr. Craig on the executive staff are James Malcolm and N. G. Valiquette, of Montreal. The latter has one of the largest and most successful retail furniture and furnishing houses in Canada. Mr. Malcolm has old established and progressive furniture manufactories at Listowell and Kincardine. The firm, of which he is the head, was established many years ago by his father, the late Andrew Malcolm, of Kincardine, and a former member of the Ontario Legislature. This firm is rated among the most advanced furniture manufacturing establishments in the country, and has a wide reputation for up-to-dateness. Mr. Craig, who will be the active head of the new concern, has had a long career in the furniture industries in Canada, in which he is well known and has made an unqualified success. For many years he has handled the products of the best Canadian factories in addition to imported lines. He maintains permanent show rooms in his building on Victoria street, Toronto, where the headquarters of the Pathé Frères Pathephone Co., of Canada, Ltd., are located. The management of the Pathephone and record business is vested with Henry Pratt, formerly on the selling staff of the R. S. Williams & Sons Co., Ltd., and latterly in charge of the retail phonograph department of Frank Stanley. While it is the purpose to manufacture in Canada, Pathephones and records are in the meantime being imported from the factories of the New York concern, with which the new firm is linked up with as well as the parent firm in France. Referring to the prospects for doing business Mr. Pratt stated to your correspondent that so numerous have been the inquiries for agencies even before they were ready to make any definite announcement that they have been unable to take care of them all.

To be prepared for the fall rush and in line with their policy of service, the Music Supply Co., of Toronto, has leased additional wareroom space in order to handle a larger stock of Columbia Grafonolas than they have ever carried. Having in mind the shortage that has existed and the increased demands that it is confidently expected will be made on the talking machine trade this fall they have placed unusually heavy orders in the hope of being able to accumulate stock in advance to take care of early fall deliveries. The Columbia factories are gradually catching up with orders and hope to be in a position by the end of the summer to fill all orders immediately.

Otis C. Dorian, assistant manager of the Columbia Graphophone Co., Toronto, is among the members of the music trade spending a vacation in the "Highlands of Ontario."

I. Montagnes, of I. Montagnes & Co., Toronto, the Canadian distributors of Sonora phonographs, has returned from a visit to the Sonora factories at New York. Mr. Montagnes was well pleased with the goods he was able to secure for immediate delivery which, he states, will take care of orders.

C. R. Coleman, late manager of the R. S. Williams & Sons Co., Ltd., branch, at Montreal, has returned to his home city of Toronto, where he is now manager of Thos. Claxton, Ltd. The latter firm is retailer and wholesaler of musical merchandise and has an extensive trade, featuring Edison and Columbia lines.

The home of J. D. Ford, the energetic and popular manager of the R. S. Williams & Sons Co., Ltd., retail phonograph department, in this city, was favored by a recent visit from the stork, who left a miniature edition of the head of the house.

The demand for the first recordings of Florence Macbeth has been exceptionally good.

The A. A. Langford Co., London, Ont., has taken on the representation of the Sonora.

JOINS COLUMBIA AD STAFF

Charles Wm. Wolfe, for five years a member of the advertising division of the Corn Products Co., has recently joined the advertising staff of the Columbia Graphophone Co., New York.

INDIANA VENEER & PANEL CO.
HOOSIER PANEL CO.
NEW ALBANY, IND.

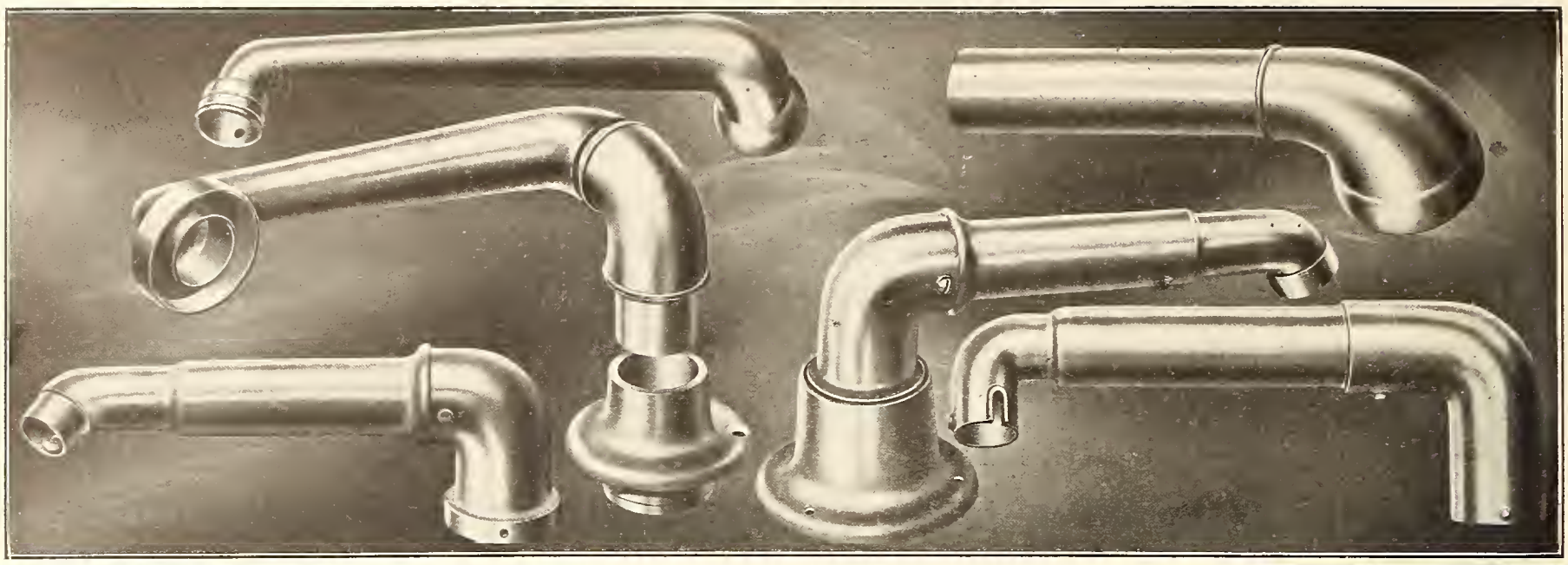
Two modern Panel Plants under one efficient management.
Four years' experience as manufacturers of complete

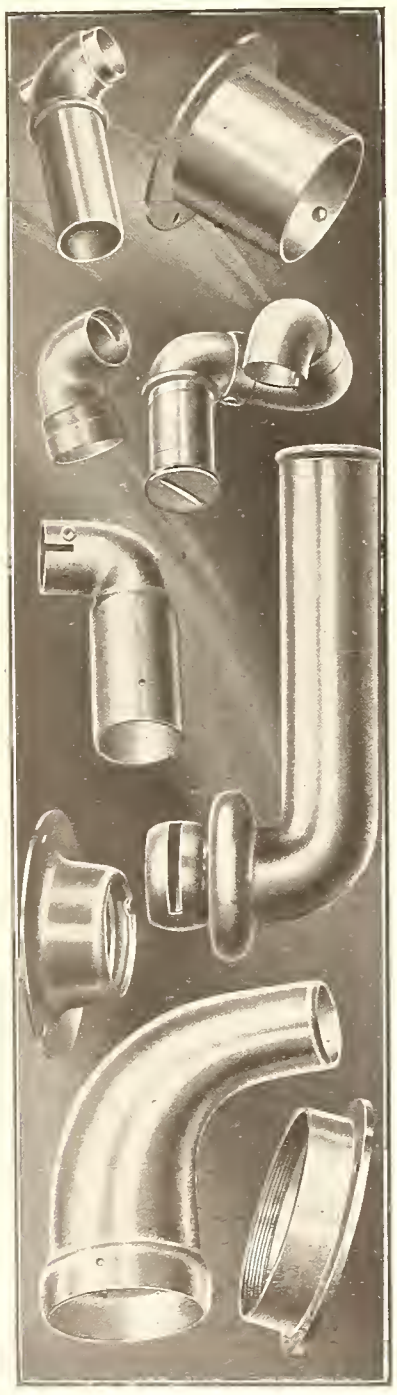
Phonograph Panel Work
ALL WOODS

Large quantities figured African Mahogany; Quartered White Oak and American Walnut carried at all times. Prices quoted per complete cabinet on various models including all panels. Orders or contracts taken for so many cabinets of various models per week or month.

Shipments made in complete sets cut to size and sanded. Such advantages eliminate much detail from your office and factory and enable you to increase cabinet production which means additional profit.

Write for more complete information or have our representative call and name prices on your various models and explain the advantages of our system.





These Pictures Tell a Story

The story of *quality*.
The story of *unfailing accuracy and uniformity*.
The story of *lightness and strength*.
The story of *large production and prompt deliveries*.
The story of DIE-CASTING SERVICE.

Specify

Acme Die Castings

for all-around satisfaction in Talking Machine parts. There can be no finer product. Acme Die Castings are made by an organization of practical men who have had years of experience in Phonograph work, and who have developed special machinery and compounded special metals for obtaining *unusual results* in die casting.

Tone Arms and Sound Boxes cast the Acme way will give you what you must have—light weight on the record, due to thin but strong and uniform walls.

We can meet exceptional requirements and save you a large percentage of the cost of parts which have to be cast and machined or made from tubing. Acme Die Castings are ready to plate or assemble when you receive them—and you get them when you want them, and in the desired quantities.

Consult Our Engineers

They are ready to help you realize the utmost benefit from the Die Casting Process.

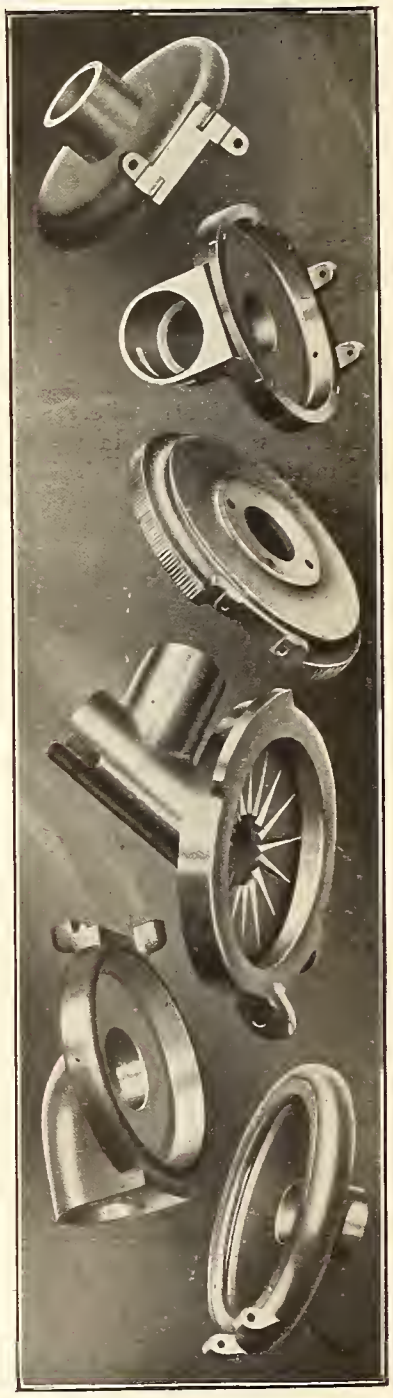
Acme Die Casting Corporation

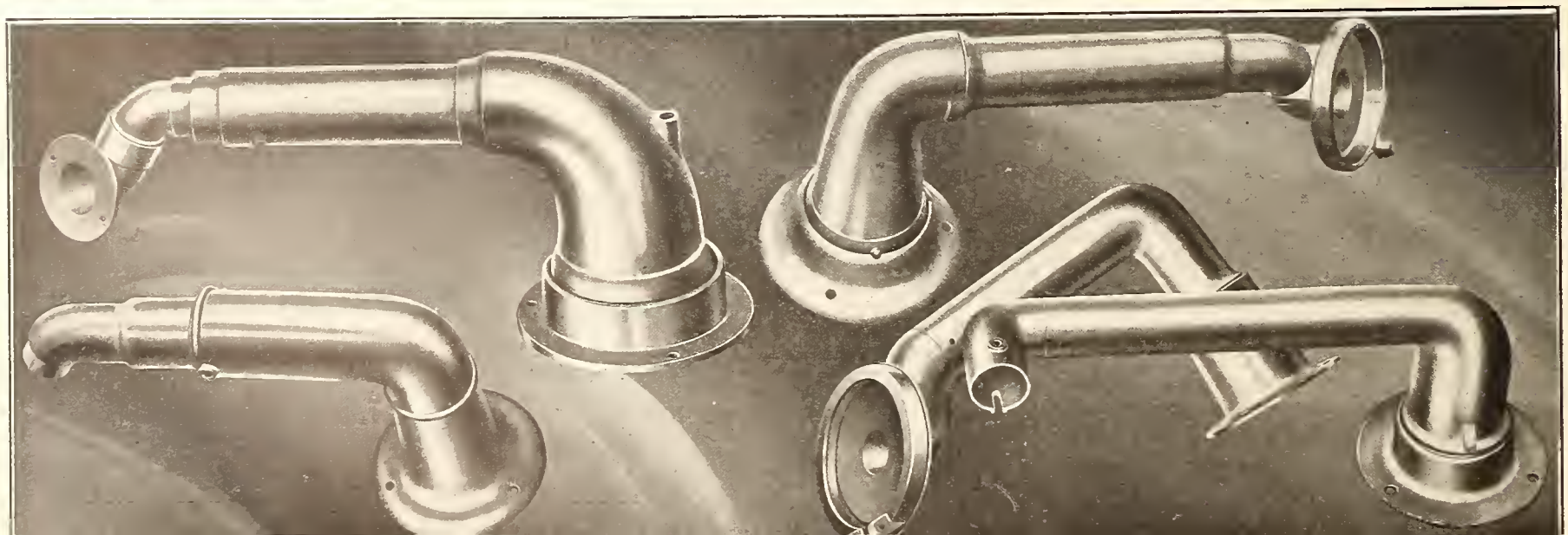
TRADE MARK

Bush Terminal Bldg., 35th St. and 3rd Ave.
Brooklyn, N. Y.

Sales Offices:

Boston—176 Federal Street
Detroit—965 Woodward Avenue
Philadelphia—Widener Building
Chicago—232 S. Clark Street





MIDSUMMER RECITALS SUCCESSFUL

Emergency Ventilating System in Edison Shop in Kansas City Makes Recital Hall a Haven of Rest in the Hot Days—A Piece of Enterprise That Should Appeal to Other Dealers

KANSAS CITY, MO., August 7.—Here's one instance of the methods which have held up the sales of the Edison Shop at Kansas City during the summer months. It is one of the reasons that July looked like a winter month, from the standpoint of the visitors and buyers in the Edison Shop. The concert room was hardly without an audience any part of the day, and on some of the hottest days there were comfortable crowds.

The reason: The room was comfortably cool. And Mr. Blackman advertised the fact that it was cool. He had had the men build chutes for air passages from the concert room to the rear of the store, chutes made out of cases in which machines had been shipped. Similar air tunnels were led to the various demonstration rooms and to the reception room. In the rear window a great exhaust fan was erected, similar to those used by restaurants for their kitchens. This fan drew the cool air from the clean basement through the various rooms, and indeed from the entire store, out into the alley and away. Below the stage in the concert room was the ventilator through which the cool air reached the room, and it had to pass over the auditorium to reach the exit shaft, into which it was pulled by the exhaust fan. The room was delightful—and Mr. Blackman advertised the pleasing fact to the limit.

In the front window was a display of machines and records, and apparently casually a few ribbons were attached to them. The exhaust fan caused a current of air that kept these ribbons constantly agitated, and the fact of a breeze was apparent. A large card in the window bore this inscription:

"A cool breeze blows through delightful Diamond Disc Hall. Step in, rest a bit and hear 'My Laddie,' Anna Case."

The name of the record was on a separate card, and changed frequently.

This usually caused the passerby to hesitate a moment by the door of the store. And on this door was another sign:

"You are welcome in this store. Rest in Diamond Disc Hall. Real music; fresh, pure air; continuous program."

If the visitor opened the door he felt a current of cool air pulling him in—a breeze in fact—and it was certainly enticing in the hot, dry days of July. For July broke all records in Kansas City for heat and dryness.

That was a bit of local advertising, pulling the customers into the store.

Are You Making The Most of Your Opportunities?

¶ Victor dealers who have been and are successful realize that there is going to be an unusual opportunity this fall to achieve even better results and more profits than they have in the past.

¶ This can only be accomplished, however, if your stock and service are complete and thoroughly up-to-the-minute.

¶ If there is any phase of your business which needs a little more attention than usual routine supervision, this organization is prepared to assist you along practical, helpful lines.

¶ May we not serve you?

G. T. WILLIAMS CO., 217 Duffield St., Brooklyn, N. Y.

Victor Wholesale Exclusively

TALKING MACHINE FOR FUNERALS

Instrument a Gift to Calvary Cemetery for the Benefit of the Poor

An experiment was made with talking machine music at two funerals recently held in the chapel in Calvary Cemetery, at which Father Lonergan, chaplain of the cemetery, officiated.

Thousands of burials are made yearly in Calvary Cemetery, and in many instances the families are too poor to pay for music. It was this that recently led two women to present to Father Lonergan one of the latest styles of talking machines, with appropriate records, in memory of their dead sister.

Father Lonergan declined to disclose the names of the donors, but said they were interested in having suitable music rendered at the funerals of the poor. The machine was set up in the chapel in Calvary Cemetery, which is a reproduction of a famous chapel in Rome.

NEW COLUMBIA STORE IN NEWARK

Donald Co. to Handle the Columbia Line—Recent Publicity—Vacations Still Under Way

The Columbia Graphophone Co.'s local wholesale division, 83 Chambers street, New York, closed arrangements last week with the Donald Co., Newark, N. J., whereby this concern will install a Columbia department and handle the complete line of Columbia products. The Columbia line has been increasing steadily in popularity in Newark and the surrounding territory, and the Donald Co. expects to feature the line extensively.

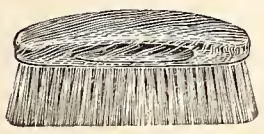
NEW EDISON BOOKLET

"A Scot and a Belgian" is the peculiarly opportune title of a leaflet just issued by Thomas A. Edison, Inc., of Orange, N. J. The title of the leaflet is derived from the fact that Christine Miller and Alice Verlet were recently featured in the Edison national advertising. Christine Miller is of Scottish descent and, as everybody knows, a noted contralto. Alice Verlet is a Belgian and besides being an ardent devotee of the land of her birth, she is one of the leading coloratura sopranos.

INCORPORATED

The Paddock Diaphragm Co., of Brooklyn, N. Y., was incorporated recently for the purpose of making diaphragms for talking machines and dictaphones. The capitalization is $10,000, the incorporators being H. D. Watson and L. M. and S. D. Paddock.

The Paramount Record Brush



For cleaning the grooves of Phonograph and Talking Machine Records. Removes grit, takes off finger marks, improves the tone. Made of soft black hair, set in solid rosewood backs, highly polished.

Will not injure the Records. Retails for 25c-35c and 50c. Sold by distributors and jobbers of Phonographs and Talking Machines.

MANUFACTURED BY

Frederick M. Hoyt & Brother

Brush Manufacturers

TROY, N. Y.

Nicholson Record Cabinets *and also* Record Sectionals

Record cabinets, piano player roll cabinets, fitted with horizontal shelves or upright.

Also manufacturers of the Nicholson Elastic Sectional Bookcases, in all the popular styles.

Write for 1916 Catalogue

K. Nicholson Furn. Co.

Chase City, Va.

Samples and Salesmen { 9th Floor, New York Furniture Exposition Bldg. High Point Show Rooms, High Point, N. C. *and* Furniture Buyers' Exchange, High Point, N. C.

DEMAND FOR GOOD SALESMEN IN CINCINNATI TRADE

Business for July Reported Satisfaetory—New Corporation to Promote Crystola Talking Maehine Being Formed—Leading Jobbers in All Lines Make Cheery Reports on Trade Outlook—Dealers Stoeking Up in Anticipation of an Unusually Lively Fall Trade

CINCINNATI, O., August 5.—While no official information is available it is understood that steps have been taken towards the formation of a new corporation which will take over all the rights connected with the Knabe Crystola talking machine, introduced less than a year ago.

Officials of the company decline to discuss the present stage of the negotiations. It is intimated that a corporation, having a capitalization of $750,000, has practically been formed for the purpose of manufacturing the Crystola. The talking machine is to be separated from the Knabe Bros. Co., although officers of the latter concern, it is intimated, will continue to have a financial and probably an executive interest in the production of the Knabe Crystola. Much Cincinnati capital is to be invested in the corporation, it is said.

One of the great drawbacks of the retail houses about Cincinnati is the inability of the dealers to secure the proper kind of salesmen. Several of the owners admit that their poor showing of the past thirty days was principally due to the lack of efficient help and their inability to secure men who are willing to take up the selling of talking machines as a life vocation.

In a general way the business of July was satisfactory. Manager Dittrich, of the Victor department of the Rudolph Wurlitzer Co., covers the Cincinnati situation as follows:

"The past month was extremely hot and the business suffered accordingly, in a retail way. When the instinct of self-preservation makes everyone seek protection from the terrific heat it is practically impossible to push the sale of Victrolas or to expect much attention on the part of prospective buyers. However, even with the big handicap of extremely hot weather, the business was up to its normal, and the demand for records was about the average for this time of the year.

"In a wholesale way, however, business was extremely good. There is never an idle moment either in our machine warehouse or the wholesale record department, and orders are piling in in such quantities that it is evident that most of the dealers are determined not to go into the busy season unprepared, and the numerous record orders also indicate that the record end of the talking machine business is just coming into its own and receiving the attention that it merits.

"It is evident that the volume of business will be determined not by the demand, but by the supply, and as dealers are purchasing all the machines that they can lay their hands on, the shortage apparently will continue just as acute as it has been during the last six months, and in fact, grow worse every day among those dealers who have not taken time by the forelock and prepared in advance for the fall and winter business by purchasing liberally in machines and records."

Nothing will be done towards the establishment of a phonograph department in connection with the Middle West branches of Steinway & Sons until the return of Divisional Manager R. E. Wells from his vacation. Mr. Wells is rusticating somewhere in the neighborhood of French Lick Springs.

Manager R. J. Whelan, of the Cincinnati branch of the Columbia Graphophone Co., remarked that the same terrific demand exists for all types of Grafonolas, and there is still a great shortage of machines for which he is holding bona-fide orders. He has been assured that the factory will bring them through shortly, taking care of the great demand which will surely follow after the present hot spell has passed. He said further:

"While the business in Cincinnati proper has been a little slow, as far as the machine industry goes, the record trade has been splendid, and there seems to be a demand for all the records we get out, both popular and classic." The major portion of the Cincinnati store have had their vacations, and are all back in harness again, awaiting the rush which is sure to come in the very near future.

Mr. Byars, manager of the Vocalion department at the Aeolian Co. here, reports a nice increase in July business over last year. The hot wave at the close of the month unquestionably cut down on the floor sales, but not sufficiently to overcome the big lead of the first two weeks. Record business has been remarkably good and indications point to an exceptionally big record business in spite of the summer heat. The great difficulty in the phonograph business, according to Mr. Byars, is the development of good salesmen. The energetic, enthusiastie and intelligent chap, whieh is the only raw material you can accept for training, is a mighty scarce article. The market is flooded with the cultured, refined little fellow, who would love the work provided he can have two hours leisure in the morning and three in the afternoon. The fellows who really want to work are certainly as scarce as hen's teeth.

The Otto Grau Piano Co. is now stocking up for a busy fall season. The Cable Piano Co. is doing likewise. The Phonograph Co. is commencing to receive select records which have been in demand for months, but could not be filled on account of the recent fire at the factory.

The Phonograph Finance Co., Cleveland, with a capitalization of $5,000, has been chartered by John H. Price, Phelps Crum, E. E. Maynard, V. L. Polear and C. D. Sutton.

A new Edison phonograph store has been opened at Edgerton, Ind., by Ray Hosack, son of W. L. Hosack, who handles the Edison line in Angola, Ind.

More than 200 selections now ready

35c at Retail

PLAY longer than the average 10-inch records and retail at less than one-half the price.

No wonder the talking machine owner demands them!

A veritable whirlwind of popularity is stirred up wherever they are demonstrated.

You should sell them—not only because there's profit in them—but because they build business by making friends!

Operaphone Manufacturing Corporation

200 Fifth Avenue
NEW YORK CITY

752 Insurance Exchange, Jackson Boulevard
CHICAGO

Every month there is less substituting of other product when *Columbia* is asked for. It is clearly *impossible* to substitute any other recorded voice for that of Graveure, for instance, and extremely hard to argue some other instrument for a Columbia Grafonola. So *why* should any dealer try it?

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

TALKING MACHINE MEN'S OUTING

Organization to Hold Annual Affair on September Sixth—Elaborate Program

Secretary Sol. Lazarus, of The Talking Machine Men, Inc., has sent out a circular announcing that the annual outing of the association will take place September 6, at Rye Beach. The entertainment committee is working hard to assure the success of the affair, and an elaborate program of games has been arranged. Baseball games between the nines of the New York Talking Machine Co. vs. the G. T. Williams Co., and between the Blackman Talking Machine Co. vs. the American Talking Machine Co., are expected to be among the features.

Tickets are $3 a person, including an automobile ride from Twenty-third street. New York City, to Rye Beach, an excellent shore dinner and a return ride. Those who desire to attend the outing are requested to communicate at once with Secretary Lazarus, at 216 East Fifty-ninth street, stating the number of tickets they will require.

COLUMBIA MACHINES FOR EXPORT

Illustrated and Described in New Catalog Just Issued by Columbia Graphophone Co.

The Columbia Graphophone Co.'s export department has just issued a very attractive catalog listing the various machines in the Columbia line designed for export trade. Quite a number of these machines are intended exclusively for export use, embodying distinctive features appealing to this class of trade.

This catalog is very artistically arranged, particular care having been taken to make the translation of the descriptions accurate in every detail. The cuts used are clear and distinct, the cabinets being colored to resemble mahogany.

Among the machines listed in this catalog are the following, the names given being the terms used in export trade: "Armonia," "Bijou," "Meteor," "Lyric," "Melodia," "Eclipse," "Campeon," "Joya," "Favorita," "Esterlino," "Jefe," "Mignonette," "Nonpariel," "DeLuxe" and "Grand."

A POST CONVENTION PICTORIAL

How Some of the Delegates Looked After Motoring to Camden from Atlantic City

The accompanying photograph, which shows a set of two perfectly good tires, was snapped in front of the office building of the Victor

Some Conventioners Snapped

Talking Machine Co., Camden, N. J., during the last convention. Reading from left to right are Thomas Towell, of Cleveland, O.; J. C. Roush, Standard Talking Machine Co., Pittsburgh, Pa.; Miss E. Trostler, Glad Henderson, of The Talking Machine World; Charles Bruno, of C. Bruno & Sons, Inc., New York; Miss M. Lightner, of Pittsburgh, Pa., and three auto horns. The photograph was snapped by E. G. Evans, the party just arriving from Atlantic City to visit the plant of the Victor Co.

B. L. Malone & Co., Grady, Texas, are among the recent additions to the Edison phonograph dealers in that territory.

Mrs. Flora W. Axelby, of Newark, N. J., is collecting talking machines and records to be sent to the regiments on the Mexican border.

DEALER MUST GO AFTER TRADE

Widespread and Good Advertising Alone Will Not Produce all the Results, Declares M. M. Blackman, of Kansas City

KANSAS CITY, Mo., August 4.—M. M. Blackman, manager of the Edison Shop at Kansas City, the local retail store for the distribution of Diamond Disc machines, was known to have been doing rather extensive local advertising, and he was called upon for comment on the effect of advertising at a meeting of the Kansas City Advertising Club.

"Local advertising has certainly pulled the business into our store," he said. "There isn't any doubt that the dealer has to go after his trade for himself. He can't expect any amount of national advertising to build up his personal trade. On the other hand, a comparatively small amount of national advertising, shrewdly taken advantage of by a dealer, and supported by careful local advertising, will yield big returns. But the local advertising undoubtedly is necessary."

The Edison Shop, of Kansas City, has had rather a remarkable record the past few months —which can be credited largely to the local advertising.

SUFFER FROM GREAT EXPLOSION

Quite a number of the local talking machine stores suffered from the effects of the munitions explosions in New York harbor on Sunday, July 30, and in the different parts of the city show windows were completely destroyed by the explosion. Among the downtown stores whose windows were shattered were the Columbia Graphophone wholesale division, at 83 Chambers street, and the Blackman Talking Machine Co., 97 Chambers street. The most annoying part of the loss of these windows is the fact that they cannot be replaced for several weeks, owing to the shortage of glass at the present time.

VICTOR RECORD SALES ARE CASH SALES

ARE YOU PUSHING VICTOR RECORD SALES FOR ALL THERE IS IN IT?
DO YOU PUSH RED SEAL RECORDS?

DO IT NOW

THE COMBINATION OF "AMERICAN SERVICE" AND YOUR EARNEST EFFORTS WILL PRODUCE RESULTS—AND PROFITS

BE AN AMERICAN DEALER

AMERICAN TALKING MACHINE COMPANY
368 LIVINGSTON ST. BROOKLYN, N. Y.

SEMBACH WITH COLUMBIA

Noted Wagnerian Tenor Has First Records in September Supplement

The Columbia Graphophone Co., New York, has announced the addition to its list of famous artists of Johannes Sembach, Wagnerian tenor of the Metropolitan Opera Co., New York. His first records are in the September supplement and include a number of the selections which

Johannes Sembach

have made him internationally prominent in operatic circles.

Johannes Sembach, in addition to achieving world-wide fame as an interpreter of Wagnerian opera, is one of the few operatic tenors who sing equally well in three languages—French, Italian and German. He has also made a country-wide reputation during the last few seasons as an out-door singer, having sung at the Yale Bowl presentation of "Die Walkure," in the title role of "Siegfried," in Pittsburgh, and in a number of other performances under the open sky.

A NOVEL VICTROLA SAVINGS PLAN

The A. B. Clinton Co., of New Haven and Hartford, Conn., which has been very successful with the Victor line, has made a specialty of introducing original advertising matter at opportune times. This literature has produced excellent results, primarily because it was "off the beaten track" and contained a personal, human interest message.

A recent piece of advertising distributed by the company consisted of a savings bank envelope, bearing this copy: "Just see how easy it is to slip a few nickels, dimes and quarters, now and then, into this Victrola dime saver. When it contains $5 bring it to us and select your Victrola. We will send it to your home at once and furnish you with another Victrola bank, and in this way you will have a fine Victrola and not miss the money."

THORPE ELECTRIC MOTORS
FOR TALKING MACHINES (Operates on all currents)
WALTER THORPE, Manufacturer, 29 West 34th Street, NEW YORK CITY

ENTERS THE CABINET FIELD

John J. Cavanaugh, 452 Fulton street, Brooklyn, N. Y., has placed on the market a complete line of cabinets, known as the "Cavanaugh" cabinets, which are designed to match Victor table machines, and in the comparatively short while they have been before the trade, have been the subjects of considerable praise from the dealers.

Mr. Cavanaugh has been associated with the talking machine industry for many years, and in designing his cabinets, he utilized the experience which he had garnered during that time. He aimed particularly to have the Cavanaugh cabinets match perfectly the instruments which they were intended to accommodate, and to this end, embodied a number of distinctive features which have contributed materially to the success of his products.

ANNOUNCE NEW RECORD LABELS

Operaphone Records to Have Paper Labels in Black and Gold—Factory Output Trebles

In connection with the steady improvement of its product, the Operaphone Manufacturing Corp., New York, has made arrangements to supply all its records in future with attractive paper labels in black with bright gold letters. The new label not only adds to the appearance of the record, but makes it easier to see at a glance the name of the selection. Since the first of the year the demand for the Operaphone records has increased at a rapid rate, with the result that the output of the company's plant in Long Island City has been trebled in that time. With branches in Chicago and other cities, the problem of distribution is being handled very successfully, and the list of Operaphone dealers is growing steadily.

Room 73
65 Nassau Street
Clifford A. Wolf
MANUFACTURER OF
Diamond and Sapphire
Phonograph Points
New York City
Phone, 2124 Cortlandt

HOW TO "RAISE" RECORD BUYERS

Hints Regarding the Raising of 75-Cent Record Buyers into $3 Class

"How to raise a 75-cent record buyer to the $3 class" is the title of the following pertinent and informative article appearing in this month's "Columbia Record:"

"Class in selling psychology called to order! Here's Mr. B. of S. & G. somewhere north of Nyack, complaining that all his customers carry 75-cent pieces in their pockets and never unravel a whole dollar bill at any one time. What's the use of offering the 'Pique Dame Overture' (A-5763—$1) to a man who never asks for anything over the ¾ $ mark?

"Here's the answer. Because anyone appreciating the 75-cent line of Columbia records will appreciate the $1, $1.50 and $3 lines. They may not take your word for it; you may have to do the 'educational' work, but it will pay you well to do it.

"A good lot of selling psychology is necessary and some time is needed, but it will work.

"This is the way:

"Take a customer who is now buying the Taylor Trio and Stellar Quartet records at 75 cents. After one of the usual 'trio' purchases suggest offhandedly, 'I see you enjoy trio music, just listen a moment to one of our Trio de Lutece recordings. You know this trio is composed entirely of master musicians. They are really the epitome of trio perfection—and their records are only 75 cents too.' Then play A-1907. Follow this up by suddenly remembering 'one more really remarkable trio recording' and play A-5789—12-inch, $1.

"Hint at how much more music is given on the 12-inch record. You have made a start. Keep on playing Trio de Lutece records at every opportunity. They instill an appreciation of higher class music. A little later talk about the beauty of the 'cello in the Taylor records. Suggest hearing a real 'cello record, solo. Play Popper's Spanish Dance by Casals, A-5650—$1.50. This is brilliant and light music that will appeal to anyone. When your man comes to the point of enjoying Casals you have him where he will enjoy the whole catalog of fine instrumental music.

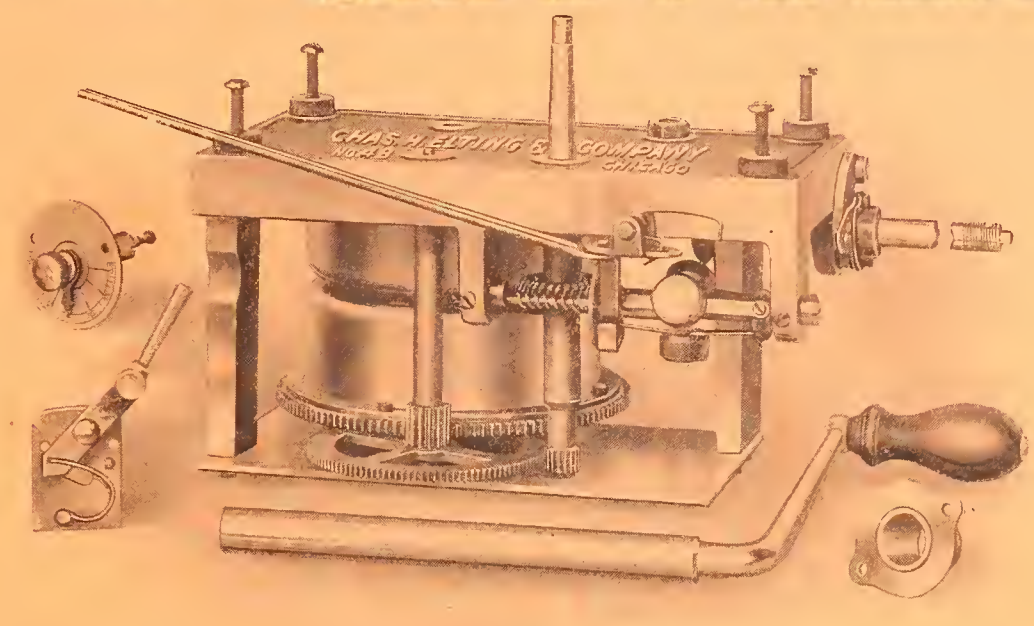
"Don't force a man from one extreme to another. Make your sales appeal along the lines of his natural likes. A love of music will grow by suggestion. And above all, don't force your sales idea until a man has bought what he wants first. One sale will then be assured and you can develop the next.

"Along the lines of vocal music the same ideas apply. After playing the latest Stellar Quartet selections suggest the customer hear some of the solos by the individual members of the quartet. There you have the entering wedge to oratorios, opera and chorus recordings. Reed Miller's oratorio selection and Harrison's oratorio and operatic selection will gradually impress themselves on anyone who already appreciates these voices in the Stellar Quartet. 'Oh, by the way, here is a record by the second tenor of the Stellar Quartet,' you can say as you put on 'Comfort Ye My People,' A-5506—$1.25, by Mr. Miller. Never give up. Always play at least one record in the price-class above."

McMENIMEN HOME FROM WEST

H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., New York, returned Monday from a week's stay in Chicago. His reports of business conditions in the "Windy City" are most optimistic, for notwithstanding the terrific heat throughout the Middle West, there is a healthy tone to wholesale and retail business which augurs well for the future.

PROMPT DELIVERIES—PHONOGRAPH MOTORS

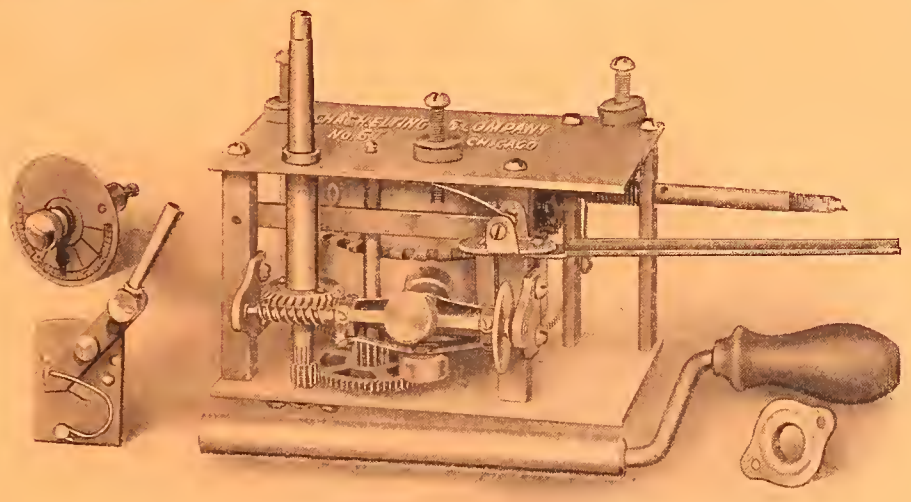


PLAYING 5-12 INCH RECORDS

No. 4B—Polished and Buffed Nickel Plated Double Spring Phonograph Motor, complete with Graduated Regulator, Stopper, Escutcheon, Four Screws, Four Rubber and Four Steel Washers, SCREW-ON WINDING KEY, and either a 12″ Stamped (Green Felt) or a 12″ Cast (Green Felt) Turntable. PLAYING 5-12″ RECORDS. This motor contains 2 springs 1″ wide by 14 ft. long.

We will send Phonograph Manufacturers, for trial or test purposes, complete sample with BOTH 12″ Stamped (Green Felt) and 12″ Cast (Green Felt) Turntables on receipt of check or money order for $7.65. Special quantity prices on application.

If after trying out this Motor you find you cannot use it—return the same and we will REFUND PURCHASE PRICE IMMEDIATELY.



PLAYING 3-12 INCH RECORDS

No. 6T—Double Spring Phonograph Motor, complete with Graduated Regulator, Stopper, Escutcheon, Three Screws, Three Rubber and Three Steel Washers, SCREW-ON WINDING KEY, and either a 12″ Stamped (Green Felt) or a 12″ Cast (Green Felt) Turntable. PLAYING 3-12″ RECORDS. This motor contains 2 springs 1″ wide by 11 ft. long.

We will send Phonograph Manufacturers, for trial or test purposes, complete sample with BOTH 12″ Stamped (Green Felt) and 12″ Cast (Green Felt) Turntables, on receipt of check or money order for $4.65. Special quantity prices on application.

If after trying out this Motor you find you cannot use it—return the same and we will REFUND PURCHASE PRICE IMMEDIATELY.

Weight 2 lbs., 14 oz.

12″ Cast Turntables, Nickel Plated, Edges Polished and Buffed, guaranteed to run perfectly true and GUARANTEED TO STAY TRUE RUNNING. Can't be bent out of shape by leaning on it, or in any other way.

Price for Turntable and gluing on the felt, you to furnish whatever color and grade of felt you choose, ship it to us in circles of the proper dimensions, and we will put it on.

.....43c each

Weight 2 lbs., 6 oz.

12″ Stamped Turntables Nickel Plated, Edges Polished and Buffed with Three ribs, which hold it absolutely rigid. We can make prompt shipments of any quantity you may desire.

Price for Turntable and gluing on the felt, you to furnish whatever color and grade of felt you choose, ship it to us in circles of the proper dimensions, and we will put it on.

.....33c each

CHAS. H. ELTING & COMPANY 1330 THE REPUBLIC 209 S. STATE ST. **CHICAGO**

And now Sembach! The greatest of German Tenors has been convinced that his art could properly be recorded and he has just made his first Columbia Double-Disc Records—out August 20th.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

MESSAGES FOR KAISER VIA U-BOAT

German Submarine "Deutschland" Carries Voices of 800 Interned German Sailors to Their Emperor on Talking Machine Records

When the German undersea liner "Deutschland" sailed for home last week there was included in the cargo a small package that was not listed in the manifest, but which was nevertheless of immense value to those interested in it, for the package is addressed to the Kaiser personally and carries to him the actual spoken messages of the 800 or more German sailors interned at Norfolk, Va.

The packet contains a dozen or more phonograph records and to the interned sailors in Norfolk it has a greater value than all the rest of the entire cargo of the "Deutschland." For months the German sailors wondered how they could get messages to the fatherland. The mail service was out of commission, thanks to the British censorship.

It seemed to them for a long time that no means would be found to communicate with their families. Hope came with the arrival of the submarine and her sturdy crew, and the interned sailors at once became active. Hundreds of letters were written, mail bags were filled with messages to dear ones at home. But something was lacking in them, the ability to transmit the human voice.

With characteristic ingenuity, the men decided to make a series of phonographic records, to sing into them the patriotic and folk songs of the fatherland. The blank records were quickly obtained, every one of the 800 men having a voice in the making of some records. Never was "Die Wacht am Rhein" sung with greater fervor, according to this information from Norfolk. It was followed by "Deutschland, Deutschland ueber Alles." So carried away with enthusiasm were the sailors to show love for the fatherland that they included the Kaiser's favoriate hymn, by Luther, "Eine fester Burg ist unser Gott."

"In der Heimat giebts ein Wiedersehn," "Ich bin ein Preusse," "Kennt Ihr meine Farben" and several other equally well known.

One officer recited into a record the loyalty of his men and their longing to get back to their people. When the records were finished they were securely wrapped in stout paper and addressed to the German Emperor. The parcel, which has a sentimental value to every one of the 800 men interned in Norfolk, was tenderly given to the care of Capt. Koenig, who promised to see to it that the records were placed in the hands of the Kaiser, if good fortune favored him and the "Deutschland" gets safely back to Bremen.

This is one reason why every German in Norfolk said a little prayer as she cleared the capes for deep water.

The Colonial Music Shop, recently opened in Freeport, Ill., by A. G. Crockett, handles a full line of Edison phonographs in addition to pianos.

SALISBURY CO. OPENS STORE

Salisbury, N. C., August 7.—The Salisbury Music & Supply Co. recently opened a new store at 102 Dock street for the purpose of featuring the Victor line of talking machines and records, over 350 different selections being carried in stock. Several soundproof booths, furnished in wicker, add to the attractiveness of the store. The owners of the store are W. C. Day, Jr., of Danville, Va., and G. P. Stanley, of Parkton, N. C., both of whom have had wide experience in the talking machine field.

A VERSATILE "TALKER" DEALER

Chas. L. Gordon, Jamaica, N. Y., a live Victor dealer of that city, not only finds time to operate a band and orchestra which is known as Gordon's Red Uniform Band, but he is a composer of no mean distinction. His latest success is "Peace and Liberty," a march that is being played by a number of bands in the eastern section of the country.

THE PHONOGRAPHIC TOP

The phonographic top is the latest novelty based on the principle of sound production found in all talking machines. The top is a metal disc with seven circles, of graduated size, fashioned of pin-point dots upon it, each circle representing the note in the scale of C natural. To play a tune on it, the top is spun so that the disc revolves rapidly, and the dots flash around so quickly that they have the appearance of a continuous line. With the point of a paper cone the different lines are touched, and the notes of popular airs can thus be picked out.

SOME PLACE TO VACATIONIZE

Joseph Honig, advertising manager of the Doehler Die Casting Corporation, Brooklyn, N. Y., is spending his vation at Lake Chargoggagoggmanchaugagoggchaubunagoggamaug, Webster, Mass. Mrs. Honig accompanies him. Mr. Honig submits this lake name as a new talking machine name suggestion.

A Good Filing Cabinet for the Price of a Good Record!

"Lundstrom" IT GROWS WITH YOUR BUSINESS

Standard Sectional Record Cabinet

TOP ← $1.50
10" REC. ← SECTION $1.75
10" REC. ← SECTION $1.75
10" REC. ← SECTION $1.75
REDUCING ← SECTION $1.75
12" REC. ← SECTION $2.25
← BASE $2.25

This Combination
TOTAL $13.00
Capacity 600-10" and 200-12" Records
On Approval—Freight Paid

A practical, inexpensive, convenient cabinet for dealers; made on the sectional principle, affording the following advantages:

It grows with your requirements: You first purchase just the number of sections you actually need for your present requirements; as you need more space, add more sections.

Adapted to any space: As many sections as desired may be placed in a stack; as many stacks may be used side by side as wall space will permit.

Neat in appearance: No empty shelves; no overcrowding. Case always complete, yet always capable of additional expansion.

Carefully made and beautifully finished in plain oak, golden finish. Metal strips for partitions, with label holder under each compartment; eight compartments in each section.

Made in two sizes; to hold 10-inch and 12-inch records. Each section holds 200 records (100 Edison records.) Stack may be made up with all sections of the same size; or sections for 10-inch records may be used above sections for 12-inch records by means of a reducing section as shown in accompanying illustration.

Price per section for 10-inch records $1.75

Price per section for 12-inch records $2.25

10-inch top section, $1.50; base, $1.75
12-inch top section, $2.00; base, $2.25

Reducing section, for use when 10-inch and 12-inch sections are used in same stack, $1.75.

Cases shipped on approval; on orders amounting to $10.00 and over we pay freight to all points East of Montana, Wyoming, Colorado and New Mexico. To points in and West of these states, we equalize freight charges.

Send for our new illustrated circular, No. 60.

The C. J. Lundstrom Mfg. Co.
LITTLE FALLS, N. Y.
Branch Office: Flatiron Bldg., New York City
Fifteen Years' Experience Making High Grade Filing Cabinets and Bookcases

PER SECTION $1.75

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., August 6.—The talking machine business in Philadelphia during July was everything that the dealers could hope for, so far as the public is concerned, and nearly everything they had hoped for from the manufacturers, who were not able to keep the trade properly supplied and yet they did better than during some of the previous months of the year. Whether it was the Victor, the Columbia or the Edison dealers, all of them report that their business has been only limited by the amount of stock they were able to secure in the way of machines, but in records most of them had little about which they could complain. They are beginning to understand the trade and are sending in their orders for records in such a way that many of the big firms here have been able to supply the demand almost to the extent of 100 per cent.

Death of John B. Miller

Death has entered the ranks of the prominent local talking machine dealers in the passing away of John Bremer Miller on Sunday, July 30 at 6.30 p. m. Mr. Miller had been treasurer of the Penn Phonograph Co. for a number of years, and was one of the best known and best liked of the men in the local trade. The wide esteem in which he was held was shown in the many messages of regret received by the company and by the large attendance at his funeral.

Mr. Miller had not been in the best of health for some time and concluded on taking an automobile trip through New England, accompanied by Mrs. Miller. They were on their homeward trip when he was taken with a chill while riding near New London, Conn., towards evening. He was feeling better the following morning and decided to resume the journey home in his machine. He was extremely ill all the way until this city was reached on Saturday last, when a consultation of physicians was held at his home, and the doctors pronounced him critically ill and advised that he be removed at once to a hospital. This was done but he only survived until Sunday. Mr. Miller was buried from his home, 705 Kenilworth avenue, Oak Lane, on Wednesday afternoon at 3 o'clock, and is survived by Mrs. Miller.

Mr. Miller began his business career when a young man, by connecting himself with the William H. Horstmann Co., now at Fifth and Cherry streets. Later he was connected with the firm of Partridge & Richardson, department store, at Eighth & Chestnut streets, where he was in charge of the wholesale department. After that he went into business for himself at 1004 Market street. He closed out his interest in that business in 1898, when the Penn Phonograph Co. was established, and became treasurer of that company, a position he has held ever since.

Mr. Miller was fifty-three years of age, and a prominent member of the Rotary Club, the Manufacturers' Club, the Odd Fellows and also the Masonic Fraternity. He took an active interest in the Lutheran Church at Oak Lane. Among those who attended the funeral were F. K. Dolbeer, George D. Ornstein, H. C. Brown and W. B. Fulghun, representing the Victor Co., and the local jobbers were well represented as well as a number of out-of-town retailers.

As the Penn Phonograph Co. is a stock company, Mr. Miller's death will cause no change in the firm. H. F. Miller, the secretary of the company, who was no relative of the deceased, was absent on an automobile trip at the time of the death. He left this city on Saturday, July 29, and as he left no direct address at which he could be reached, he did not hear of his partner's death until after the funeral, as the firm was unable to locate him.

Report an Active Business

The Penn Co. report that its business was most excellent in July and that the increase was simply remarkable. This concern is experiencing the same difficulty in getting machines that it had for several months past and has been unable to accumulate any stock whatever for its fall trade, machines going out as fast as they are being received.

Vacations Under Way with Blake & Burkhart

Blake & Burkhart, the most prominent firm handling the Edison machine in this city, report that their business in July has been quite satisfactory for that month. They have been able to fill up their stock of records in very good shape, and machines have also been coming through in a satisfactory way. Herbert E. Blake is away on his vacation at the present time, which he is spending in taking automobile trips to every section from his country home near Llanareh, Pa. G. G. Blake, Jr., one of the salesmen, is also away on his vacation. which he is spending at Buffalo, N. Y. Irvin H. Burkhart will leave for a two weeks' stay at Ocean City, Md., on Monday of next week.

A. H. Bates Takes Charge

A. H. Bates has been made the head of the talking machine department at the Wanamaker store. He is a very efficient man and they are planning big things for the coming season.

Buehn Doubles Last Year's Business

The Louis Buehn Co. reports that it has doubled last year's business for July and a very large percentage of this increase was in the record department. Mr. Buehn says "the sale of records with us has kept up wonderfully well. Records and machines are coming in in a fairly decent way, and in a sufficient quantity. We have unfilled orders now for a large number of machines, and we hope to be able to meet all demands that may be made upon us. Everything points to the best season we have ever had."

Phenomenal Columbia Business

Manager Eckhardt, of the Pennsylvania Talking Machine Co., reports that the company's business has been phenomenal, and that it is not a case of business itself, but a case of merchandise. July showed the average percentage of increase of previous months, and on August the first the firm had back orders and unfilled orders the largest in its history.

Mr. Eckhardt had hoped to remain away during the entire month of July, but he has decided to merely spend as much time as possible with his family at the Marlborough-Blenheim, Atlantic City, and go back and forward from his office several times a week. He says his firm is, for the first time in a great many months, in receipt of shipments of the fifteen, twenty-five and thirty-five dollar machines, and that it is a real pleasure to renew their acquaintance with this particular type.

18 Years of Service is back of every Penn Shipment of Victor Victrolas

"We know how to do it"

PENN PHONOGRAPH CO.
PHILADELPHIA

INCREASE UNIT CO. FACTORY FORCE

PHILADELPHIA, PA., August 8.—So brisk is business with the Unit Construction Co., Thirty-first and Chestnut streets, this city, makers of Unico booths, that a doubling of the force was necessary, and the plant is working day and night.

A number of big deals were recently closed, involving thousands of dollars, for special installations, while the smaller orders comprising one or more separate booths have practically trebled.

Inasmuch as the Unit Construction Co. makes a specialty of prompt shipments, it is obliged to carry a tremendous amount of stock on hand, this service being rendered without charge to any dealer.

CARING FOR SOLDIERS' FAMILIES

CAMDEN, N. J., July 31.—The Victor Talking Machine Co., which has a number of employes away at the front with the army, is looking after the dependents of those men, and will continue to do so as long as they are away in the service. In addition to giving the men full salaries while they are away, arrangements have been made to see that the families of the men are not in want. The Victor Co. is co-operating with a special committee appointed by the City Council in this work.

A new structure to be known as the Edison Building, is rapidly nearing completion on South Salina street, Syracuse, N. Y. It will be occupied by Frank E. Bolway & Son, distributors of the Edison Diamond Disc phonograph, as soon as it is finished.

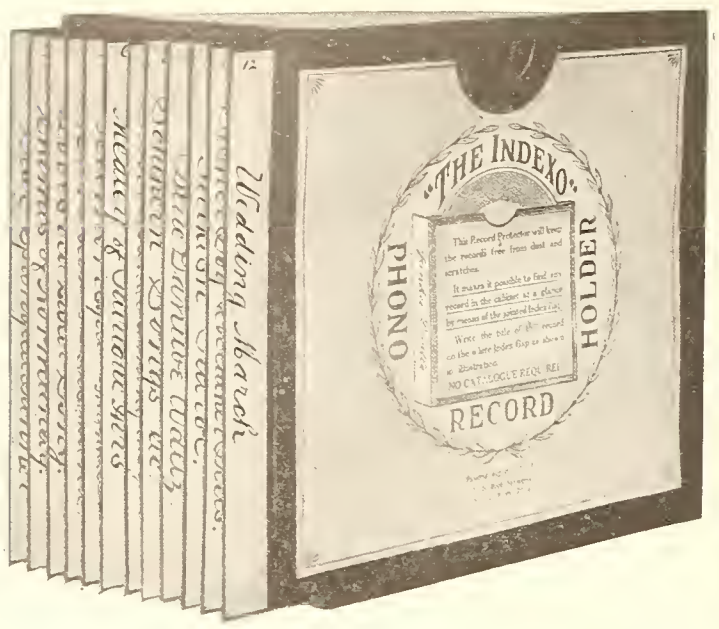
DEEP STUFF is subway building. The engineers puzzle over plans and blueprints for many moons before the work is completed. But at last it is BUILT.

Service is never BUILT. No matter if Buehn Victor Service is the best today, we want it the best TOMORROW, and the next day. It is this "keeping everlastingly at it" policy that WINS.

What you want is DELIVERIES. You want your record business to be PROFITABLE. You want goods when you want them, today, tomorrow and the next day. Quick service followed by a big rest is a flash in the pan.

Buehn Service delivers. It delivers consistently, quietly, and permanently. It is the kind of service that successful dealers must have in order to be successful.

THE
LOUIS BUEHN
COMPANY
PHILADELPHIA'S
Exclusive Wholesale
VICTOR DISTRIBUTORS



FIT ANY CABINET
Vertical or Horizontal Filing

"THE INDEXO"
Trade Mark Reg.

PHONO RECORD HOLDER

makes a man proud of his records, because every title in his collection can be seen when they are in his cabinet. He will therefore be a good record buyer.

Every Indexo file is cloth bound all around to stand the hardest usage and has an artistic design on front and back. 10 and 12 inch sizes. Put up for retailing one dozen to a carton—one gross to a case.

Order now to make sure of supply.

Sample and prices on application.

HENRY ROSENBERG
Sole Manufacturer
14-16 WOOSTER ST., NEW YORK

READY FOR FALL RUSH IN BALTIMORE

Talking Machine Dealers of That City Prepared to Handle Unusual Volume of Business During Coming Months—New Dealers Enter the Field—Warm Weather Business Good

BALTIMORE, MD., August 4.—Baltimore dealers are preparing to handle a big fall rush. Almost all of them are stocking their stores as fast as they can. The retailers, with but few exceptions, report that they are doing excellent business considering the fact that a great many people are out of the city. Record business also is holding up well.

The Victrola department recently opened by the Mann Piano Co., of which Charles R. Stram is manager, is making excellent progress. Mr. Mann has just had a large sign placed in front of his store and this attracts a great deal of attention.

The talking machine department of the Hub, a large department store, has been removed from the main building to Charles and Fayette street, the house formerly occupied by the Sanders & Stayman Co. The firm handles the Edison and Columbia lines. The building has been greatly improved and is one of the finest in this section. The department is in conjunction with a new piano department just opened. There are six booths on the first floor and the entire interior is finished in white. W. E. Collins is in charge of the talking machine department. C. B. Noon is head of the new store.

Failure to secure sufficient machines to meet the demand is still the complaint coming from the distributors. Most of the Victor dealers are hard after the distributors in their efforts to get their stock well up. The distributors are doing all they can to accommodate them, but they are having a trying time.

A. J. Heath, in charge of the Columbia headquarters here, is overjoyed the way business keeps up. "It is truly wonderful," he said, "and things are just going great with us. Prospects were never better. The dealers continue to stock up and are taking all of the goods they can get their hands on. All appear to be sure that the coming fall is going to be a record breaker and they want to have all the ammunition in their line. In other words, the preparedness in the air has spread to the business world."

Jesse Rosenstein, the Pathé distributor, announces that he has just signed up the Rominger Furniture Co., Winston-Salem, N. C., and Amberg & Jordan, Inc., 406 to 408 North Eutaw street, one of the large furniture houses of Baltimore. Mr. Rosenstein expects to announce some additional distributors very shortly. He reports business very good.

The shortage of machines is still handicapping H. R. Eisenbrandt Sons, Inc., Victor distributors. Henry Eisenbrandt, who has charge of the Victrola department, says that he would have no trouble whatever in disposing of far more machines than he is able to get possession of. The same shortage is reported by Cohen & Hughes, also local distributors of the Victor line.

The higher priced machines are having the call with E. F. Droop & Sons Co., also distributors of the Victor Co. machines and records. W. C. Roberts, manager of this house, is away on his vacation at present. The same old shortage is reported.

Although the weather is very warm the sales of the Aeolian-Vocalion, which is handled in this section by the Sanders & Stayman Co., holds up well. W. B. Turlington, manager of the house, says no complaint whatever can be made upon the way the machines are selling. The demand in this line also runs toward the higher prices. The house also handles the Victor and Columbia machines.

L. K. Scott, formerly with the Reid & Hughes Co., of Waterbury, Conn., is the new manager of the Victrola department of Stewart & Co., one of the largest department stores in the city. Mr. Scott, who recently came to this city, is much pleased with the outlook. He has started to make plans for the Fall rush and is getting in a good supply of machines. Mr. Scott has added E. M. Ogilvie, formerly with the Sonora Co., in New York, to his present sales force. A live campaign is planned.

Preparations for the fall trade with the Victrola department of William Knabe & Co., which is now under the management of Henry T. Kennedy, who has taken the place of Milton Boucher, promoted to the piano department.

TELEPHONES ORDERS FROM COAST

SAN FRANCISCO, CAL., August 3.—The Stern Talking Machine Corp., 1085 Market street, Pacific Coast distributors of Rex phonographs and records, has been closing a large business. A few weeks ago Frederick Stern, president of the company, decided to call up the Rex plant at Wilmington, Del., on the long distance telephone in order to arrange for additional shipments of machines and records. He ordered two carloads of merchandise for shipment this month, and also inquired regarding another carload which had been somewhat delayed in transit. This telephone call from the Coast to the East is a fair indication of the Stern Co.'s energetic sales policies.

PLAUT-CADDEN CO. RECITALS

NORWICH, CONN., August 8.—The Plaut-Cadden Co., of this city, Victor dealers, have been receiving considerable notice in the local newspapers by reason of the success they have achieved with Victor recitals. This company has made a specialty of giving informal concerts at frequent intervals, and aside from the increased sales which this publicity has produced, these recitals have served to make the Plaut-Cadden store a Mecca for local music lovers.

Eugene Krone has opened a new and exclusive Diamond Disc store in Bryan, O.

Deliver Your Talking Machines in LANSING Khaki Covers

Preparedness is the cry throughout the Country and an order placed now is a move in the right direction by getting ready for the coming Season's business.

All materials are of High Grade—the covers are heavily padded and quilted and properly manufactured—the Patent Buckle that is used is a necessity for Safely handling these expensive instruments.

LANSING
The Pioneer Khaki Moving Cover Mfr.

They afford perfect protection from the Weather—finger prints—scratches and all other blemishes.

Use the Lansing Khaki Moving Cover and save money.

"BEST BY TEST" IS THE LANSING SLOGAN.

E. H. LANSING, 611 WASHINGTON STREET, BOSTON, MASS.

150 NEW DEALERS IN THREE MONTHS

G. Sommers & Co., St. Paul, Minn., Win Quick Success as Jobbers of the Pathé Phonographs Throughout Northwestern Territory

ST. PAUL, MINN., August 1.—C. E. Gore, traveling representative for the Pathé Frères Phonograph Co., New York, left this city this week after spending three weeks with G. Sommers & Co., Pathé distributors for this territory. Mr. Gore's time was well-spent in this city, as he assisted G. Sommers & Co. in putting their stock in shape, and also gave them valuable help in organizing the efficient sales staff which is now visiting the trade.

C. E. Gore

G. Sommers & Co. have only been Pathé distributors since the first of May, but in this very short time have signed up 150 dealers to handle the Pathé line. Their territory reaches out to Spokane, covering the Northwest to that city, and fifteen salesmen are spending all their time co-operating with the company's Pathé dealers in this section.

Before leaving St. Paul, G. Sommers & Co. gave Mr. Gore an order aggregating $125,000 worth of Pathephones and Pathé discs, and according to their present plans and the aggressiveness of their sales campaign, they will sell $500,000 worth of Pathé goods before the first of the year. L. T. Ware, who is in charge of this division of the Sommers business, is a keen and aggressive merchandising expert, and his enthusiasm regarding the possibilities of the Pathé line is based on years of experience and judgment which are reflected in the success his company has already achieved in the Pathé goods.

Mr. Gore's destination after leaving St. Paul is Memphis, Tenn., where he will render similar co-operation to the Armstrong Furniture Co., which only recently arranged to handle the Pathé line as distributors. Mr. Gore is thoroughly versed in all phases of the talking machine industry, and the practicability of his suggestions is evidenced in the splendid sales totals of the Pathé distributors with whom he has worked.

INCREASING ITS FACTORY CAPACITY

ST. LOUIS, MO., August 5.—J. P. Fitzgerald, president of the Mozart Talking Machine Co., states that the company's sales totals this summer have far exceeded all expectations, and as a matter of fact, business the past month or two has resembled the fall and winter season's activities. The company is steadily increasing its factory capacity to cope with its increased business.

SALES POINTERS OF VALUE

Bearing on Victor Records and Their Use Sent Out by V. W. Moody, of Neal, Clark & Neal, Buffalo—Offers Some Interesting Facts

BUFFALO, N. Y., August 7.—V. W. Moody, manager of Neal, Clark & Neal, Victor distributors, has just sent out to the company's dealers for general distribution a selected list of Victor records for the convenience of those who have not had an opportunity to study the complete Victor catalog.

On the last page Mr. Moody asks a number of pertinent questions, under the heading "Do You Know:" "That your Victrola should operate at a speed of seventy-six revolutions per minute? That the governor 'friction pads' must be oiled monthly? That the sound box gaskets must be live rubber? That your Victrola must not vary in speed the slightest? That in a high soprano note there are 3,000 vibrations per second? That if your motor drags for one-half of 60/76 of a second that 1,500 of these soprano vibrations will be flat? That your reproducing point (needle) travels over approximately 100 yards of reproducing surface with each twelve-inch record played?"

OUTING OF TALKING MACHINE MEN

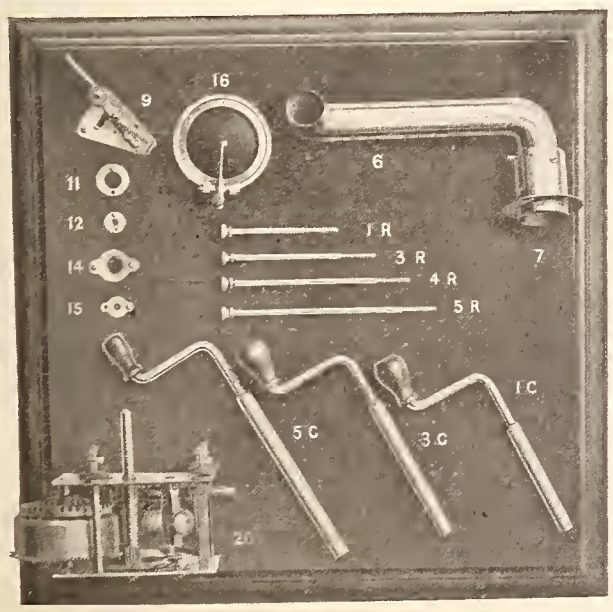
Talking Machine Dealers' Association of Buffalo to Hold Annual Picnic This Month

BUFFALO, N. Y., August 1.—The Talking Machine Dealers' Association of Buffalo, one of the most influential organizations of its kind in the country, is completing arrangements for the annual outing to be held late in August. Present plans point toward the affair being staged at Crystal Beach, a lake resort on the Canadian shore. F. E. Bruehl, of the Neal, Clark & Neal Victrola department is the chief spirit working toward the success of the big event.

ENJOY HARRY LAUDER'S RECORD

At a dinner given last month by the Chamber of Commerce, of Odgensburg, N. Y., the members and guests, among whom was Chas. M. Tait, of Gouverneur, N. Y., had the pleasure of listening to a telephone conversation between Ogdensburg and San Francisco. One of the interesting features of the program was hearing Harry Lauder's Victor record, "I Love a Lassie," played on a Victrola in San Francisco. Mr. Tait states that every word was astonishingly clear and distinct, and that Harry Lauder's Scotch "burr" was as distinct as though the Victrola was in the very room in which they were sitting. The program closed with "The Star-Spangled Banner" played on the Victrola.

R. E. Babylon has purchased an interest in the Dillon Bros. talking machine factory at Piqua, O., which will be enlarged by the addition of a new building and the installation of new machinery.



An opportunity to secure

MOTORS

SOUND BOXES—TONE ARMS

at extremely low prices

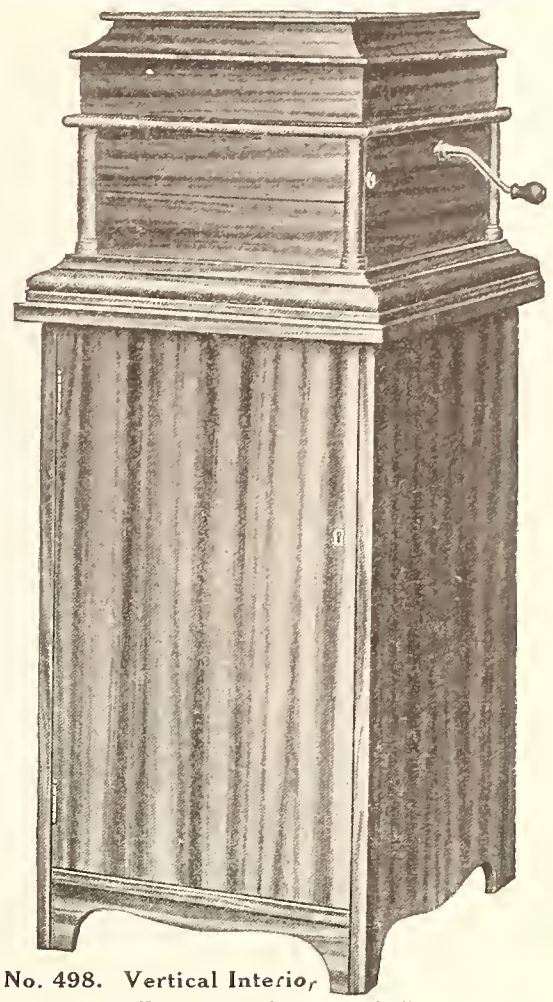
MOTORS	
1 Bbl. (about 125 motors)	at $1.00 per motor
1,000 "	" .95 " "
5,000 "	" .90 " "

SOUND BOXES	TONE ARMS
100 lots....60 each	100 lots....60 each
1,000 " ....50 "	1,000 " ....50 "

WONDER TALKING MACHINE CO.

113-119 Fourth Ave., (at 12th St.) New York

Telephone, Stuyvesant 1666, 1667, 1668



No. 498. Vertical Interior

For Columbia "Favorite"

Height, 32 in. Width, 19 in. Depth, 22 in. Holds 240 records.

Mahogany Front—Golden Quartered Oak Front

Average weight, crated, 80 pounds.

[If horizontal shelving is desired, order No. 1498.]

[When felt interior is wanted, order No. 498F.]

UDELL

Cabinets

For Records

play a leading part in the sale of a talking machine outfit. This is true because a machine and a library of records *without* a Udell Record Cabinet are *not* complete.

Put it up to your customer and ask him where he is going to file his records. Of course, people buy what they see—so have several in your store. You not only get the profit on the cabinet but you are making a better record buyer. The importance of that cannot be overstated. A better record buyer because he takes some pride in the care and filing of his records. He knows just what he has because of the system used in filing.

The large capacity of a *Udell Record Cabinet* makes a consumer want to fill it up.

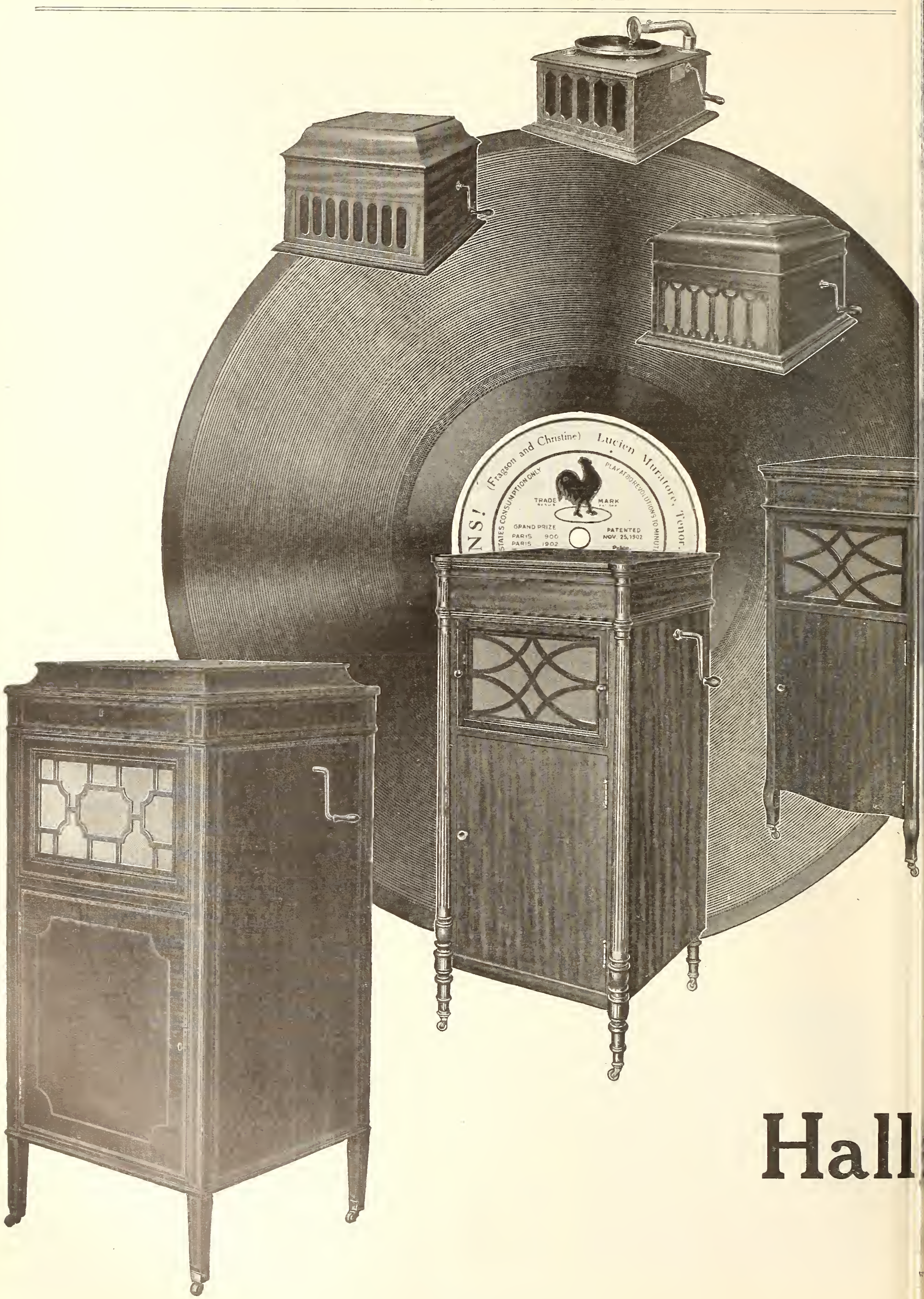
Yes, it's a mighty good proposition for *you* to push *Udell* cabinets.

You can get pictures and prices by writing to

The Udell Works

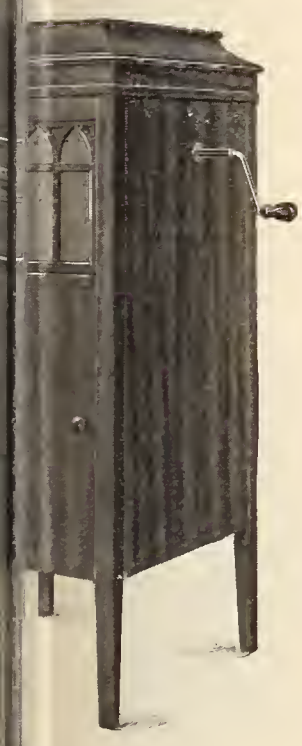
1204 West 28th Street

Indianapolis, Ind.


(Fragson and Christine) Lucien Muratore, Tenor.
PLAY AT 80 REVOLUTIONS TO MINUTE
STATES CONSUMPTION ONLY
TRADE MARK
GRAND PRIZE
PARIS 900
PARIS 1902
PATENTED
NOV. 25, 1902

Hall

e Offer This Newest Service o Our Dealers - - - The Full Line of Pathéphones and Pathé Disc Records



Concerning Pathé Quality

WE have chosen Pathé products because they have an international reputation; because they are reliable; because dealers can sell them with the knowledge that customers will stay satisfied.

We chose the Pathephone because it has a "Violin" Sound Chamber of resonant wood that adds warmth and mellowness to tone. Because it plays with a polished Sapphire Ball that never has to be changed and never scratches records (like sharp metal needles).

We chose Pathé Discs because they reproduce more truly. Because they are more durable, showing no signs of wear after years of use. Because they are cheaper—**All** Pathé records from dance music to grand opera are double-disc. A single price pays for two selections. Because Pathé Discs reproduce not only the voices of singers who are enjoying triumphs in America, but also the voices of famous European artists who have never sung in this country. Finally, we chose Pathé Discs because the indications are becoming clearer and clearer daily that the public will demand Pathé records, no matter what make of machine they own.

Concerning Our Financial Service

WE are prepared to back up Pathé products and to stand behind our dealers with the strongest kind of service. We don't mean just merchandising service. Everybody is doing that now, more or less. We mean **Financial Service.**

We will cash your installment phonograph paper! We will let you buy new stock on the strength of your customer's promise to pay! This means that your business can grow from the start. You don't have to wait for the cash to come in.

If you are the kind that likes to grasp success more than to dream about it, you will ask our Phonograph Division **today** about our Financial service.

x Davis Piano Company

(Established 1839)

IONOGRAPH DIVISION

eneral Offices, 18 East 42nd St., New York

Columbia
Columbia Records
TRADE MARK
Note the Notes

Al Jolson--the biggest money maker in the popular record field, and an exclusive Columbia artist. New records by Jolson in the September list.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

MILLION POUNDS OF SPRING STEEL

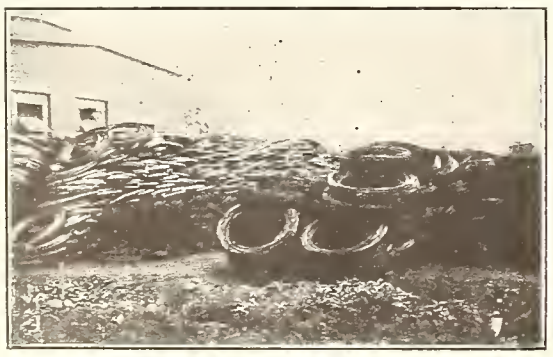
Enormous Supply of That Important Material for Talking Machine Motor Manufacture Now on Hand at Otto Heineman Co. Factory

Five hundred tons, one million pounds of spring steel, for use in the manufacturing of Heineman motors are now on hand, and are

A Small Portion of the Million Pounds

being utilized in the production of these well-known motors.

Even in ordinary times, this vast amount of spring steel would attract more than passing



One View of the Spring Steel

interest, but with the present condition of the steel market, and the extreme difficulty experienced by manufacturers in all lines to secure sufficient steel for their daily or weekly requirements, this amount of spring steel assumes imposing proportions.

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., is a firm believer in the doctrine of "preparedness" as applied to commercial success, and as soon as he realized that raw materials were becoming scarcer day by day, made his plans accordingly, and instructed his purchasing agents to spare no efforts to secure an adequate supply of that all important factor in motor production—spring steel.

In pursuance of these instructions orders were placed aggregating considerably more than 500 tons, and although the price was far in advance of anything previously paid for spring steel, Mr. Heineman approved the orders so that his patrons might receive their motor shipments at the earliest possible moment regardless of the expense or inconveniences involved.

The first portion of this vast order was received some time ago, and shipments have been received daily, until at the present time there are one million pounds on hand. All of this steel is subjected to the severest possible tests, and only the very highest grade of product is O.K.'d for use in the Heineman motors.

As soon as this spring steel is approved by the Heineman factory experts it is put in work, and extreme care is taken that the steel stands up perfectly under every process. "Quality" is the keynote of the Heineman factory policy, and no matter how many motors are on order, Mr. Heineman does not permit the slightest deviation from the quality dictates which have guided his company in its remarkably successful career.

A faint idea of the tremendous volume of spring steel comprising one million pounds may be gleaned from the accompanying photographs, although these pictures show but a very small portion of the 500 tons. It is a tribute to the popularity of Heineman motors that even this vast amount of spring steel will suffice but a very short while, as the Otto Heinemann Co. has received some huge orders the last few months which will necessitate working the factory to capacity and overtime for a long time to come.

BELIEVES IN AN OUTDOOR LIFE

F. P. Oliver Snapped After Eighteen Holes of Golf With Francis Wilson

Fred P. Oliver, the active vice-president and general manager of the Blackman Talking Ma-

F. P. Oliver and Francis Wilson

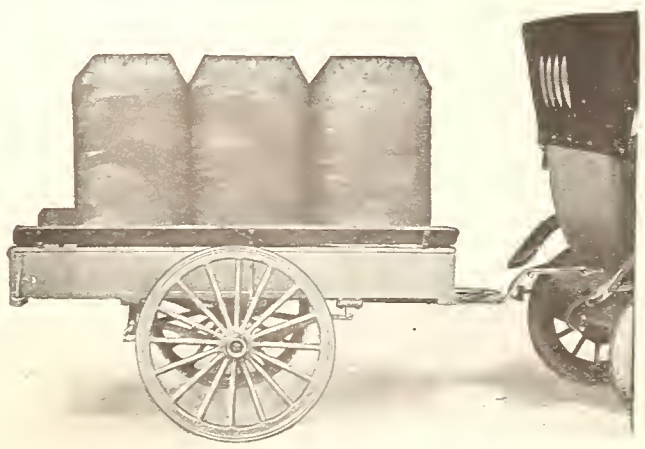
chine Co., New York, Victor distributor, is a firm believer in the benefits to be derived from an active outdoor life. He is an ardent golfist and has even made his appearance on the "diamond" as a member of the Blackman Talking Machine Co.'s baseball nine. In the accompanying picture, Mr. Oliver "is taking it easy" with Francis Wilson, prominent theatrical star, at the latter's country home, "The Hill," at Lake Mahopac, N. Y. Messrs. Oliver and Wilson just finished eighteen holes when this photograph was snapped by J. N. Blackman, president of the Blackman Talking Machine Co., who was also spending a few days at Lake Mahopac.

Dealers Who Believe in Efficiency and Who Want—

To Secure Maximum Utility From an Automobile Should Get

THE DEKALB TRAILER

One of these attached to any make of automobile will completely solve your delivery and receiving problems



This Model holds 3 Victrolas or 3 similar-sized machines. Also easily carries 1 piano.

Length, 7 ft.; width, 40 in.; sides 8 in. deep. Solid steel axle, hickory wheels, with either steel or rubber tires. Best quality steel springs. Painted auto black and equipped with draw bar that is quickly attached to any car. Weight, 400 lbs. Easy running and easily handled.

Send a postal for details. It's certainly worth your business' while

DEKALB WAGON COMPANY
DeKalb, Illinois

BUILDING UP RECORD BUSINESS

Some Live Facts and Hints Offered by the Stewart Talking Machine Co., Indianapolis, to a Dealer Whose Record Sales Were Not What They Should Be—Excellent Suggestions

The Stewart Talking Machine Co., Indianapolis, Ind., Victor distributor, sent out a most interesting letter some time ago in response to a letter from a Victor dealer who had written that his record business was only 14 per cent. of his total. This letter, reading as follows, is well worth the careful attention of every talking machine dealer:

"Your recent letter has been considered with much interest, and we have spent a considerable length of time in looking up material for a complete answer. We find that your record orders for the last six months show an advance over previous accounts. You are to be congratulated on that. And you are not to be entirely held at fault because your record business is not greater. Yet it's certain that the record business should be much more than 14 per cent. of the total. They should equal the machine orders. You have done splendid work in placing Victrolas, but you have overlooked vast possibilities for enlarging your record business. We should have told you so sooner.

"At the present time it is possible to get from the Victor factory records in almost numberless quantities—a pleasant situation for you when machines are so hard to obtain. And it is equally as pleasant for us.

"There are several suggestions that might be followed toward the increase of your record business.

"One dealer delighted us with the news that he never hears a customer ask for 'I Hear You Calling Me' without suggesting and, if such is in order, playing three or four other McCormack records. If this dealer does not have 'Cecile' on his shelf he suggests 'Millicent' or any other good waltz record, fearing that in nine cases out of ten a customer will not come back for a certain record if it is not to be had when wanted. A keying system that classifies waltzes, arias, violin solos, etc., under a code sign, enables him to pick out similar records quickly. He does not call this substitution but restitution—saving an order! He is a dealer who sends out great quantities of records on twenty-four hours' approval. For it's an active stimulant to his customers' record appetites—the more they hear, the more they want. He is the dealer who writes a breezy letter with every monthly list of records sent out on his mailing list and who calls by 'phone all customers whom he thinks might be interested in special records. And he is the very same dealer who is profiting and profiting and realizing profit on his record department.

"Another dealer makes a practice of giving monthly recitals, selecting the headliners of each record list and inviting home talent to assist—by this latter feature attracting more local interest. He says pleasant service in the store brings better results than any amount of "record-on-approval" bother.

"But one other man comes forward with a plan for boosting record business which should commend itself to your attention through its uniqueness.

"He employed a young man instructed in the mechanical workings of a Victrola, to make regular tours of inspection among all the local owners of Victor machines, testing the motors to correct jumping, to see if they make seventy-eight revolutions per minute, to see if the diaphragm is at proper tension to bring out roundly the high tones of certain instrumental records he might play (for instance, Kreisler's 'Serenade Espagnole') and to see if the sound box is properly adjusted to produce powerful vocal records such as Caruso's 'Celeste Aida" without 'blasting.' Upon finishing each inspection the young man might play a few other good numbers and leave behind a list of the latest records.

"When the man of the house gets home at night and discovers that his Victrola has been improved he will want to hear for himself. The wife and children will recall the beautiful songs and instrumental selections the young man played, will discover the list of new ones—and there you are. Following the natural consequences still further, this dealer sees neighbors and non-owners of Victrolas trooping in to hear new records on the improved instruments and going home with the "buy-it-now" instinct hard working in their minds.

"Familiarize your customers with the opera, says another retailer. Lead them into the story of an otherwise bewildering maze of music, and speak in plain United States words so that they may feel Lucia di Lammermoor to have been no one but little Lucy from the old Scotch town of Lammermoor—as, indeed, she was. Let them know that the English meaning of 'Cavalleria Rusticana' is 'Rustic Chivalry" and that the plot is based on a situation that has popped up in human events since time out of mind—that of a woman, well married, making up to a former lover. Show your customers clearly that grand opera is simply a magnifying glass which intensifies the loves and passions of human beings—although the glass itself may lend a touch of the sublime.

"While you are playing for your friends the remarkable record 88061—Caruso singing 'On with the Play'—explain that the Italian tenor is performing in character of a circus clown 'I Pagliacci'—'The Players'—and is sobbing out his wretchedness over the faithlessness of his wife.

"All this would be bringing them closer to a high embodiment of art—a consequent desire for fuller knowledge—the commencing of a grand opera library—the foundation of a growing record demand. Tell the story! Tell the story! Tell the story!

"The successful pursuit of this plan would call for your advice as to the formation of a customer's record library. You see, the assembling of valuable records should have the same painstaking attention that a book-lover gives to his collections. There are few model libraries that do not have a proportion of light fiction against heavy drama—one balancing the other to a nice degree—but in none does Robert W. Chambers approach in representation Balzac, Victor Hugo or Maupassant; nor is there a lack of Shakespeare or Milton on the shelves. In the same way 'Tipperary' should have a strong counterweight in 'Celeste Aida' and records of similar magnificence.

"Make them know it. 'Victor Book of the Opera' and Voice of the Victor will help you. Grand opera offers a broad and substantial foundation for a building of record business.

"And here read a few of our words: A record stock increased from well selected numbers is as good as old wheat in the mill—better because it turns oftener. Do not feel that, because records may be easily obtained at the present time it is possible to hold every customer off until his order can be filled here. Did you ever go into a store for a pair of shoes and, when the clerk was unable to fit you, did you agree to wait patiently until the shoe jobber or shoe manufacturer could get a pair made?—A ready stock saves many a sale.

Your record business should
equal your machine business.

"You have turned a commendable voltage or energy on Victrola business, but switching a little more current into record lines would liven up the wires for all of us, and set the sparks to jumping in a way that would warm your heart—and ours—and your customers."

PROTEST GRANTING OF TRADE-MARK

A protest was filed on July 1, by the Sonora Phonograph Corporation through their attorneys against the granting of a trade-mark to the Pathé Frères Phonograph Co., of Wilmington, Del., on a disc bearing the words "Sapphire Records," the bottom of the plate containing the words, "Made for United States Consumption Only." The Pathé Frères Phonograph Co. has been granted until August 22 to file an answer to the protest of the Sonora Corporation.

The Union Phonograph & Machine Co., of Newark, N. J., was incorporated last week with a capitalization of $25,000, to deal in talking machines and accessories.

NEW YORK CITY

S.B.Davega Co.

Est. 32 years 831 BROADWAY

SERVICE
SERVICE
SERVICE

RECORDS
RECORDS
RECORDS

Victor-Victrolas

Send for Price List of Accessories

IMPORTANT ANNOUNCEMENT IN NEXT ISSUE

LEONARD MARKELS

165 William Street NEW YORK

First-Class Double-Spring Worm-Gear Motors

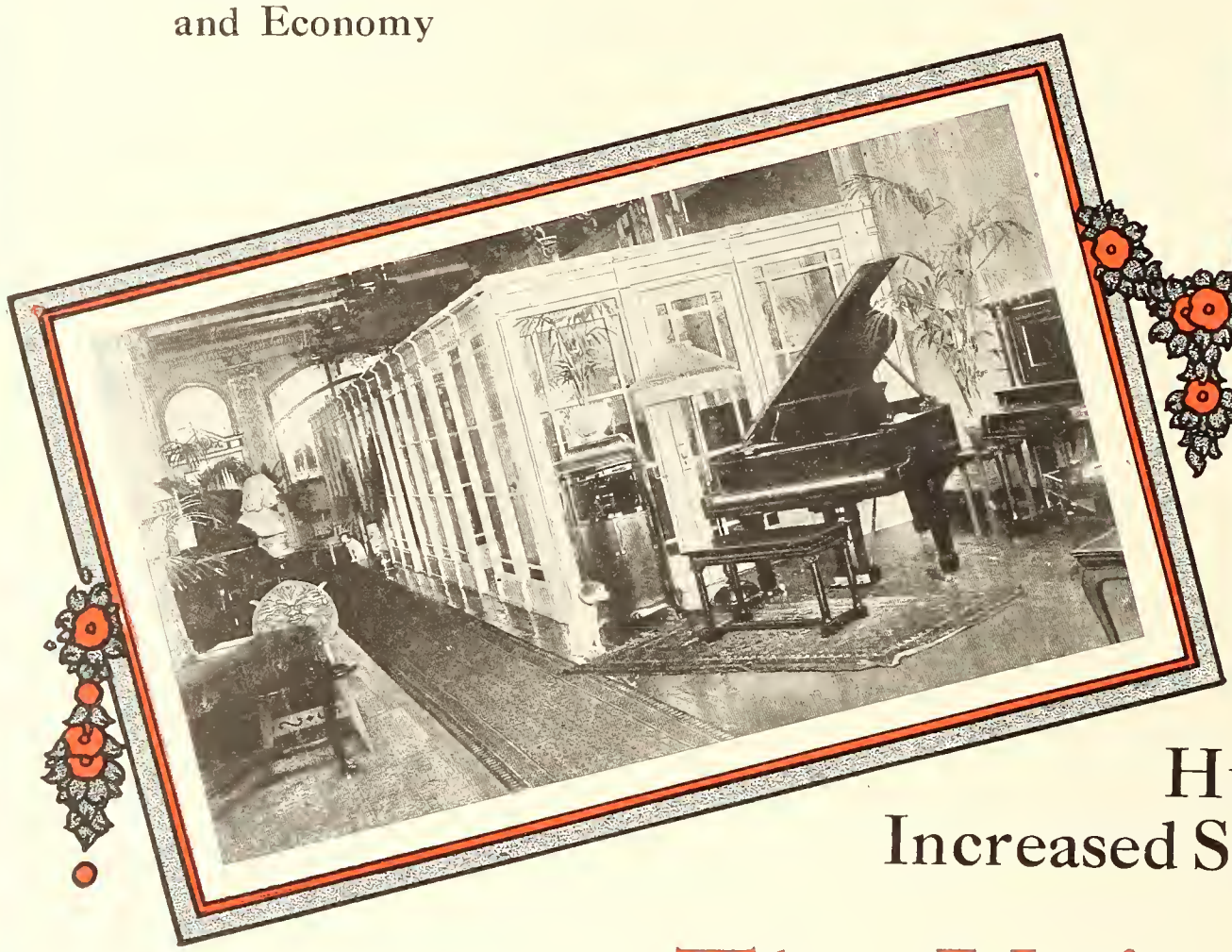
The "Markels" Motor is Guaranteed to give *Real* Service

All Talking Machine Accessories, Sound Boxes, Tone Arms, Etc.

Prompt Deliveries Guaranteed

UNICO EQUIPMENT
Represents
Efficiency
and Economy

CONSTRUCTION
PATENTED



Hundreds of Pr
Increased Sales and Profit

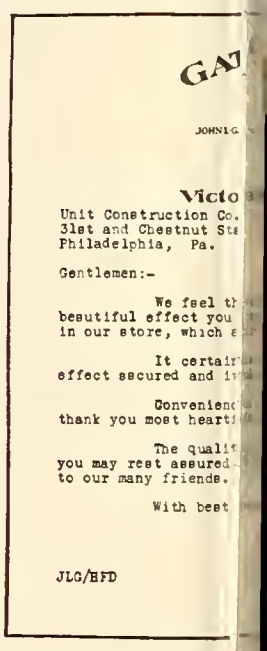
The Unico Demon

Order *your* Unico Equipment now

A Single Room?

We are shipping one, two and three room installations daily to all sections of the United States.

Any requirement promptly shipped from stock in Standard or Special Finish.


GA
JOHN G.
Victo
Unit Construction Co.
31st and Chestnut Sts
Philadelphia, Pa.
Gentlemen:-
We feel th
besutiful effect you
in our store, which
It certain
effect secured and i
Convenien
thank you most heart
The qualit
you may rest assured
to our many friends.
With best
JLG/HFD

Unico Rooms are shipped Completel
Exclusive Sound Insu

Wire

We have a Representative in your territory

UNICO COST IS MODERATE
(Prices Start at $75)

121-131 SOUTH 31st STREET

THE UNIT CON

DESIGNS
PATENTED

UNICO EQUIPMENT
Attracts and
Holds
New Trade

Dealers Have
One Hundred Per Cent.

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Inc.

URE Tee

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task.

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prove on it.

arrived at and we
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in itself, and
ending your Material

n,

The Largest Department?

Twelve of the largest Talking Machine Departments in the United States will be equipped by us in the next thirty days.

Ten Exceptional Designs
(Patented)

Sectional Interlocking Construction
(Patented)

Finished ready for Quick Installation
t Proofing Features

UNICO QUALITY INSURES SATISFACTION
(Over 30% Repeat Orders)

-day

Descriptive Literature on Request

ON COMPANY

PHILADELPHIA, U. S. A.

RICHARDSON ILLUSTRATING CO., N. Y.

INTEREST IN EDUCATIONAL RECORDS

Dealers Steadily Showing Greater Appreciation of the Opportunities That Lie in the Development of That Line of Business—Good Suggestions from New York Talking Machine Co.

Talking machine dealers throughout the country are realizing more and more the unlimited possibilities which are at their command to develop the sale of educational records. During the past year manufacturers and distributors have joined to impress upon the dealer that the word "Educational" does not necessarily mean that the records listed under that heading are not intended solely for use in the schoolroom, but on the contrary, can be sold for use in the home.

In this connection the following letter recently sent out by A. D. Geissler, vice-president of the New York Talking Machine Co., and the Chicago Talking Machine Co., is worthy of more than passing interest. It reads:

"Did it ever occur to you how many records there are in our regular educational list which, if brought to the attention of the parents to whom you are selling our regular catalog list, would be eagerly snapped up by them? The Victor Co., at the recent distributors' convention, brought out very forcefully the fact that many parents are in search of indirect methods by which they may educate their children without commanding them to study.

"I thoroughly believe that, if you should devote one room exclusively to the demonstration of educational records, and have one salesman in your force specialize in this work—study it and really become an expert in it, such room would pay you big dividends and at the same time would have the effect of stimulating your other salesmen to similar efforts in suggesting these records to your regular trade.

"This is a scheme which might be systematically and effectively thought out and inaugurated by you. As a suggestion—possibly the enclosed list of educational records would appeal to you as a very good list to take the initiative in." The list enclosed in this letter comprised the following Victor records:

31855 National Airs of All Nations. Great Britain, "Rule Britannia"; Austria, "God Preserve the Emperor"; Russia, "God Save the Czar"; France, "Marseillaise"; Italy, "Garibaldi Hymn"; Germany, "Watch on the Rhine"; United States, "Star Spangled Banner."
Victor Mixed Chorus 12

17104 London Bridge (English. 2. Mulberry Bush. Round and Round the Village.
Sousa's Band 10

17918 Go to Sleep, My Dusky Baby. Arr. from "Humoresque" (Dvorak), by Frank Rix. Rockin' Time (Gertrude L. Knox).
Misses Kline-Baker-Dunlap 10

18000 The Hatter (from "Folk Dances of Denmark") (Burchenal). Three Dance (from "Folk Dances of Denmark") (Burchenal)..... 10

17163 The Seven Ages of Man (from "As You Like It") (Shakespeare).....Frank Burbeck 10
Shylock's Rebuke (from "Merchant of Venice") (Shakespeare) .....Frank Burbeck 10

17580 America (Henry Carey)...Victor Military Band 10
The Red, White and Blue (David T. Shaw).
Victor Military Band 10

60080 The Toymaker's Shop ("Babes in Toyland") (Herbert) .....Herbert's Orchestra 10

55049 Songs of Our Native Birds, No. 1. Catbird; stormy petrel; cardinal redbird; jenny or house wren; loon; red wing blackbird; bobolink; California mountain quail and general conversation of the birds of the marsh.
Charles Kellogg 12

55049 Songs of Our Native Birds. No. 2. Ringdove; goldfinch (wild canary); wood pewee; blue jay; whip-poor-will; mourning dove; meadow lark; peabody bird (white-throated sparrow); catbird; wood or barn owl; boot owl.
Charles Kellogg 12

LARGE ORDERS FOR DIAPHRAGMS

James L. Frazee, 30 Church street, New York, manufacturer of "Crystal Edge" diaphragms, returned Monday from a trip to New England, during which he concluded arrangements for purchasing large quantities of raw material in order to adequately handle his fast-growing trade. Mr. Frazee now has a traveling representative in the South, and is making plans for a large fall and winter trade. He states that during the past week or two he has received a number of very large orders for his diaphragms, one order totaling $12,500.

M. J. Coats, who recently opened a drug store in the new Grace Building, on William street, Little Falls, N. Y., will also carry a line of Edison Diamond Disc phonographs.

SOSS

Invisible Hinges

THE SOSS INVISIBLE HINGE — TRADE MARK — SOSS MANUFACTURING CO.

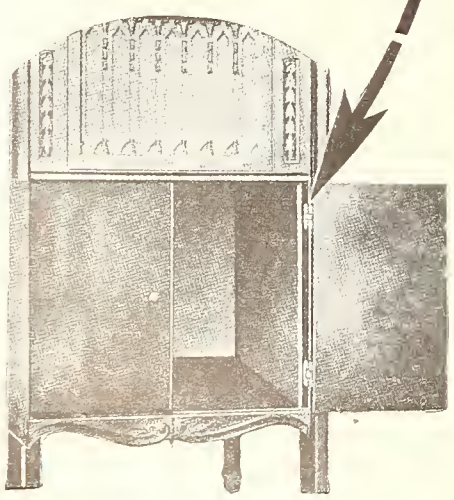
Preserve the beauty of well designed and finely finished

Talking Machines
Music Cabinets
Pianos
Player Pianos and Benches

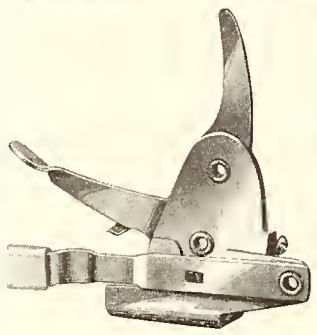
They are made in numerous sizes for these particular purposes.

When you fail to see an unsightly Hinge protruding you know SOSS is the answer.

Write to-day for catalogue T.



Soss Manufacturing Co.
435-443 Atlantic Avenue, Brooklyn, N. Y.
BRANCH OFFICES:
Chicago—160 North Fifth Avenue.
Los Angeles—224 Central Bldg.
San Francisco—164 Hansford Bldg.
Minneapolis—3416 2nd Ave. So.
Detroit—922 David Whitney Bldg.



For Talking Machine Manufacturers and Dealers

The Perfect Automatic Brake. Simple construction. Easily attached. No Talking Machine complete without it.

Write for sample and attractive quantity prices.

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

A GOOD needle is essential to the proper production of clear, rich tones. A poor needle will mar the beauty of the finest machine and the finest record. The needle here offered has stood the test of time and has been found to be of superlative value.

Sonora

Multi-playing Jewel

Needle

FITS the records exactly preventing wear and reproducing tone values perfectly.

HARD and unchanging in form and prolongs the life of the records.

GIVES splendid satisfaction for three months of the hardest kind of service. GUARANTEED to do this.

DOES away with the annoyance of continually changing steel needles.

SELLS easily at $1.00 and affords a good profit to the dealers.

Stock the Sonora Multi-Playing Jewel Needle!

Write today for information and prices

Sonora Phonograph Corporation
GEORGE E. BRIGHTSON, *President*
Makers of Sonora Phonograph and Sonora Multi-playing Jewel Needle
57 READE STREET NEW YORK

If you have missed the Columbia profits during the last season, you must have done it unwillingly. If you miss them this coming season the amount of them will make a long column on your debit page.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

GREAT EXPANSION OF EDISON PLANT

Present Factories Being Worked Night and Day to Keep Up with Demand and Additional Buildings Are Necessary—A Formal Statement Regarding the Situation

The factories of Thomas A. Edison, Inc., Orange, N. J., for some months past have been taxed to their utmost capacity as a result of the tremendous demand for the New Edison and Edison Re-Creations and it now has become necessary to erect a number of temporary structures in the vicinity of the works in order to provide for additional manufacturing facilities. There recently has been a tremendous increase in Edison sales, an increase that has made necessary the maintenance of large night forces and the carrying on of work in some departments seven days a week. It is to relieve some of this congestion that portions of the permanent buildings that formerly were used for storage purposes are being equipped with machinery and delivered to the purpose of active manufacturing.

A formal statement regarding conditions at the Edison phonograph plants has just been issued. "Business has attained phenomenal proportions," it states, "and the capacity of our present buildings is greatly overtaxed. We have found it necessary to divert former storerooms to active manufacturing purposes and we now are storing large quantities of raw material, as well as much of our finished product, in temporary structures that have been erected in the vicinity of our plants. Our men are working day and night, also Sundays. We have found it necessary to impose a tremendous burden on every branch of our manufacturing division in order to keep up with the demands made upon us by the sales department.

"Before the New Edison was placed on the market it was foreseen that its introduction would be followed by a strong demand for the instruments and records. It was supposed that ample preparations to fill the requirements of any market that might develop had been made. But the demand has exceeded all expectations and, as a result, we are having difficulty in meeting it. The spirit of Mr. Edison animates the entire organiation, however, and, because of this, we do not feel that anything is impossible. By making the most vigorous efforts we can satisfy the demands that are being made upon us until contemplated expansions and improvements relieve the pressure under which we are working at the present time."

E. ARMSTRONG NEW SALES MANAGER

CHICAGO, ILL., August 7.—Elmon Armstrong, who is known to the wholesale music interests in the Middle West, and very thoroughly and generally known in the musical industry from coast to coast, has been appointed Western sales manager for the Compton-Price Co., Coshocton, O., manufacturers of the Stradivara phonograph, with headquarters in Chicago.

KIMBALL CO. TO HANDLE PATHE LINE

Prominent Chicago Piano Manufacturers Close Important Deal with Pathé Co.

CHICAGO, ILL., August 9.—An announcement based on authentic information was made here to-day to the effect that the W. W. Kimball Co. has closed a deal whereby it will handle the Pathé Frères line of machines and records not only in its retail department, but also in a wholesale way, distributing the goods to retail dealers throughout the country. This is the second large piano manufacturing corporation to tie up with the Pathé line lately, as the Hallet & Davis Piano Co. made distributing arrangements on the Pathé line only last week.

It is pointed out that the Kimball Co., incidentally placed itself in a more favorable position in respect to its own machine, which is to be known as the Kimball phonograph, and which is believed will be in readiness for the market very soon. The advantage of having a library of records such as the Pathé library is cannot be overestimated in conjunction with the launching of a new machine.

SUCCESSFUL VICTOR RECITAL

Rhodes Bros. Entertain Large Audience at Recent Affair Given in Their Roof Garden

TACOMA, WASH., August 5.—Rhodes Bros., Victor dealers, recently held a Victrola recital in their building which attracted an audience of several hundred women and which was a success both from an artistic and a commercial standpoint.

The excellent attendance at this recital was made possible through the use of large newspaper space and the fact that the Rhodes Bros. building has a roof garden and tea room in which the recital was held.

In addition to the Victrola the services of two well-knwwn local musicians were secured, and the program was made as varied as possible so as to interest every one.

The impression created by this recital has been reflected in the splendid business closed by Rhodes Bros., and it is quite likely that similar recitals will be held in the near future.

B. L. Malone & Co., of Grady, Tex., have added the Edison Diamond Disc line of phonographs and records to their business.

Satisfy and Please Your Trade

Shrewd, progressive dealers do so by supplying them with the

VICSONIA

knowing it is the *only* sound box that will reproduce Edison Disc Records on other machines perfectly and with true fidelity to the original rendering.

Instantly adapted, **no alterations necessary,** to **Victrola, Grafonola, Crescent, Sonora, Pathé;** special type for **Aeolian Vocalion.** Two independent machines from one. Gold or Nickel Plated, permanent Sapphire or Gem Diamond points.

One **Vicsonia,** nickel plated, sapphire point sent any dealer in United States or Canada on receipt of $4.

Prepare for Fall Trade; Order NOW

Vicsonia Mfg. Company
313 East 134th Street **New York City**

VEECO

The Electric Drive of Supremacy for Talking Machines

Manufacturers and Dealers write to

VICTOR Electrical Equipment Company
248 Boylston St. Boston, Mass.

One of the Domestic Line

The Wonderful Domestic Sound Box

The Dominance of the Domestic

DOMESTIC Talking Machines comprise the logical moderate price line to handle. And here's why:

They have been designed and are being manufactured and sold by men who are recognized experts in this field.

They are being manufactured complete, with the exception of the wood work, under one roof.

The manufacturers concentrate in one field, devoting their entire attention to doing one thing economically and well.

The organization surrounding the Domestic line is of as high standing and broad knowledge as the largest manufacturers in the industry.

The Domestic line caters to the masses where values must be and are prominent factors to insure success.

All Domestic machines are full guaranteed, and the Domestic organization stands squarely back of them.

As a dealer you do business direct with the Manufacturer when you handle the Domestic line. You have something of value, something that is distinctive and different from others.

We are prepared to make prompt shipments, have materials on hand for a large output and expect to take good care of all our dealers by giving them a superior product along with efficient service.

The great value to the consumer, liberal discounts to the dealer and a broad sales policy insure each dealer reaping the benefit of his efforts.

We are closing dealers' contracts daily and hourly; our output is increasing by leaps and bounds.

If you have not as yet applied for the agency, do so now before your neighbor secures it. One thing is certain: someone in your locality is going to handle the Domestic line.

Can you afford to lose the opportunity?

Domestic Talking Machine Corp.

HORACE SHEBLE, President

33d and Arch Streets, Philadelphia

GEO. W. LYLE
New York and New England Sales Agent
815 Trinity Building, New York

WALTER S. GRAY
Pacific Coast Sales Agent
422 Chronicle Building, San Francisco, Cal.

Domestic
TALKING MACHINE

MUSIC TRADE MEN AT PLATTSBURG

Trade Showing Not So Large as Might Be—Chicago Talking Machine Co. Well Represented—Life of the "Rookie" Not a Rosy One, But Does Much Good Declares Keith

PLATTSBURG, N. Y., August 7.—The third camp of the season of 1916 of the Military Training Camps has finished its last week of work in a "long hike," and is breaking camp in preparation to return to business and home.

The men have had a month's intensive military training and "intensive" means that the "Rookies" have had drilled into them in that time what the recruits joining the regular army would get in three or four months. For the

Left to Right—W. C. Griffith, Corp. R. J. Keith, Arnold Lockridge

army officers who acted as instructors at the camps were expected to impart to the business men in training as much as possible of the ground-work of a military education with the idea that ultimately these "Rookies" can serve in the event of war as a nucleus around which to build a force of officers for the armies that would have to be raised.

Members of the music trade were not in attendance at the camp to any great extent—for the music trade evidently does not believe in preparedness, at least, as far as itself is concerned. There was one firm, however, that made an excellent showing, and that was the Chicago Talking Machine Co.

Sales Manager R. J. Keith was there and brought with him W. C. Griffith and Arnold Lockridge, both of the sales department. The men were assigned to the same regiment—the Seventh—but were placed in different companies, Keith being corporal of his squad.

It isn't the easiest work in the world, sometimes, to keep a lot of prosperous Victor dealers satisfied with deliveries—especially around holiday time—but it's easy compared with what the "Rookies" have to do. In the morning is "Reveille"—at 5.40 and part of the time at 4.30 a. m. Then after "setting-up" comes mess, and after that marching or drilling and sometimes sham battles in which the men carrying the full pack of forty pounds on their backs and rifle, bayonet and belt, march through the dust and heat, deploy and fight a desperate battle with another battalion of "Rookies," firing innumerable blank cartridges and ending the struggles of the losing side in a desperate bayonet charge.

Then comes the tiresome march back to camp, sousing with buckets of water and noon mess. Then in the afternoon drilling by platoon or rifle practice on the range. Then comes "Retreat" with its ceremonies, "Inspection arms" and "Dismissed" followed immediately by the supper call. After the scramble for the "slumgullion" there is a conference in which the men are given a talk on "The Use and Care of the Rifle" or "Strategy at the Dardanelles," etc. After that an hour for yourself and then "Taps" with nothing to do 'till to-morrow. On the "hike" there is, in addition, making and breaking camp and attending to one's own meals.

"Oh! they worked us, all right," said Keith, "but it has done all of us a lot of good, and we have learned the lesson that army officers have tried to teach the public for the past two years. We know that even should 'vast citizen armies spring to arms' were war to develop, they wouldn't be worth a rap for six months. We have worked for a month, and the principal thing we learned was that we were mighty poor excuses for soldiers in spite of all our sweating and drilling."

NEW COLUMBIA DEALER

Ellis Bros. & Joseph, Binghamton, N. Y., to Handle Line—Grafonolas in Burl Walnut—New Advertising Service

Among the recent new accounts opened by the Columbia Graphophone Co., New York, in near-by territory, was that of Ellis Bros. & Joseph, Binghamton, N. Y., who will handle the complete Columbia line and concentrate a considerable portion of its activities on the development of foreign record business. This concern caters to a large clientele in its territory, and the comprehensive scope of the Columbia Co.'s foreign record library will enable it to offer its customers an unlimited repertoire of foreign selections.

The Columbia Co. has advised its dealers that it is prepared to furnish burl walnut Grafonolas at a very moderate increase over the price of regular mahogany and oak finishes. The extreme scarcity of burl walnut has been the subject of considerable discussion among the dealers, as the wonderful figuring of the burl grain and its dark, rich coloring has made this finish quite popular throughout the country. According to the scale of prices announced by the Columbia Co., burl walnut Grafonolas may be obtained at the following prices, as compared with the regular finishes: Grafonola 85, burl walnut, $95; No. 100, at $115; No. 110, at $125; No. 150, at $175; No. 200, at $225. The prices quoted are the retail list prices for the various Grafonolas.

A new advertising service has just been offered to Columbia dealers whereby the dealer may tie up his name with the Columbia product in a distinctive, individual manner. Columbia distributors have been instructed to prepare a special hand-drawn design for each dealer requesting one, featuring his name with the popular "Note the notes" trade-mark. Electros can then be made in various sizes for single, double or triple newspaper column advertisements, for letterheads, billheads, envelopes or advertising circulars. This service is offered free of charge to all Columbia representatives.

PAULIN USES THEATRE PROGRAMS

Local Victor Dealer Advertises by Means of Four-Page Colored Inserts

SANTA BARBARA, CAL., August 4.—Ralph H. Paulin, Victor dealer of this city, is using a series of theatre program advertisements which embody many unusual features, and are attracting more than passing attention from theatre-goers. He has had printed special four-page colored inserts advertising the Victor line, and these are placed in the programs of the local theatre and other places of amusements. These inserts cost very little more than a regular advertisement, and serve to produce far better results from every standpoint.

The Adolph Furniture Store, of Wheeling, W. Va., has opened a Columbia Grafonola department.

The Harmonola Co., Inc., has leased the first floor and basement of 1611 Chestnut street, Philadelphia, Pa., as general offices.

We Carry Everything for the Victor Dealer

One of the largest and most complete Record Stocks in the East.

A full line of cabinets for all type Victrolas.

Record Delivery Bags, Supplement Envelopes. Supplies of all kinds.

A full stock of Victor repair parts.

Everything and anything you may need forwarded promptly and accurately.

When your Distributor fails you, try us.

Blackman Service is REAL Service

Blackman
TALKING MACHINE CO.
97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK
Victor Distributors

LARGER STOCKS BEING CARRIED BY DETROIT DEALERS

Faith in the Future Shown by the Manner in Which Trade Is Prepared for Demands—A Little Hint on Record Salesmanship—Pathephone Dealers to Hold Convention—Talking Machine Association to Meet and Discuss Interest and Approval Questions

DETROIT, MICH., August 7.—For months and months we have been announcing in the Detroit letter of The World that business locally was showing tremendous increases as compared with previous years, so that to mention it again would be repeating "an old chestnut." But we do want to say that the number of talking machine dealers in Detroit and throughout the State is increasing very rapidly from the statements made by Michigan Victor, Columbia, Edison and Pathé jobbers. We have stated before that the city of Detroit is showing marked development in its population and its territory and wherever the new districts are developing, both for residences and business, there is a field for one of the talking machine lines. Probably the greatest development is taking place through the State; every town with a population of 2,500 people and up offers a lucrative field to someone for talking machines. In making the rounds of dealers, both in Detroit and suburbs, as well as through the State, The World representative finds large stocks are being carried—much larger than a year ago—which means that dealers are optimistic.

That the talking machine is a great educator for higher-class music is the statement made by Wallace Brown, operating the Wallace Brown Edison Store at 31-33 East Grand River avenue. "Many of our customers when they first buy their machine ask for a lot of popular records, band music, etc.," he said. "But we notice that invariably about two or three months later they buy better music—operatic selections—music that is real music."

A mistake made by many machine and record salesmen is to put on the record and then walk away until about the time the record is completed, says one Detroit dealer, who contends that this is a serious mistake in salesmanship as applied to the talking machine industry. "No matter how many times the salesman hears the record, he should sit down with the customer and listen to it again just as if he had never heard it before and was enjoying every bit of it. I never could see that method of playing records with only the machine and the customer in the room—it looks too mechanical. If we are to have salesmanship in the talking machine business, then we must see that customers get individual attention. Selling records is different than selling groceries, cigars, or other commodities."

It is expected that September will surely see a renewal of the business meetings of the Detroit Talking Machine Association, by which time most of the dealers will have returned from their vacations—the weather will be cool—and everybody will be actively interested in business problems. There is sure to be an agitation against the approval system and an attempt made to get every dealer in Detroit to charge 6 per cent. interest. If some dealers persist in not charging interest, there is very apt to be some real fighting on the proposition by other dealers, now charging interest, who say "let's all do one thing or the other."

J. R. Peckham, general manager of the Pathephone Co. of Detroit, is anxiously looking forward to the first convention in Michigan of the Pathé dealers which is scheduled for some time in September. Mr. Peckham has sent out letters to dealers and the answers indicate that Pathé dealers favor such a get-together.

It isn't often that George Smith, of the Detroit Music (Columbia dealer) Co., 288 Woodward avenue, takes a vacation, but this year he cast business aside and toured to Niagara Falls, going by way of Canadian territory.

The "Carola" phonograph now has Michigan representation—the State agency having been placed with the Michigan Carola Co., with offices in the Equity building, Detroit. The "Carola" is made in Cleveland.

The Edison phonograph is being vigorously pushed on the east side by the East Side Diamond Disc Shop, at the corner of Gratiot and Townsend avenues. The shape of the store is triangular and is very conspicuous in that section. The store is under the management of William Cummings, who has done very effective work in Detroit as an Edison demonstrator. The owner of the enterprise is a well-known East Side druggist.

Great preparations are being made at The Edison Store, Woodward avenue, Detroit, for a whopper fall trade. On every floor improvements are being made that call for greater efficiency. The Phonograph Co. of Detroit, occupying part of the same building, is also making changes to get prepared for the prompt rendering of service to its retail customers.

At Grinnell Bros., C. H. Grinnell, manager of the jobbing (Victor) department, and Harry Rupp, manager of the retail store, report good business for the first six months of 1916—better than previous years—with the outlook very bright for the balance of the year.

Max Strasburg, of Detroit, spent ten days of August at the summer home of his brother at Point Aux Barques, Mich. Mr. Strasburg told The World that he never carried as large a stock of talking machines and Grafonolas as at the present time. He felt sure that the coming fall would be a most successful one.

"The Melodophone" is the trade name of the talking machine which the Clough & Warren Piano Co., of Adrian, Mich., is just bringing out. They will be sold at all of the company's retail stores. The Detroit store is in the University Building and managed by R. L. Dupraw.

Edward Lyons, representing the Eclipse Musical Co., of Cleveland (Victor jobbers), was a recent Detroit visitor.

S. H. Nichols, district manager of the Columbia Graphophone Co., with headquarters at Pittsburgh, was also a recent Detroit visitor.

Domino RECORDS

How Big Should a Record Be?

Lincoln's much quoted opinion concerning the length of a man's legs serves as an apt guide to the solution of this problem. A record should be big enough to contain the music of a complete selection. Whether the record is seven inches in diameter, or 22, as some European records are, all we can require is that it play a complete selection.

DOMINO DOUBLE DISC RECORDS, though only seven inches in diameter, play for about three minutes, long enough for the average selection, and as long as the ordinary ten-inch record now on the market. This is possible because of the DOMINO method of recording, which allows 150 grooves to the inch as against 90 on most ten-inch records. This style of recording is direct and complete, marking a new era in record convenience.

DOMINO RECORDS play on all phonographs made to play vertical cut records and on all phonographs with a universal tone arm. When used on machines made to play only lateral cut records a small inexpensive and easily adjusted attachment is necessary.

Dealers

DOMINO RECORDS offer you the opportunity we believe you have been seeking. Their popular price—Three for One Dollar—will increase your customers' interest in the enlargement of their record libraries. This means for you many more sales and continuous profits.

Arrangements should be made now to insure prompt shipments of new Fall recordings.

INTRODUCTORY OFFER

The widespread response made to our Introductory Sample Offer made last month has induced us to repeat it. Twelve selected double disc records (selling price, 35c or 3 for $1.00) illustrating the Domino standard, popular, comic, vocal and instrumental selections, will be sent postpaid to any dealer for $2.50. Or a double sample order of 24 records for $5.00. Catalogues mailed on request.

Factory Distributors

THE W. R. ANDERSON COMPANY

220 FIFTH AVENUE NEW YORK

Are You Satisfied That the SOUND BOX on Your Machine Has a SATISFACTORY DIAPHRAGM?

"CRYSTAL EDGE"

(The Edge is Clear as Crystal)

MICA

DIAPHRAGMS

Will Meet the Most Exacting Requirements

Can be furnished in any quantities — Only highest grade MICA used

Prompt deliveries assured — Write for samples and prices

JAMES FRAZEE, 30 CHURCH STREET, NEW YORK

AN ENTHUSIASTIC BASEBALL TEAM

Organized and Equipped by the Employes of the American Talking Machine Co., Brooklyn

Through circumstances over which they have had no control, such as unexpected vacations, etc., the members of the baseball team of the American Talking Machine Co., Victor distributors of Brooklyn, N. Y., are to be commended for their willingness rather than their accomplishments. The team has, however, crossed

American Talking Machine Co.'s Baseball Team

Standing, Left to Right: Herman Rushin, George Henkel, Albert Fountaine, James Williams, John Pittari, Gustaf Nelson. Sitting: Henry Dillon, Robert Bigelow, Albert Thraves, Max Gottlieb.

bats twice with the team representing the G. T. Williams Co., of Brooklyn, and divided the wins. There have also been a number of scrub games of unofficial character indulged in for practice purposes. The team is uniformed and enthusiastic. It is probable that it will play some other team in the trade at the outing of The Talking Machine Men, Inc., at Rye Beach, in September, although the matter has not been settled definitely.

David Bacon Richardson is the new member of the Richardson Illustrating Co., New York, the proud father being P. Bacon Richardson, head of the concern. Young Master Richardson, while only a few days old, is already giving vocal indications in fortissimo effects that he is a live issue.

VALUE OF ADVERTISING SERVICE

Offered by by Lyon & Healy to Victor Dealers Wins Commendation of Arthur D. Geissler

In a recent chat with The World, Arthur D. Geissler, vice-president of the New York Talking Machine Co. and the Chicago Talking Machine Co., Victor distributors, stated that the Victrola advertising service being offered to Victor dealers by Lyon & Healy, Chicago, is one of the best things yet put out as an aid to the dealer.

He stated that any dealer who can afford to use in his local papers the amount of space required for good, efficient advertising certainly cannot afford to overlook the opportunity offered them by Lyon & Healy to get cuts in which are incorporated high class drawings by excellent artists, together with suggestions of live up-to-date text matter which can be altered to fit his local conditions.

Only the fact of Lyon & Healy's enormous retail business and their opportunity to get up these drawings and advertising for themselves could have made this advertising service possible at the very reasonable charge asked.

Mr. Geissler states that he certainly shall recommend that the live dealers of the New York Talking Machine Co. and the Chicago Talking Machine Co. take advantage of this offer.

"BUSINESS TRULY REMARKABLE"

Says E. A. Widmann, President of the Pathé Frères Phonograph Co., In Discussing Conditions—Receiving Some Large Orders

"Business conditions at the present time are truly remarkable," said E. A. Widmann, president of the Pathé Frères Phonograph Co., New York, in a chat with The World. "We have received some unusually large orders from our distributors, and judging from indications at the present time, this fall will be a record-breaking season for all factors of the talking machine industry, and I am glad to say that Pathé dealers will evidently share in this prosperity.

"We are making every effort to increase our factory facilities all along the line, and I think that we can safely assure our distributors and dealers maximum efficiency and co-operation in their shipments this coming fall."

SHEBLE TALKS OF "DOMESTIC" AGE

Head of Domestic Corporation Says This Is the Age of Specialists in the Trade and Talks of Various Phases of the Business

While this may be the age of specialists and the era of the man who does some one thing best, in the talking machine business it is the age of the man who has grown up with the invention from the beginning, through every phase of its development."

So says Horace Sheble, president of the Domestic Talking Machine Corporation and creator of the Domestic talking machine, which in a short time has won much success. Mr. Sheble then proceeded to divide the ages of the talking machine business as historians divide the ages of life, beginning first with the experimental stage and leading up finally to present day system of greater output, reduced cost, and catering to the masses in the sale of a machine. Mr. Sheble was asked why he called his new machine the Domestic when the "ólas" were so popular with so many other makers. "Well," he said, "the Domestic isn't an imitation of any other machine, and I see no reason to suggest that it is even by name. Then, again, the Domestic is just what its name implies—a machine for home lovers for those who take pride in their home and enjoy all the comforts of life without false extravagance. No income tax list is necessary to prove that there are at least fifty million of these people whom the Domestic can help domesticate their homes."

OPERATING ENTIRE PLANT

Schloss Bros., Now Completely Recovered from Effects of Recent Fire—Buy New Auto for Local Transportation Purposes

Schloss Bros., manufacturers of talking machine cabinets at 637-645 West Fifty-fifth street, N. Y., are now operating the top floor section of their factory at full blast just as before the upper floor of the plant was wrecked by lightning some two months ago. The demand for cabinets for early delivery make the recovery of this space particularly welcome. After the fire Schloss Bros., put extra pressure on the undamaged section of their plant with the result that there was little, if any, delay in deliveries. In order to facilitate his work among the local dealers Edwin G. Schloss, general manager of the company, has purchased a new Maxwell car to solve the transportation problem.

RECENTLY INCORPORATED

The Meir Specialties Corp., of Wilmington, Del., was recently incorporated for the purpose of manufacturing and selling talking machine needles of steel, wood and bone. The capitalization is $100,000, the incorporators being C. L. Rimlinger, Norman P. Coffin and Clement M. Enger.

"The Best I Have Seen." "Rush My Order."

When leading phonograph manufacturers say openly that our line has "hit the spot" and then back up these nice words with orders for five and ten thousands of our

New Universal Tone Arms and Sound Boxes

we feel that you ought to know it. Manufacturing skill shows at its best in our new line of **Universal** Tone Arms and Sound Boxes, which produce a volume, sweet and mellow, that will please the most exacting of your customers.

There is one rule, which if followed, profits anyone, **"Buy the Best,"** whether in tone arms or door knobs.

If you want to use an exclusive type of tone arm or sound box, send us rough sketch and we will submit our quotations, which will be unusually low—consistent with high quality.

You can share in the enormous profits now being made in the phonograph trade by **"Buying the Best"—THE CONSOLIDATED LINE OF UNIVERSAL TONE ARMS AND SOUND BOXES.**

All parts finished in nickel, gold, silver or oxidized plating.

Write us before you place your orders for the season's requirements. Write today.

CONSOLIDATED PHONO PARTS CORP.

142-146 West 14th Street — Telephone 989 Chelsea — New York City

OUR BEST ADVERTISEMENT—SATISFIED CUSTOMERS

DOEHLER DIE-CASTING CO.

BROOKLYN, N. Y.

NEWARK, N.J. TOLEDO, OHIO.

INTERESTING AEOLIAN-VOCALION WINDOW DISPLAY

St. Louis, Mo., August 5.—A show window display at Aeolian Hall last week showing an Aeolian-Vocalion in the midst of a vacation scene attracted much attention. The summer house was in the distance, everything being worked out nicely as to grading, foliage, lawn, lake, etc. The figures were dolls and they were having a gay time while a Model D machine supplied the music. Manager R. E. Ching originated the idea.

HOT WEATHER HELPS RECORD SALES

At Least This Is the Claim of Some Twin City Dealers—Talker Proves a Solace—Columbia Manager Preparing for Fall—Sales Staffs Being Increased—News of the Travelers

Minneapolis and St. Paul, Minn., August 7.—Hot weather does not stimulate the sale of talking machines, but it does boom the record business in a pleasing manner, the Twin City dealers have discovered since the superheated period began. When it is too warm to dance, too warm even for motoring, and the majority haven't even the energy to make their way to the bathing beaches the talking machine is a solace and a comfort, provided it is fed with new records. Hence the stimulus to the record sale.

The summer trade in Minneapolis and St. Paul alike has been far ahead of that of 1916. This is the announcement alike of the Beckwith-O'Neill Co., jobbers, of the Victor lines, Laurence H. Lucker, jobber of the Edison goods, and Robert Souders, Northwestern representative of the Columbia Graphophone Co.

The Victrola license in St. Paul held by Raudenbush & Sons, has been transferred by the Beckwith-O'Neill Co. to the Golden Rule department store, in St. Paul, which is to greatly enlarge and organize its talking machine department. The Gustafson-Taylor Piano Co., Minneapolis, has opened a talking machine department and is handling the Columbia line.

Robert Souders, of the Columbia Co., learned a lesson in preparedness last December when he was caught by an unexpected rush of orders and was unable to fill them. This will not happen in 1916. He has leased the entire fourth floor of the Childs' building, on Nicollet avenue, and has filled it with machines and supplies. This is the reserve stock and current orders are being filled from the old quarters on the third floor.

Laurence H. Lucker, president of the Minnesota Phonograph Co., Edison representatives in this district, reports that the July trade for his house was about four times as large in volume as for July, 1915. The outlook for a bulky fall trade is most encouraging as all the rural dealers are banking on doing better than ever.

Mr. Lucker recently has added two high class men to his staff, C. A. Briggs, formerly with the Edison Co. in New York, and J. R. DeSaxe, formerly with the Phonograph Corporation of New York. Mr. Briggs will tour the Northwest and Mr. DeSaxe will have charge of the advertising.

The Beckwith-O'Neill Co. has been minus the services of Eugene F. O'Neill for more than a month. He has not returned from the convention yet, but is due soon. After the big meet he visited the Victor factories and headquarters, and then went to Boston to look up friends and relatives. The company has been somewhat handicapped by its inability to obtain machines to keep pace with the demand.

Archie Matheis, of the Talking Machine Co., this city, and his wife have just returned from an interesting trip to Yellowstone Park, which they enjoyed in their motor car. The trip out took a week over long stretches of roads and trails difficult to circumnavigate, and through eighty-five miles of scenery which is so beautiful as to defy description in cold type. They had some rain and storms—enough to make it a hard trip, but difficulties of this kind are to be looked for, and they enable a man to cope with the most difficult problems in the talking machine field. Mr. Matheis, by the way, was one of the first to send a Victrola to the boys of the First Minnesota, who are down in Mexico.

The Tonola Phonograph Co. has started to manufacture phonographs at 711 Fifteenth avenue, N. E. L. A. Priess, well-known in the local piano trade, is the head of this concern.

COMPANY REORGANIZED

The Majestic Talking Machine Co. Elect New Officers and Will Have Capital Stock of $500,000—Occupy Six-Story Factory

Chicago, Ill., August 7.—Arrangements have just been completed whereby the Majestic Talking Machine Co. is to be re-organized and backed by sufficient capital to insure its being, within the coming year, one of the big factors of local talking machine manufacture. Formalities of increased stock have been complied with and the reorganized concern will have the backing of capital stock amounting to $500,000. In the past the company's activities have been hampered by a lack of capital sufficient to handle the company and its product properly.

C. A. Hartman, president of the American Bankers' Service Co., is the leader of the new interests. He is a business man of long standing and will bring to the company, in addition to new financial backing, much valuable experience in commercial affairs. Although Mr. Hartman will become treasurer of the new company, he will continue to make his offices at room 1614 Republic Building.

The six-story plant formerly used by the Gulbransen-Dickinson Co., manufacturers of pianos, player actions, etc., which is located at 312-314-316 Union Park Court, has been taken over and the first lot of 500 Majestic machines to come out of the new factory is now in the course of completion. A similar number of machines will be turned out every fifteen days until new equipment will make it possible to radically increase this number.

"We feel that we have, in the Majestic, a commercial proposition of the highest character," said Mr. Hartman, "and we also think that in the acquisition of the patents of our president, Mr. Blood, we have further cause for optimism. We will be able to handle, because of our immediate banking connections, paper of both the dealer and the consumer and we will take it in any amounts."

Mr. Blood will continue as president, Mr. Hartman will be treasurer and O. J. Kloer as sales manager. Other officers have not yet been announced.

REARRANGES BROOKLYN STORE

The Ranah Co., Victor dealers at 10 Fourth avenue, Brooklyn, N. Y., has recently rearranged its store, adding five new demonstration booths, besides enlarging their space devoted to records. The interior has been redecorated and the exterior has also been improved by being repainted.

Joseph F. Collins, sales manager of the Pathé Frères Phonograph Co., New York, returned Monday from a two weeks' stay at Woodbourne, N. Y. He confirmed his reputation for conservatism by stating frankly that his entire catch of fish during that period consisted of one lone fluke.

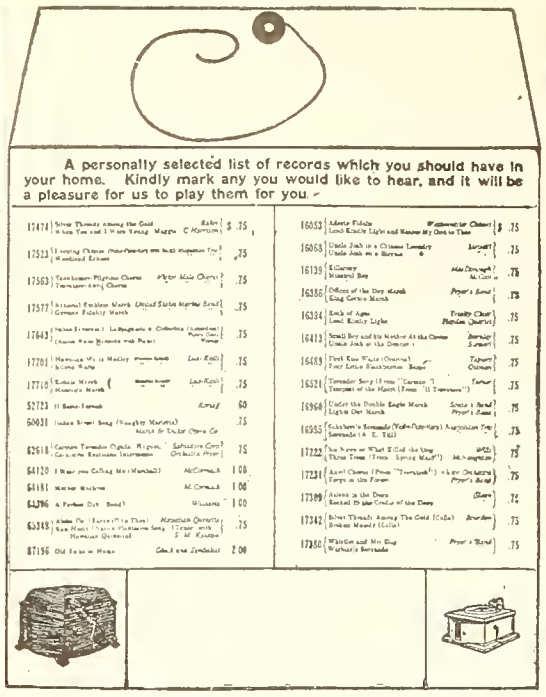
TOLEDO
and
The Victor

First of all Reliability

HERE is the home of good automobiles and good Victor service. We use every motive power to give you a Service of Reliability—one that you can depend upon.

Record deliveries is our specialty. Send us ten or one hundred numbers and we'll actually deliver.

THE WHITNEY & CURRIER CO.
VICTOR Distributors
TOLEDO, OHIO



BEE TRADE MARK CROFT

Conditions in the Paper Market are such that it will Pay to Order Record Envelopes for Holiday Trade NOW

SAMPLES AND PRICES ON APPLICATION

Record Delivery Envelopes
Record Stock Envelopes
Catalog Supplement Envelopes

Long Cabinets
Bagshaw Needles
Perfection Record Holders
Peerless Locking Plates

CLEMENT BEECROFT, 309 W. Susquehanna Ave., PHILADELPHIA

BANNER MONTH IN LOS ANGELES

July Trade of Most Satisfactory Proportions—Andrews Talking Machine Co. in New Home—Window Display of Records of the World—So. California Music Co.'s Departments

Los Angeles, Cal., August 7.—July has proved to be a banner month for all of the talking machine dealers in Los Angeles. Usually a comparatively slow month of the season, this hot month has upset all predictions and has shown itself as a delightful surprise to the trade in general.

The Andrews Talking Machine Co. has moved its headquarters from 422 South Broadway to 350 South Broadway. The new shop is very tasteful in every detail and up to the minute in modern fixtures. There are seven record booths, each well lighted and ventilated. The first two booths are arranged so that it is possible to make one large room out of them, if necessary. The store is lighted throughout with clusters of small electric lamps attractively arranged. The Andrews Co. will, as formerly, handle the Edison disc, Victor and Columbia.

At the Wiley B. Allen store Manager Lindsey reports a very exceptional total of July sales. Many of the force at present are away enjoying vacations, and those remaining are kept busy during the absence of the others, by the unusual summer business.

The Geo. Birkel Co. reports the best July business in the history of the concern, and the best month of the year since the winter. The Birkel people handle the Victor exclusively.

Manager Boothe, of the talking machine department at Barker Bros., reports himself as being more than satisfied with his July sales, and is looking forward to an equally good August. This firm now handles the Edison cylinder line, in addition to the Edison disc, Victor and Columbia.

F. S. Allen, proprietor of the Musical Record Co., offers one of the most unique and interesting window displays seen in the city for a long time. It consists of records made in all parts of the world. Mr. Allen collected these records while on his recent visit to New York City. In the collection may be found discs from London, Paris, Berlin, Prague, Petrograd, Peking, Smyrna, Jerusalem and many other far-away places. The Musical Record Co. carry the Edison disc and Victor lines.

E. W. Bornell, manager of the Pathé Shop of this city, tells of a fine business month and expects to have a splendid autumn, as the new model Pathé will be on the market at that time. Mr. Bornell is strongly in favor of organizing a retail talking machine dealers' association similar to that in San Francisco. Many of the local trade are similarly disposed and it is believed that efforts of organization in this direction will soon be inaugurated.

The Southern California Music Co. now has two separate phonograph departments. The Edison department, which includes all Edison Diamond Disc and Edison Amberola machines is under the direct supervision of Wm. H. Richardson. Mr. Richardson has been with the above firm ten years and heretofore has had charge of the entire talking machine department. The other department, known as the talking machine department and including all Victor and Columbia goods, is in charge of H. H. Fish.

HALLET & DAVIS CO. OPEN TEN DISTRIBUTING OFFICES

Piano Manufacturers Will Establish Branch Offices All Over the Country to Distribute the Pathé Frères Line of Talking Machines and Records—Business in Charge of Harry T. Leeming

Chicago, Ill., August 7.—Announcement is made here to-day that the Hallet & Davis Piano Co. will open here within a few days the first of ten distributing offices through which the company will distribute the Pathé Frères line of talking machines and disc records.

Harry T. Leeming, formerly with the Edison interests, will manage the new phonograph division of the Hallet & Davis Co.'s activities and will appoint in each of the ten cities to be selected a district manager who will have charge of that territory. Chicago has already been placed upon the list and the quarters of the Pathé Pathephone Co. of Illinois, located on the fifth floor of the Shops Building, at 17 North Wabash avenue, have been taken over and will be ready for business shortly. R. O. Ainslie will be office manager and Frank J. Bowers will act as special representative to be identified with the work of opening up the other distributing points for pushing this line of talking machines.

Jesse Rosenstein, of the National Piano Co., Baltimore, Md., Pathé distributor, was a visitor this week at the executive offices at the Pathé Frères Phonograph Co., New York. He spoke encouragingly of trade conditions and placed a good-sized order for Pathephones and Pathé discs.

CABINETS

WE manufacture a complete line of disc record cabinets in all styles and finishes. These cabinets fit *perfectly* all types of machines and are guaranteed in every particular. Our prices are moderate, enabling you to make a good profit on every sale.

Place your orders *now* for your Fall requirements.

ESCO WAGON ILLUSTRATED
44 inches high; 17 inches wide; 20 inches deep. Fits Victrola IX.

NANES ART FURNITURE CO.
GRAND ST. and East River, NEW YORK

ILSLEY'S
Graphite Phono Spring Lubricant
The Perfect Lubricant for Talking Machine Motors, Mainsprings, Gears, Etc.
Write for descriptive folder and prices
Manufactured by
ILSLEY - DOUBLEDAY & CO.
Established 1853
229-231 Front Street New York, N. Y.

The Columbia selling policy is what the insurance people would call an *accumulative* policy, because its value has an annual increase.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

DISCUSSES EDUCATIONAL VALUE

Of the Talking Machine—Interesting Views of H. A. Yerkes, Western District Manager of the Columbia Co., on Live Subject

In a recent interview in the Denver "Rocky Mountain News," H. A. Yerkes, Central Western district manager of the Columbia Graphophone Co., interestingly discussed the educational value of the talking machine, and its importance in promoting an appreciation of the better class of music.

Mr. Yerkes' talk was published in connection with the recent song contest held in Denver,

H. A. Yerkes

Col., which was described in detail in last month's World. The winners of this contest visited the Columbia Co.'s laboratories in this city and made a record which has been pronounced a signal success.

In one section of his interview, Mr. Yerkes said:

"Anything that stimulates an interest in community music should be encouraged. And certainly we cannot begin to estimate the value of a contest that brings to light talents that otherwise might have been lost to the world. Very often young singers are too timid to display their gifts. All they need is encouragement.

"The News-Times-Columbia contest was an educational thing and the Columbia Co. is always looking for educational ideas. Records are one of the greatest of all educational factors. They have brought good music to homes everywhere. In country districts, where good music was unknown you will hear the boys whistle 'Il Trovatore' and 'Faust,' for the talking machine has made the classics as familiar to them as 'Yankee Doodle' and 'Dixie.'

"Little tots learn to carry tunes from hearing the records. It teaches languages and special folklore. Its use in schools is increasing. Our company has specialists who do nothing else but seek for ways of making the talking machines of even more value to the educational world.

"All the time we are seeking to improve the Columbia Grafonola. We have four of the best inventors in the world working to make it better. We have the two best chemists in this country working for us and managers everywhere are seeking for new ideas.

"Our catalogs form a complete library of music. Each contains a treatise on the composition, the composer and the inspiration. The boy or girl in whose home there is a Grafonola learns from our catalogs the history of the piece played and the history of the composer. The catalogs give information that is educational even to the trained musician."

PATHE DANCE RECORDS POPULAR

Numbers Recorded by Rector's New York Dance Orchestra Finding a Ready Sale

The Pathé Frères Phonograph Co., New York, has just sent out a letter to its jobbers and dealers calling attention to the character of the Pathé dance records, recorded by Rector's New York Dance Orchestra. As indicative of the success of these dance records the company calls attention to the following letter recently received from the State Street Pathephone Co., of Chicago.

"The dance record, 'Honky Tonky' (No. 35038), played by Rector's New York Dance Orchestra, is a very good seller. It is played by the kind of an orchestra that the people like. It should be profitable for you to put out a number of the up-to-date selections, played by just this sort of an orchestra, in your coming monthly supplement. We have a considerable demand for 'Walkin' the Dog,' and also 'Pretty Baby' records. The new Grace Hoffman record (No. 52001) is very fine and everyone seems to want it."

NEW DISPLAY FIXTURE FOR DEALERS

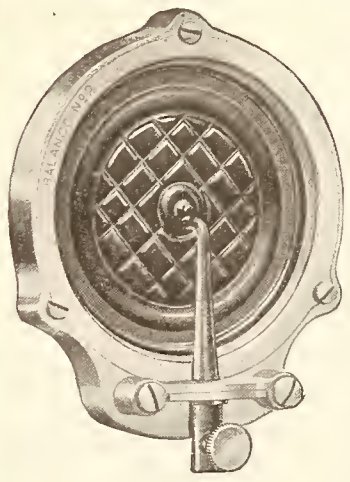
New Rack for Record Lists Opens Up in Flat Position and Is Easily Installed

The new swinging fixture for record lists just put out by the Universal Fixture Corp. of New York City, involves a new and practical advantage. The rack, instead of opening up in the usual V shape, swings back flat, no matter at what point the rack is opened up. This naturally has a decided display advantage in that it means the cards will be plainly legible clear across the room. The rack itself is surprisingly light, is finished in a handsome black and can be located anywhere with two screws.

That record lists appearing in swinging display fixtures are a great advantage in promoting sales for the lists of "timely" records is not a proposition requiring argument. The new company in the field, realizing this, are launching a campaign to cater directly to and for the dealer, whether that dealer handles Victor, Columbia, Pathé, Edison or other lines.

Order liberally now—Christmas is coming!

BALANCE SOUND BOX



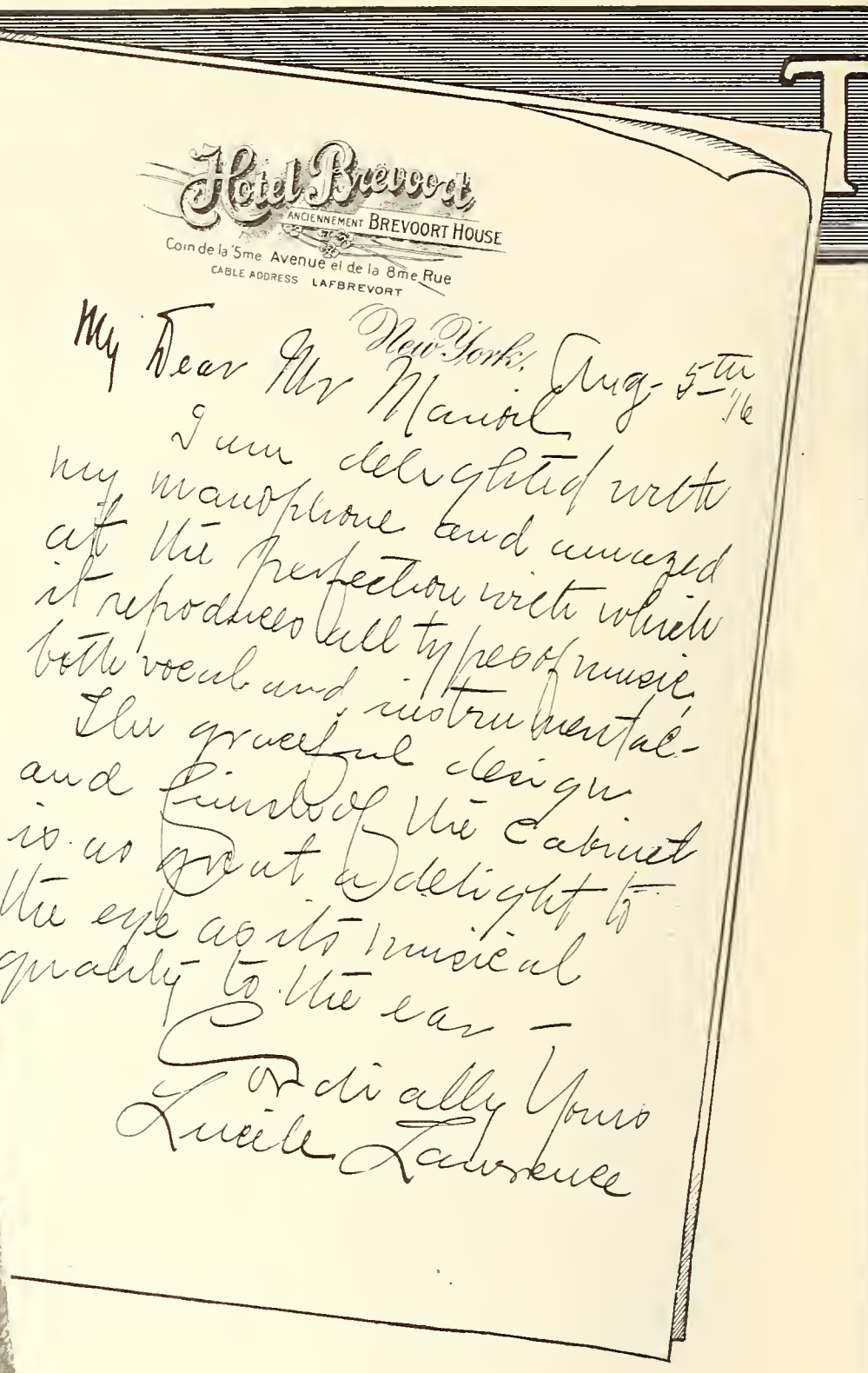
Half Size No. 2

THE **new** No. 2M Balance Sound Box, with the **improved** Metalloy Diaphragm is a revelation for tonal reproduction. Several of the largest phonograph manufacturers have adopted it.

Strictly high class. Jobbers and manufacturers write for prices. We can make prompt delivery. No orders too large or too small.

A. F. Meisselbach & Bro.
Factories: Prospect Street and Congress Street
Office: 29 Congress Street
Newark :: New Jersey

We also manufacture
SAPPHIRE NEEDLES
TONE ARMS Made from brass tubing, light and highly finished
MOTORS Only of the highest quality



Read what this noted artist has to say about the *Manophone*.

It is a true artist's expression of approval, the greatest recommendation possible for a musical instrument.

Lucille Lawrence

Prima Donna Soprano

The brilliant American soprano whose phonographic records are among the most sought after in Italy to-day.

Miss Lawrence is a finished artist—her knowledge of music is exceptional. Read what she has to say about the Manophone. An unsolicited expression from one who knows should convince you far more than anything we could say about this new and wonderful machine.

JAMES MANOIL C

Executive Offices 60 Broadway New Y

Opinion Of One Who Knows

The Manophone

has already won the admiration and approval of those whose knowledge of music makes them competent judges of musical quality.

The Manophone leaves nothing to be desired, be it richness of tone, volume of sound, or the true reproduction of the most delicate musical instrument—all these and more are its attainments.

The beauty of the cabinet work of the Manophone is worthy of its musical quality and mechanical refinements.

The Manophone owing to its exclusively constructed tone-arm, plays all makes of records perfectly. It is one of the few machines on the market which represents how well a phonograph can be made and not how cheap.

The complete Manophone line is now ready. Its range includes models at $15, $30, $50, $75, and $100.

Every instrument is a remarkable value at the price and allows you a most liberal profit.

Our advertising will be extensive and complete. It will be of a distinctive and unusual nature. It will bring interested buyers to the stores of Manophone dealers.

Get in touch with us now and get the details of this new and wonderful talking machine.

Exclusive territory still open. An unusually liberal proposition for those who write first. Send for catalog.

PANY Inc.

Factory Newburgh N.Y.

AN EFFECTIVE LETTER FOR THE USE OF DEALERS

CHICAGO, ILL., August 8.—One of the most popular things the Chicago Talking Machine Co. has ever done for their dealers is supplying them with expertly constructed letters, neatly printed in imitation typewriting on attractive letter heads. The cut which extends across the top of the letter shows a large group of Red Seal artists clustered around a mahogany Victrola. The letter, which is designed to accompany the monthly Victor bulletin, tells about the principal numbers in a snappy, convincing manner, and is furnished the dealer with his "signature" all ready for mailing. The company also furnishes the dealer with mailing envelopes bearing his reprint and advertisement of one or two of the feature records. With the equipment goes the requisite number of bulletins also with the dealer's reprint. All he has to do is to fold letters, insert them, with the bulletin, and stamp and address the envelope. This service is given to the dealer practically at cost to the Talking Machine Co., and they get quantity rates which are only a fraction of what the dealer would have to pay otherwise, and which would prove prohibitive. One of these letters is here reproduced.

July the twenty-seventh
1 9 1 6

TO OUR CUSTOMERS:-

It isn't often that a popular song makes such a big hit that the Victor Company have to put it out again.

But that's just what has happened with "MY MOTHER'S ROSARY" and "YAAKA HULA HICKEY DULA". This time the selections are made by the Avon Comedy Four - new artists for the Victor - but very favorably known by vaudeville goers. They give a new version of these justly popular numbers.

Another number you'll surely like is "WHEN THE SUN GOES DOWN IN ROMANY" from "STEP THIS WAY" by the Sterling Trio - It's chuck full of melody.

For those who like sentiment in their music - and we all do more of less, don't we? - there's "LOVE ME AT TWILIGHT" a pretty little ballad that is very pleasingly interpreted by Herbert Stuart.

After all though, it's hard to beat the old songs for simple, sweet melody. That's why everybody will enjoy "IN THE GLOAMING" by the McKee Trio. It's doubled with a delightful new number "SUPPLICATION" played by the same talented trio.

Then there's another new artist who has joined the long list of Victor Headliners - Miss Mabel Garrison - a wonderful coloratura soprano of the Metropolitan Grand Opera. Her singing of the "LULLABY FROM ERMINIE" is exquisitely done - You'll be glad to have a record of this gifted soprano in your collection.

To balance up this unusually attractive list for August is the "STAR SPANGLED BANNER" by Geraldine Farrar - certainly a most timely offering and sung in a most inspiring way by this patriotic, truly American woman.

There are loads of other good numbers - let us play them for you. Don't forget that July 28th is Opening Day for these new August records.

Very truly yours,

HARRIS DRUG CO.

Towner, N. Dakota.

Reproduction of Letter Prepared by Chicago Talking Machine Co.

DEATH OF CLYDE H. SLEASE

Clyde H. Slease, treasurer of the Lynn Phonograph Co., New York, was killed last week in an automobile accident near Goshen, N. Y. Mr. Slease who was prominent in the business world, was thirty-five years old. He is survived by a widow and three children.

LIST OF FOREIGN RECORDS

The Victor Talking Machine Co. sent out to its dealers recently a group of foreign and domestic supplements of new records which are worthy of more than passing attention, considering the season of the year. The foreign record supplements included new Bohemian, German, Greek, Hebrew, Hungarian, Italian, Polish, Roumanian, Russian, Ruthenian, Spanish and Swedish Victor records.

A VISITOR FROM TEXAS

E. B. Shiddell, manager of the Columbia Graphophone Co.'s wholesale headquarters at Dallas, Tex., was a visitor to New York last week, with optimistic reports of conditions in the "Lone Star" State. In common with other Columbia distributers, Mr. Shiddell has been inconvenienced to some extent by the shortage of Columbia product, but he was delighted to find that the Columbia factories were increasing their output day by day.

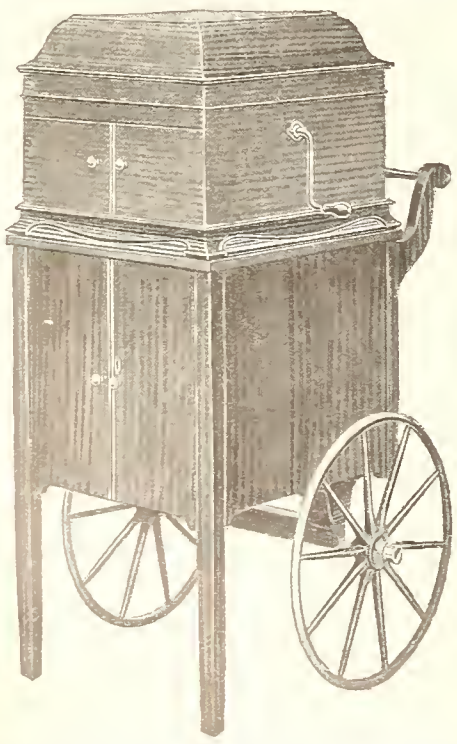
The Motion Picture Welfare League, Inc., New York, has been incorporated with a capital stock of $5,000 to manufacture and deal in phonographs, supplies, motion pictures, etc. The incorporators are M. Perlman, G. Littman and J. H. Maynard.

We Are the Originators of

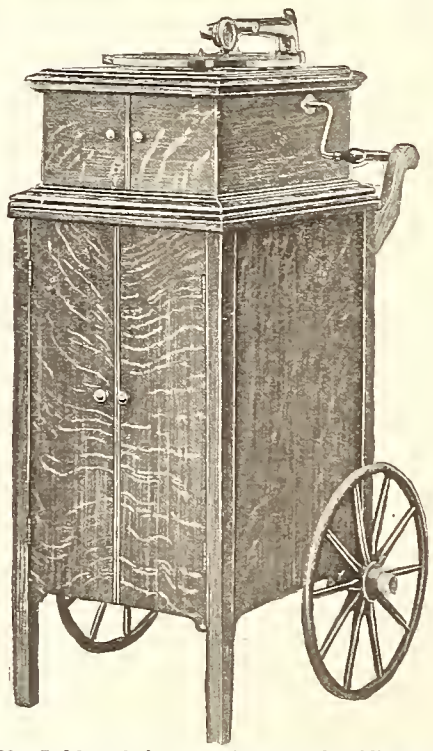
The Famous SCHLOSS BROTHERS CABINETMATCH NEW YORK TRADE MARK Wagon Cabinets

Our three most popular styles

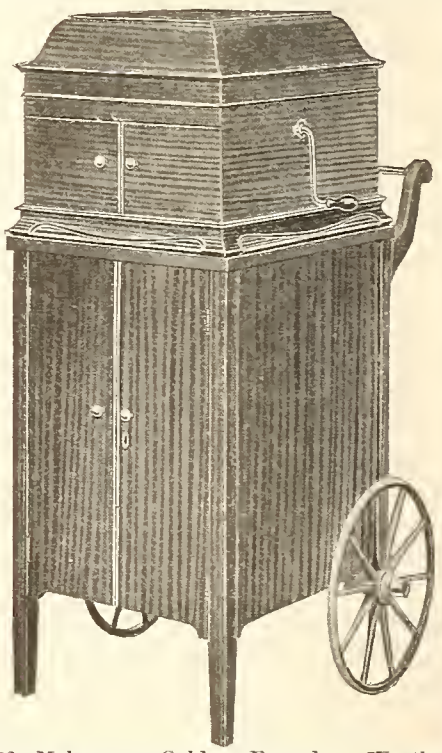
Your stock not complete without them



700—Mahogany, Golden, Fumed or Weathered Oak for Victrola IX. No. 601 for Old Victrola IX. 603 for Columbia Favorite. 604 for Edison A-80.



602—Golden Oak or Mahogany for Victrola VI. No. 706 for Columbia Eclipse. 707 for Columbia Jewel. 708 for Victrola VIII.



702—Mahogany, Golden, Fumed or Weathered Oak.—For Victrola IX. No. 701 for Old Victrola IX. 703 for Columbia Favorite. 704 for Edison A-80.

We also make many other styles of cabinets and will be glad to send our catalog for the asking

SCHLOSS BROTHERS

Phone, Columbus 7947

637-645 West 55th St. NEW YORK CITY

DE MOLL FEATURING THE VOCALION

Washington Dealer Recently Exhibited Art Style Vocalions in Attractive Manner

WASHINGTON, D. C., August 9.—O. J. De Moll & Co., the well-known piano house at Twelfth and G streets, N. W., which also handles the Aeolian-Vocalion line of phonographs in this city, is planning to give this line an aggressive exploitation this fall, along lines which will materially increase the prestige of this phonograph in Washington.

A Section of the Vocalion Display

A short while ago, O. J. De Moll & Co. presented an exhibit of art style Aeolian-Vocalions which attracted visitors from a number of out-of-town points. This exhibit proved a signal success, and served to impress upon music lovers in this section that the Aeolian-Vocalion is a distinctive type of phonograph, embodying original constructional ideas, with unlimited possibilities as to cabinet design.

It is more than likely that O. J. De Moll & Co. will hold similar displays during the coming season, and accompany these exhibits by appropriate musical programs. This medium of publicity not only advertises the Aeolian-Vocalion in a high-class manner, but interests the public in the artistic side of the modern phonograph, as distinguished from its every-day purposes.

The accompanying photograph showing one section of the Aeolian-Vocalion art style exhibit will give some idea of the character of the instruments comprising this special display. The warerooms were attractively decorated during the period of the exhibition, and the newspaper publicity accorded the display called attention to the individuality of each style instrument exhibited.

DISPENSARY FOR EDISON PLANT

It Is Completely Equipped with Competent Physician and Trained Nurse in Charge

A recent innovation at the plant of Thos. A. Edison, Inc., Orange, N. J., is the establishment of a medical and surgical dispensary to provide free treatment for employes who may be injured or taken sick while at work. The dispensary is in charge of Dr. A. Daniel, a well-known physician of East Orange, N. J., who is assisted by a trained nurse. No expense has been spared in equipping the plant hospital and every detail is most modern.

TRADE VISITORS TO CHICAGO

Among recent trade visitors to Chicago were J. G. Moore, Sioux City; J. M. Buck and wife, Lansing, Mich.; F. F. Pitzell, of the George B. Peck Dry Goods Co., Kansas City, Mo.; W G. Haenschen, manager of the talking machine department of the Scruggs, Vandervoort & Barney Dry Goods Co., also Lorraine Merritt, of the same company, and Julius Beckman, A. D. Geissler, New York; A. Sonergan, of Block & Kuhl, Peoria, Ill.; A. O. Farlow, Doyle Furniture Co., Galesburgh, Ill.; W. Hanke, Gimbel Bros, Milwaukee, Wis., and J. B. Williams, of the Wurzburg Dry Goods Co., Grand Rapids, Mich.

REPORTS HEALTHY TRADE DEMAND

The Mutual Talking Machine Co., New York, reports a very healthy demand for the new "Mutual Special" machine, which it announced in last month's issue of The World. The members of the sale staff state that this machine is meeting with a ready sale throughout the country, and the returns received from the advertisement in the July World have made this company enthusiastic boomers of the drawing powers of advertising in The Talking Machine World. The "Mutual Special" is a floor machine, retailing at $37.50, and playing all types of records.

INTRODUCE "NATIONAL BLUEBIRD"

The National Talking Machine Co., 118 East Twenty-eighth street, New York, has just placed on the market a new line of machines to be known as the "National Bluebird" talking machines. At present the company is concentrating on the manufacture of four styles, retailing at $50, $85, $150 and $200. Particular care was taken in selecting the cabinet designs for the "National Bluebird" machines, which embody several distinctive features, including record ejectors and castors.

John Feuerstein has opened a new piano and talking machine store in Sturgeon Bay, Wis.

NEW SONORA CORP. WAREHOUSES

Additional Space Badly Needed to Care for Rapidly Increasing Demands Upon That Concern—Used for Storage of Raw Material

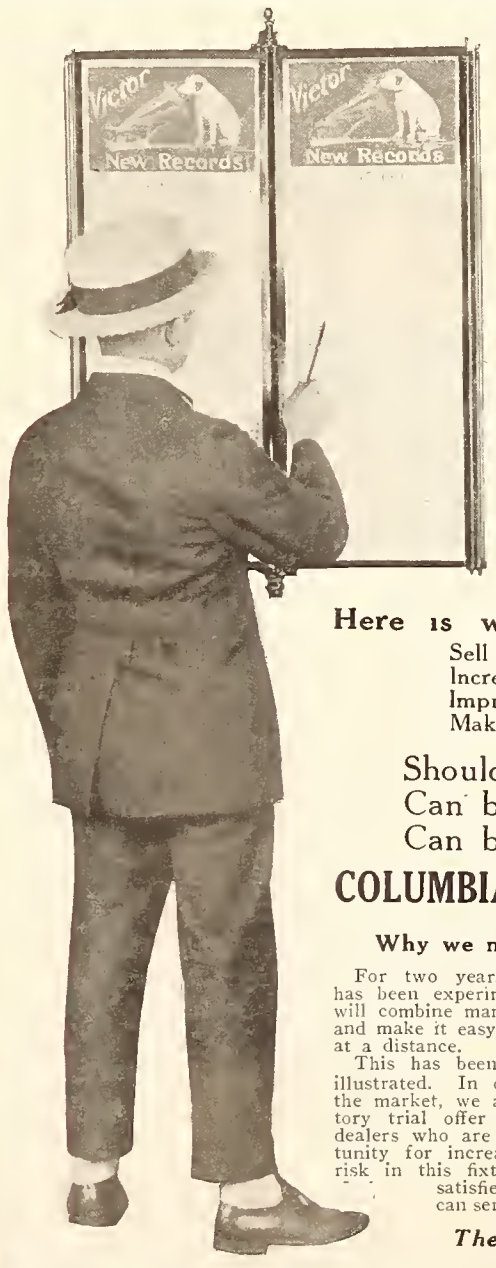
In line with the "service first" policy of President George E. Brightson, Sonora Phonograph Corp., 57 Reade street, New York, plans were recently made whereby two five-story warehouses were leased, one on Duane street and the other on Broadway, these two places to be exclusively utilized for storage purposes. Here will be stored raw material (there is no chance to store finished machines) so that as the plans mature for more increases of factory output during the fall, everything will be in readiness for the work.

Constant watch over all phases of Sonora work, although helpful, has not as yet made any material decrease in the number of orders on hand for immediate delivery. In fact, as fast as the company creates additional output, the demand seems to grow in excess of the accomplishments, and as Mr. Brightson puts it: "It seems more of a problem to diminish orders than to increase the output."

The growth during this summer over the output of the same period last year is figured to be a trifle over 400 per cent. increase, and those familiar with the policies of merchandising back of the Sonora, know that this is all "cash business" sent in by the better class of business men. In fact, the Sonora Co. selects dealers much as a man selects a site for his home.

In addition to the foregoing two new warehouses in New York, the company has also leased additional space for the use of its Chicago branch.

The McLane & Quentrel Piano Co., of Copperhill, Tenn., is now installed in a large brick building there and is featuring a fine line of pianos, players, Victor Victrolas and small goods.



A Brand New Record Bulletin Fixture

TEN DAYS' TRIAL TO THE FIRST 250 DEALERS WHO TAKE ADVANTAGE OF THIS OFFER

Holds 12 Monthly Bulletins

Every wing on this fixture lies perfectly flat

Here is what a UNIVERSAL will do for you

Sell your old records
Increase sales of new records
Improve the appearance of your show room
Make it easy for your customers to see your lists

Should be in every booth
Can be seen from any angle
Can be used for any standard size list

COLUMBIA VICTOR EDISON PATHÉ

Why we make you this offer?

For two years our "Service Department" has been experimenting to get a fixture that will combine many advantages of wing display and make it easy for customers to see the lists at a distance.

This has been accomplished in the fixture illustrated. In order to place the fixture on the market, we are making a special introductory trial offer to the first 250 progressive dealers who are willing to seize every opportunity for increasing business. You run no risk in this fixture, because if you are not satisfied at the end of ten days you can send it back to us without expense.

The trial number is limited

HERE'S THE COUPON SEND IT ALONG TO-DAY

Universal Fixture Corporation
131 West 23d Street New York

Kindly send me, the cheapest way, one of your phonograph bulletin fixtures. If this is not satisfactory, I am to return it to you at your expense in ten days. If it does what you claim, I am to remit $8.50 to you at the end of the ten days' trial.

Name .....

Address .....

SO SIGN THE COUPON NOW

ORCHESTRA LEADER NOW MANAGER

W. Gus Haenschen, Well Known in St. Louis Musical Circles, Manager of Talking Machine Department of Vandervoort Music Salon—Sells Records Made by Own Orchestra

ST. LOUIS, Mo., August 10.—The newest recruit to the talking machine selling game in St. Louis begins at the top. He is W. Gus Haenschen, manager of a popular orchestra bearing his name, but in the new capacity he is manager of the Victrola department of the Vandervoort Music Salon. He begins his work as an enthusiast and with full confidence that he can make it go. Already he has evidence that he has routed the "summer jinx" and has a good record to show for his first month. Another feature of Mr. Haenchen's business career is that he sells records made by himself. Recently he and a part of his orchestra had several records made by the Columbia personal service department and he has had quite a run on these. They are chiefly his own compositions, several of which have enjoyed good sale throughout the country. Local musical folk look upon Mr. Haenschen as an authority on questions of popular music and he is certain to have a considerable following in the record business because of this fact.

W. Gus Haenschen

"I did not come into this business expecting to upset old methods," said Mr. Haenschen to The World correspondent. "I first intend to find myself and learn my bearings exactly in this new phase of musical work. I think that selling is a good deal of faith in your product, enthusiasm and 'pep' and those three things I have, along with some common sense. I have found that I enjoy the situation immensely and that the fact that I am selling mechanical musical machines is not going to cause me to let up in my own music. Indeed, I find association with the records here rather encouraging to musical work." Mr. Haenschen is a native of St. Louis, a graduate of Washington University and an athlete.

TO AMUSE PARALYSIS VICTIMS

Dr. Haven Emerson, Commissioner of Health for New York City, has issued an appeal for used talking machines for the benefit of sufferers from infantile paralysis. Hundreds of little patients are now in the hospitals, afflicted with the disease, and they have little or no means of amusement. Those who care to contribute either machines or records for this purpose have been requested to send their donations to Dr. Otto J. Wilson, of the Department of Hospitals, at Sixteenth street and the East River.

SMOKING ROOM IN VICTOR STORE

SPRINGFIELD, MASS., August 9.—The Meekins, Packard & Wheat Co., Victor dealer, in this city, is planning to introduce a number of innovations this fall in the way of unusual wareroom furnishings and decorations. Last winter this company equipped one of their demonstration booths as a smoking room and a number of business men soon formed the habit of dropping in to hear the new Victor records, and enjoying a cigar at the same time. It is probable that similar innovations will be ready in time for the fall season.

STEPHENS BILL HEARINGS

It has been announced that further hearings on the Stephens bill advocating price maintenance have been postponed until later in the year when Congress reconvenes. At that time the opposition will advance their arguments, subsequent to which the advocates of the measure will probably be heard in rebuttal.

ANOTHER MODEL OF OUR 32 STYLES

Write for our new eighty-two page catalog

The only one of its kind in America. It contains every essential part of a talking machine. It has over five hundred illustrations of parts and thirty-two different styles of phonographs.

Retail **$35**

Oak or Mahogany. Size, 20¼ in. Wide. 20½ in. Deep. 44 in. High. Double spring motor, 12-inch turntable, reversible tone arm, playing all records.

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

ATTRACTIVE COLUMBIA AD

The Columbia Co. carried a very attractive page advertisement in the July 22 issue of the Saturday Evening Post, entitled "The Stage of the World." The illustration used in this advertisement carried out the thought of the headline, and the text pointed out that "You have a stage of the world in your home if you own a Columbia Grafonola and Columbia records."

A. Brown, of the Good Value Bargain House, Baltimore, Md., was a caller at Columbia headquarters last week, with optimistic reports of the business outlook in his territory. Mr. Brown is making plans for a prosperous fall trade, which he states, is certain to come.

Crescent Silver tone TRADE MARK Products

Style No. 12 .. .. $75.00

Four New "CRESCENT" Models

We have four new and exclusive designs now ready for the fall season.

Is your stock up to date?

If not, ask for details now of the following distributors:

LOUIS WOLF & CO.
221 4th Avenue
New York City

LOUIS WOLF & CO.
1319 Michigan Avenue
Chicago, Ill.

CRESCENT SALES CO.
Providence,
R. I.

SCHILLING PIANO CO.
112 W. 23d Street
New York City

CRESCENT SALES CO.
23 E. Jackson Blvd.
Chicago, Ill.

Whatever your requirements may be—Phonographs, Equipments, Attachments, Accessories—"Crescent Products" will serve you best.

Crescent Talking Machine Co.

89 CHAMBERS STREET NEW YORK CITY

IMPORTANT CHANGE MADE IN CONDITIONAL SALES LAW

Recent Decision Rendered by the Court of Appeals Gives Buyer the Right to Claim Damages by Pleading Breach of Warranty—Sale of a Piano the Case in Question

On July 11 the Court of Appeals of the State of New York handed down a decision which constitutes an important change in the Conditional Sales Contract Law and which should be carefully regarded by piano dealers and other merchants transacting business under this law.

Briefly summarized, the Court of Appeals held "that in an action by the seller under a conditional sale agreement to reclaim the goods by replevin, the buyer may defend by pleading a breach of warranty by way of recoupment in diminution or extinction of the price."

The facts in this case are as follows: Peter C. Peuser sold to Elizabeth D. Marsh under conditional sale agreement a piano for $260, of which $25 was to be paid in merchandise, $16 in cash and the balance in monthly installments of $6 each. The defendant failed to pay the sum of $141 with accrued interest. The plaintiff thereupon commenced an action in replevin to recover possession of the piano. The defendant set up the defense that relying upon certain warranties made by the plaintiff she had paid the sum of $119, to apply on the purchase price and set up a counterclaim of $200 damages sustained by her by reason of plaintiff's breach of warranty. The lower court held that this defense did not apply to this case, but the Court of Appeals reversed this decision and decided that such a defense could be interposed in this action; thereby holding that conditional sales fall within the provision of the Uniform Sales Act.

In commenting upon this decision a number of prominent attorneys point out that it is directly contrary to what has heretofore been the law in this State.

Lorence & Harkavy, New York, attorneys for the New York Piano Manufacturers' Association, state that the courts held in two cases previously recited that the defense of breach of warranty was not available to a defendant under a conditional sale agreement until the full price agreed upon had been paid.

"The present decision of the Court of Appeals," states this firm, "makes absolutely no mention of these two previous decisions, and while it does not appear in the opinion of the court that these two cases are expressly overruled, it is impossible to reconcile such a decision and consequently, in our opinion, these two cases are overruled.

"This will seriously affect future actions of this nature and undoubtedly purchasers of pianos and other articles under conditional sales contracts will attempt to defeat such actions or cut down balances due by means of this defense. It will simply mean that greater care will have to be exercised by dealers and salesmen in making statements to customers at the time contracts are signed."

THE HEALING POWER OF MUSIC

Some New and Interesting Views on the Effect of Music Upon the Mental and Spiritual Being—How Young David Played the Harp for King Saul—Most Effective Music

Robert Haven Schauffler, in a recent issue of the Good Housekeeping magazine, says in part that "most of us suffer more mentally and spiritually than we do physically. Headache is bad enough, but a heartache is worse. A month of the grippe is by no means as difficult to bear as a month of the blues."

"Since King Saul used to have young David come in with a harp to drive away his evil spirit, the healing power of music has been known and deliberately used by an occasional wise man here and there."

Then in talking of the effect of music on everyone, he makes one proviso, "Therefore, I do not offer prescriptions which follow with full confidence that they will all be helpful to everybody, but simply in the hope of providing a starting point for each one to work out his own individual system of musical therapeutics."

For instance, he says: "What one needs as an antidote for morbidity is healthy, sunlit music like 'The Lass with the Delicate Air,' composed by Dr. Arne and sung by an artist like Sembrich; Schubert's song, 'The Trout'; the variations from the Beethoven 'Sonata in A flat, Opus 26'; 'The Sandman,' by Brahms; or Boccherini's famous 'Minuet.'

"These pieces, however, and those to be suggested later, are put down with many misgivings and mental reservations. It is dangerous to generalize about the effect of any particular piece upon humanity, because the nature of music is to be 'all things to all men,' to call up a different picture or idea in the mind of each one who hears it.

"For effacing a disagreeable impression, with completeness and dispatch, there is nothing quite so effective as well-selected music well performed. Any of the following pieces should produce the desired results: Schubert's 'Unfinished Symphony,' his 'Linden Tree,' as sung by a singer like Witherspoon; Macdowell's 'To a Wild Rose' and 'Starlight,' 'Angels Ever Bright and Fair,' by Handel; Chopin's 'Ballade' in A flat; and these things by Schumann: 'A minor Concerto,' 'Scenes from Childhood,' 'The Lotus Flower' and the 'Symphonic Etudes.'

"As another antidote for the blues, sometimes it is better to hear unlaughing music which is simply effervescent with optimism and the joy of life. I mean things like Schubert's 'Hark, Hark, the Lark' and 'Who is Sylvia'—things like 'The Heavens Are Telling the Glory of God,' from Haydn's 'Creation'; the first movement of Beethoven's 'Seventh Symphony,' or the 'Alla Danza Tedesca,' from his string quartet Op. 130. And let me recommend such waltzes as Waldteufel's 'Estudiantina,' Johann Strauss' 'Thousand and One Nights' and 'Beautiful Blue Danube.'"

Mr. Schauffler closes the article with "Lastly, as a provider of change of air, certain music is almost as good as the wishing mat in the fairy story."

Talking machine dealers might utilize Mr. Schauffler's suggestions to excellent advantage and make a special campaign for record sales among their patrons who are indisposed or "under the weather."

UNIT CONSTRUCTION CO. FILES SUIT

PHILADELPHIA, PA., August 11.—The Unit Construction Co., Thirty-first and Chestnut streets, of this city, makers of Unico demonstrating rooms, announced to-day that they had filed action in the United States Court, Eastern District of Pennsylvania, against the Huskey Manufacturing Co., of the same city, claiming infringement of design and construction of Unico demonstrating rooms, as well as infringement of literature.

This company also asks for an injunction restraining the defendant from using the design, construction or literature of the plaintiff, together with an accounting and damages.

RECORDS CHARM THE BOVINE SOUL

Denver Dairyman Installs Talking Machine in Barn to Increase Cow's Yield of Milk

DENVER, COL., August 10.—Ragtime music at milking time is an innovation on the dairy farm of W. W. Wilcox, just east of Denver. He says the herd shows its appreciation by yielding an increased amount of lacteal fluid. He recently installed a phonograph in one end of the barn.

"It serves two purposes," explained Mr. Wilcox, a former Chicago man. "It keeps the cows quiet, for the cow has an aesthetic, musical temperament; it keeps the men from talking and forgetting their work. This constant interruption from talking among the men interferes with the flow of milk and lessens the quantity the cow would yield otherwise.

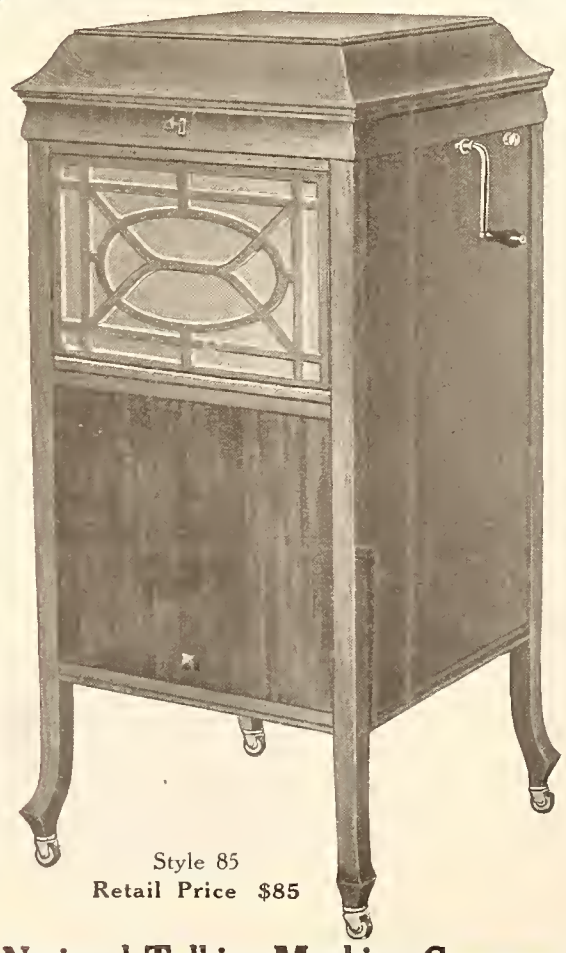
"The music charms and soothes the bovine soul as nothing else can, and under such conditions she will allow even an ordinary milker a greatly increased quantity.

"I know that she pays for the music."

INCREASE CAPITAL STOCK

Frank E. Bolway & Sons, Inc., of Syracuse, N. Y., have certified to an increase in capital stock from $100,000 to $125,000.

Here is a Different Line



Style 85
Retail Price $85

Ready for Delivery

The ***"National Blue-bird"*** Machines represent the last word in talking machine construction. The cabinets are distinctive and high-grade, genuine mahogany and oak being used.

All ***"National Blue-bird"*** machines play all types of records without any attachment. Equipped with the finest motor, tone-arm, sound-box and tone modifier. Floor machines have new record ejectors and casters.

Retail from $50 to $200
Write for Dealer Proposition

National Talking Machine Company, Inc., 118 East 28th St., New York

WINS PRAISE FROM ARTISTS

Manophone Announced Last Month by James Manoil Co. Wins Quick Approval—James Manoil Returns from Trip—New Illustrated Catalog to Be Out August 20

According to reports from the executive offices of the James Manoil Co., 60 Broadway, New York, the announcement of the Manophone which was made exclusively in The World last month, was received with much enthusiasm by talking machine dealers all over the country. Although a new product, the Manophone has also won the quick approval of several well-known artists who have strongly endorsed it. Among these is Miss Lucile Lawrance, a soprano prima donna of note, and her endorsement of the Manophone which appears on another page of this issue is considered by the officials of the company as a splendid tribute. She was recently one of the soloists at the entertainment of the National Open Air Festival at the Polo Grounds, New York, when Verdi's "Requiem Mass" was sung by nearly 1,000 voices.

James Manoil, president of the company, arrived home the early part of last week from an automobile trip to Chicago, where he found a wave of prosperity throughout the country which he visited. "From what I could see," he said to a World representative this week, "we have every occasion to feel satisfied that there will be big business during the coming fall. We have had a very satisfactory demand for the Manophone, which, although just placed on the market, has appealed to many dealers owing to its several individual characteristics, and its exceptional tone quality. We are manufacturing a machine notable for its construction and workmanship and artistic cabinet design as well as containing these individual features."

The new Manophone catalog will be ready for distribution by August 20. According to B. Abrams, vice-president and general manager of the company, no expense has been spared in making this booklet one of the most artistic which has ever appeared in the talking machine field. It will contain the various styles of the Manophone illustrated by the use of reproductions of wash drawings, which have been completed with the greatest care.

LARGE INCREASE IN VOCALION SALES

New Orleans, La., August 10.—Manager H. L. O'Brian, of the D. H. Holmes Co., states that the Aeolian-Vocalion department of the store has shown a 65 per cent. increase in sales during the past month. The firm has recently been featuring a series of advertisements concerning the desirability of the Vocalion as a means of entertainment on yachts and in summer camps and many good sales have resulted from this seasonable publicity.

SECURES AGENCY FOR PATHEPHONE

Stockton, Cal., August 10.—The Pedersen Music Co. has been given the exclusive agency in this territory for the Pathé Pathephone. Henry Burgee, formerly with the Pathephone Shop of Chicago, and now connected with the local Pathé headquarters in San Francisco, who recently visited the Pedersen store, states that he believes the outlook for the Pathé line in this territory for the fall and winter to be exceptionally promising.

CHANGE DATE OF OUTING

On page twenty-five of The World this month is an item regarding the annual outing of The Talking Machine Men, Inc., at Rye Beach, the date of the outing is given as September 6. As we go to press it is announced by the association officials that the outing date has been changed to September 12, and that it will positively be held on that day.

The regular monthly meeting of The Talking Machine Men, Inc., will be held at Keen's Chop House on Wednesday, August 16, at 1 p. m., when the final details of the outing will be arranged and other matters of interest discussed.

EFFECTIVE AEOLIAN PUBLICITY

Artistic and Well-Written Advertisement Features the Aeolian-Vocalion

"Music as Wonderful as Mother Love" was the heading of an unusually artistic advertisement used by the Aeolian Co. in the Sunday newspapers to feature the Aeolian-Vocalion. An illustration pertinent to this heading was a feature of the advertisement, which read:

"Sweet and low! . . . tenderly caressing the spirit like a gentle, soft-skinned hand—a fragile, pastel-tinted thing of dreams, yet surging with a wonderment of unquestioning love—the lullaby!

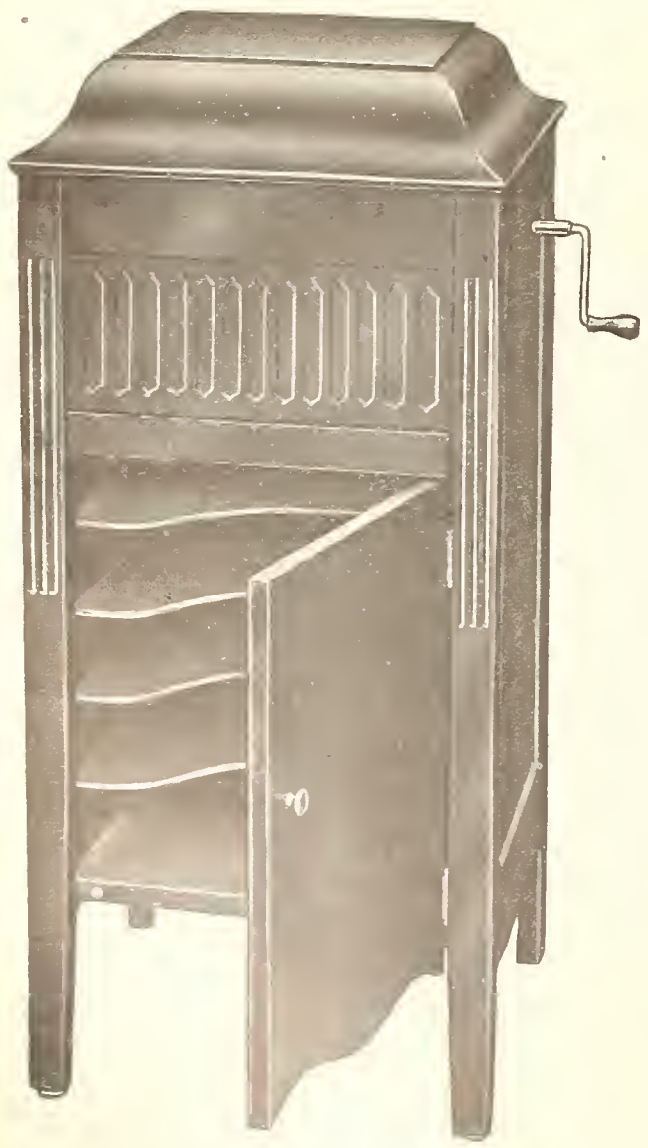
"Perhaps you have sat enthralled as such a fascinating melody, glowing with a strange, an almost celestial beauty, sighed from beneath the bow of a master violinist—or breathed softly from the lips of a gifted, geniused singer. All the joy of such an experince you may have time and time again.

"For the Aeolian-Vocalion, the wonderful new phonograph, searches out from every record its last subtlety of sound—finds, even, all the delicate, elusive harmony of the music of mother love and gives it back to stir your soul like the gentle, sweet tone of distant chimes, or the hushed vox humana of a great church organ.

"A triumph of musical instrument making, indeed—this great new phonograph which voices perfectly the pale, appealing delicacy of the lullaby, or sounds truly the bold, ringing imperiousness of a fanfare of trumpets.

"As the Vocalion gives forth its glories of music, you may take the Graduola—the remarkable Vocalion expression control—and by instinctive pressure touch each phrase with a tinge of your own personality—impress each tone in the mold of your own music feeling.

"This is the real wonder of the new phonograph—it gives you all the pleasure of listening to glorious music, and the supreme joy of making music—the prime joy of creative musicianship."



SUPERTONE, No. 5
18 x 18 x 36 Retails, $50—$75

THE "BIG 3" LEADERS OF

Supertone

TRADE MARK

Talking Machines

NOW READY FOR DELIVERY

It has taken us months to perfect the SUPERTONE line and you can rest assured that the SUPERTONE talking machine gives you the most profits.

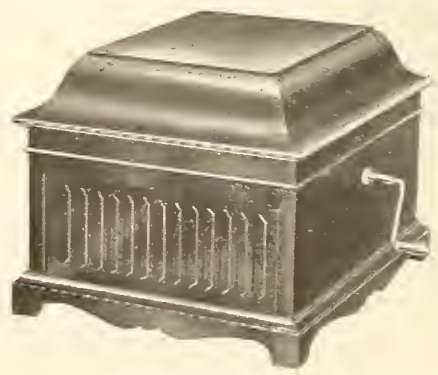
Every machine is up to the quality represented, and we invite comparison on any of our models with machines costing much more.

Notice the illustrations and remember that these machines are all equipped with heavy double spring worm gear motors, Universal tone arms, etc., and beautifully finished cabinets.

Write for special wholesale prices and get ready for the fall rush.

SUPERTONE TALKING MACHINE CO.
10 WEST 20th STREET NEW YORK

SUPERTONE, No. 2
16 x 16 x 8¼ Retails, $15—$25



SUPERTONE, No. 4
16¾ x 20½ x 14¾ Retails, $30—$50

TRUTH IN ADVERTISING PAYS

Snappy Letter on This Subject Sent Out by a Chicago Sales Manager—Crooked Dollar Gained To-day Means Loss of Ten Honest Dollars To-morrow—Building a Reputation

The following weekly bulletin was issued recently by the sales manager of one of Chicago's most progressive retail piano houses, which handles talking machines, and it offers a real sermon on the matter of truth in advertising and selling. The bulletin says in its introduction: "We are developing a very large force of fighters for business. The thing that is continually in my mind is: Can we develop this force as quickly as we are developing and still develop the right working principles in the minds of these men and women?" The following article gives this subject proper treatment:

The Truth in Advertising

"Listen, young man! The cleverest man in the world is the man that tells the truth, and tells it all the time, not occasionally.

"Sometimes you can profit by a lie, but it is like dodging bullets; you never know when you are going to get hurt.

"Lying is a game. Sometimes it is a very exciting game. But it is essentially gambling. And gambling, any sort of gambling, is not business.

"The fundamental laws of business are just as accurate and as well established as the principles of geometry.

"It is hard to see this, for our visual range is limited. Most of us can see the crooked dollar coming to-day, but not the ten straight dollars it is going to lose us to-morrow.

"Real business success is cumulative. It grows like a snowball. And the one thing that makes it keep us growing, even while we sleep, is our persistent truthfulness and dependableness.

"If you put an advertisement in the paper announcing goods worth $5 for sale at $2, and if the people come and buy, and find out the stuff is not worth 10 cents, you may make a one-day's gain, but you have alienated a lot of indignant customers and have started to saw away the posts that sustain your reputation.

"If you have a store rented for a week only and propose to conduct a sacrifice sale of goods that will make everybody disgusted who buys them, then perhaps you may lie with a high hand and a stretched-out hand.

"But if you are in the town to stay, and want regular, returning, increasing, satisfied, friendly customers, it will pay you to stick to the old-fashioned truth.

"Exaggeration is lying. It does not take long for the people in the community to get the habit of discounting 25 per cent. of all you say.

"If you continually overstate and vociferate, you must keep on getting louder until you soon become incoherent.

"But if you habitually state only what is soberly, honestly true, by and by everything you say will be always above par.

"A man's repute for truthfulness is as much a part of his capital as are his store and stock; so much so that he can raise money on it.

"As civilization progresses, business becomes more and more an affair of credit and trust. The very foundation of big business is trustworthiness. Therefore, if you are ever going to get beyond the peanut-stand and push-cart stage of merchandise you must establish a basis of dependableness.

"There is not one thing in this world, young man, that can be of as much value to you as building a reputation such that men will say, 'Your word is as good as your bond.'

"It is well to be clever and keen and Johnny-on-the-spot; it is well to look out for number one and to know a good bargain, but best of all is to have the world say to you:

"'Whatever that man says can be absolutely relied upon.'"

CHICAGO'S SIX BEST SELLERS

CHICAGO, ILL., August 11.—The six best Columbia record sellers here this month were "The Murray Walk" and "The Girl on the Magazine," "Babes in the Wood" and "Love Me at Twilight," "There's a Quaker Down in Quaker Town" and "When It's Springtime in Killarney," "Pua Mohala" and "Hawaiian Melody," "Simple Confession" and "Hearts and Flowers" and "Where Did Robinson Crusoe Go with Friday on Saturday Night" and "I'm Going Back Home and Have a Wonderful Time."

In the Pathé library the six best sellers were "Christmas Valse" and "La Marseillaise," "Thou Brilliant Bird" and "The Last Rose of Summer," "Silver Threads Among the Gold" and "Come Back to Erin," "My Automobile" and "Gootman Is a Hootman Now," "Honky Tonky" and "La Confession," and "Wake Up, America" and "Georgia Moon."

The August popular sellers of the Victor were "Do What Your Mother Did (I'll Do the Same as Your Dad)" and "When the Sun Goes Down in Romany," "My Mother's Rosary" and "Yaaka Hula Hickey Dula," "Uncle Tom One-Step" and "Arrah, Go On, I'm Gonna Go Back to Oregon," "In the Gloaming" and "Supplication," "Song to Hawaii" and "Hawaiian Hula Melody" and "Lullaby from Erminie."

The following were the popular records offered by the Edison Co.: "American Fantasie" and "National Emblem March," "Lo! Hear the Gentle Lark" and "Where'er You Walk," "On the Hoko Moko Isle" and "Yaaka Hula Hickey Dula," "My Bonnie, Bonnie Jean" and "Nanny I Have Never Loved Another Girl Like You," "Kangaroo Hop" and "Setting the Pace," and "Home to Our Mountain" and "Praise Ye."

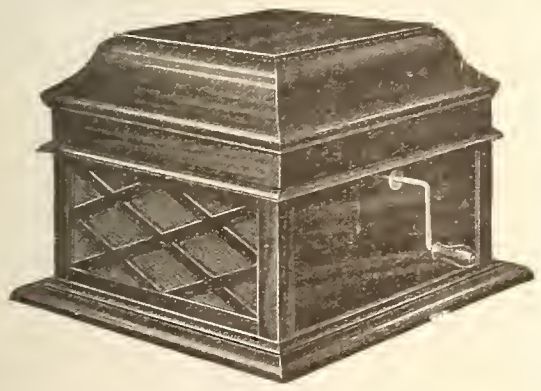
PLEASED AT BUSINESS PROSPECTS

Fred P. Oliver, vice-president and general manager of the Blackman Talking Machine Co., New York, Victor distributor, returned recently from a visit to the company's dealers up-State. He was greatly pleased to learn that the Victor dealers are closing an excellent summer business, and judging from the plans now under way, the coming fall will be a record-breaking season in every respect.

Boone Medford and J. E. Massie, of Waynesville, N. C., have built up a splendid business in Columbia Grafonolas, and are carrying a full line of machines and records.

The American Graphophone Co. has declared the regular quarterly dividend of 1¾ per cent. on its preferred stock, payable August 15 to stock of record August first.

The Phonolamp



Mellowtone III
SIZE 17 x 19 x 12½ INCHES

Plays ***four*** ten-inch records at one winding. Plays ***all*** makes of disc records. Handsome in finish and appearance. Beautiful toned.

List Price $15.00

Maximum price to dealers $10.00.
Discounts on application.

The Melophone
TALKING MACHINE COMPANY, INC.,
376-378-380 LAFAYETTE STREET
CITY OF NEW YORK, N.Y.

Closing Out Sale

All of Our Six Inch Vertical Cut Records

We have on hand 100,000 6-inch vertical cut records including operatic, vocal and instrumental selections by many well known artists.

As we have discontinued the manufacture of this type of record and are now concentrating on the Emerson Universal cut 10-cent and 25-cent Double-discs, we will dispose of any or part of this lot, minimum quantity 1000 at - - - - - **4c** each

Address

Emerson Phonograph Company
3 West 35th Street NEW YORK
Attention Mr. Bernard D. Colin

SOME DESIRABLE TERRITORY YET OPEN

Electric Phonograph Co.
29 WEST 34th STREET
NEW YORK
Factory: Mount Vernon, N. Y.

Pathé

Pathé is Making

Pathé Something New—Different—Better!

The Pathé Dealer travels an easy road!

Of course, he has Pathé Prestige in both the moving picture and phonograph fields, but his main advantage lies in the exclusive and unique excellence of the Pathé product.

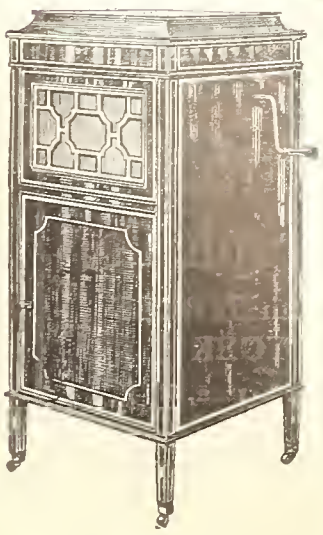
The Pathé Pathephone, with its all-wood "Violin" sound chamber, is more than a mere talking machine. It is a fine musical instrument entirely in a class of its own.

Nor is there any argument or comparison where Pathé records are concerned.

Such TONE — SOUND — VOLUME — have never been equalled.

Pathé records have longer sound waves than ordinary records.

They are played with a polished ball-shaped jewel (a genuine sapphire) instead of a sharp-pointed destructive needle.



Model No. 225

Specifications

Sheraton Inlaid Cabinet.
Finished in hand rubbed dull antique mahogany.
Size 22 in. Wide, 23 in. Deep, and 48 in. High.
Perfect Tone Control Device.
Six Record Albums furnished.
Automatic start and stop device.
Special long running Motor.
Equipped to play all makes of disc records.
All exposed Metal Parts Gold Plated.

$225.00

Get aboard t
The time w
progressive
We have
Don

PATHÉ FRÈRES

29 WEST 38th S

Pathé

us Strides

Records
Like These Sell Themselves

The Pathé library is noted for its collection of famous American and European operatic stars, symphony orchestras, soloists, bands, etc. Many of these records by the world's best talent are exclusive with Pathé.

Many Pathé European records are by celebrated artists who have never been in America.

All this gives the Pathé Dealer a never-failing means of stimulating new business. HE HAS SOMETHING THE OTHER FELLOW LACKS!

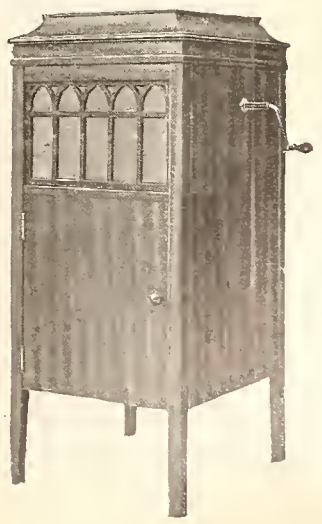
The Pathé Dealers' profit is big. Supreme quality coupled with good value enable him to speedily build up a solid, substantial business.

All Pathé Discs are double-faced! Even the finest operatic records: (65c. to $4.00).

Pathé Pathephones, equipped to play any make of disc record, $25.00 to $225.00.

vagon now!
for the live
look ahead!
roposition!
NOW

ONOGRAPH CO.
NEW YORK, N. Y.



Model No. 75

Specifications

Finished in Mahogany, also Weathered, Golden or Fumed Oak.
Size 18 in. Wide, 19 in. Deep, and 42 in. High.
Perfect Tone Control Device.
Commodious shelf space for disc records.
Equipped to play all makes of disc records.

$75.00

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Business opportunities 25c. per line.

FACTORY SUPERINTENDENT WISHES POSITION—Thoroughly experienced executive, is open to offers from the trade. Has increased production and decreased cost in present position. Tone arm, sound box and motor expert. Address "Box 346," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—One of the oldest record companies in the country has positions open to a thoroughly competent lateral-cut recorder; also a plastic man in its pressing plant. Replies will be considered confidential and should state qualifications, experience and terms. Address "S. S. M.," care The Talking Machine World, 373 Fourth Ave., New York City.

WHOLESALE VICTOR distributer needs talking machine salesmen. Address "L. M. R.," care The Talking Machine World, 373 Fourth Ave., New York City.

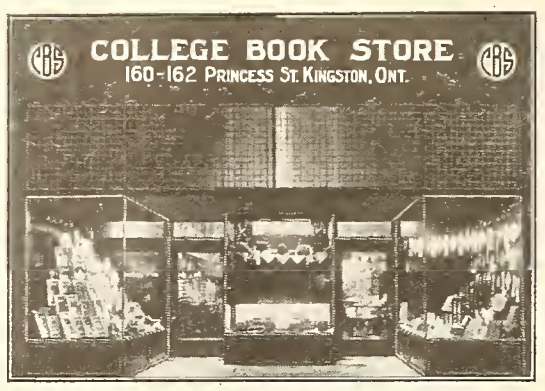
A YOUNG INVENTOR seeks engagement. Desires no pay whatever until ability has been thoroughly tested and proven. Letters only. Joseph Brewer, 161 East 122d St., New York.

WANTED—Expert motor mechanic. Must have worked with a motor manufacturer and understand fine points of assembling, elimination of noise, etc. State full particulars. Address "Box No. 352," care of The Talking Machine World, 373 Fourth Ave., New York.

MANUFACTURERS, Jobbers, Retailers and every description of Talking Machine dealers: I will pay cash for Remainders of any quantity. We are in the market for complete bankrupt stocks and new records of all descriptions. When any part of your stock is for sale, for quick action, write J. I. Williams Book Co., 533 Main St., Worcester, Mass.

MR. MANUFACTURERS—An all-around experimental inventor of improvements and thorough practical knowledge with a ten-year experience in the talking machine manufacturing line, desires position to take charge of a talking machine manufacturing plant with reliable firm. Will go anywhere. Best of references. Address "Box 340," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Selling ability backed by energy and originality. Young man, 24, three years' experience in all branches, desires connection anywhere. Address "Box 341," care The Talking Machine World, 373 Fourth Ave., New York City.



WANTED

A partner in this business for Talking Machine Department. The finest opening in Canada or the United States for Talking Machine business. Can secure agency for any of the leading machines.

Kingston is located at the junction of Lake Ontario and the St. Lawrence and Rideau rivers, at the head of the Thousand Islands. Population 23,000, with rich surrounding country trade; reached by three railroads and steamboats. University with attendance of 1,800 and Royal Military College (Canada's West Point). Good manufacturing center, with the largest locomotive works in Canada.

Store is located in the heart of the shopping center with best display windows in the city, modern copper front with tiled entrance. Two floors each 60 x 30 x 16. Second floor reached by wide center stairway at rear of first floor, can be used exclusively for talking machine business. Ample room for five large demonstration booths and large recital hall. Beautifully lighted with large front and side windows and skylight. Hardwood floor.

Book and stationery business increased in 1915, 43 per cent. First six months of 1916 increased 68 per cent. over corresponding six months of 1915.

Partner must have thorough knowledge of the Talking Machine business.

Address, with full particulars,
COLLEGE BOOK STORE,
Kingston, Ont.

POSITION WANTED—Energetic young man, capable of managing Victrola department, wishes position in the East. Address "Box 343," care The Talking Machine World, 373 Fourth Ave., New York City.

MECHANICAL ENGINEER desires position as supervisor of motor, tone arm, sound box production in a plant in New York or nearby territory. Thoroughly experienced. A1 references. Address "Box 344," care The Talking Machine World, 373 Fourth Ave., New York City.

CABINET SUPERINTENDENT desires to make a change. Now connected with one of the largest phonograph manufacturers in this country. Have had twenty-five years' practical cabinet experience, and thoroughly understand cabinet manufacturing, buying and designing in every detail. Address "Competent," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED GOOD SALESMAN—Competent to manage small goods department in music store. Permanent position. Only an experienced man of about 25 to 30 years old will be considered. Goldsmith's Music Store, 69 South High St., Columbus, O.

SALESMAN WANTS POSITION—I am 30 years of age and have seven years' experience as a salesman. Can give the best of references. Address "Box 345," care The Talking Machine World, 373 Fourth Ave., New York City.

VICTOR MAN who thoroughly understands the retail business from every angle desires to join sales staff of Victor distributor. First-class references. Address "Box 348," care The Talking Machine World, 373 Fourth Ave., New York City.

HIGH-CLASS aggressive man who has had entire charge of Victor distributors, wholesale and retail business, for several years, desires to locate with live concern. Best of references. Address "High Class," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Young man, 26, traveled in South America for talking machine concern, desires position. Speaks Portuguese, Spanish, Bohemian, German and English. Address "Box 342," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED as manager of talking machine department. Five years with present employer but want to make change. Age 33, married. Best references. Thoroughly familiar with New York City and Chicago trade. Address "Box 349," care The Talking Machine World, 373 Fourth Ave., New York City.

FIRST-CLASS varnish foreman wishes position with phonograph company manufacturing a high-grade talking machine. "Box 351," care The Talking Machine World, 373 Fourth Ave., New York City.

MANAGER DEPARTMENT—Reliable business getter, good ideas, no humbug, experienced sales manager and executive. Good appearance, education, and address; age 27. Can do business with best of trade. Prefer coast or western city. Want permanent position. "Box 350," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Young man to assist in wholesale Victor department. State age, experience and salary expected. Send reply to "Box 338," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Experienced young woman, capable of handling talking machine department, desires to make change. A-1 references. Address "Box 339," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED by a young man who is thoroughly acquainted in the Victor products; desires position as inside salesman. Capable of furnishing first-class reference. Address "Box 337," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Buyer or inspector for your Cabinet Department by an experienced furniture man, who understands woodwork construction. Highest reference. "Box 334," care The Talking Machine World, 373 Fourth Ave., New York.

FOR SALE

In prosperous and growing town, 50,000 population, exclusive Edison business for sale. Opportunity unsurpassed. "Box 347," care The Talking Machine World, 373 Fourth Ave., New York City.

MOTORS FOR SALE

We offer for immediate shipment three thousand single spring motors, complete, with ten-inch turntables and all fittings. Address "A. T. 10," care The Talking Machine World, 220 South State St., Chicago, Ill.

Manufacturers, Attention!

Advertiser having patented a simple attachment for talking machine of the "Disc" type, which permits the making of amateur records thereon, wishes to dispose of same outright, or to arrange for manufacturing on a royalty or profit-sharing basis. Article can be manufactured at low cost. Demonstration in New York City by appointment. Address "X. Y. Z.," care The Talking Machine World, 373 Fourth avenue, New York.

PLEASED WITH CONDITIONS

W. C. Fuhri, United States manager of the Columbia Co., and A. C. Erisman, New England district manager, made a trip through this territory recently visiting the Columbia wholesale centers and a number of the company's dealers. Mr. Fuhri was well pleased with the conditions he found in the New England States, and the dealers in turn were delighted to learn that the Columbia Co.'s increased manufacturing facilities will be reflected in a steady increase in the machine and record output.

Eli Farney, director of the Ladies' Band, at Hutchinson, Kan., and J. J. Farney have purchased the Edison Shop at 18 North Main street, from E. J. Hollister.

Size
16 in. x 17 in. x 37 in.

Live Dealers Are Taking Advantage of Our Special Discounts.

Are You One of Them? If Not, Get Busy NOW.

The Mutual Special

$37.50 (Retail)

Cabinet, Mahogany or Oak, hand carved, first-class finish. Equipped with a strong double Spring Worm-gear Motor, Universal Tone-arm, and will play all records without any attachments.

Write for circular on our No. 1 and No. 2 Improved Tone Arms. Shipments ready September 15th.

The Mutual Talking Machine Co., Inc., 145 W. 45th St., New York

216 BARGAINS

for Quick Cash Buyer

Well known manufacturers will sell 216 remaining talking machines of a model which has just been discontinued. Retails for $30.00.

Mahogany finished, covered cabinet, 14 x 17 x 20 inches. Double spring worm driven motor with 12-inch turntable and universal tone arm.

Every machine in perfect condition. Communicate by LETTER only with

G. W. HERZIG

Factory Representative

142 West 26th Street
New York City

DEATH OF HENRY D. KING

Manager of Personal Record and Professional Departments of the Columbia Co., Passed Away in Branford, Conn., on August 10

Henry D. King, manager of the personal record and professional departments of the Columbia Graphophone Co., New York, died on

Henry D. King

August 10 at the home of Mrs. King's family, at Branford, Conn.

Mr. King had been ill for the past five months but it was thought that he was convalescing at the time he left his home in Brooklyn for Branford. He suffered a relapse, however, and died suddenly on Thursday.

During the comparatively short while that Mr. King had been associated with the Columbia Co., he had won the esteem and friendship of his associates in all departments. Few men showed greater interest in their work than Mr. King, for he never seemed to consider time or effort in the discharge of his duties.

The remarkable success of the Columbia Co.'s personal record and professional departments may be attributed in a large measure to Mr. King's indefatigable efforts, coupled with his pleasing personality and wide acquaintance in the artistic and musical professions.

Mr. King was also well known in insurance circles in this city, having occupied the position of vice-president of the National Security Co. prior to joining the staff of the Columbia Graphophone Co.

The funeral was held on Saturday afternoon from Branford, quite a number of the Columbia Co.'s executives being present. Among the many floral offerings was a beautiful wreath from the employes of the Columbia Co.

A. T. DOTY APPOINTED MANAGER

A. T. Doty has been appointed manager of the sales department of the Arion Manufacturing Co., 250 Devonshire street, Boston, Mass., makers of the Arionola. Mr. Doty is an experienced and widely known talking machine man.

RETURNS TO HIS DESK

R. G. Craig, head of the efficiency department of the New York Talking Machine Co., New York, Victor distributor, returned to his desk Monday after a two weeks' rest, upon which he conceived a number of new ideas which will be introduced to the company's dealers in the near future.

SECURES COLUMBIA AGENCY

The Heidelberg Furniture Co., Jackson, Miss., has secured the agency for the Columbia Grafonolas and records in that city. Ben Martin is in charge of the new department.

SWINDLERS BUSY IN NEW YORK

Have Numerous High-Priced Machines Sent to One Address After Making Small Payment, and Then Re-Sell Them Before Second Payment Is Collected

It has been reported to The World that a band of swindlers has been operating among talking machine dealers in New York City recently and causing some considerable loss. The members of the band are purchasing Victrolas XIV and XVI on instalments, paying $10 down and having as many as half a dozen instruments shipped to one address in a single day. The Victrolas are re-sold soon after delivery and the fraud is not discovered until an effort is made to get the second payment. Dealers are warned to be particularly careful in investigating the standing and references of those at present buying the two types of machines named.

CO-OPERATION IN SCHOOL WORK

The value of reaching the young people is being taken into really practical account, to judge by the embossed announcement-invitation recently issued by I. Davega, Jr., Inc., of New York City, the significant part of which reads "We take pleasure in announcing that, beginning with September 1, we will have a separate Educational Victrola Department, in charge of Miss H. M. Moses, who is well known in school and educational work."

NEW EDISON STORE

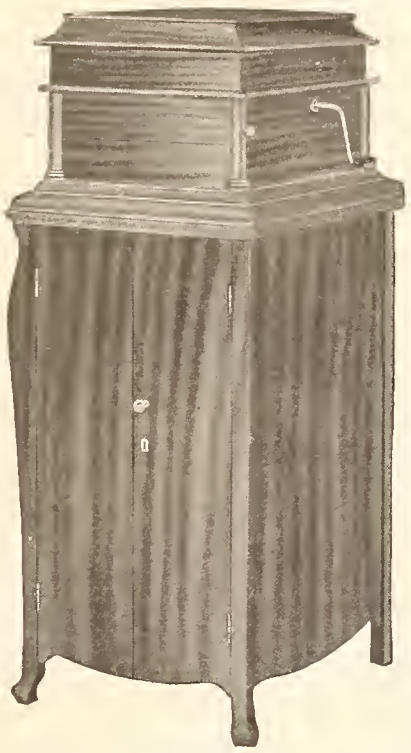
L. H. Walter, of the Walter Piano Co., Hillsboro, Tex., has leased the newly finished Interurban Building, where he will carry a complete line of pianos, sheet music, small goods and Edison Diamond Disc phonographs.

The Pettit Jewelry store, at Downs, Kan., has opened a department devoted to the Pathé Pathephone.

LONG CABINETS

WELL MADE THROUGHOUT

These With Others Comprise the



D 77

Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19⅛x 22⅝ in. Holds 192 12-in. Records. For Victrolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Shelf. Average weight, crated, 80 lbs.

D 79

Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19⅛x 22⅝ in. Holds 192 12-in. Records. For Victrolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Shelf. Average weight, crated, 85 lbs.

ELEGANTLY FINISHED

Most Complete Line of Record Cabinets

PROMPT DELIVERIES ON ALL ORDERS

Write for Illustrated Catalogue

THE GEO. A. LONG CABINET CO.,

HANOVER, PA.

Patented Feb. 4, 1916

Models 1 and 3 with Wood Panel Doors; Quartered Oak and Mahogany

A SECTIONAL Cabinet

—Adds dignity to your store.

—Increases your sales.

—Locates any record instantly.

—Adapted to any space.

—Fits your requirements.

—Add sections when needed.

—Helps you to grow.

—Files records in smallest space.

—A patented and exclusive device.

—The best filing "Sales System."

—Unconditionally guaranteed to you.

—List of Jobbers and a ***"Modern Method of Filing"*** mailed upon request.

OGDEN SECTIONAL CABINET CO., Lynchburg, Va.

SECURING RAW MATERIALS

How the Difficulty in This Field Was Overcome by Horace Sheble, President of the Domestic Talking Machine Corporation

PHILADELPHIA, PA., August 10.—Horace Sheble, president of the Domestic Talking Machine Corporation, in an interview with The World representative, stated that Domestic talking machines are meeting with a most favorable reception from the trade.

"We are closing dealers' contracts daily," said Mr. Sheble, "under our sales plan of granting a dealer exclusive selling rights in the territory he can logically cover, and are receiving enthusiastic letters from many of our dealers regarding the favorable reception the public is extending Domestic talking machines.

"Our problems in getting started have certainly been legion, but our plant is now fully equipped, everything is in full swing and our output is increasing by leaps and bounds. Even though this is the dull season of the year we are shipping our product on orders as fast as it comes through.

"Every talking machine manufacturer has faced a serious condition during the past year in endeavoring to secure raw materials, and this situation is not improving materially as far as we can see.

"Several months ago through fortuitous circumstances plus an efficient purchasing organization, we were able to obtain delivery; not promises, of such raw materials as will enable us to operate our plant for some six or eight months to come, and such conditions place us in position to make prompt shipments and insure our being able to take proper care of our trade this fall when the real demand for talking machines starts.

"We thoroughly realize how discouraging it is to a dealer who spends his money creating a demand for a product and then finds deliveries do not materialize. From the present condition of the raw material market we believe many dealers will face this situation in the fall unless they thoroughly satisfy themselves that delivery promises are based on facts and not on manufacturers' hopes that conditions in the raw material market will better themselves.

"We have had several offers to sell raw materials at advances over cost, but our business is manufacturing talking machines, not speculating in raw materials, and we expect to devote every pound to manufacturing our product, as our aim and ambition is to give our trade the prompt service which we feel is such a substantial portion of their opportunity to succeed."

THE RECOVERY OF SMALL DEBTS

Canadian Legislature Passes Bill Enabling the Collection of Debts of $50 or Less

WINNIPEG, MAN., CAN., July 31.—A bill of interest to Canadian piano merchants will go into effect the first of August, providing for the recovery of small debts, not exceeding $50. The bill provides that a creditor may go to the magistrate of a civil court and secure a summons against any debtor who owes said creditor $50 or less, and upon service of the summons, the debtor shall appear in court and answer the allegation upon which the summons was issued. If the claim of the creditor is proven, the court will then enter judgment against the debtor for the sum in question. The costs of the proceeding are very light, and it is thought that this bill will have a very beneficial effect in enabling merchants to collect small bills which are due them and which hitherto have not been worth the rather high cost of a court proceeding.

PITTSBURGH DEALERS HOLD OUTING

The Talking Machine Dealers' Association of Pittsburgh held its second annual outing at Olympia Park, near McKeesport late last month. A large number of dealers and their friends attended, and an elaborate program of games and athletic events was given for their entertainment. Prizes were given the winners of the athletic contests, and a bountiful supply of good things for the inner man helped everyone to enjoy the affair.

A VISITOR FROM MILWAUKEE

Henry M. Steussy, secretary and treasurer of the E. O. Schmidt Piano Co., Milwaukee, Wis., was a caller this week at the offices of the Pathé Frères Phonograph Co., whose products his company handles. Mr. Steussy spoke encouragingly of the business situation in Milwaukee, stating that Pathé business the past two months had been far in advance of expectations.

CONCEITED

"Van Hamm, the actor, seems to be growing a trifle deaf. I wonder what caused it."

"I'm sure I don't know, but he claims it is the result of constant applause."

PRACTICALLY 100% PROFIT
on Every Sale of the

Playerphone
The QUALITY TALKING MACHINE

MUSIC STORES Can Make from $1000 to $5000 Extra Profits Yearly.

Selling This Beautiful Talking Machine.

It sells on sight and sound—No experience needed to sell Playerphones

Everywhere high-class music stores are handling Playerphones in conjunction with their regular business. People are demanding high-grade cabinet talking machines. There are no finer instruments built than Playerphones, and the Playerphone has the added advantage of playing *all* disc records as well or better than the instruments for which the records were made. The adjustment of the sapphire ball, Jewel point, steel or fiber needle, as the case may be, and just a slight turn of the wonderfully balanced full curve tone arm does it.

Exclusive Features—100% Profit

These and many other exclusive features make the Playerphone the most popular talking machine on the market and the easiest to sell. Our terms are so liberal that you make about 100 per cent. profit on every sale, and our time payment plan to you permits you to get your profit without having to tie up any money or incur any risk. From the way most music stores are selling Playerphones, you should make from $1,000 to $5,000 extra profit a year, handling the Playerphone.

The Price is Irresistible

That is another wonderful feature of Playerphones. While they are the utmost in talking machine construction, very highly finished in mahogany or oak, the prices of the seven sizes range from $50 to only $225. Each one of these Playerphones compares with, and in most cases is, mechanically, musically and artistically, better than instruments selling at from $75 to $400.

The complete line of Playerphones is superior in every way. They give you an opportunity for big profit and prestige you can't afford to miss. Come to Chicago and let us demonstrate the Playerphone to you. If you decide to handle our line, your traveling expenses will be refunded. If you can't come, fill out this coupon and mail it *to-day—sure!*

THE PLAYERPHONE TALKING MACHINE CO.
General Office and Show Rooms: **Republic Building, Chicago, Ill.**

Playerphone No. 160

Heavy, five-ply, beautifully finished, mahogany or oak, price $160. Size 22½ inches wide, 24 inches deep and 50¼ inches high. Extra large spring motor and tone arm that plays all makes of disc records perfectly—equipped with Playerphone record albums. We compare this instrument as to tone and quality with others retailing at $200. Tone arm, crank, and all metal parts gold plated.

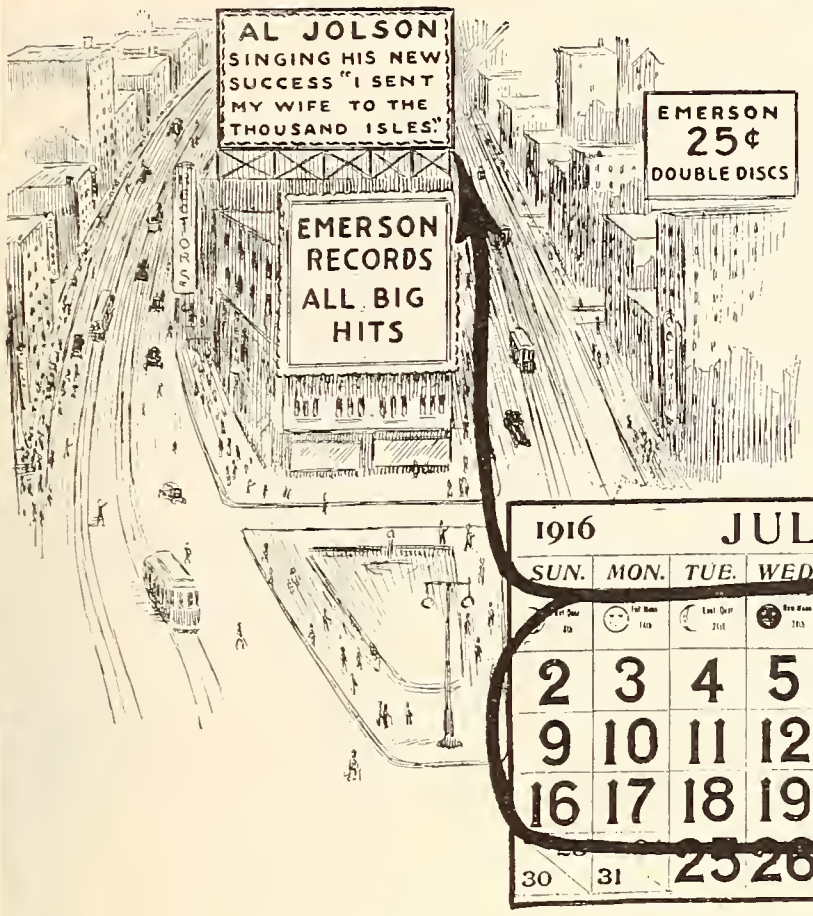
COUPON

Playerphone Talking Machine Co.
802 Republic Bldg. Chicago, Ill.

Gentlemen: We are interested in your Playerphones and would like full particulars and prices submitted to us at once

Name .....

Address .....R.D.



3 Weeks From Broadway To Your Store.

Three weeks after Al Jolson first sang, "I Sent My Wife To The Thousand Isles"—an Emerson Record of the song was on the shelves of our dealers.

This is an excellent example of the efficiency and promptness of Emerson recording.

While other manufacturers take *months* to release a new number—we take *weeks*.

Broadway's stamp of approval is our cue to act.

Immediate service is one of the many exclusive Emerson features.

Emerson 25c Double Discs

have already taken their place in the record field.

Emerson Records are the result of combining the best talent, the most approved methods, and the leading popular selections while they are at the height and even before they are at the height of public favor.

In addition to all this, there is the exclusive Universal playing feature which makes it possible to play Emerson Records on *all* phonographs without an attachment, except one positive feed machine.

Emerson 25c Double Discs play ¾ the time of a standard 10-inch record.

You are losing valuable sales and big profits every day you are without the Emerson line.

A small investment is all that's necessary—the sales are big, the profits liberal, the turnover rapid.

The first step to big profits is to attach that coupon to your letterhead and mail it to us—take that step now →

Emerson Phonograph Co., Inc.

Dept. D, 3 West 35th Street New York

EMERSON PHONOGRAPH CO. Inc.,
DEPT. D, 3 WEST 35th ST. NEW YORK

Gentlemen:

Kindly send me at once full particulars about Emerson Records and complete list of your latest hits

Name _____

City _____

State _____

CONCERT HALL A FEATURE

Of the Attractive and Spacious Store of the Kesselman-O'Driscoll Co. in Milwaukee

MILWAUKEE, WIS., August 4.—One of the attractive Victrola stores in this city is that of the Kesselman-O'Driscoll Co., at 1920 Fond du Lac avenue. The salesrooms are spacious and admirably laid out, while a feature of the establishment, which is proving a great attraction, is the concert hall, which embraces over 400 square feet of floor space. This hall has been placed at the disposal of clubs, societies and individuals for entertainments as a meeting place, free of charge, and has proven quite a business move. Music on the Victrola is supplied to the users of the hall, so that a goodly number of new prospects are made acquainted with the possibilities of the Victor through this means.

Concert Hall at Kesselman-O'Driscoll Store

MAKING DISC RECORD CABINETS

The Nanes Art Furniture Co., New York, is now devoting a considerable portion of its plant to the production of disc record cabinets. These cabinets have been on the market for some little time, and have won general praise from the company's dealers. One of the must successful cabinets in the line is the "Esco" wagon, which enables the owner of a machine to wheel the instrument around at his convenience.

The W. B. Smith Music Store, Marietta, O., has been moved to new quarters at 276 Front street, that city.

The Cut Rate Phonograph Shop has leased a new store at 22 East 125th street, New York City.

A GREAT PUBLICATION

Tell the average person that it takes 125 pages, 11 by 15 inches, to thoroughly report the affairs in the talking machine industry of America for a single month, and that individual will think you are a fit subject for an investigation of your sanity. The proof of the matter will be found in the current issue of The Talking Machine World, just issued from the New York offices. This magazine, while of interest to every person having an interest in the talking machine industry, is particularly appealing to the talking machine dealer. The issue just off the press carries the complete report of the recent convention of the National Talking Machine Jobbers held in Atlantic City. The convention is reported in a splendid manner by expert writers. Aside from the convention report there is more than a hundred pages of interesting reading and advertising matter appealing directly to the dealer. Altogether, it is a great publication and is better than anything yet issued by The World in its history of twelve years' publication. But we wonder how it is possible to issue such a splendid magazine at the very small price of a dollar a year. It certainly is worth more.—R. E. Cord, in the Camden (N. J.) Courier.

AUGMENT THEIR RECORDING STAFF

"We have been more than pleased with the reception accorded our records by the dealers throughout the country," said T. H. McClure, general manager of the Domino Phonograph Co., New York, in a chat with The World. "In the Middle West, for example, Domino records have not only met with a ready sale, but the dealers have voluntarily written us letters of praise regarding the musical qualities of our product.

"During the past few months we have completed arrangements with a number of well-known artists whose records will be announced in time for our dealers to feature them in our fall trade. We also have other plans which will augment our recording staff materially.

"Among our records which have been very successful are the recordings by Richard Darville, baritone, and Alan Turner, baritone, both of whom are well known in musical circles, and whose Domino records are gaining in popularity day by day."

A talking machine which announces the hours is the latest invention of a music lover. A series of records is so arranged that a short air is played every fifteen minutes, a longer record marking the full hour. It should make getting up pleasant.

Jewel Needles
DIAMOND, SAPPHIRE, AGATE
For All Types of Records
Our methods of grinding needles are the most scientific known, producing a most uniform and highly polished product.
We manufacture ALL parts of Talking Machines
Dixon Manufacturing Co., Inc.
295 FIFTH AVENUE NEW YORK

BUY YOUR
SAPPHIRE NEEDLES
WHILE PRICES ARE LOW
Prices are advancing rapidly on jewel points, so stock up today. We have a tremendous stock of needles at low prices, and can guarantee immediate delivery.
Supertone supplies are made right and are the ideal needles for securing good music.
Don't delay but write today for prices
Supertone Talking Machine Co.
8 West 20th Street NEW YORK

SINGLE SPRING Straight-gear MOTORS
play 2-10" or 1-12" record in one winding
$1.50 each in quantities
This includes all trimmings together with 10" turn table.
Prompt Delivery
Send $2.00 for sample
ARROW MOTOR CO. 207 Market St. Newark, N. J.

Talking Machine Supplies and Repair Parts
SPECIALTIES: MAIN SPRINGS, GOVERNOR SPRINGS AND SOUND BOX PARTS
THE RENÉ MANUFACTURING CO.
HILLSDALE, NEW JERSEY

AND'S KOCH
Manufacturer
KOCH-O-PHONE
Phonographs, Parts, Tone Arms, Sound Boxes, Records, etc.
Write for samples and prices
296 Broadway, New York

Try the
Wizard
SEMI-PERMANENT
NEEDLE
Eliminates the Scratch. Produces a Soft Mellow Tone, bringing out all the richness of either Vocal or Instrumental Music. Will not injure the Finest Record. Write for prices and full particulars.
Send for Free Sample
H. S. TOWNSEND
1833 VENANGO STREET PHILADELPHIA, PA.
Patent applied for

GRAFONOLA PROMINENT AT EDUCATORS' CONVENTION

Work of Educational Department of Columbia Graphophone Co. Wins Praise of Teachers—Furnishes Music for Folk Dancing at City College Stadium

The Columbia Graphophone Co.'s educational division, which is under the direction of Frederic Goodwin, played a prominent part in the activities of the National Education Association, which convened in New York last month.

Folk Dancing to Music of the Grafonola

Among the events in which the Columbia Grafonola was used was at the stadium of the College of the City of New York, when 4,000 children danced to the music of the Grafonola. The Columbia Co. carried an extensive display in the musical section exhibit, and the efficiency of the Columbia school product was emphasized by the enthusiastic approval of the visiting school superintendents and teachers, some 32,000 in number.

Mr. Goodwin suggests that Columbia dealers throughout the country reap the benefit of the pleasing impression created by the Columbia exhibit, and keep in close touch with the teachers and educational authorities in their localities.

THE VALUE OF PROPER SERVICE IN BUSINESS BUILDING

It Is Through Service That the Manufacturer and Wholesaler Develop and Hold Close Relations with the Dealer—One Instance Where a Jobber's Courtesy Didn't Pay

A good classification, perhaps, of the selling factors that keep the manufacturer and dealer in close harmony, are: 1, quality of products in relation to price; 2, personality of salesmen representing manufacturer; 3, the service offered by the manufacturer to the dealer.

Without harping on the first two, let us consider the matter of co-operative service—a truly twentieth century departure. Manufacturer's service to the dealer may take almost any number of forms—it is limited only by the originality of the men in the manufacturer's employ. Among the more common forms might be mentioned such as help in the matter of copy for retail advertising; circular literature for mailing to prospects, decorative signs and placards, assistance as to efficiency in account keeping, and filling of orders on time, before time, and of a special nature—all of which costs the manufacturer a good deal in point of time and money.

When a dealer is confronted with the problem of what line to handle, his technical knowledge is brought into play in judging the quality of the manufacturer's product. Naturally this is primarily important. Next comes the personal equation which is not a matter where specific intelligence is called into play—we are influenced by another's personality not so much in accordance with our will to be so influenced as we are in spite of ourselves. There is then just one field, other than the one involving technical knowledge, which requires the exertion of critical judgment. This is the matter of service which the manufacturer offers the dealer.

It behooves the retailer to pay considerable attention to the quality and extent of service and to by all means give due credit to the manufacturer or jobber who is really co-operative in the service proffered. Too often dealers regard service as a legitimate "gift" which entitles the manufacturer or wholesaler to no reciprocation by way of repeat orders and regular business. The following incident from this year's trade may help illustrate this attitude of the dealer.

A certain retailer wanted a talking machine of a special weathered oak finish. He went to the jobber from whom he usually purchased and was informed it would be impossible to supply such a machine. The dealer then went to another jobber with whom he did some business and was likewise turned down. Finally, he approached a wholesaler with whom he did practically no business and who therefore owed this dealer nothing. Nevertheless, this last wholesaler, in a spirit of real service, offered to try, and as a result, delivered the machine two days before the specified time. Moreover, the wholesaler had to pay dealer's price for the particular machine and in addition assumed the transportation charges which covered some 700 miles.

Now, ordinarily, one would suppose that such generous treatment would warrant gratitude of a decent sort; yet when this wholesaler at a later date phoned the same dealer to ascertain if the dealer wanted some rare records the jobber happened to have in stock, there was lack of even courtesy. The dealer answered the 'phone in person, heard what the jobber had to say, and rejoined, "Wait a minute." The jobber waited for the dealer to determine whether he needed the specific records. To his surprise the 'phone was taken up by the office girl, who, after hearing the story all over again, informed the jobber that Mr. ———, the dealer, was busy. Needless to say the jobber hung up his receiver and whistled (or cursed) softly.

The dealer in question not only showed ungentlemanly action and a lack of gratitude for favors conferred at the jobber's expense, but he showed a failure to be thoroughly up-to-date in his business methods. In this stage of commercial life, the live retailer should not only recognize and appreciate service extended by the manufacturer and wholesaler—he should even seek out the wholesaler and manufacturer who offer a good product combined with the greatest amount of practical co-operative service, as the best party to do business with.

NEW AL JOLSON WINDOW CARD

A new Al Jolson window card in colors has just been issued by the Columbia Co. Al Jolson is termed by many the "King of fun-makers," and his records have achieved signal success. This new window card will doubtless serve to stimulate interest in his Columbia recordings, and thereby influence sales.

H. C. FOWLER IN NEW POSITION

H. C. Fowler, formerly manager of the Columbia Grafonola department of the Hall-Stephenson Co., of Knoxville, Tenn., is now associated with Sterchi & Haun, in the same capacity, the latter firm having secured the agency for the Columbia line from the Hall-Stephenson Co.

Two New Triton Winners

—ANNOUNCING the only single spring, worm drive motor of American manufacture. A substantially built motor of standard quality, playing with absolute accuracy of universal speed from beginning to end of a record. Ready for delivery. Sample sent on receipt of $2.75, complete with ten inch turn table.

Tone arm and reproducer No. 4. Reproducing tone of unexcelled clearness and brilliancy. The arm is of handsome, unusually dignified lines, highly nickel-plated, performing everything that may be expected of a tone arm. Ready for delivery. Complete sample sent on receipt of $2.00.

Other motors of our manufacture: Single spring gear motor, complete with ten inch turn table, $1.65; double spring, worm drive motor, playing two twelve inch records with one winding, motor without equal, complete with twelve inch turn table, accurate speed tabulator, $4.25.

We also make tone arms and sound boxes ranging in prices from $1.00 to $3.75 per set.

Triton Phonograph Co., 41 Union Sq., New York

THE SURVIVAL

A VERY large number of new talking-machines has been placed on market within the last year. Some are good—others VERY POO Thousands of dollars have been spent in advertising some of the wo But assuming that they are all pretty fair—*which they are not*—how ma months of HARD TIMES could one-tenth of the talking-machine manu turers (95% of them only assemblers) survive? Are you PERMANENT ESTABLISHING YOURSELF IN BUSINESS when you sell a Tomtrola, Di anola or Harrygraph if you face the very GRAVE probability of Tom, D and Harry SHUTTING UP SHOP?

Have you ever seen the long list of DEFUNCT automobile manufacture

Such an Insurance Policy and Guar

handling the new line of talking-machines manufactured by the Flemish-Lynn Phonograph Com LARGEST, FINEST, NEWEST, MOST EFFICIENTLY EQUIPPED FACTORY IN TH and the Company's policy of LARGE SALES and SMALL PROFITS accounts for the STAR PERFECT RECREATORS OF SOUND. THESE PRICES AND SPECIFICATIONS

Model Number	*Approximate Measurements*	*Turn Table*	*No. of Records at One Winding*	*Speed Regulator*	Reta Pric
No. 5	**12″x12″x5″**	**8″**	**One 12″**	**Side**	
Sturdy, *Guaranteed* Flemish *mute* motor. *Wonderful tone.* Without doubt the biggest value (at its *Low Dealer's Price*) ever manufactured. Will capture the country					$ 5.(
No. 8	**14″x15¼″x6¾″**	**10″**	**One 12″**	**Side**	
Same motor as Model No. 5. Extra heavy tone arm. Three needle cups and other refinements. *Self-Starter*					7.:
No. 10	**16″x16″x7″**	**10″**	**Three 10″**	**Top Dial**	
Finest, modern, Flemish *worm gear, mute* motor. Three needle cups, *Self-Starter.* Beautifully designed and finished. Nothing *like* it at the price					10.(

No. 20. Size 16″x16″x40½″. Plays 3½-10″ records. 10″ turn table. *Self-Starter. Top Dial R*

Everything in or on these Mac

Every model plays all makes of Records—Lateral or Hill and I without any attachment. Each machine is equipped with the *Abs New and Unique Wagner Reproducer.* This is a tremendously vital It is an *Exclusive Feature.* It is the *Only* reproducer playing all ma records that brings THE NEEDLE POINT TO A PERFECT CENTER. It als inates all vibration. It is foolproof. Turn the screw and the slotted g ADJUST position.

Every model is *Mahogany* finish. (Richer and more exquisite

Distributors and Dealers Are Offered Most Unusual Propositions

Reputable, aggressive business-men should make **Immediate** arrangements to see the *Complete Line.* Seeing and hearing are believing — Early deliveries on all models

THE FLEMISH-LYNN

Factories and Test Laboratories, 37th St., Brooklyn, N. Y.

THE FITTEST

n't put yourself in the same position as the dealers who have handled their cars!

w about your big stock of machines, your rent and other expenses? Are of your "contracts" or franchises worth anything? What do *any* companies rantee you in the way of prices, territory or meeting of competition?

ou wish to consider your money in stock, fixtures, rent and general expenses NVESTMENT—not a gamble depending on the continuance of boom times, maintenance of inflated prices or the whim of somebody or other—you ST CONNECT with a manufacturing company that INSURES and ARANTEES that your money is SAFELY, PERMANENTLY, CO-ERATIVELY INVESTED.

Offered All Distributors and Dealers

ds of *thousands* of dollars have been invested by the men whose genius has made possible the the manufacture of any similar line of talking-machines. Its TREMENDOUS CAPACITY W PRICES of a line of UNPRECEDENTEDLY EXQUISITE, SCIENTIFICALLY HEMSELVES!

odel mber	*Approximate Measurements*	*Turn Table*	*No. of Records at One Winding*	*Speed Regulator*	**Retail Price**
. 15	**13½"x17"x12¼"**	**10"**	**Three 10"**	**Top Dial**	
quisitely designed *Crown Moulded Top Cover.* Same wonderful *Extra* values as Model No. 10					**$15**
. 35	**16½"x19"x40"**	**12"**	**4½-10"**	**Top Dial**	
nest, modern, Flemish *Double-Spring Mute Motor.* Flemish *Pivot Tone Arm.* Double-door, handsome cabinet with 4 record shelves. The equal of any $75 machine.					**35**
. 50	**18"x22¾"x41"**	**12"**	**Five 10"**	**Top Dial**	
en larger, finer, and more extravagantly equipped and finished than Model No. 35. *Super-Mute Motor.* More spacious cabinet, with 5 record shelves—the *Ne Plus Ultra* of Talking Machines					**50**
igned Cabinet, holding 35 *individual records. Artistic Top Cover.* The Supreme Value.					**20**

nufactured in our own factories

odels.) But in the more modest models *we do not* charge extra for any finish.

very model (except No. 5) is equipped with the most modern SELF-R—a real innovation on machines for Everyman. This automatic aving device banishes unsightly brakes.

very model (except No. 5) has *three* or more NEEDLE CUPS.

l models have *all-wood* cabinets. *All-wood* (specially selected and) sound chambers. Scientifically correct sound boxes and tone arms. exquisitely finished.

Size, beauty and refinements and conveniences extraordinary are essential to any fine line of talking machines.

Correct prices are a vital necessity, but

The all important consideration is

TONE

NOGRAPH COMPANY

ales Offices, N. E. cor. 41st St. and Madison Ave., New York City

Cavanaugh Cabinets

Built from the standpoint of the customer. The special Cavanaugh-run makes the machine and cabinet look like a unit, instead of two separate pieces.

Original In Design—Superior In Workmanship—In All Victor Finishes

Cavanaugh Cabinets have increased the Victor business wherever they have been put on sale. Yours is no exception.

J. J. CAVANAUGH

452 Fulton Street :: Brooklyn, N. Y.

Catalogue on request

QUALITY BASIS OF COMPETITION

Not Price Juggling or Shell-Game Methods—Some Interesting Observations

The world is surely, if somewhat slowly, coming to realize that quality is the real basis of competition. What's the use of buying a piano or a suit of clothes for a small sum of money if they are of such inferior quality that they cannot satisfactorily serve the purpose for which they were designed?

Advertising and the use of trade marks have brought about a tremendous improvement in business conditions which is of direct benefit to the public. The Ingersoll dollar watch has become a standard by which all watches can be measured. The public has found out what a dollar should be able to buy.

If the man who thinks 98 cents is enough to pay for an Ingersoll watch will open up an exclusive store to handle nothing but Ingersoll watches, he will find out that he has been mistaken. Or, again, if he thinks the dealer pays too much for the watches he buys from the factory, let him build a watch which can be sold for less and do the same work. He will find out again that he has been considerably mistaken.

It doesn't take brains to substitute cheap material—all you need is a yellow streak and no conscience.

Good material is good material, and its value is established. There are boundaries beyond which not even the largest corporation can go. We, for instance, use immense quantities of mahogany. Mahogany represents value. We can buy it in the open market for about so much and then we come to the limit. Even if we went to Africa and acquired certain lands on which mahogany grows, we should have to cut and ship that mahogany to the point where it can be manufactured. Having done that we should find that our own mahogany was costing as much—or more—as the mahogany we had bought on the open market.

The same thing is true in every line of manufacture, and so long as first-class material has a certain value, no one can cut prices without making it up somewhere else. That is merely robbing Peter to pay Paul.

There was a time when the wealthy manufacturer could pull off all sorts of underhand stunts and put unfriendly dealers or competing manufacturers out of business by juggling with the price and varying the quality to suit, says the "Voice of the Victor." But once a manufacturer puts a trade mark on his goods and advertises the price of them, he has given hostages to fortune—he—while he may not have intended to do so—has given a bond guaranteeing his own good behavior.

Competition, far from being eliminated, becomes even more active and of more value to the public. The Ingersoll dollar watch will continue to prosper—as it should—so long as it continues to be an eminently satisfactory dollar's worth. Any other manufacturer who can produce a better watch at a dollar is entirely free to do so, and such competition—a competition in quality—is of real and measurable benefit to the public, while price cutting or price juggling represents nothing more than a glorified shell game.

R. F. Bolton, district manager of the Columbia Graphophone Co., New York division, returned recently from a fortnight's stay at Asbury Park, N. J. In his absence his sales staff hung up record breaking figures for the month.

Experts Pronounce It An Unparalleled Success

The tone reproduction of our No. 2 tone-arm and reproducer sketched below, is just what you are looking for.

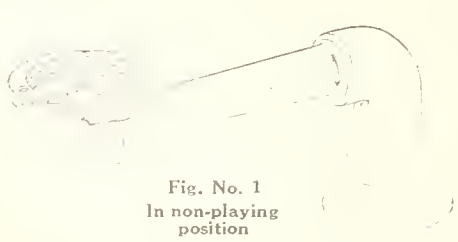


Fig. No. 1
In non-playing position

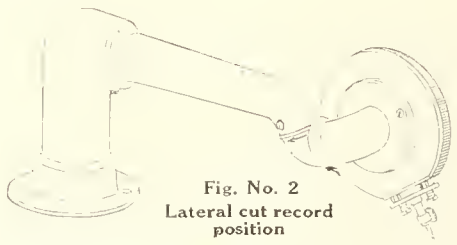


Fig. No. 2
Lateral cut record position

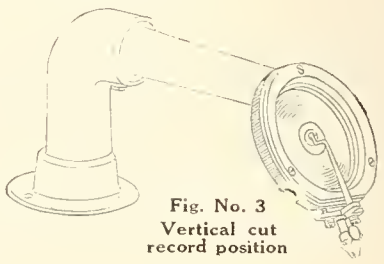


Fig. No. 3
Vertical cut record position

TO CHANGE POSITIONS, FOLLOW THE ARROW POINT

PREPAREDNESS

We are prepared and ready to ship at once, subject to exhaustion of immense stock, the following motors: No. 0, No. 1, No. 2, No. 3 and No. 4

INDEPENDENT GERMAN-AMERICAN TALKING MACHINE CO., Inc.

54-56 BLEECKER STREET, NEW YORK CITY

REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

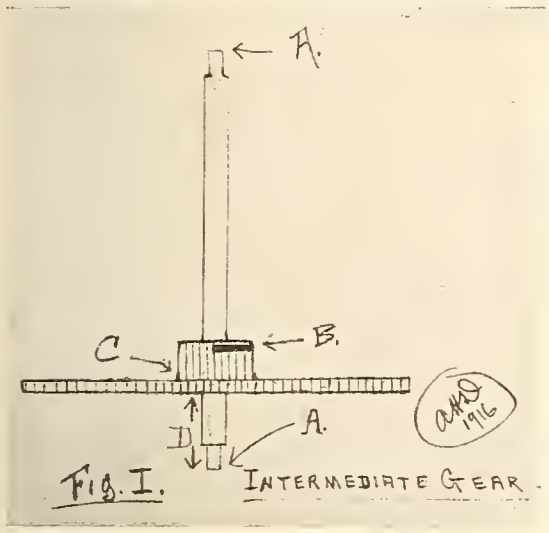
Conducted by Andrew H. Dodin

[This department of The Talking Machine World which was started with the April issue, is designed for the service of all classes of our readers, including those who make, and those who sell, talking machines. A talking machine out of order often reflects both upon the maker and dealer, and yet frequently the trouble is so slight that the simple knowledge of repairs will permit of the machine being put into proper running order, quickly and practically without expense. In the large cities talking machine repair shops are, of course, available, but this department should prove of particular value to the out-of-town talking machine men.

Andrew H. Dodin, who conducts this department, has a wide and enviable reputation as a repairer of talking machines and conducts an exclusive talking machine repair shop at 25 East Fourteenth street, New York. Tell him your troubles through The World and he will help you if possible. The service is free.—Editor.]

REPAIRS THAT CAN BE MADE WITHOUT THE USE OF NEW PARTS

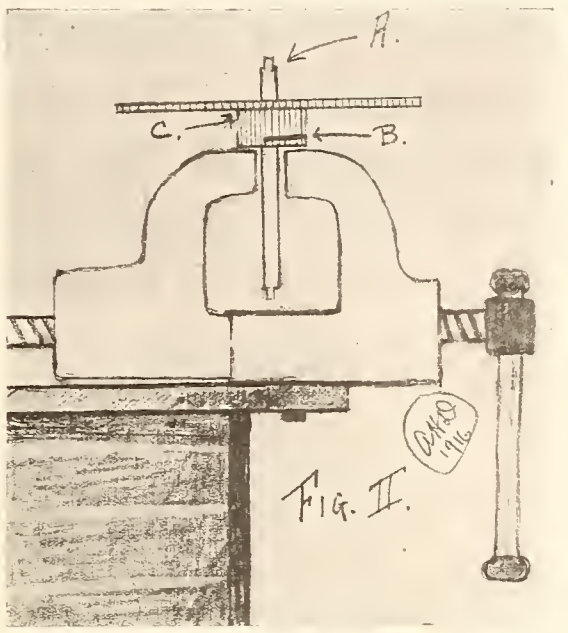
Many repairmen and dealers have at different times been confronted with the difficulty of securing the proper part to replace a broken or worn one, and particularly has it become the case at the present time when repair shops are beginning to receive in greater numbers the small cheaply made motors—both foreign and



domestic. I want to say a few words to the repairman who must get his repair out without waiting for the new part to arrive and try and show with the aid of a few simple shop drawings, how a broken gear or the broken teeth of a spring cage gear can be easily repaired.

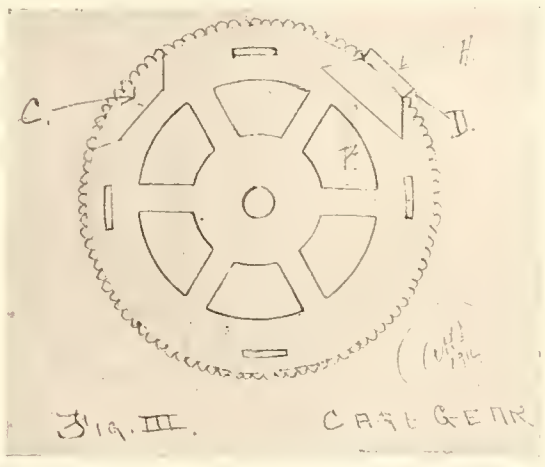
The teeth of the pinion on the intermediate gear in many cases become stripped in one place, Fig. 1, B, permitting spring cage gear to run free. As spring cage gear almost always runs in a position nearly at top of pinion—it is always possible to take pinion gear and turn same around, bringing the bottom, C, Fig. 1, of teeth or undamaged part into playing position.

To do this I place gear in vise—Fig. 2—strike shaft at A driving same through pinion



and gear—and in doing so I am very careful not to damage shaft bearing points at A. In some cases pinion is set into gear at C and it will be necessary to take a file and shape opposite end of pinion to fit into the brass gear.

After fitting pinion to gear I replace shaft getting distance from bottom of gear to end of shaft D, Fig. 1, about the same as it was originally, then place gear and spring cage into motor and see how cage gear meshes with pinion. It may be necessary to drive shaft a little further through gear in order to get



pinion into just the proper running position.

The spring cage gears on these types of motors are also a source of a great deal of trouble. The teeth are very often broken off or mashed in such a way that the gear will not run in mesh with pinion teeth on intermediate gear.

It is a very easy matter to replace the broken teeth in these gears providing you have facilities for soldering, a good file, a jeweler's saw and some small pieces of brass or steel plate.

In Fig. 3 at A you will see the outline of the piece I cut out of gear where teeth have been broken off, making my saw cuts at an angle so that when new piece is fitted and soldered into place it will be impossible to pull it out. At C you will notice outline of the wrong way to make saw cuts. When a piece of this shape is soldered in it is liable to pull out at any time. After making the cut in gear I take a small piece of material and file it into shape so that it fits loosely into cut—leaving a projecting piece at D big enough to file out the new teeth. Now solder the piece into position—file flush on both sides of plate and then shape the required number of teeth with a small file.

Before replacing gear on spring cage be sure that spring is caught on hook of shaft and that spring has proper graphite mixture. I advise the use of Ilsley's graphite lubricant, which can be purchased ready mixed in just the right proportion of graphite, oil, etc., so that it is unnecessary for you to add anything to it and for these small spring cages would use only about a tablespoonful to the cage, more than that would prevent motor from running a 12-inch record.

DESCRIPTION OF RECORD THIEF

Local Dealers Describe Negro Who Is Reported to Have Stolen Many Records from Local Stores During Past Few Weeks

At the last meeing of the Talking Machine Men, Inc., several members gave an excellent description of the record thief who has been operating to considerable extent in various parts of the city. According to the descriptions, which agreed, the offender is a prosperous looking light complexioned negro, about five feet seven inches tall, and rather stout, whose method of working is to abstract the records from their accustomed racks and place them in a false pocket in the front of his trousers. They say that the thief is very clever in finding means for causing clerks to go to another part of the store while he grabs the records. He does not appear to favor any particular records, but takes those most conveniently at hand.

The Phonograph Finance Co., of Cleveland, O., was recently granted a charter of incorporation by the Secretary of State at Columbus, O. The concern is capitalized at $5,000.

"What's a Pearsall SERVICEE?"
said a dealer

This was a new one to him, although he had been one for a number of years. A PEARSALL SERVICEE is a dealer who is served by Pearsall Victor Service; he is one of those men who know good service, and who is growing because he lets us help him.

Better find out for yourself that this is true.

SILAS E. PEARSALL CO., NEW YORK
AT 18 WEST 46th STREET
NEAR FIFTH AVENUE

The *long wear* of Columbia Records is a feature that printed words hardly convey. But in practice there is no mistaking it. It is a feature that is peculiarly Columbia and once a record buyer realizes it, he is *solid.*

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

UNUSUALLY HEAVY RECORD BUSINESS IN MILWAUKEE

Sales Come Close to Exceeding Those During Holiday Season—Influx of Cheap Machines Has Effect—Progress of the Sonora Line—Ministers Praise Aeolian-Vocalion—Edison Dealers in Milwaukee Forming Trade Association—Other News of the Month

MILWAUKEE, WIS., August 8.—Sales of records in Milwaukee during July reached the largest volume ever known in any one month, save only the period preceding the Christmas holidays. The enormous disposition of records actually created a serious shortage at one time during the month, but herculean efforts by the jobbers in getting quick action from the factories overcame the difficulty and at this time the trade is ready for most any kind of a crisis.

The sale of machines is being well maintained, but the recent spell of terrific heat has affected business to some extent, which naturally is to be expected in July and August. Nevertheless, dealers say stocks are moving faster than last year.

The influx of so-called cheap machines, retailing at $5 to $15 admittedly, has cut into the sale of higher-priced machines, especially for summer home and outing use. As a matter of fact, however, most of the people who buy a $5 talker for country use have purchased regular machines for their homes, and every machine sold, whether it cost $5 or $500, is a potential record customer, so the odds are about even.

The Premier Talking Machine Co., which established a Milwaukee branch on October 1, 1915, has promoted Manager Park Adams to the position of manager of the new Michigan branch, with headquarters at Detroit. T. W. Abell, of New York, has succeeded Mr. Adams as manager of the Milwaukee interests, at 220 West Water street. This branch handles the wholesale business of Wisconsin and Upper Michigan.

The Sonora phonograph continues to increase its popularity in this territory under the able direction of Charles J. Orth, 276 West Water street. Hot weather has not been a particular drawback to sales, Mr. Orth says, and inasmuch as the manufacturers now are able to make deliveries on schedule time, his July volume of sales was the largest since he took this line. As a high class piano man, Mr. Orth has established an enviable reputation, which is coming in good stead on phonograph business. Oftentimes a prospective customer calls Mr. Orth by telephone, and upon receiving his assurance as to Sonora quality, the order is placed without even a demonstration. Most of Mr. Orth's Sonora sales are above the $100 mark, and a very few are below $75.

The Aeolian-Vocalion was introduced to a distinct class of trade by the Edmund Gram Music House, 414-416 Milwaukee street, a short time ago when Mr. Gram gave a recital before 100 members of the Wisconsin Synodal convention of the Evangelical Lutheran Church. The ministers were loud in their praise of the Vocalion, particularly after the rendition of a selection like "Open the Gates of the Temple," by Evan Williams, with accompaniment on the Edmund Gram parlor grand piano by Mr. Gram himself. Paul Seeger, manager of the Aeolian department at Gram's, reports a splendid run of business, especially in the $100 and $150 styles. Every Steinway piano customer of the Gram house is being canvassed, and the campaign has resulted in a large number of sales of the costlier styles, with and without electric motor attachment. Mr. Seeger and his family have been enjoying a summer home on the upper Milwaukee River this summer.

Edison retailers in Milwaukee are forming an association for mutual benefit and sociability. Dealers and their employes will be eligible to membership, and one of the objects will be to effect a stronger co-operation between interests representing the same line in the same city. H. N. Hahn, manager of the Edison department at the C. Niss Furniture Co., is temporary chairman, and H. W. Gausewitz, manager of the retail department of the Edison Shop, 213 Second street, is secretary. The dealers include the George H. Eichholz Co., 542 Twelfth street; Edison Shop, Art B. Meyers, 460 Eleventh avenue, Miss Co., 709 Third street, and the Flanner-Hafsoos Music House, 417 Broadway.

Glynn and Sylvester Cremer, Cashton, Wis., have opened a music and jewelry store in the Granville Hall building and advertise both the Edison and Victor lines.

The remodeled Victrola department of the Milwaukee Boston Store is nearly ready for the grand opening planned by Manager James Schoonmaker during the week of August 14. Business has been conducted in spite of the handicap of remodeling work and torrid weather. The department is equipped with eight new large type booths, electrically lighted and ventilated. A large record room and a concert hall also have been provided.

Leslie C. Parker, manager of the Victrola department at Gimbel's, attended the recent World's Salesmanship Congress at Detroit, and upon his return to Milwaukee took the initiative in a movement to organize a Milwaukee Salesmanship Club. He has been given the cooperation of the Merchants and Manufacturers' Association, Advertisers' Club and other organizations. Mr. Parker is one of the leading sales managers of Milwaukee.

A. G. Kunde, Columbia jobbers, 516 Grand avenue, have had the busiest month in their experience. Mr. Kunde has been participating in numerous short excursions with the jobbers' division of the Merchants and Manufacturers' Association, and was a member of the week's handshaking tour, conducted by the Tripoli Temple, Mystic Shrine. The Columbia thus was the "official" talking machine on four special trains in less than two months. On July 31, Mr. Kunde made the jobbers' excursion to Delavan, and on the following Thursday night

Truetone Combination Sets

MADE IN U. S. A.

Five different tones, each tone packed separately. 200 in a metal box, 5 boxes in a convenient container holding 1000 needles, retailing at 75c.

Five of these containers packed in a carton and sent prepaid to dealers anywhere in U. S. for $1.50, and postage on 2½ lbs.

(Cash with order on sample lots)

NEW YORK DISC NEEDLE CO.

110 WORTH STREET, NEW YORK CITY

Truetone TRADE MARK

Highest Grade Ever Made

SEND FOR SAMPLES AND PRICES ON OUR COMPLETE LINE

accompanied the annual across-the-lake jobbers' excursion to Mainstee, Mich. The house of Kunde received valuable publicity by its donation of three Columbia machines and a supply of records to the Milwaukee companies of the Wisconsin National Guard forming the First Wisconsin Brigade now encamped near San Antonio, Tex. Letters from the soldier boys thanking Mr. and Mrs. Kunde for their much appreciated gift are still coming.

Harry A. Goldsmith, secretary of the Badger Talking Machine Co., 135 Second street, recently was elected a member of the Milwaukee Press Club. Mr. Goldsmith is a former newspaper man, and an expert writer on financial topics, but forsook the pen to job the Victor in Wisconsin and Upper Michigan two years ago.

J. H. Becker, manager of the Victrola department of the Twelfth street store, and O. Meyer, manager of the same division of the Mitchell street store of Edward Schuster & Co., Milwaukee, have been spending their annual vacations at their favorite lakes in Waukesha county. Mr. Becker spent his time at Nagawicka Lake, and Mr. Meyer, as usual, went to Oconomowoc Lake. During their absences, the work of remodeling the Victrola departments was carried on with extra vigor and rushed to completion. T. P. Lehrner, general manager of the piano and talking machine interests of the three Schuster stores, is now on his vacation.

August C. Quentmeyer, Premier dealer at Columbus, Wis., showed his public spirit by donating a Premier to the Columbus Municipal Park Commission to assist in raising funds required for building an ornamental entrance and otherwise improving the city park.

D. F. Roate, Algoma, Wis., has sold his stock of musical merchandise and will retire.

John Feuerstein is a new piano and talking machine dealer at Sturgeon Bay, Wis. He will handle the Victor exclusively.

The business of the Milwaukee Talking Machine Manufacturing Co., 416-418 Fourth street, has been incorporated with an authorized capital of $75,000. Edward Heaney is president and Frank A. Welsand, secretary. The incorporation indicates no change in the business or policies of the company.

A. J. Boden, Victor dealer at Clintonville, Wis., drove to Milwaukee in his new car to call on the Badger Talking Machine Co. Mr. Boden placed a large order for fall delivery.

The Pathephone was exhibited by the Pathephone Co., of Wisconsin, 183 Fourth street, at the recent annual convention of the Wisconsin Retail Jewelers' Association. Manager Lawrence McGreal was in charge of the exhibit and gained a number of fine dealers among the jewelers. The Pathé was the only talker represented at the convention.

"There is only one trouble," says the reporter of a Berlin, Wis., newspaper, "with the new arrangement at Neumann & Hoyer's drug store and ice cream parlor since Mr. Doering sold them one of the $250 Edison phonographs. There is such a variety of excellent music coming from the instrument, and so many good things to eat while getting the good music, that one is liable to forget that there is work to be done."

The Hatten Lumber Co., New London, Wis., one of the oldest and largest logging and lumbering companies in Wisconsin, has installed a complete Dictaphone system in its big offices.

G. F. Rueb, president of the Badger Talking Machine Co., 135 Second street, has returned from a two weeks' automobile trip through northern Wisconsin and upper Michigan with his family.

The Starr phonograph is enjoying a fine run of business in Milwaukee and throughout Wisconsin since the Hoeffler Manufacturing Co. took on the wholesale contract for this territory.

"Jimmie" Cox, former champion speedway motorcyclist of the country, and later a member of the retail force of the Badger Talking Machine Shop, is one of the Milwaukee music trades men now on the Mexican border with the Wisconsin troops. Mr. Cox has been detailed to the motorcycle squad.

Several large chair and furniture factories in Wisconsin have recently made advantageous contracts for the manufacture of cabinets for talking machine manufacturers, and much capacity is being turned over to the new work. One of the largest producers at this time is the Wisconsin Seating Co., New London, Wis., which has contracted with the Edison interests for a large part of its cabinet requirements. The Wisconsin Chair Co., Port Washington, Wis., is also building an enormous lot of phonograph cabinets on contracts.

"We have experienced a summer resort business both on machines and records that is simply wonderful," was the report of R. H. Zinke, manager of the Badger Talking Machine Shop. Mr. Zinke said there was still cause for complaint on the shortage of machines, but records are coming more freely. Outside of summer resort business, trade is seasonable, but better than in any past year. The black and white outing room told of in the last issue of The World has made such a decided hit with the Badger's trade that Mr. Zinke is now working out a Hawaiian room, furnished with real Hawaiian materials direct from the islands.

DOMESTIC CO. ON PACIFIC COAST

Walter S. Gray, Pacific Coast manager of the Domestic Talking Machine Co., Philadelphia, Pa., has opened headquarters in the Chronicle Building, San Francisco.

WILL NOT WHOLESALE TALKERS

Steinway & Sons, New York, this week officially denied any intention of wholesaling the Clayola talking machine to any Steinway dealers who might desire to handle this machine. Steinway & Sons will handle this machine in their Middle West stores, and any other rumors in connection with their activities in this direction are without foundation.

the Spokane Expert School of Business, has installed a Columbia graphophone in his school

other fellow never thought of doing—and didn't do when he was told.

Are You on the Border?

Not Mexico—but on the border of profits or no profits. To keep away the no-profit enemy, be well armed with machines and records, maintaining a battery of the different Victor styles and several regiments of records.

Gately-Haire Service Is on a War Footing

It is ready at all times to rush to your assistance with plenty of reinforcements, so you won't waste a single selling shell. No gilt braid or frills but plenty of hard work and a co-operation that has had the experience of war campaigns in many commercial centres.

Join the G-H colors. Service only as long as you are satisfied.

Gately-Haire Company, Inc.
JOHN L. GATELY, Pres.
121 N. Pearl Street
Sumner Bldg.
ALBANY

ALBANY
"for capital service"

NEED WE SAY MORE?

THE GATELY-HAIRE CO., Inc.
JOHN L. GATELY, President

13,000,000
People Attend Movies Daily
Are You Reaching This Tremendous Field?

Our animated film service in your territory identifies your store and business with the enormous drawing power of the Victor National Publicity.

This film service is another of our valuable "Helps to Dealers."
Write for particulars.

Chicago Talking Machine Company
Victor Distributors
12 No. Michigan Avenue · · · · · · Chicago

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager
HENRY S. KINGWILL, Associate

World Office
Consumers' Bldg., 220 South State St., Chicago
Telephone: Wabash 5774

CHICAGO, ILL., August 7.—It's really getting monotonous, this writing reviews of conditions in the talking machine trade. There is so little change from month to month. It's just the same old story—business showing a notable increase over the corresponding month of the preceding year—a continued shortage of goods notwithstanding continually increasing the output of the factories. Record stocks are in excellent condition and demands on them show that the dealers are doing considerable business right in the midst of the heated term. Never in the history of the trade have dealers generally placed their fall orders so early. Although some of the jobbers for the old established companies seemed to be a little perturbed for a while over the influx of the host of new talking machine manufacturers, they are inclined to look at the matter in a very philosophical manner now. Instead of a reduction in business it is steadily increasing at a wonderful rate. It is evident that this is going to continue, although the new concerns will also sell a lot of machines—those that are conscientious regarding their product and who pursue legitimate sales methods. It simply means that the consumer is going to be worked more intensively than ever before because there will be so many more dealers after him, and this educational process will increase vastly the number of purchasers. That's the view being taken by veterans in the distributing field, and it is no doubt the correct one.

Displays Dealers Efficiency Devices

Important changes are being made in the extensive quarters of the Chicago Talking Machine Co., at 12 North Michigan avenue with a view to giving visiting dealers practical demonstrations of the various efficiency devices and methods originated by the company with a view to enabling the dealer to systematize and organize his business on the best possible basis. The company's repair department has been housed in a well-lighted enclosure and made a model department in every way, in point of equipment, cabinets for repair parts, accessories, etc. The shipping department has been put on dress parade so to speak, and dealers are invited to inspect it and learn how the systems there employed can be adapted to their own business. Immediately opposite the demonstrating booths in the main warerooms an addition to the efficiency and service department is being established, in the way of a room 12x10 feet in size in which the various forms and systems supplied by the company will be placed before the dealer in actual operation, such as the Tomaco record racks for dealers with the stock envelope signals for automatically keeping track of condition of stock and of good and slow selling records, etc. On a convenient table will be the Tomaco stock book for ordering records, while the monthly window card service and other advertising matter will be appropriately displayed.

To Open Woodlawn Pathé Shop

R. E. Rundell, formerly sales manager of the Pathé-Pathephone Co., of Illinois, which was recently withdrawn from business and whose offices were taken over by the phonograph division of the Hallet & Davis Piano Co., will enter the retail business and will open, about September 1, the Woodlawn Pathé Shop at 1314 East Sixty-third street. Mr. Rundell will have associated with him in his new venture H. D. Blodgett, formerly of the State Street Pathephone Shops.

Cable-Nelson Catalog Issued

The Cable-Nelson Piano Co., of Chicago, has made its first formal announcement of the "Cable-Nelson talking machine" through the medium of a neat little brochure that gives a concise but very clear and complete description of the machine and the parts that go into it. An illustration of the model factories of the company at South Haven, Mich., is also included in the booklet.

Sonora Takes Additional Space

Thomas R. Johnson, in charge of local activities of the Sonora Phonograph Corporation, announces that the company has taken the entire second floor of the building at 320 South Wabash avenue, where the concern is now located on the top floor. The new space will be almost entirely used for wareroom space, although a demonstration room in which to demonstrate the Sonora to dealers may be located there also. The new space amounts to between four and five thousand square feet, and should be a great help to the Chicago distributing center especially with the approach of the busy holiday season. According to Mr. Johnson the summer season has proved to be anything but dull this year, and says his books show a doubling of business over last year.

Completes Important Deals

H. A. Yerkes, division superintendent of the Columbia Graphophone Co., is doing much traveling nowadays, and in the past month has consummated several important deals involving the wholesale distribution of Columbia goods from several pivotal points in the extensive territory under his jurisdiction. He recently made a trip, including Denver, Salt Lake City, Omaha and Lincoln. At Salt Lake City, he arranged for an extension of operations of Dalzell Bros., operating at Denver as jobbers under the name of the Columbia Stores Co. They will open another distributing point at Salt Lake, and have secured commodious exclusive wholesale quarters in the Dooley Block. They will also specialize on the Dictaphone.

On his return from the West Mr. Yerkes went to New Orleans. As a result of his visit the Columbia Co. will withdraw from the retail business in the Crescent City, devoting their energies to the dealers. Exclusive wholesale quarters have been secured in a large building on Canal street, and it will be fitted up in a manner enabling them to care for the wants of dealers in that section in a more efficient manner than ever.

Starting Right

Miss Elizabeth M. Shaw, for some years with the Chicago Talking Machine Co., and one of as pulchritudinous a group of young women as can be found out of captivity, surrendered her liberty last month and married Lloyd McLean Thomas, a prominent young business man of Little Rock, Ark. The wedding gifts were many, but none were more prized than a Victrola and records from her former employers. The standard of musical culcha will be rigidly maintained at the C. T. M. Co.

Mr. Creed hopes that Miss Shaw's example will not prove contagious, but the gleam of diamonds from feminine fingers gives rise to serious doubts.

New Stores and Departments

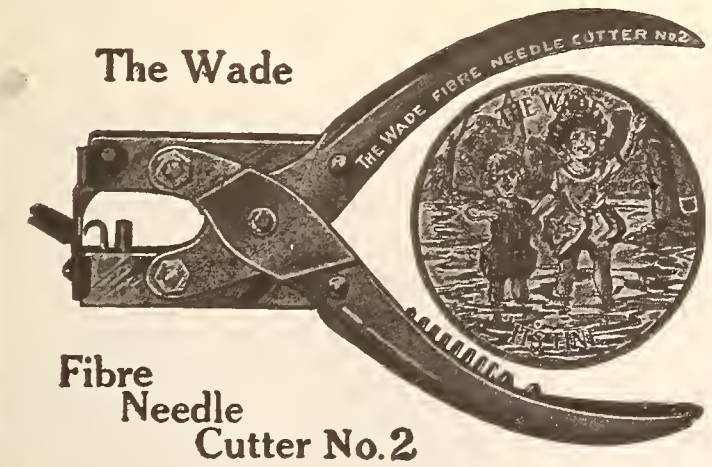
The South Shore Talking Machine and Lamp Shop is the name of a new concern that has opened very handsome quarters at 6719 Stony Island avenue. They handle Columbia goods.

(*Continued on page 73*)

THE WADE—THE PRACTICAL Fibre Needle Cutter—THE WADE

The WADE embodies the **right principle**, worked out **through long experience.** It is simple, durable and **accurate.** It trims the needle at an angle resulting in the best tone. The WADE cutters are made of the best steel and are absolutely guaranteed.

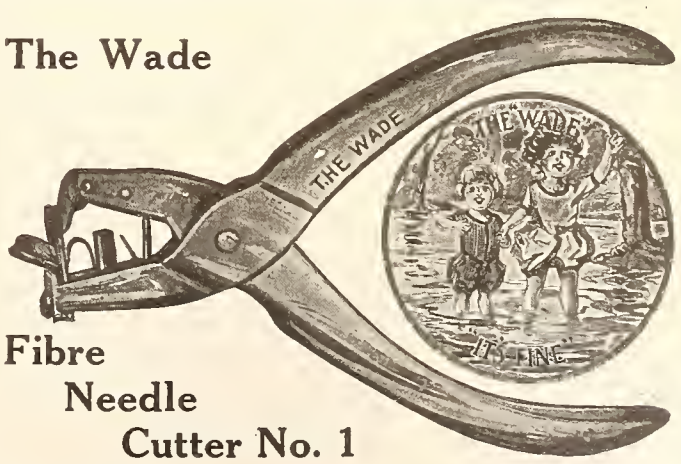
The Wade



Fibre Needle Cutter No.2

The WADE has a self-acting stop, which prevents waste and enables one to get from 12 to 15 perfect playing points from one fibre needle. No. 2 has a double action, making it especially easy to operate. No. 1 is a very popular cutter which has given excellent service. You save more than double the price of the Wade in the repointing of the first 50c. worth of needles.

The Wade



Fibre Needle Cutter No. 1

RETAIL PRICES—No. 1, $1.50; No. 2, $2.00

Order from your regular Distributor—we sell to Jobbers only

WADE & WADE,

3807 Lake Park Ave.
CHICAGO, ILL.

Lyon & Healy

Turn that interest into sales!

DURING the Summer thousands of people have had their interest aroused in the Victrola, at camp, at the lakes, sea shore, their neighbors' or similar places. Prepare for these people now while they feel the effects of that "Buying Influence." They will greatly increase your volume of business.

An up-to-date stock and a constant supply of the latest releases is what will interest them.

Lyon & Healy have the largest jobbing stock of Victor Records in the country. We have a ***Half Million Records*** ready for immediate shipment.

Our specialty is SERVICE. We make quick deliveries. Our Victor Stocks are always as complete as possible in every detail, including many quick selling accessories.

Our SERVICE includes sales helps which make a dealer's store distinctive, sales helps which develop business and increase profits.

Enjoy the advantages of buying all of your musical goods from one house; it means one order, one shipment, one transportation charge, and a saving in freight as well.

LYON & HEALY

World's Foremost Music House

Wabash Ave. ***and Jackson Blvd.***

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 71)

Hassmer Bros., piano merchants (905 Belmont avenue), have added a talking machine department, specializing on Columbia goods.

Nielsen & Lesher, 1961 North Halstead street, have added Columbia graphophones.

The Goldberg Furniture Co., who conduct several stores in Chicago, have opened a new one, and their largest, at 3014-20 Lincoln avenue. It has a frontage of 1010 feet and has a well equipped Columbia department as have their other establishments.

The Kennedy Furniture Co. have opened a new store at 3948 West Twelfth street. They will handle the complete Columbia line and are putting up two demonstration booths.

Other dealers who have added the Columbia line exclusively include S. Olkenitzky, music dealer, 8453 Burley avenue, Chicago.

The Central Music Co. is the name of a new concern just opening a music, piano and talking machine store at 5621 West Twenty-second street, Cicero. Richard Navatny and Joseph Chlebecek are the proprietors. They have arranged for the Columbia line.

Tells About English Conditions

Frank Samuel, general manager of Barnett Samuel & Sons, Ltd., of London, made some interesting revelations regarding the effect of the great war on the English music trades in a chat with The World this month. Mr. Samuel's presence in America at this time is mainly due to the absolute necessity for a respite from the overwork and mental strain experienced since the outbreak of the war.

The house of Barnett Samuel & Sons, Ltd., was established in 1832 and Frank Samuel is a grandson of the founder. When the war started there were four men by the name of Samuel in charge of the destinies of the old house—two brothers and two cousins. All of them with the exception of Frank Samuel, who was selected to stay in charge of the business and look after government contracts, enlisted. Edgar Samuel, a lieutenant in charge of the bomb corps, was killed in France in January. The other two are still at the front. The company manufacture the Boyd pianos and the Boyd Pistonola player-pianola. The latter created a great deal of interest when it was exhibited in Chicago two or three years ago. The company also make band instruments and drums on a large scale and handle small goods of all descriptions. They publish an enormous catalog, handsomely illustrated, with color process cuts and do a large trade with the colonies. In the last three years they have supplied something like 12,000 drums to the British army and the drum shop is the only portion of the plant which has not been hampered because of enlistments. It has been to the interest of the government, of course, to keep that department working in force. They have also sold a large number of trumpets of the national army design to the British government.

Besides their other musical instrument activities Barnett Samuel & Sons have long been an important factor in the talking machine manufacturing field. In April of 1913 they brought out the "Decca," an interesting machine which folds up into valise form, much after the fashion of the folding organs known to the American market. This was not a cheap machine as English prices go, ranging from five to ten pounds retail. It was designed originally for the summer resort trade, but when four months later the war broke out the house was quick to see the value of the machine as a means of furnishing musical entertainment and diverting the mental tension of the soldiers in the trenches. A strong advertising campaign was started in the daily papers and in periodicals advising people to send a "Decca" to the boys at the front. So far about 40,000 of these machines have been sold for that purpose. Mr. Samuel says that the talking machine business among the stay-at-homes in England is remarkably good, and that there is a greater proportion of the higher grade goods sold than ever before. The reason for this is dual. In the first place there has been a shutting off of competition of cheap foreign machines and the remarkable salaries paid to both men and women in the munition factories have made them large purchasers of what are usually termed luxuries.

Has Fine Summer Home

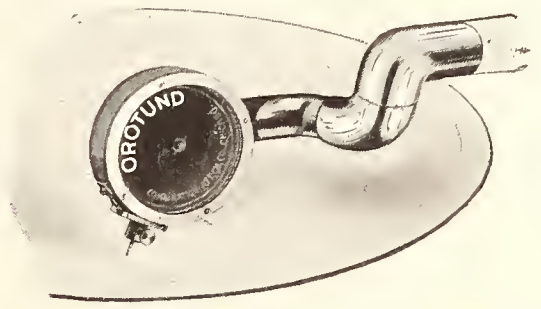
C. F. Baer, manager of the Chicago office of the Columbia Phonograph Co., gave a little "party" Sunday to a few of his friends in celebration of the completion of his fine new summer home on Lake Kathryn, near Antioch, Ill.

C. F. Baer's Summer Home

It stands on the site of the less pretentious cottage which he has had there for several years, and is one of the most beautiful and best equipped houses on the lake. Mr. Baer can spend Thanksgiving and Christmas there, if he chooses, as it is most substantialy built, and besides screened sleeping porches, bathroom and all summering conveniences, has electric lights and hot water heat. In the photograph taken Sunday and here reproduced are seen Mr. and Mrs. Baer and the two little Baers in the foreground, while the trio in the rear consists of Arthur Boland, Fred Binger and R. G. Winter, all of the Columbia forces. Ed. Blimke, of the Chicago office, was off fishing while the picture was being taken and W. W. Parsons, a former Columbia man, but now of the FlexiFile Sales Co., was operating the camera.

"The last word" in re-creation of music. Produced by the

"Orotund" Sound-Box



Dealers should handle the "Orotund" outfits to make their machines universal in playing all records. Sample price to dealers $3.50, cash with order. Please mention make of machine when ordering.

COMBINATION ATTACHMENT CO.
524 Republic Bldg. CHICAGO, ILL.

Talking Machine Shop's New Home

The Talking Machine Shop will occupy its new home at 234 South Wabash avenue, around the first of September. Though the whole building is leased by the company only two floors will be occupied by them. On the first floor there will be a reception room, record sales, and record stock room. The machine sales room will be on the second floor in addition to six more record sales rooms, office, and reception room.

Lyon & Healy Field Day

Six hundred store and factory employes of Lyon & Healy and all the officers and department heads took Ravinia Park by storm Saturday, July 29. Transportation and all expenses were borne by the house, and a delightful lunch was served in the casino and on tables spread under the trees. In the afternoon a magnificent concert by the famous Chicago Symphony Orchestra was enjoyed, and after that everybody adjourned to the magnificent athletic field where the baseball enthusiasts of the talking machine and sheet music departments, joined battle in a contest to decide the supremacy. As is usual in many such contests, the victory did not come to those who were in the lead at the start, and the skillful battery enabled the "Victrolas" to carry away the laurels. During the luncheon Miss S. G. Lessick, of the Victor record department, sang, and the L. & H. saxaphone quartet gave several numbers.

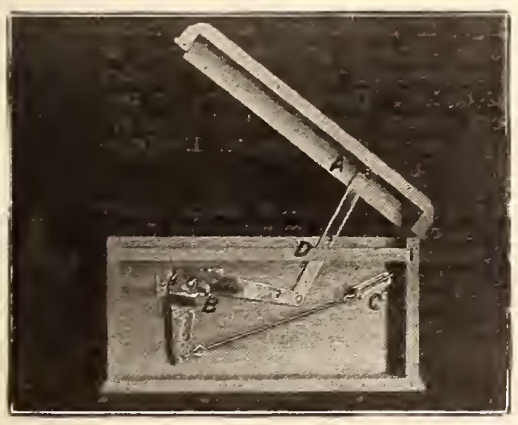
Those who stayed for the evening concert had the pleasure of hearing Mabel Garrison, of the Metropolitan Opera Co., and whose Victor record of the "Doll Song" from the "Tales of Hoffman," and which she has sung at Ravinia, is meeting with a big sale.

"PlayRite" Motors in Demand

The American Phonoparts Co. reports a re-

(Continued on page 75)

THE COVER WITHOUT A CATCH



Showing How It Operates

THE COVER THAT NEEDS NO CATCH

IT needs no catch simply because it catches itself. That is, it is self-controlled. Its own weight, reacting upon itself through simple mechanical principles, robs it of its weight. Thus it makes fingers, records and the top itself safe from being shattered by dropping.

Simple, safe and easily applied. An effective talking point and a great feature.

CHICAGO HINGED COVER SUPPORT & BALANCE CO., 144 S. Wabash Ave., CHICAGO

The Mandel Phonograph
A New Entry

It is not an ordinary talking machine, nor is it an assembled product constructed merely to sell.

But the MANDEL Phonograph is a high-grade instrument, every part of which is made by us in our big phonograph factories in Benton Harbor, Mich., and Chicago, Ill.

Yes, it's a masterpiece, not only in craftsmanship but in its performance as well.

The dealer who understands the value of consumer service, has a strong grip on the underlying principles of successful selling.

Consumer service is what you give with the MANDEL Phonograph. Its chief appeal is low price to the consumer, yet low price that is consistent with high quality—quality which demonstrates that not a detail was overlooked in making the MANDEL a Phonograph that is good to the eye and ear.

And for the dealer the MANDEL line earns profits unusually large. This is prompted by a liberal policy that will secure the right kind of co-operation between us and our dealers—co-operation that spells large sales and mutual profits.

Beauty, massiveness, refinement, true reproductive powers—these and more we claim for the MANDEL Phonograph.

Our exceptional equipment has enabled us to prepare adequately—we can actually make immediate deliveries.

Write for further details and our liberal terms.

The Mandel Manufacturing Co.

General Offices:

DEPT. A

501-511 LAFLIN STREET, CHICAGO, ILL.

Mandel, No. 2

Price, with Spring Motor.....$30.00
Price, with Electric Motor..... 45.00

Cabinet in genuine mahogany or quarter-sawed oak. Size of cabinet is 20 inches long, 15½ inches high, and 17 inches wide. Equipped with spring motor or electric motor. Has 10-inch turntable.

Mandel, No. 3

Price, with Spring Motor.....$ 90.00
Price, with Electric Motor..... 105.00

The size of this cabinet is 48 inches high, 23 inches deep, and 32 inches wide. Made in genuine mahogany or quarter-sawed oak. Special finishes if desired. Has two shelves for record albums and fifty individual upright record compartments. Hardware highly nickeled.

Equipped with double spring motor or electric motor operating on direct or alternating current and on all voltages from 100 to 125, also 200 to 250 volts. 12-inch turntable. Equipped with tone graduator for increasing and diminishing the volume of sound. Reproducer, tone arm, sound chamber, speed regulator, brake—are all that can be desired in a high-grade phonograph.

GET THIS CATALOGUE→

before you take a step toward selling Talking Machines

Competition is keen in the Talking Machine field, and the EMPIRE is the **one** machine that can cut out competition for **you.**

This beautiful, instructive book describes our **entire novel dealer proposition,** and the finest, biggest values, most profitable line of Talking Machines ever put out—the

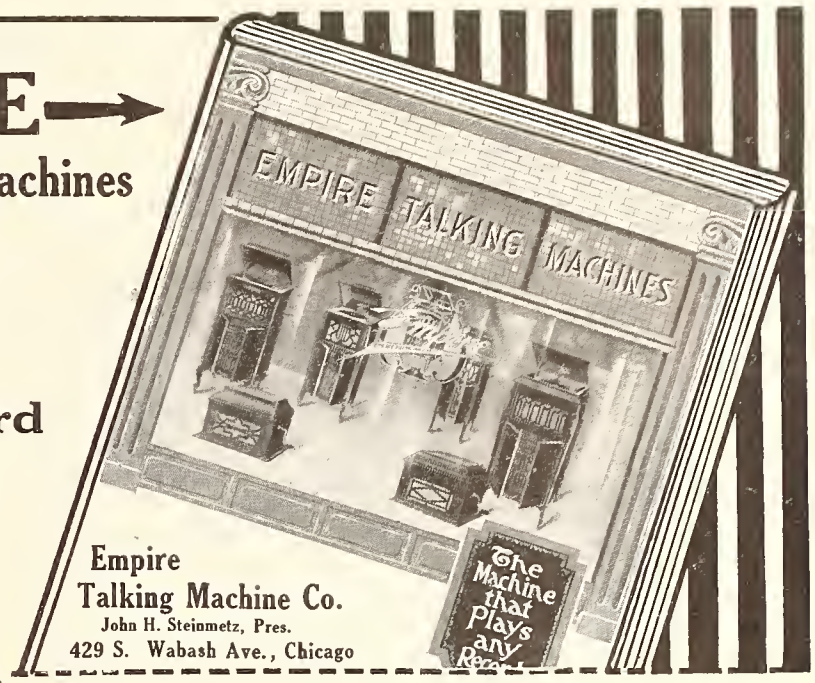
EMPIRE

the machine that plays any record

The EMPIRE has every improvement found on any Talking Machine, and many exclusive features. These, together with the wide selections of models and prices, make the EMPIRE the easiest and quickest selling machine in the field.

Don't delay—for the sake of your prestige and profits send for a copy of this Catalog **now.**

Just ask us to send you our new catalogue of EMPIRE TALKING MACHINES and complete information regarding our proposition and real dealer helps. There is no obligation on your part.



Empire Talking Machine Co.
John H. Steinmetz, Pres.
429 S. Wabash Ave., Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 73)

markable increase in interest upon the part of the trade in its "PlayRite" electric motor. "The trade seems to be more optimistic than ever over the future of the electrically driven phonograph and our business in this direction is increasing very rapidly," said S. S. Schiff recently. "Our motor attains an even, steady speed without making condensers or transformers necessary. No rheostats are necessary to regulate its speed. We claim that it eliminates spring troubles, is noiseless, will not blow fuses and costs but a cent a week to operate. Those manufacturers who are equipping with the electric motor seem satisfied that they are building for the future in marketing an electric-driven machine. As for ourselves we have unbounded faith in the electric's future and, of course, in the future of the 'PlayRite' motor in particular." An interesting announcement from this company appears on page 77.

Exhibits at Furniture Show

There were quite a few talking machine exhibits at the furniture show in the big permanent building on Michigan avenue last month.

The Vitanola Talking Machine Co. had an extensive showing of their line and opened a number of new accounts as a result.

The Wisconsin Chair Co., of Port Washington, Wis., showed the new Dennett talking machine named after the president of the company. An unique feature is that the machine is so constructed that the record files are in the upper part of the cabinet making it possible to procure and replace them without bending. Unusual size and length of horn and consequent volume and sonority of tone is claimed. Other exhibits were those of the Lyraphone Co., of New York, and of Schram Bros. and M. J. Foyer, both of Chieago.

B. B. C. Conference

The Brunswick-Balke Collender Co. held a big conference at their Muskegon, Mich., factories last week. Over a hundred and fifty department and sales managers from all over the country were in attendance. They were shown through the phonograph and other plants and listened to lectures by superintendents and technical men.

Special attention was naturally given to the Brunswick-Pathé phonograph, as this is one of the company's latest and most important departures. Martin Nystrom, manager of the talking machine department, gave a whole day to the crowd which was very enthusiastic over the exhaustive demonstrations of the Brunswick-Pathephone and Pathé records. The constructional and accoustic features of the machine were fully explained and sales campaigns formulated.

The company is preparing to open handsome and well equipped wholesale and retail warerooms on the ground floor of a building a few doors north of the company's general offices at 623-33 South Wabash avenue. Ivan L. Webster, who has been with the Pathé since the line was opened in Chicago, is in charge of the record department.

Personals

C. E. Goodwin, general manager of the Phonograph Co., after spending several days in Charlevoix, Mich., golfing with Gustave Babson, has gone to Duluth to finish up his vacation. He will return about the 19th. When he returns, his assistant, D. L. Dubois, will go on an automobile trip among the fishing grounds of Wisconsin. Wm. H. Guild, wholesale traveler for the Phonograph Co., is spending his vacation in Michigan. A. D. Wayne, retail manager, leaves next week for a fortnight's vacation at Eagle Lake, Wis.

Charles F. Winegar, general sales manager of the Chicago Hinge Cover, Support and Balance Co., has returned to Chicago after a sojourn among Eastern trade during which he had his headquarters at the New York office. Mr. Winegar will spend some little time visiting important prospects in the West and for the present can be reached most directly at the Chicago office. The company has made splendid progress with its specialty which is now being incorporated in the product of about a score of talking machine manufacturers.

George Davidson, of the Talking Machine shops, is accompanied by his wife and several friends on an auto trip to Denver. He is expected back about the 15th of the month.

S. O. Wade, of Wade & Wade, makers of the Wade fibre needle cutters, spent considerable time in the East after the jobbers' convention. He was accompanied by Mrs. Wade, and they were the guests at Buffalo for several days at the home of B. M. Andrews, of the house of W. D. Andrews. Distributors in New York, Philadelphia, Boston and other points were visited, and some excellent orders for the firm's product secured. Mr. Wade is now in Iowa.

Will Knabe, vice-president of the Knabe Bros. Co., of Cincinnati, O., makers of the Knabe-Crystola line of talkers, was in Chicago this week in conference with Al. Bruckner, local representative.

Fred A. Siemon, manager of the talking machine department of the Rudolph Wurlitzer Co.'s Chicago branch, is on a vacation that he is spending at Delavan Lake, Wis.

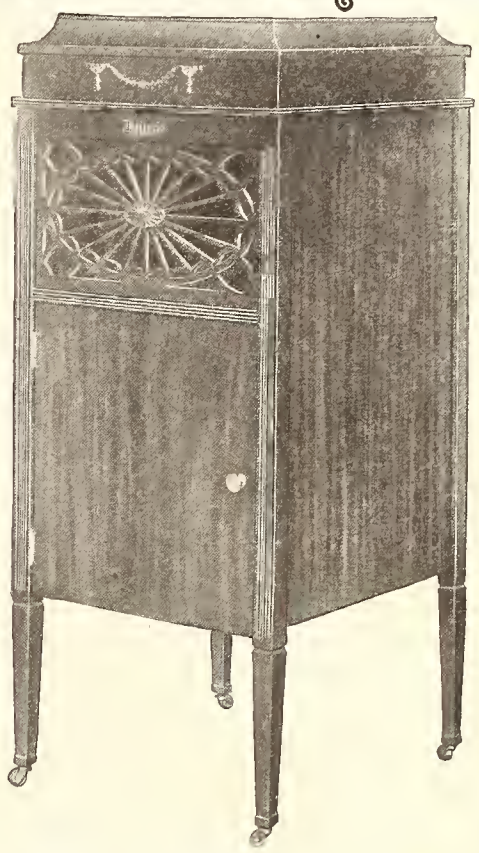
George Chopin, manager of the talking machine department of the Bry-Block Mercantile

(*Continued on page* 77)

For REPAIR PARTS

OF ALL KINDS WRITE ME
at my new location
180 North Dearborn St.
CHICAGO
Repair parts bought and sold.
Expert Repairing a Specialty.
Charles Bryan

Majestic PHONOGRAPHS



"MODEL J" $100, (Electric Motor)

8 Eight New Patented 8
IMPROVEMENTS

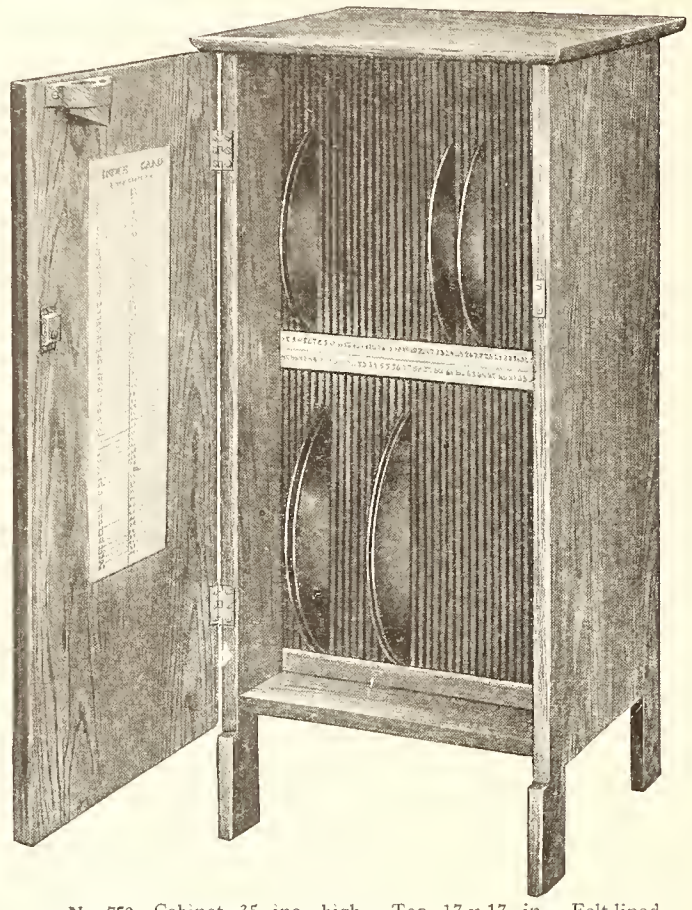
affecting every vital part of a Talking Machine and reproduces perfect disc records of all makes.

NATURAL AS LIFE

The Majestic improved features are
No. 1. MAJESTIC REPRODUCER
"Natural as Life"
No. 2. MAJESTIC "SURFACE" SILENCER
eliminates scratching
No. 3. MAJESTIC ADJUSTABLE TONE-ARM
plays any make disc record.
No. 4. MAJESTIC AUTOMATIC-STOP
correct and positive.
No. 5. MAJESTIC MODULATOR
does not choke nor muffle.
No. 6. MAJESTIC DOUBLE & TRIPLE TONE-CHAMBERS
Tone voluminous, not tense.
No. 7. MAJESTIC REVOLVING RECORD FILING SYSTEM
easy to reach.
No. 8. MAJESTIC ELECTRIC MOTORS
adaptable any current.

Prices: $50, $75 Spring Motors
$100, $150, $200, Electric Motors
Dealer's territories now being allotted
Built by
Majestic Phonograph Co.
McClure Building 218 S. Wabash Avenue, Chicago

Dealers Who Sell Small Machines—



No. 752—Cabinet 35 inc. high. Top 17 x 17 in. Felt-lined compartments holding 72 records. Wood rack compartments holding 132 records. Index system, needle holder, etc. Used for small machines generally. Finished in Oak or Mahogany.

Should and *can* easily make large additional profits by disposing of a a SALTER cabinet with every machine sale.

Machine owners must have a place to put records and they must have something to set the machine upon.

They realize that and think of it at once. Here is where the cabinet sale comes in and invariably it comes quickly!

There is nothing easier to sell in a situation of this sort than a good cabinet and especially one of the

Salter Felt-Lined Cabinets

They come in a large number of styles and sizes and in different finishes.

There is no small machine that a SALTER cabinet will not accommodate. There is no machine that is too good for a SALTER cabinet and there is no purchaser who is not impressed immediately with SALTER quality.

Here are two styles that fairly sell themselves.

Wake up your salesman on this, get our catalogs and start right in!

No. 166.—Height, 30 in.; top, 25 x 20 in. Records can be laid on front when open. Felt-lined compartments hold 52 records. Wood rack holds 96. Any color in Mahogany or Oak.

SALTER MFG. CO.

337-349 N. OAKLEY BLVD.

CHICAGO

ORIGINATORS OF FELT-LINED CABINETS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 75)

Co., of Memphis, Tenn., and E. T. Anderson, of the Cable Music House, of Rock Island, Ill., were recent visitors to the local talking machine trade.

H. R. Fitzpatrick, Lyon & Healy traveler in Michigan and Indiana, and H. Royer Smith, L. & H. booster in Illinois, are back in their territories following enjoyable vacations. J. E. Meagher, Lyon & Healy ambassador in Wisconsin, is spending a vacation in the East.

Rumors are around that Frank Johnson, of the Talking Machine Shops, is to be married ere long. The only possible clue to the lady's name is found in the fact that the young Romeo is always playing a record with something in it about "Marguerite."

Edward Williams, Bloomington, Ind., and Mr. Rix, of the Rix Furniture Co., of Big Springs, Tex., were members of the trade visiting the Great Central Market a few days past.

Messrs. Callahan and Kendrick, Pacific Coast Victor travelers, stopped in Chicago recently en route to Camden.

L. C. Wiswell, head of the Lyon & Healy talking machine department, followed up his work at the convention with a little rest that included a motoring trip through Indianapolis, Columbus, Cleveland, Toledo and back home.

J. B. Ryde, assistant manager of the L. & H. department, is on a vacation to White Lake with his family.

Mandel Brothers Establish Department

The firm of Mandel Brothers, one of the best-known of the State street department stores, has established a talking machine department, and has taken on the full line of Columbia machines and records. The section will be located on the ninth floor and will be in charge of Mr. Ling, who announces that the department will be formally opened about the middle of this month. In addition to the Columbia line the Starr, Little Wonder and Emerson records will be carried. The Stewart is to be carried in the toy department.

C. R. Ely, who negotiated the deal for the Columbia Co. is to be congratulated upon establishing the line with such a large institution.

Playerphone Making Progress

The Playerphone Talking Machine Co., of Chicago, has been making rapid progress since its inception and visitors to the offices in the Republic Building have been surprised with the activities to be seen there. In a little talk with D. W. McKenzie, the president of the company, he said, "We are opening some very large assembling rooms at 21-23 South Wabash avenue, and all five factories making cabinets for us will ship in here. We are delivering at the rate of fifty to a hundred a day.

"Williams-Davis-Brooks & Hinchman Sons, wholesale druggists, of Detroit, Mich., are meeting with great success jobbing the Playerphone. We have several traveling men on the road, shipping them from one to a hundred instruments monthly. The Oklahoma Book Co., of Oklahoma City, Okla., is doing the same thing. The J. W. Crowdus Drug Co., of Dallas, Tex., has a monthly demand as large as the two preceding companies. We closed up with quite a number of other large distributors, one in Indianapolis and several on the Western coast. The Playerphone in a very short time will be equipped with an automatic stop. We have also made improvements on our electric motors that we are going to equip our instruments with by next month."

Opens Offices for Crescent Co.

The Crescent Talking Machine Co., of New York, will have representation in Chicago from now on, as Wm. R. Everett has opened offices in Suite 502, 23 East Jackson boulevard, and is pushing the line in such fashion as to insure its being a factor in the local trade ere long. Mr. Everett has had wide experience in manufacturing and selling, and while in his past connections showed a wide knowledge of the talking machine field. The Crescent line ranges in retail price from $12.50 to $200.

Brings Out New Automatic Brake

The Perfect Automatic Brake Co., of this city, has entered the market with an automatic brake. The stop is somewhat similar to other brakes and is set by simply moving the tone arm to the inside as far as it will go and then setting the stop at the place desired. The stop is said to be very easily attached, simple to operate and can be used with any machine.

MANDEL MFG. CO. IN THE FIELD

Prominent Manufacturers Enter Into the Manufacture of Talking Machines

CHICAGO, ILL., August 5.—The Mandel Manufacturing Co., of Chicago and Benton Harbor, Mich., recent entrants into the field of phonograph manufacture, has completed both its organization and its product and has started in upon a powerful campaign for the fall trade.

The company acquired some time ago the

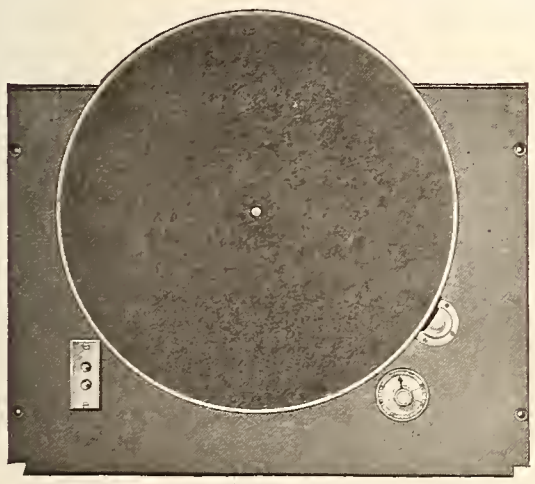
Mandel Manufacturing Co.'s Chicago Plant

large plant formerly occupied by the Spencer Barnes Co., manufacturers of high-grade furniture at Benton Harbor, Mich., and the splendid equipment which that plant was possessed of is seen in the construction and finish that characterize the first of the Mandel machines to be shown.

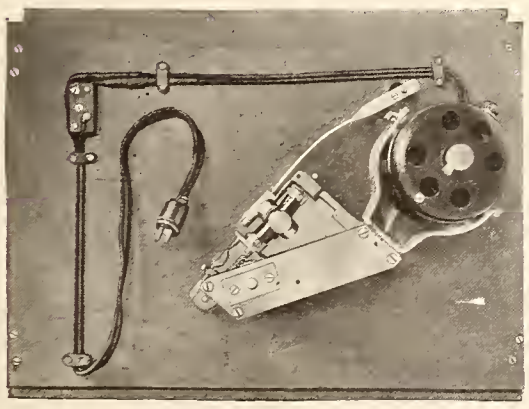
The Mandel Co. is in a favorable position in that its instruments are not assembled products,

Phonograph Manufacturers—

we have "Just what you are looking for"



Top View



Bottom View
Showing method of mounting on motor board

"PLAY-RITE"

Electric Phonograph Motors

Simple and substantial. Praised by all who have seen it.
Can be installed by any ordinary workman.

PUSH THE BUTTON—*The "Play-Rite" Motor Does the Rest*

Seven Reasons why you should use Play-Rite Motors:

1st—Price about the same as an ordinary spring motor.
2nd—No more winding.
3rd—No more spring troubles.
4th—Cost less than one cent per week to operate.
5th—Guaranteed not to burn out or blow fuses.
6th—Guaranteed to run steady regardless of variation in electric current.
7th—Motors are furnished complete with 12-inch turn-table, speed regulator, 10 feet of cord, plug and switch ready for installation. Furnished for either Direct or Alternating Current. Quick Deliveries.

The "PLAY-RITE" Universal Tone Arm

is the one and only device that possesses all of the advantages and none of the annoyances of other tone arms.

Will Play Any Record

MANUFACTURERS who are making talking machines should investigate this device.

HIGH GRADE SPRING MOTORS on hand for immediate delivery.

American Phono-Parts Company
208 South Wabash Avenue Chicago

DEALERS—A THOUSAND MORE
WRITE OR WIRE US NOW
For the Brunswick-Pathephone Agency

OUR first announcement of the new Brunswick-Pathephone and Pathé Disc Records has created a stir throughout the trade that probably has no equal. Telegrams and letters came from dealers everywhere. Hundreds applied for the agency of this revolutionary line.

Now heavy advance orders are coming daily. And we shall soon be ready to start the initial shipments.

But please remember this—our first allotment is limited. Those who secure this agency at once will be in a strong position to make a flying start when our impressive campaign of advertising starts this fall throughout the nation.

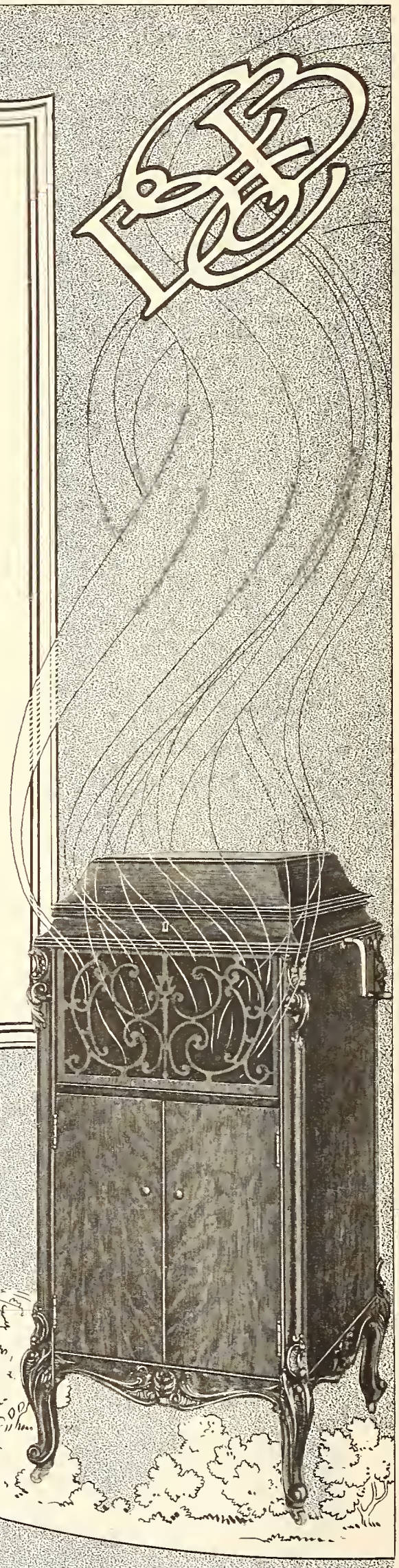
Never have values like these been known before on high-class phonographs. And Brunswick's leadership as the maker of fine cabinets plus Pathé attainments in Records and Reproduction—these two great forces bring a companion proposition that experts predict will dominate the field.

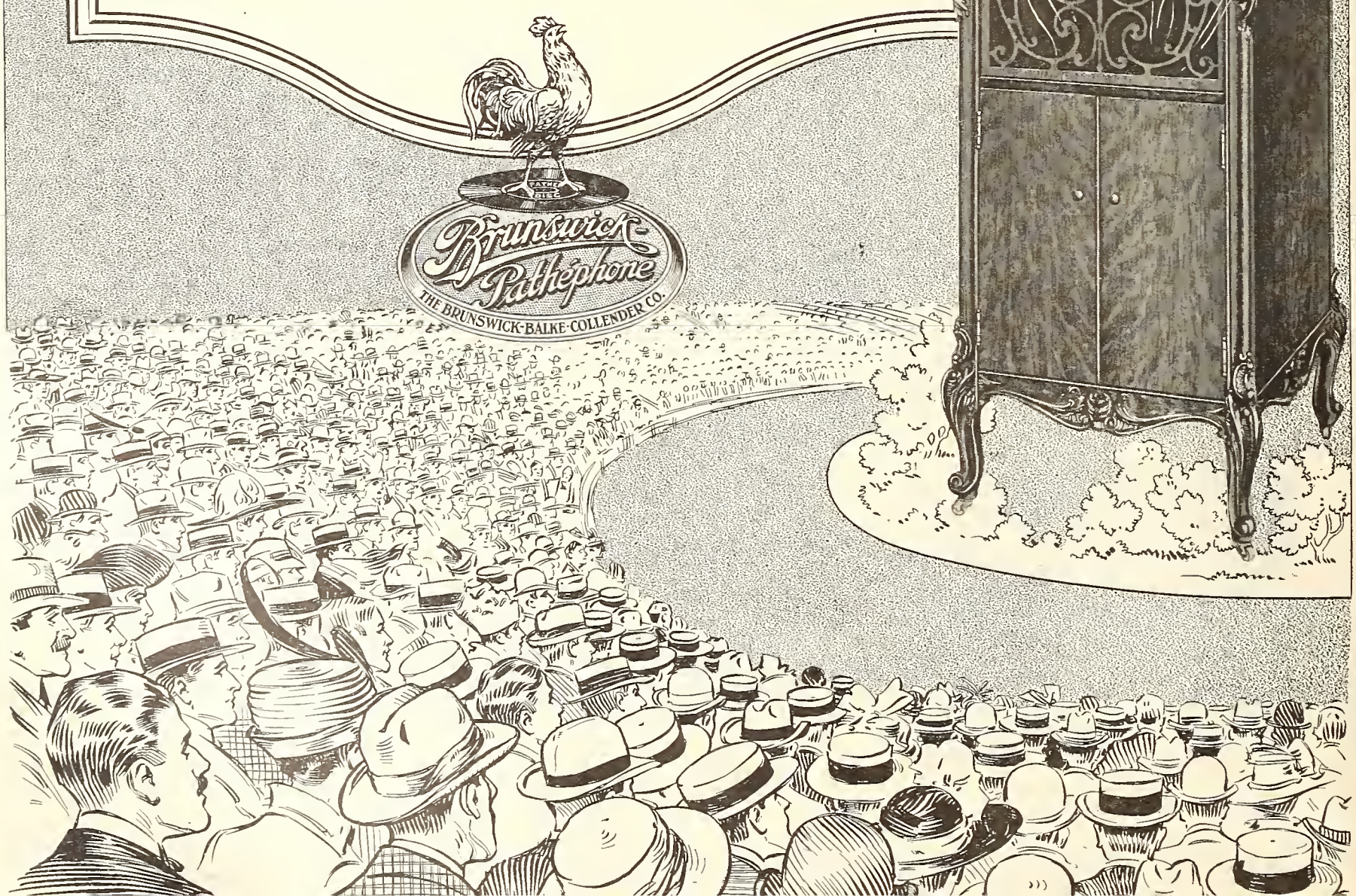
Brunswick-Pathephone *and* Pathé Records

Write us today for full particulars. See the beautiful models, the wonderful cabinet construction, the marvelous attainments in sound box and tone chamber. And get our low prices and trade-winning offer to one good live merchant in every city and town. No obligation. Don't be late.

The Brunswick-Balke-Collender Co.
Brunswick-Pathephone Department 203

623-633 S. Wabash Avenue :: Chicago



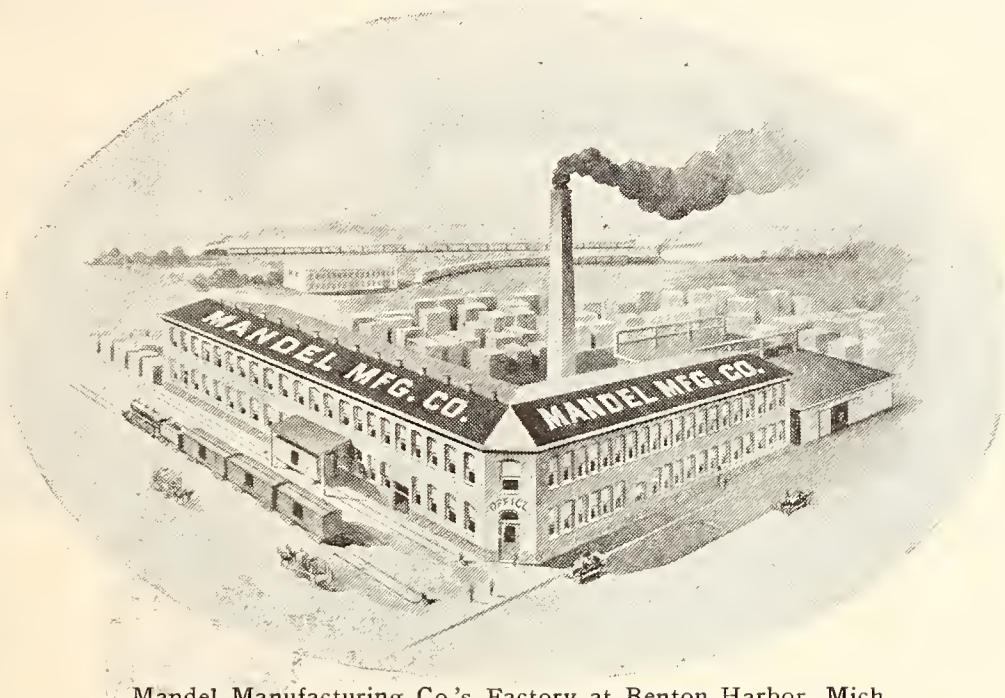


FROM OUR CHICAGO HEADQUARTERS—(Continued from page 77)

but are manufactured in their entirety, including the manufacture of all metal parts in the Mandel factories.

In addition to the styles equipped with spring motors the company is bringing out two styles that are to be equipped with electric motors.

The proprietors of the Mandel Manufacturing Co., Messrs. M. and L. Mandel, have been in the manufacturing business over ten years, and they have been, and still are manufacturing cameras and photographic materials under the firm name of the Chicago Ferrotype Co. The rise of this company from an insignificant beginning to its present large proportions speaks well for the founders, and it is predicted that their success in the phonograph business will be a duplication of their former triumphs in other lines of endeavor. The general offices of the company are located at the Chicago plant at 501-511 South Laflin street.



Mandel Manufacturing Co.'s Factory at Benton Harbor, Mich.

TO FEATURE FIBRE NEEDLES

The B. & H. Fibre Manufacturing Co. Seeks a Broader Market and Re-Establishes Direct Communication With the Trade

CHICAGO, ILL., August 7.—The B. & H. Fibre Manufacturing Co., 33 and 35 West Kinzie street, the patentee, owner and manufacturer of the fibre needle, announces that after six years it is again able to re-establish direct communication with the trade. For the past six years it has made its product exclusively under the name of the Victor fibre needles and Columbia fibre needles. It will still manufacture as in the past for these companies but will also produce fibre needles under its own "B. & H." label.

F. D. Hall, the president of the company, and who invented the fibre needle and placed it on the market a decade ago, has been tireless in his efforts to bring it to the highest point of perfection. A large force is employed in the factory on Kinzie street, and new machinery of special design is constantly being added. The merits of the fibre needle are recognized by the trade all over the country. In many stores salesmen are instructed to demonstrate with fibre needles not only because of the character of the tone secured and the absence of scratch, but also because they do not injure the records.

C. E. ELTING CO. IN MOTOR FIELD

Well-Known Spring Manufacturers Enter Talking Machine Trade and State They Are Ready to Make Motor Deliveries Immediately

CHICAGO, ILL., August 1.—The Charles H. Elting Co. has made formal announcement of its entry into the field of talking machine manufacture. In discussing the move, A. O. Elting said: "About all that we can say is that we equipped ourselves to manufacture motors the early part of May and are now ready to make deliveries. Our reason for venturing into the phonograph motor manufacturing business is that we are spring manufacturers and have for years supplied motor springs. When the present stringency of the market took place and everybody wanted springs, we could not help but feel that it would be more advantageous to use our own springs and put them into motors. This is our sole reason for having gone into the motor manufacturing business. We have unlimited facilities for any quantity of business we may get. We have all the raw material we may require and are in a position to take care of any business which may be offered to us."

A NEW RECORD FILING SYSTEM

Number of Commendable Features in New Filing Cabinets Intended for Use in Homes

CHICAGO, ILL., August 5.—A new record filing system Richmond has entered the field. The FlexiFile Sales Co., of 327 South LaSalle street, is placing on the market a patented method of storing records for instant use in the home,

(Continued on page 81)

How is This for Value?

Style 100 International
Stands 48 inches high, 20 inches wide and 22½ inches deep. Mahogany or oak.

We claim that one of the best values in the talking machine trade today—both to the retail buyer and the dealer—is in our Model 100

INTERNATIONAL
$100 RETAIL

It is finished artistically in choice mahogany or oak, equipped with fine quality nickel-plated metal parts and a powerful motor that can be wound while playing. Speed regulator and indicator. Equipped with jeweled needle to play hill and dale records. We also supply 200 steel needles for use with lateral cut records.

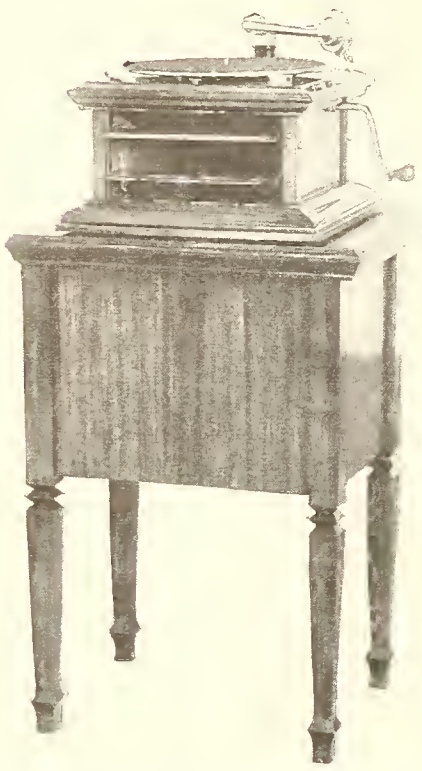
Our line ranges from $15 to $200 retail.

Get our Catalog

International Talking Machine Co.
1719 West Van Buren Street **Chicago, Ill.**

FlexiFile DISC RECORD CABINETS

Devised by Business System Experts Combining Greatest Capacity with Perfect Accessibility



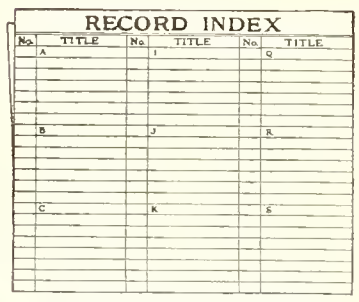
FlexiFile No. 1—(Closed)
Capacity 75 Records—10 or 12 inch
RETAIL PRICE, $15.00

THESE cabinets, made in three models, are especially adapted for machines ranging from $5 to $35 in retail price.

When a record is wanted, the top, with machine, slides to one side exposing contents of entire record receptacle. Our patented FlexiFile system, illustrated below, gives double the storage capacity of other systems. There are no albums—no wooden partitions or shelving.

Records do not come in contact, cannot break or mar, double-faced records are instantly located by a perfect alphabetical and numerical index.

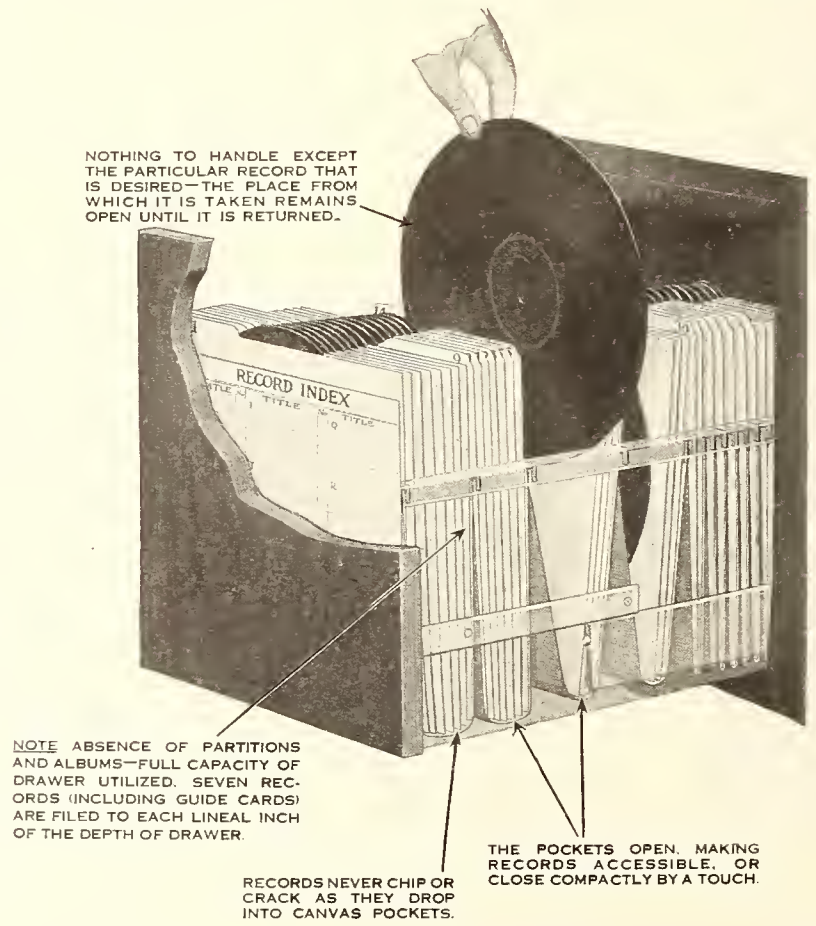
FlexiFile No. 1—(Open)
Capacity 75 Records—10 or 12 inch
RETAIL PRICE, $15.00



THE RECORDS ARE INDEXED ALPHABETICALLY AND CROSS-INDEXED NUMERICALLY SEVEN TO TEN GUIDE CARDS NUMBERED CONSECUTIVELY ARE PLACED IN EACH CANVAS POCKET. EACH RECORD IS INDEXED ALPHABETICALLY ACCORDING TO ITS TITLE AND GIVEN A NUMBER, AND FILED IN FRONT OF THE CORRESPONDING NUMBER SHOWN ON INDEX TAB OF GUIDE CARD. IN THE CASE OF A DOUBLE-FACED RECORD, IT IS INDEXED ALPHABETICALLY TWICE ON THE INDEX CARD, BUT BOTH TITLES CARRY THE SAME NUMBER.

The FlexiFile is an exclusive system fully covered by U. S. and Canadian patents.

It is revolutionizing record filing as it has office work.



LIST PRICES

Liberal Discounts to Dealers

1. (Shown in illustrations.) Extension top, 18″ x 18″. One filing compartment, capacity 75 records with 75 index guide cards, $15.00.

2. Extension top, 19″ x 28″. Two filing compartments, capacity 150 records with 150 index guide cards, $30.00.

3. Extension top, 24″ x 38″. Three filing compartments, capacity 300 records with 300 index guide cards, $40.00.

Finished in either Mahogany, Fumed or Golden Oak. Cabinets 2 and 3 have Cane side panels.

SPECIAL LINE

Special cabinets for dealers' stock records. Price on application.

Above prices do not include talking machine shown in illustration.

FLEXIFILE SALES COMPANY

327 South La Salle Street, CHICAGO

DISTRIBUTORS:

For Illinois:
FlexiFile Distributing Co.
306-7 Webster Bldg.

For New York City, Connecticut, Rhode Island, New Jersey
FlexiFile Co. of New York, Inc.
Suite 305, 395 Broadway, New York

We say to you here, and we stand ready to prove it, that Columbia records are *uniformly* the best that your money or your customer's money can buy. Bring the argument down to brass tacks if you like; pick your own point; record material, record surface, record tone, record wear, repertoire, timeliness, artists—any one or all of them!

(Write for "Music Money" a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

FROM OUR CHICAGO HEADQUARTERS

(Continued from page 79)

which appears to have most commendable features. The merit of the principle involved has already been demonstrated in the world of business and the FlexiFile letter filing cabinets are being used by many large concerns in this and other cities. To adapt the system to the task of caring for disc records was an easy matter, and this was done by President Frank P. Read and W. W. Parsons, a man well known in the talking machine field, who secured an interest in the business and has been elected secretary.

The company is already negotiating with a number of large talking machine manufacturers with a view to the incorporation of the FlexiFile system in their cabinet machines. Not content with this, however, the company is also bringing out a line of neat cabinets of their own for use with the small popular-priced machines, ranging say from $5 to $35 retail and of which there are a number on the market.

As will be seen in the illustrations on page 80, the records are kept in a vertical position, but are suspended in canvas pockets or "hammocks" which do not come in contact with the bottom or sides of the filing receptacle. There is no chance, therefore, of the record being damaged should it slip from the fingers. Each pocket contains seven records which are separated from each other by guide cards. The FlexiFile is telescopic, but when a record has been taken out the pocket remains open until it is returned. Only one record need be removed in order to get the one desired.

The alphabetical numerical index is the frontispiece, so to speak, of the file proper. By it selections on double-faced records are quickly located.

The FlexiFile record cabinet, which the company is now ready to supply the trade, is made in three models, the storage capacities of which are for 75, 150 and 300 records respectively. The top of the cabinet slides back with the machine on it, enabling free access to the records.

President Read is a man of long experience in organizing and launching important business enterprises and has devoted the last year in the promotion of the FlexiFile proposition.

W. W. Parsons has been associated with the talking machine business since 1893, at that time being associated with the North American Phonograph Co., and in later years was associated with the Columbia Graphophone Co., in 1902 having opened their Milwaukee musical store and later returned to Chicago, where he has been associated with them in executive positions until a short time ago. He is not only secretary of the FlexiFile Sales Co., which controls the FlexiFile for the entire country, but is also president of the FlexiFile Distributing Co., which controls the sales for the State of Illinois.

R. R. Schotta, formerly manager of the Office Equipment Mart, of Chicago, has opened Eastern offices at 395 Broadway, under the title of the FlexiFile Co. of New York, Inc.

LYON & HEALY'S SUMMER WINDOW

Every summer Lyon & Healy devote a show window to the unlimited pleasure that a Victrola owner can get out of a machine while at summer resort or in camp. The display occupies the large window at the corner of Jackson boulevard and Wabash avenue, and has been seen and admired by many thousands of people. In the foreground on both sides, in the shape of a right angle, is a large tank, which is arranged to look like a brook. The bottom of this tank is covered with stones and sand. Darting about in this deep pool are about two dozen large, live brook trout. The sides of the pool are covered with rocks and moss, where the fish at first were wont to hide, in order to keep away from the crowds of people at the window. In the center foreground are a man and a woman in a canoe. The young lady is operating the Victrola, while her escort is furnishing the motive power for the boat. In front of the brook some snipe are feeding, and on a log on the further bank of the brook are a family of mud turtles, while some birds are flying high in the air. This window display has caused considerable favorable comment and many sales.

An Artistic Vacation Window Display

A POSTER ON THE VICTOR "STARS"

A large folder that is designed for billboard service and which calls the attention of the public in an effective way to the wonderful galaxy of stars that are making records for the Victor library has been produced by Lyon & Healy in connection with the comprehensive Victor advertising service that the big Chicago house has designed for its dealers. This poster is being syndicated to Victor dealers in all parts of the country so popular has it been with the trade.

Another feature of the service is a series of forty-eight advertisements, four of which are furnished to the dealer in mat form each month. This copy is mainly of the "human interest" variety and in every instance bears out one or more of the manifold advantages of Victrola ownership.

INTERNATIONAL CO. IN NEW FACTORY

The International Talking Machine Co., which was formerly located at 1216 South Jefferson street, has just completed moving into a much enlarged and improved factory and has begun shipments of goods from the new quarters. The offices of the company are now located at 1719 West Van Buren street, while the factory is located on Hermitage avenue, just south of Van Buren street. The offices, however, are directly connected with the factory. Besides the office and storage space there are three floors of factory space, each amounting to 7,500 square feet. New machinery and other equipment is being installed and the company is now able to turn out a remarkably increased number of machines daily.

EQUIPMENT IN NEW SALTER FACTORY

The work of equipping the new Salter factory with woodworking and finishing machinery has been completed and the factory's capacity has taken the expected large increase without any delay.

Indications are that dealers are not to be caught napping on cabinet deliveries this year and A. H. Grim, who was formerly with the Tonk Manufacturing Co., and who now cares for the local business of the Salter Co., reports a large number of orders on holiday goods that are to be delivered immediately.

CRESCO ELECTRIC PHONOGRAPH MOTOR

will be ready for delivery Sept. 15th

Can make deliveries of spring motor parts, governor, gears, stampings, etc,

CHICAGO RECORDING SCALE CO. CRESCO WAUKEGAN·ILL·

Chicago Recording Scale Company
210 Spring Street
Waukegan Illinois

WHOLESALE TRADE SHOWS BIG GAIN IN ST. LOUIS

Extreme Heat Hurts Retail Sales But Dealers Are Busy Preparing for Unusually Active Fall—Dealers' Association to Discuss Trade-in Values and the Approval System—Election of E. C. Rauth to Presidency Pleases Friends in Home City—Other News

ST. LOUIS, MO., August 7.—The trade in talking machines is progressing nicely and some high merchandising records are being made, but the latter half of July showed a strong slump in the record business in the downtown stores. For the first time in the remembrance of downtown merchants the Victor Monthly advertisement came and went without a distinct showing in the cash sales. But at that time the mercury was reaching almost 100 daily and the dealers did not blame the customers for not going out of their way for anything even as attractive as new records. It was the same with other lines. There was only a small, steady trade and nothing the dealers could do would stir anything but more heat.

The greatest gains, perhaps, for the month was in the wholesale business. At the Columbia warerooms C. R. Salmon, wholesale manager, said, "we had a whale of a month." Mark Silverstone said, "we have more than doubled previous records. E. C. Rauth, of the Koerber-Brenner Music Co., said for the Victor line, "trade is excellent in all sections of our territory."

The jobbers are strongly of the opinion that a good many dealers are planning not to be caught short of machines next winter, and for that reason are placing very heavy orders early in the season. Most of the orders now being booked are for immediate delivery. The jobbers are quite sure that these orders, as large as they seem, will not help much for the holiday trade, as the retail trade is going forward to such an extent that the stocks that the retailers anticipated for holiday trade help will be eaten up in a hurry when the fall buying begins.

This view is founded on the trade in those sections of the country where the crop money has been cashed in. Also on the fact, which is subtantiated by the last Federal Reserve Bank report, that this section of the country is just now coming into its own in the wave of prosperity that swept the Eastern country a few months ago. Almost without exception, crops are good and money is in demand, factories are working overtime and labor is about the only scarce commodity.

Dealers' Association to Discuss Trade Matters

The Talking Machine Dealers' Association has called its next meeting for the Century Boat Club, which is high on the bluffs on the south side of the city. At this meeting the "trade in" committee will make its report, and from the amount of consideration and discussion given to this question by members, it is believed that the report will be adopted. It probably will set a value of 10 per cent. of the original price on all old style machines that are offered in part payment. Also that the customer must buy a machine priced at at least ten times the amount of this allowance to get full benefit. No arrangement has been made for setting a value on comparatively new machines, this being left for the present to the dealer. But all values put on trade-ins must be reported at once to the secretary who will card index them and report such values to any other dealer who may inquire. This latter method is depended upon to check the evil that arises over pianos and other instruments that are offered as trade-ins.

The record approval committee has not been as successful in reaching more rigid provisions than those now in force, according to reports. The present plan is that the customer must keep at least 25 per cent. of the records taken out and must make returns in twenty-four hours. It is believed that the percentage will be raised to 50 per cent.

Going After Motor Boat Trade

Retail Manager Philipps at Columbia warerooms, reports exceptional sales of small machines to motor boat owners and club houses. This season he employed as salesman a man in another trade, but whose passion is the river. He goes to the water at every opportunity and knows all the regulars. He had never tried his hand at selling, but has made good with Columbias as a side line. He has had two or more sales every week and has brought in some customers who bought high priced machines, but his own sales all have been the small ones.

I. J. Goldwasser is the latest addition to the Columbia sales staff.

Mark Silverstone, of the Silverstone Music Co., Edison jobbers, is maintaining his newspaper advertising throughout the summer months by occasional remarks in facsimile penmanship, personally signed and carried under his picture. Mr. Silverstone is already beginning to mention a forthcoming tone test in his advertising, although it will not be given until some time in October. He says that the crowd for this already is assured.

Congratulations for Secretary Rauth

E. C. Rauth went North for a vacation after attending the meeting of the Talking Machine Jobbers' Association at which he was elected president of that body. There was considerable inquiry for him here after the Talking Machine World had brought the report of the meeting, as many dealers, including those in other lines than the Victor, which is Mr. Rauth's special study, wished to offer their congratulations to him and also to the association. When Mr. Rauth got home the first of the month he found an accumulation of business and affairs awaiting him, so that he has had little time to give attention to affairs of the future. He found a good many things concerning the local Talking Machine Association, of which he has been one of the active members, that had been postponed until assured that he would be here to attend the meeting.

ENVELOPES

are far superior to wrapping paper for wrapping records. Your customers will appreciate this kind of package more than you imagine. We make them of gray or brown kraft with string and button fastener, either printed to your copy or plain. Try our corrugated paper packing boxes. Samples upon request.
J. L. GILLESPIE CO., Pittsburgh, Pa.

Manager Irby Reid, of the Columbia Co., was at Memphis the first of the month for several days.

H. A. Yerkes, district manager of the Columbia line, was here from Chicago for several days the first of the month reviewing the local situation.

Manager Hallahan, of Aeolian Hall, talking machine department, was glad to get away early this month for a vacation. The hot season, it seems, has been more wearing on the Aeolian-Vocalion staff than on the trade. As a last word Mr. Hallahan expressed amazement that the machine trade had continued into the hot season and quoted this as the progress the Vocalion was making and the hold it was gaining on the St. Louis public. At Aeolian Hall considerable pride is taken in the service department, and this feature is said to have sustained the record sales at a very high mark through the heated season.

NEW TYPES OF TONE ARMS

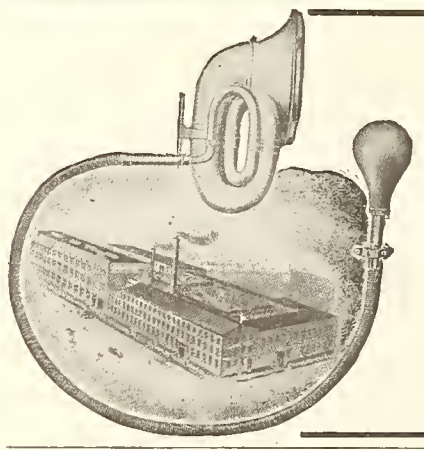
The Consolidated Phono Parts Corp., New York, has just placed on the market two types of universal tone arms. According to its present plans the company will have a line of four styles of these tone arms, all of which will be ready in the near future. During the past few weeks the company's sales staff closed a number of important deals for the various parts it manufactures, including two motor deals, totaling many thousands of motors.

PERSONAL SERVICE

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

Why not communicate at once with us?

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



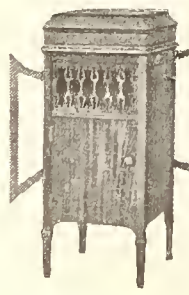
TONE ARMS TURNTABLES

For many years we have been the only manufacturers of good metal phonograph horns, and recently we have added equipment for making Tone Arms and Turntables of highest quality.

These products are made to your specifications only. Ask for estimates.

Phonograph HORNS

Standard Metal Mfg. Co.
227 CHESTNUT STREET NEWARK, N. J.



THE PREMIER CABINET CO.
Makers and Distributors of the
Premier
TALKING MACHINES *and* CABINETS

CHICAGO, ILL
WILLIAMSPORT, PA
GOSHEN IND

Williamsport, Pa.

THE FLOAT THAT MADE ADVERTISING MEN ENTHUSIASTIC

The winning by the Victor Talking Machine Co., of the silver cup offered for the best float in the parade held during the recent convention of the Associated Advertising Clubs, in Philadelphia, was told in all reports of the convention, published in all sections of the country and proved a means of publicity well worth the effort put in designing and arranging the float in question. That one of the country's largest

Prize Winning Display of Victor Co., in Advertising Clubs' Parade

advertisers secured the award is a matter of particular interest. The attractiveness of the float, which is illustrated herewith, indicates that the judges could not be far wrong in presenting the prize as they did.

For the first section of the float, one of the Victor Co.'s big Packard trucks was covered with a platform hidden under white cloth with valances reaching close to the ground on each side. On the platform the Victor trade mark, dog and all, was reproduced in mammoth proportions. Lights hidden in channels on each side of the float, similar to the foot lights in the theatre, and supplied by current from storage batteries, kept the float brilliantly lighted through the line of march. The second section of the exhibit consisted of a wagon used to transport scenery and covered with a platform measuring twelve by thirty-six feet. The float was also lighted as was the first one, with the addition of four automobile searchlights playing on the Victrola from the four corners of the platform.

On this float were thirty persons in costume—not intended to represent artists, but to be a sort of personification of the opera itself. Here, of course, is magnificent material for a pageant. Towering over everything was the Victrola. Almost as high was an heroic figure in armor of Die Walküre—at the rear an equally heroic figure of Lohengrin. There were Siegfried, Aida, Tosca, Mme. Butterfly, Faust and Pagliacci, Parsifal, Bohême and many others. Then, to emphasize the universality of Victor music, there was a chorister to represent sacred music, a violinist and a bandmaster. Vaudeville, and even the "nigger" minstrel music, were represented, though not so prominently.

The characters were costumed and made-up in the Metropolitan Opera House dressing rooms and with the aid of expert costumers. Two pages followed the floats throughout the parade, tossing balloons carrying the Victor advertisment into the crowds.

TO TAKE RECORDS TO LABRADOR

MONTREAL, CAN., July 31.—Dr. Wilfred Grenfeli, of Labrador fame, recently purchased a liberal supply of patriotic and popular Columbia records from Layton Bros., which he will take along with him on his coming trip to Labrador.

25¢ MAJESTIC RECORDS 25¢

(VERTICAL CUT)

DOUBLE DISC RECORDS

A Business Talk With Jobbers About a 7" Record

It's a changed situation. The demand for a lower priced record is even greater than it was a year ago.

In about three months or sooner the demand will be many times greater than it is today.

Probably the greatest factor in bringing about this change will be the **Majestic Record.**

Because: The **Majestic Record** is 7" —plays as long as most 10" records —qualifies with the best and sells for 25c.

When we put **Quality**—three minutes —and brought the price to 25c—we did something for the trade.

No other record sells with such ease as the **Majestic.** Deliveries in quantity **Now.**

Get in touch with us now—we are ready to "talk turkey" with live dealers where we are not already represented.

Majestic Phonograph Co., Inc., 247-253 West 19th Street New York City

THE TRADE IN NEW YORK CITY AND VICINITY

The local talking machine trade closed a very healthy July, as there was very little evidence of the expected midsummer depression, and the sales totals showed a good-sized gain over last year. August has started in equally as well, and from all indications the coming fall will be a record breaking season for all factors of the talking machine industry.

Machine Situation Improving

Machine shipments have improved considerably the past few weeks, although there is still a shortage of the machines retailing at $75 and $100, with the usual scarcity of the lower-priced models which always have a big sale during the summer months. The record situation was never better than it is at the present moment, and the distributors are filling practically all record orders on a 100 per cent. basis. The summer record supplements issued by the various manufacturers have been especially praiseworthy this year, containing a wealth of material suitable for summer presentation. The better class of music has also been well represented in these record supplements and the dealers report a very gratifying demand for these records. In fact they state that this summer's record sales have consisted in the main of the better class of music.

Getting Ready for Fall Trade

Quite a number of the local dealers have taken advantage of the summer months to redecorate and refurnish their warerooms in preparation for fall trade. The prosperity of the talking machine industry is well evidenced by the activities of the trade in this direction, and in all parts of the city carpenters, masons and decorators are busily engaged in improving the appearance of talking machine warerooms, constructing new booths and generally putting the various establishments in order for the coming season.

Price Cards Well Received

The new price cards recently prepared by the efficiency department of the New York Talking Machine Co., Victor distributor, have met with phenomenal success, and dealers throughout the country have been ordering complete sets of these cards for use in their warerooms. These cards were prepared in four different designs so that the dealer may choose the design best suited for his particular requirements. The many other dealer helps issued by this efficiency department are continuing to give perfect satisfaction to the company's dealers and have been heartily praised by Victor representatives everywhere.

Pleased With Fall Outlook

"July business was very satisfactory," said R. F. Bolton, district manager of the Columbia Graphophone Co., in a chat with The World. "Our sales totals were considerably ahead of last year, and would have been much greater if we had been able to receive sufficient merchandise from our factory. The outlook for fall is very gratifying, and we have on hand at the present time more orders for fall deliveries than at any time in the history of this organization. We expect to complete deliveries of these orders during the next two months so that our dealers will be adequately prepared for the fall trade." Mr. Bolton left Monday for a two weeks' trip up State, upon which he will visit the Columbia distributing branches in the various cities included in his territory.

Activities of the Local Dealers

A fair idea of the actual status of the local talking machine trade may be gathered from the reports of the dealers in the various sections throughout the city. For example, the stores in the Washington Heights section report a slight depression during the month of July, owing to the fact that so many of their customers leave town for the summer. At the same time, however, these dealers report business considerably ahead of last year, especially in their record departments.

Reports From the Washington Heights Dealers

The Secord Piano Co., which recently opened piano warerooms at 3493 Broadway and is handling the complete Pathé line, is achieving very pleasing success with these products. Mr. Secord is making plans for a splendid fall trade and will concentrate to a great extent on the sale of the higher priced Pathephones.

The Abelowitz Phonograph Co., at 1353 St. Nicholas avenue, which handles the Victor line exclusively, recently redecorated its store and added two new demonstration booths. This company makes a specialty of handling the complete catalog of Victor records, together with a large proportion of the foreign records issued by the Victor Co. Mr. Abelowitz, in comparing this year's business with 1915, stated that the first seven months had shown an increase of over 100 per cent.

The Audubon Grafonola Shop, 3750 Broadway, handling the Columbia line exclusively, reports an exceptionally active summer demand for Columbia records. This shop has been somewhat handicapped by the Columbia machine shortage, but expects to have its stock of machines completely filled within the next week or two.

Summer business at the Edison Shop, 160th street and Broadway, has been fully up to expectations, and preparations are being made for a healthy fall trade. This store is one of

(*Continued on page* 86)

BRUNO The House Reliable
ESTABLISHED 1834

SERVING the dealer only has always been our policy—not an innovation.

C. BRUNO & SON, Inc.
Victor Distributors
351-353 Fourth Avenue NEW YORK

WE DO NOT RETAIL

DID IT EVER OCCUR TO YOU JUST WHAT AN EXCLUSIVE WHOLESALER MEANS TO YOU?

New York Talking Machine Company

119 WEST 40th STREET

NEW YORK, N. Y.

TRADE IN NEW YORK AND VICINITY

(*Continued from page* 84)

the most attractive retail establishments on upper Broadway, being decorated and furnished along the most up-to-date lines.

The Daly & Cool Music Shop, 556 West 181st street, handling the Victor and Columbia lines, recently added three new demonstration booths for their store equipment, and generally rearranged their warerooms to accommodate these new booths. The appearance of the store has been greatly improved the past few weeks, and in its present shape every convenience is afforded visitors and prospective purchasers.

The recently opened Pathé Shop, at 3909 Broadway, which has only been in business a few months, has already developed a very profitable trade with this line. The new Pathé records have been very popular with this store's clientele and according to the plans of the Pathé Frères Co. Pathé dealers will be given every possible co-operation and service during the next few months.

Harlem Trade Very Satisfactory

In the 125th street district July business was unusually active and from a talking machine standpoint this street is gradually becoming one of the city's important retail centers.

The retail Victor department of I. Davega, Jr., will shortly be improved by the addition of several new demonstration booths, which will be ready in ample time to handle the fall trade. Herman Lowenstein, manager of this department, is most enthusiastic in his predictions for the future, especially as his company's summer business has been far ahead of expectations.

The Grafonola Shop, 143 West 125th street, handling the Columbia line exclusively, closed a very satisfactory July trade. Courtland Shaw, manager of this store, recently visited Boston, and while there gathered some new ideas in connection with the handling of his repair department, which has greatly enhanced the efficiency of this important department.

Winterroth & Co., the well-known piano house, recently arranged to handle the complete Pathé line in the company's Harlem store, at 14 West 125th street. J. E. Winterroth, manager of this store is well pleased with the results already achieved in his Pathé department, and expects to close a splendid fall trade.

Harry W. Acton, manager of the Victrola and Grafonola departments at the Kranich & Bach store, 16 West 125th street, states that business for the month of July was far ahead of expectations.

J. A. Kraus, manager of the Triton Phonograph Corp., 41 Union Square, New York, is recovering from a serious operation.

REGISTRATION OF TUNGS-TONE

Some Interesting Data Leading to the Acceptability of This Word by the United States Patent Office Filed by the Victor Co.

In a recent issue of Printers' Ink, an interesting article appeared relative to the success of the Victor Talking Machine Co. in securing registration for the name "Tungs-tone" from the Patent Office at Washington, D. C. As this article points out, below, the Victor Co. was obliged to overcome numerous obstacles before it was finally successful in its claims.

"Wonder that the Victor Talking Machine Co. was able to 'get by' at the Patent Office with 'Tungs-tone,' its latest trade-mark, has been freely expressed in advertising circles. As a matter of fact, the word was rejected by the United States Examiner of Trade-Marks at Washington until he was instructed from the office of the United States Commissioner of Patents to rule differently. The decision, on appeal, makes it appear that 'Tungs-tone' was never warrantably in danger at the Patent Office, and this opinion from headquarters may be interesting to advertisers in general as shedding additional light upon the acceptability of the suggestive word—most sought of all types of trade-marks.

"'Tungs-tone' was proffered for registration by the Victor Co. as a mark for its new-style talking machine needles or styli, and since the needle points are admittedly made of tungsten the trade-mark examiner promptly made a ruling that 'Tungs-tone' is too near tungsten. Of course the examiner had to take cognizance of the fact that the word as used by the Victor, is divided into two parts, and that in pronouncing it the average retail dealer in talking machines is prone to place the emphasis on the last syllable in pursuance of the Victor advertising policy that always plays up the 'tone' of its products. However, that aspect of the case did not disconcert the head of the trade-mark division, for he held that even though the word be divided it fell under the ruling in the case of the Shumate Razor Co., wherein it was decided, some time since, that 'Tungsteel' could not be registered as a trade-mark for razors and pocket knives.

"As a reward of merit for originality, however, the first assistant commissioner gave his sanction to the Victor Co. when it appealed the 'Tungs-tone' case. He has pointed out, in justification of his action, that 'Tungs-tone' is a newly coined word, not in the dictionary, and that therefore no one would need it in describing his needles. In other words, he holds that it leaves open to everybody else all words including 'tungsten' that would be useful in describing any quality or property appertaining to phonograph needles. * * *

"Counsel for the Victor Talking Machine Co. were able to cite, in pressing their appeal, a number of comparatively late decisions at the Patent Office as indicating the recent leniency of Patent Office practice with respect to suggestive words. That familiarity on the part of an advertiser with the concessions as to trade-marks that have been made to other advertisers may prove a genuine asset is indicated by the final 'Tungs-tone' decision which seemingly gives partial credit for the reversal of the trade-mark examiner to the mustering of precedents.

"Among the current admissions that the Victor instanced to justify the entry of 'Tungs-tone' were the acceptance of 'Porceliron' for enameled ware; 'Benzo-Boreine' for an antiseptic lotion; 'Kromoke' for leather belting; and best of all because in the musical field and embracing 'tone,' the word 'Interpretone' lately allowed for mechanical music-playing instruments. Confronted with this array the first assistant commissioner of patents said with respect to 'Tungs-tone': 'In view of these decisions and the instances showing the trend of the office practice, it is believed that this word should be allowed.'"

REPAIRS

All Makes of Talking Machines Repaired Promptly and Efficiently

TALKING MACHINE REPAIR AND SALES CORPORATION
ANDREW H. DODIN, President
25 East 14th Street New York
TELEPHONE, STUYVESANT 292

TO OPEN OFFICE IN CHICAGO

R. D. Wyckoff, general manager of the Emerson Phonograph Co., New York, announced this week that the company had arranged to open a branch office at 7 East Jackson boulevard, Chicago, Ill., in order to handle its fast growing trade in the Middle West. F. W. Clement has been placed in charge of this branch, which will carry a complete stock of Emerson records and make deliveries to the dealers in that territory.

L. L. McMaster, of Wakefield, Mass., has secured the local agency for the Columbia.

Hermann Thorens, Ste-Croix
(Switzerland)

Talking Machine Works

SPECIALTY:

First-Class Motors

AND ALL ACCESSORIES FOR THE TALKING MACHINE INDUSTRY, SUCH AS:

SOUND BOXES, TONE ARMS, Etc.

TALKING MACHINES FOR HAITI

Consular Agent Reports a Good Opening for Inexpensive Machines There

WASHINGTON, D. C., July 31.—According to special agent Garrard Harris, there is an opening in Haiti for an inexpensive talking machine. He says "It should be as simple and durable as it is possible to make and as near 'fool proof' as ingenuity can devise. Wax records will not do on account of their liability to breakage and also because of climatic conditions. The flat rubber records should be provided and, if possible, should contain a selection on each side.

"If an agency could be established to sell instruments on the instalment plan, the number disposed of would be large. The Haitians, or the vast majority of them, are not able to make purchases involving a considerable outlay at one time, but on a payment down and a certain sum per week will undertake and carry through financial outlays otherwise impossible. They are very fond of music and would undoubtedly welcome the opportunity to purchase talking machines, of which there are very few, indeed, on the island. There would be a limited demand for the more expensive kinds also.

"Records in French would prove most popular. Representatives should be thoroughly familiar with and fluent in the French language to be successful."

TO HOLD ANNUAL OUTING

The New York Talking Machine Co., Victor distributor, has made arrangements whereby its employes will hold their annual outing and games on September 9 at Beech Hill Inn, Rye Beach, N. Y. A comprehensive program of athletic events has been prepared for this year's outing with the star attraction in the shape of the annual baseball game between the single and married men. Last year's game was won by the bachelors, but this year's tussle promises to be even more thrilling than the 1915 game. W. L. Garber and R. G. Craig are in charge of all arrangements and a banner attendance is expected.

LOOK OUT FOR THIEVES

Sol Lazarus, the well-known Victor and Columbia dealer at 216 East Fifty-ninth street, New York, reported last week the loss of two Columbia and nine Victor sound boxes from his establishment. The thieves have not yet been apprehended, although no effort is being spared to bring them to justice. This thievery of sound boxes has been prevalent in the East the past few months, and there is apparently an organized band concentrating in this field.

Dealers Appreciate

the efficiency and good judgment of manufacturers who ship their cabinet machines in

ATLAS PACKING CASES

(3-ply veneer—clear spruce cleats)

These cases save freight charges and the contents arrive in perfect condition.

Write for complete information

NELSON & HALL CO.
MONTGOMERY CENTER VERMONT

D. D. O'NEILL BECOMES MANAGER

Of the Talking Machine Department of Gimbel Bros., New York—An Experienced Man

D. D. O'Neill was this week appointed manager of the Victrola department of Gimbel Bros., New York, succeeding George W. Morgan, who had been in charge of this department in connection with the piano, sheet music and musical merchandise sections.

Mr. O'Neill is thoroughly versed in all details of the Victor business and recently conducted his own Victor establishment in Philadelphia, Pa. The Gimbel Victor department is one of the most successful in this city and will offer Mr. O'Neill unlimited opportunities for development and expansion.

F. E. Fitzgerald retains charge of the piano sheet music and musical merchandise departments.

"ALONG BROADWAY" POPULAR

The latest Edison publication, "Along Broadway," is growing in popularity with each succeeding issue. It contains interviews with the great personalities of the opera, notes and comments on various developments along musical lines, and information bearing on the Edison Diamond Disc phonograph. While designed primarily for circulation among owners of Edison machines it has proven so interesting that it is being sought by persons who are not owners of machines, but who wish to keep themselves posted on musical events and progress. The magazine is attractive from a typographical standpoint, and the increasing demand for it shows that it is fulfilling its mission well.

CASES ON THE CALENDAR

Judge Mayer, in the United States District Court, called the calendar for the cases to be argued in the court's September and October terms. A number of talking machine manufacturers have actions on this calendar, including the following: Victor Talking Machine Co. vs. Sonora Phonograph Corp. (three actions); Victor Talking Machine Co. vs. Globe Talking Machine Co.; American Graphophone Co. vs. Emerson Phonograph Co.; Gibson vs. Sonora Phonograph Corp.

Mascot No. 2

Biggest Hits of the Year!

Mascot Nos. 1 and 2

STYLE No. 1

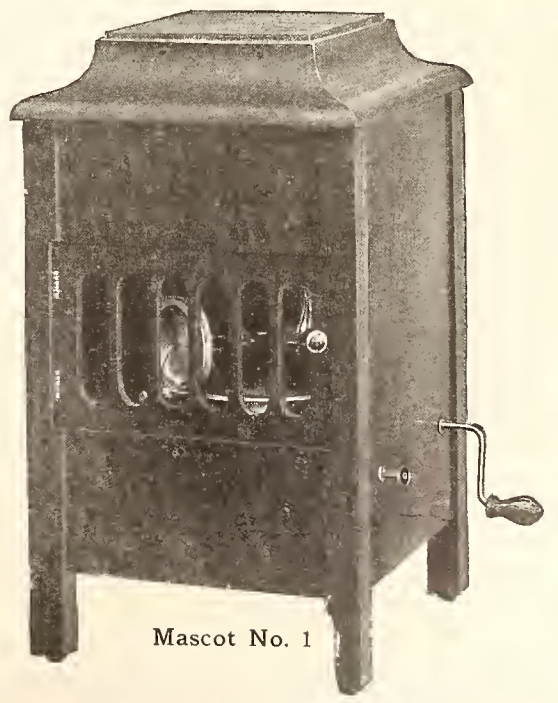
Hornless, cabinet style machine, with a good strong motor. All metal parts nickel plated. Height 16 inches, width 8½ inches, depth 9 inches. Plays 5 and 7-inch records. White Enamel, Mahogany, or Walnut Finish. Packed in individual cartons. **Wholesale, $4.**

STYLE No. 2

This is the only phonograph of its size that plays all sizes and makes of records. It stands 30 inches high, 15½ inches wide, 14½ inches deep. All metal parts are nickel plated. Equipped with a very strong double-spring motor, a 10-inch turntable and Universal Tone Arm. Highly polished cabinet, MAHOGANY finish. **Wholesale, $15.**

Write for complete catalog

Mascot Talking Machine Manufacturing Co.
66 West 37th Street NEW YORK


Mascot No. 1

Columbia Records TRADE MARK Note the Notes

The new line of Columbia Burl Walnut Grafonolas are practically non-competitive. Have you seen your Distributor regarding these new models?

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital)

Columbia Graphophone Co.
Woolworth Building, New York

ENGAGE THE RIALTO ORCHESTRA

This Organization, of Which Hugo Riesenfeld Is Conductor, to Make Records for Emerson Co.

The Emerson Phonograph Co., New York, has completed arrangements whereby the Rialto Orchestra, conducted by Hugo Riesenfeld, will make a series of records for the Emerson disc library. This orchestra, consisting of thirty-five selected musicians, has proven a big attraction at the Rialto Theatre, Forty-second street and Broadway, New York.

Hugo Riesenfeld

Mr. Riesenfeld is prominent in musical circles both here and abroad, having been concert master at the Imperial Opera House in Vienna, and in recent years being associated with the Manhattan Opera House and the Century Opera House in New York. The Rialto Orchestra has already recorded several selections for the Emerson library which will be ready for the Emerson trade in the very near future.

TALKING MACHINE MEN, INC., MEET

Discussion of Misleading Advertising a Feature of Monthly Meeting

The monthly meeting of the Talking Machine Men, Inc., was held July 19 at Keen's Chop House, 70 West Thirty-sixth street, New York, and was well attended, in spite of the fact that a large number of members were on vacation.

A luncheon was served at 1 o'clock and the business session immediately followed. In the absence of President Hunt, Vice-President J. T. Coughlin presided. He opened with a few brief remarks and stated that owing to the hot weather business would be transacted as rapidly as possible.

Chairman Shepard, of the committee on credentials, presented several applications for membership, which were voted on and accepted. This committee also reported that it was succeeding in getting publicity for the organization that would be of great benefit in enlarging its membership. Mr. Shepard also stated his committee was preparing a card for use in windows and other conspicuous places, showing that the displayer was a member of the Talking Machine Men, Inc.

The association went on record against misleading and detrimental advertising. A resolution was also passed instructing the secretary to prepare letters to be presented to the different manufacturers of records giving them all the information the association possessed in regard to price cutters. After the meeting was officially adjourned, several informal talks took place.

INSTALL DEMONSTRATION BOOTHS

Prominent Concerns Find Use for the Van Veen "Bed Set" Booths—Numerous Inquiries

A. L. Van Veen, president of A. L. Van Veen & Co., New York, manufacturer of Van Veen "Bed Set" demonstration booths, stated this week that the company had received quite a number of letters of praise from local dealers for whom it had installed booths during the past few weeks. Among these concerns are the following: Kraukauer Bros., Christman Sons, Stultz & Bauer and Savidge & Reed.

Mr. Van Veen also stated that he had received numerous inquiries from dealers throughout the country who are planning to add to their equipment before the fall season starts. Baumann & Co., 162d street and Third avenue, New York, arranged this week for the installation of a complement of Van Veen booths.

RECEIVER FOR ALBANY CO.

ALBANY, N. Y., July 31.—The Albany Diamond Disc Co., retail distributers of talking machines, was placed in the hands of a receiver last week, Nathan D. Griffen being appointed as the same. The petition in bankruptcy which was filed shows liabilities of $44,000 and assets of $35,000. The receiver has been given permission to continue the business of the concern, under a bond of $20,000. The creditors of the concern are being represented by H. D. Wright, of Gloversville, N. Y.

MAKING DETERLING MACHINES

MUNCIE, IND., August 5.—The Deterling Talking Machine is being built by the Deterling Music Co. in the factory of the Bell Bros. Piano Co., space having been rented in the factory for that purpose. Contrary to a report recently published, there is no connection between the Deterling concern and the Bell Bros. Co.

John M. Dean Corporation
Putnam, Conn.

Manufacturers of

Talking Machine NEEDLES

Dean Service covers every essential need in talking machine needles. Needles furnished in bulk or in special packages. Quality needles only.

THE TRADE IN THE SOUTH

TRADE BOOMING IN THE SOUTH

Crop Conditions Excellent in Most States, Though Floods Have Done Some Damage—Increasing Demand for Machines and Records

Talking machine business in the South continues to show a very favorable trend despite the fact the summer season usually brings a cessation of activities in almost every line of business. Aside from the growing popularity of the talking machine, the enhanced prosperity of the South has greatly increased the number of people to whom a talking machine is now a necessity rather than a mere luxury. The agricultural and industrial conditions in the South as a whole are very promising.

Crops are in good shape in Virginia and most of the wheat and oats have been cut and have shown a bountiful yield. Corn is making a fine showing, the same condition prevailing in West Virginia, where the setback to the corn crop which occurred in the early part of the season has been entirely overcome. In Kentucky the outlook is very bright. The hay crop was excellent and the corn and tobacco prospects are very rosy. The yield of wheat is not as high as was expected but the quality is excellent. Unusually good prices are being offered for live stock.

The recent weeks have brought a great deal of rain in the South, which, on the whole, has been beneficial. In Tennessee, however, there has been little rain, and while the cotton crop is good, the corn crop would be greatly benefited by more rain. Prospects of a good crop of cotton in Texas are excellent. There have been good rains in the southern section of the State although the Pan-Handle complains of some drought, which is not serious, however. Crops are better in Louisiana than for several years. Cotton is in full bloom and the corn crop is excellent and is practically made.

The erection of a large packing house at Statesboro, Ga., which is in the center of the finest agricultural section, and for which a contract has recently been completed, will greatly stimulate the production of live stock. Heavy rains in the southeast section have reduced crop prospects somewhat. The corn crop, especially, will suffer, and the cotton crop will show a decrease, but conditions on the whole are fairly good. The situation in Alabama is not as favorable as might be wished. The heavy rains and floods did considerable damage, although the crops on the highlands are excellent. Increasing indications of diversified farming are seen on every hand, which will enhance the future prosperity of the State.

Unusually good crops are reported from the northern section of Mississippi. In other sections of the State the outlook is not so good, as thousands of acres of corn and cotton have been ruined by the water overflow.

Continued prosperity is shown in the manufacturing centers throughout the entire South and unemployment has been greatly diminished. The people generally are making more money than they have for some years past, and they are evincing their love for music, which is characteristic of them, by investing a fair proportion of their earnings in musical instruments. Talking machine distributors in every section of the country report a demand which has actually resulted in a shortage of goods. There is an excellent call for the better class of records and the average price of talking machines sold is much higher than formerly, all of which indicates prosperous conditions in the talking machine trade, and bright prospects for a continuance of the same in the future.

ORIGINAL ADVERTISING WINS

How the Victor Department of the Rhodes-Mahoney Co. Has Increased Its Business

CHATTANOOGA, TENN., August 1.—The Victor talking machine department of the Rhodes-Mahoney Furniture Co., of this city, which is under the capable management of H. G. Ray, is one of the most enterprising in the South. Advertising in the local papers is a favorite means of concentrating attention on the establishment, and a recent ad, which called attention to the resources of this department, its offer of one year's service on any Victrola purchased, with an expert mechanic at the buyer's service, has been no small factor in the growth of the business.

A recent advertisement which contained pictures of the various styles of Victrolas and portraits of Manager Ray, Mrs. L. R. House, in charge of the record department, and J. B. Wilbanks, of the repair department, has come in for considerable praise. In this connection Mr. Ray remarked: "This campaign of advertising has more than doubled our business, and has caused considerable comment because of its originality." It is worth noting that concerns that do advertise in this original way win out.

TRADE CONDITIONS IN SAVANNAH

SAVANNAH, GA., August 1.—Trade for July and August in this locality is usually rather quiet while the cotton is in the making, for most of our people are either at the seashore or in the mountains. While there has been considerable damage to some of the crops in the Southwest and Northern Georgia by recent floods, yet this immediate vicinity has not been very seriously

(Continued on page 90)

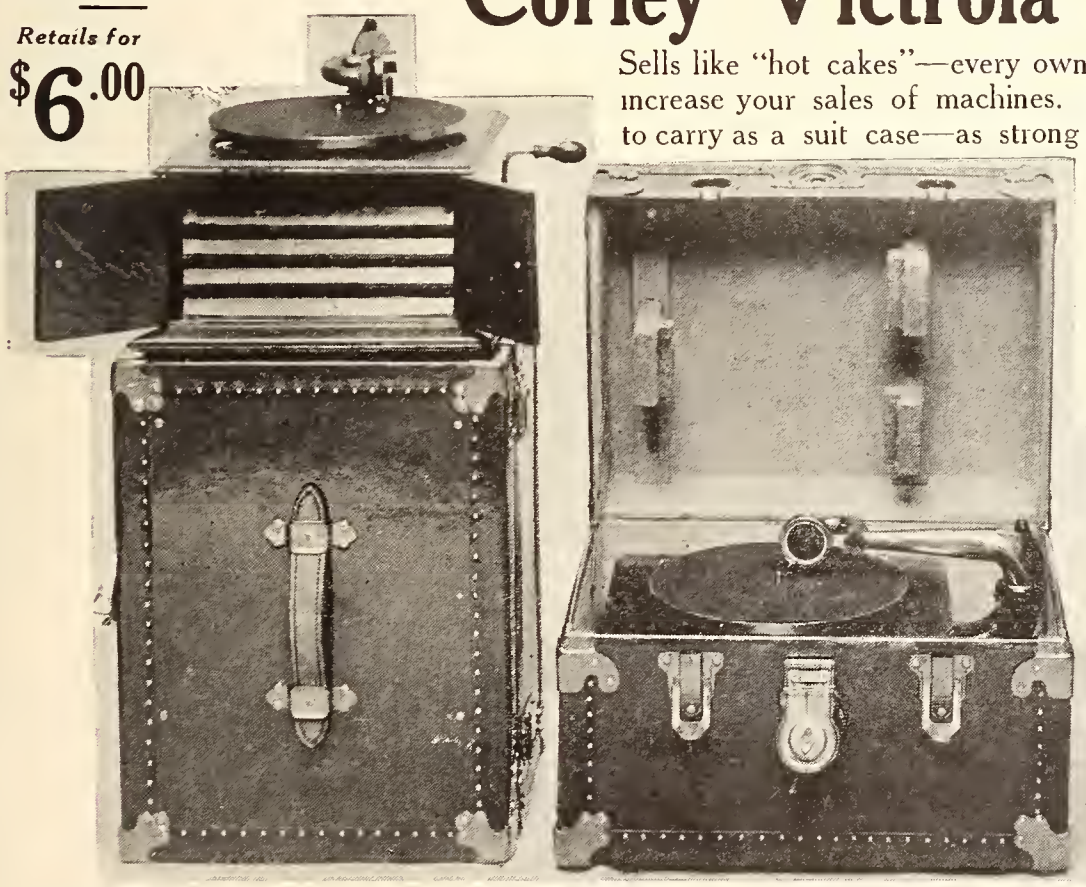
"A Winner of Trade—Where-ever Displayed"

JUST OUT!

Retails for $6.00

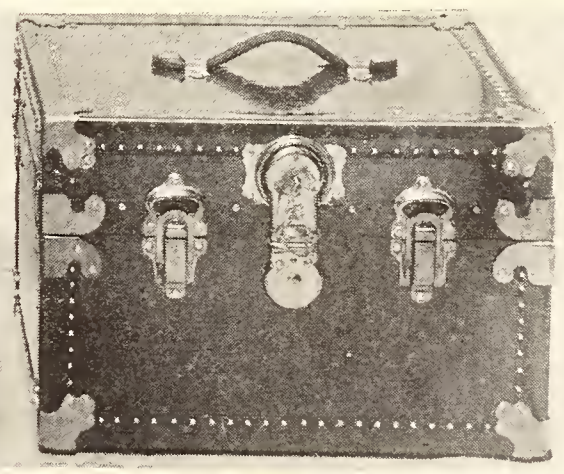
Corley Victrola Carrying Case

Sells like "hot cakes"—every owner of a Victrola IV will want one! Will increase your sales of machines. Pays the dealer a good profit! As handy to carry as a suit case—as strong and durable as a trunk.



Fills a Long-Felt Want!

Extra well made from three-ply veneer; covered with hard fibre, including bottom. Inside measurements, 17½" long, 13¼" wide, 11" deep. Fibre bound, heavy steel brassed trimmings, excelsior lock; strap hinges, bolts, cloth lined. Fitted with blocks to hold Victrola in place when traveling.



Be First

to reap the profits from this big seller. Sample case $5.00. In lots of 6 or more, $4.50. Immediate shipment made.

The Corley Company

The Victor House of Dixieland—Distributors

213 East Broad Street, Richmond, Va.

VCORLEYR ICTOR

Service is Supreme in the South!

Columbia Records TRADE MARK Note the Notes

The Columbia selling methods and effective advertising are bringing the line more and more into public notice every day—and the dealers not yet carrying the line are feeling this, as well as those who *do*. We have the clearest kind of evidence of that fact before us all the while.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

THE TRADE IN THE SOUTH

(*Continued from page* 89)

affected. The local dealers handling the leading talking machine lines are looking forward to a very fine fall business. The trade outlook is excellent in every respect and the dealers are well prepared.

CARRYING TRUNKS FOR VICTROLAS

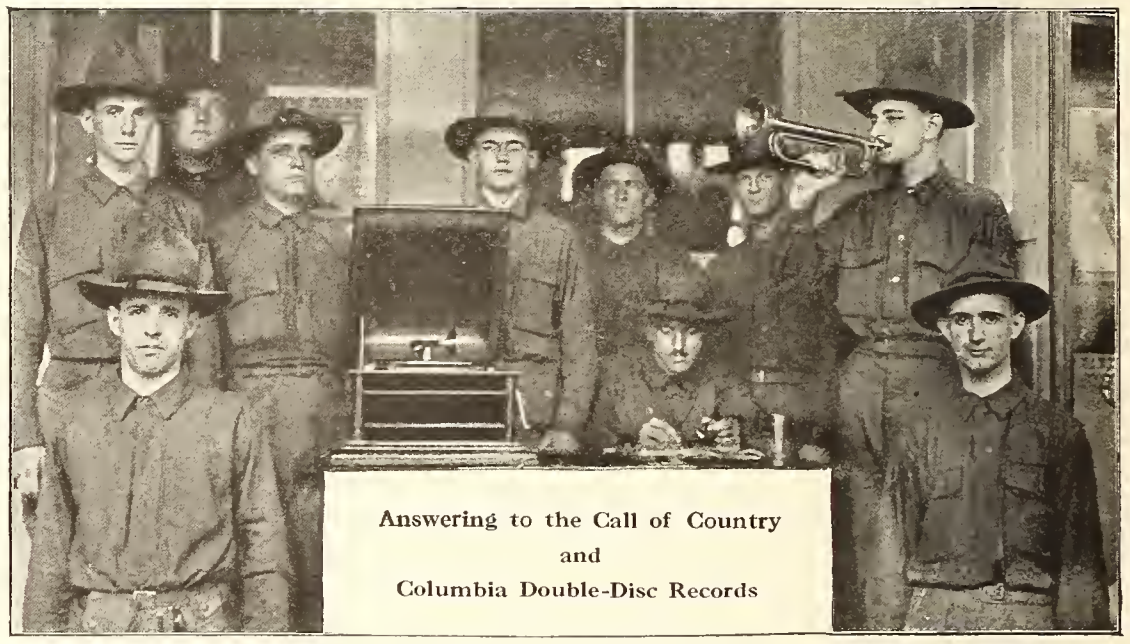
Corley Co. Announces New Convenience for the Owners of Smaller Types of Machines

The problem of the Victrola owner who desires to carry his machine to camp or country, and who has been faced with the alternative of having the instrument securely boxed or take chances on having it damaged, has been solved by the Corley Co., of Richmond, Va., which has placed on the market its new trunks for Victrolas VI, VIII and IX. The trunks are made of exact size to fit the machines, are constructed of three-ply veneer and covered with hard fibre, have metal corners and substantial locks and are fitted to carry the Victrolas securely without packing. The trunks should appeal not only to the talking machine owners but also to the salesmen who have occasion to carry sample machines on their travels. Straps are provided so that the trunk may be carried as a suit case and it is also strong enough to permit of its being checked as ordinary baggage. It should prove to be an all-year-round trade feature.

HOW THE GRAFONOLA AIDED RECRUITING IN NEW ORLEANS

NEW ORLEANS, LA., August 6.—The B. Grunewald Co., of this city, took advantage of a timely opportunity recently when the National Guard of this city prepared to mobilize in response to instructions from the Government officials, and it was found that artillery companies A, B and C lacked a full complement of men.

A recruiting office was opened and at this point the B. Grunewald Co. suggested aiding the recruiting by means of a Grafonola. The power of music and particularly the power of the Columbia list of double-disc patriotic records resulted in the three companies recruiting to desired strength in a few days.



Answering to the Call of Country
and
Columbia Double-Disc Records

LARGER QUARTERS IN ATLANTA

The Columbia Graphophone Co., of Atlanta, Ga., has leased the entire third floor of the Rosser & Porter Building at 63 North Pyror street for a term of three years. The company formerly occupied a portion of the third floor, but their increasing business made additional space necessary. Their new lease gives them 10,000 feet of floor space.

PRIZE ESSAY CONTEST ON VICTROLA

MACON, GA., August 5.—The Oberry-Williams Co., Victor dealers, recently conducted a prize contest for the best essay on the subject, "The Victrola in the Home." Many really good essays were received, the prize, a $50 Victrola, being awarded to Mrs. Louis Carter, the committee of award being composed of three ladies interested in literary work.

VICTOR ADS ON WRAPPING PAPER

ARLINGTON, TEX., August 7.—Coulter & Son, Victor dealers in this city, are advertising Victrolas and Victor records in a rather unique manner by having their Victor advertisements appear on the wrapping paper on each package that leaves their store. By changing these advertisements frequently the company has been able to carry into the homes of all visitors to its store a very effective Victor message.

The Lenoir Phonograph Shop was recently opened on West Main street, Lenoir, N. C.; a recital hall being one of the features of the new store, which will feature the Edison Diamond Disc phonographs and records.

BUFFALO

RAILROAD — EXPRESS — STEAMSHIP

Look at the list of railroads running out of Buffalo: New York Central, West Shore, Lake Shore, Nickel Plate, Wabash, Erie, Pennsylvania, Lackawanna, Grand Trunk, Michigan Central, Lehigh, B. R. & P. and B. & S.

Four express companies will give you a complete service: American, National, Adams & Wells-Fargo.

Boat lines touch a great many cities, on the Lakes, and Andrews' Service can catch any boat on fifteen minutes' notice.

Doesn't it stand to reason that we mean what we say when we remark: Andrews' Victor Service is *Fast* and *Complete.*

W. D. Andrews, Buffalo, N. Y.

ANDREWS

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

General Feeling of Financial Insecurity Has Effect on British Talking Machine Trade—Scarcity of Competent Workmen a Factor—Increase in Imports Reported—Planning for Active Trade Campaigns After the War—New Russian Records Listed by British Houses—What the Newest Record Lists Contain—Court Asked to Decide on Standard Record—Enterprise Shown by Certain Concerns in Face of Adverse Conditions—Records to Instruct in Wireless Operation—More German Firms Ordered to Liquidate—Shortage of Packing Boards Announced

LONDON, E. C., ENGLAND, July 26.—In the gramophone and musical instrument domain general trade conditions are not overbright at the moment. Except perhaps in particular centers, sales have fallen off considerably all over the country, mainly we should imagine in consequence of a widespread feeling of insecurity as to the effect of calling-up wage earners and business men generally for military service. These days money is not so freely spent on things-one-can-do-without, and there is now a more general desire to invest in war loans, or otherwise earmark surplus earnings for deposit in the bank. All men up to the age of forty-one not yet in khaki or exempt come under the military service acts, and this gigantic domestic upheaval obviously is going to turn things inside out. Dealers therefore fear to add to their stocks or otherwise tie up capital. The trade has reached a kind of ragtime stage when orders are placed piecemeal as conditions demand, though in bulk, quite a fair business is being done. Of the prospects for the season, I feel sanguine that trade will not be unsatisfactory, conditions and difficulties considered. Once we reach a level and know, or rather be, in a better position to estimate possibilities and probabilities at their true value, definite plans of campaign and expenditure can be more safely embarked upon. As it is, one is shy of taking action, though necessity has compelled in certain quarters commitment to confirmation of contracts. Despite little individual forebodings, which happily find only secret expression, there is, broadly speaking, an unshaken confidence in the industrial and political future. The war has reached a stage when reasonable optimism is more than ever justified. But in the present stage of the conflict it were foolish to indulge in estimates of an early peace, and we have therefore schooled ourselves to look both ways determined to make the best of things as they are, proceed cautiously, and be ready for anything that may eventuate.

A Glance at Trade Conditions

A glance at the inner workings of the gramophone trade in relation to official prohibitions, etc., may be of interest. The question which takes precedence of all others is that affecting the right of the trade to import certain necessary parts and accessories. Although the position in this respect is still a little uncertain it is becoming clearer each day, and is by now pretty well known that the Board of Trade has conceded the music trade permission to import under license a specified portion of its annual imports. France and Switzerland, I understand, may be authorized to sell us goods up to about 50 per cent. of the total value we imported during twelve months prior the prohibition order. These goods represent articles required by the whole music industry, as for instance, piano actions, and certain metal parts; gramophone motors, tone arms, sound boxes, horns, etc.

In regard to imports from America, the position is somewhat better than was at first thought possible. Official restriction, which for a long time held just against all argument, has at last been removed to the extent of permitting the importation of metal parts up to 140 tons per month. Being perhaps the freest and most flexible center of the world's metal markets at the present period, American foundries are in the best position to look after our small musical requirements promptly. The weight allowed is a mere fleabite, yet so urgent are our requirements on shipping capacity—every available foot of space being required for the transport of other or more necessary merchandise—that it was only after very considerable difficulty and argument, our officials were moved to make the concession of this small amount of tonnage. Small, yes!—but withal vital to the existence of the music trade industry, vital out of all proportion to the other interests at stake? This 140 tons will not go far. It has to be spread over the pianoforte, player, organ, gramophone, and every other section of the trade. Still, we are grateful under the circumstances, because it will enable us to keep things going pending a return to the good old times, of now, it seems, so long ago!

Planning Post Bellum Campaigns

So far as is possible under the present difficult conditions it is pleasing to note that quite a number of British gramophone firms have prepared a plan of campaign to go into effect as soon as the war is over. These plans in the main are, by the exigencies of the situation,

(Continued on page 92)

"His Master's Voice" Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañia del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain :

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

We do not rely on giant advertisements for Sales—We depend on intrinsic Merit alone.

No amount of advertising can increase the value of

WINNER RECORDS:

("The World's Super-Disc")

They outwear all others.

Only up-to-date songs and selections recorded.

Winners leave the dealer a generous margin of profit.

THEY SELL ON THEIR MERITS

Independent LIVE REPRESENTATIVES WANTED—in U. S. and British Colonies

Write the manufacturers for Trade Terms

THE WINNER RECORD CO., Ltd.

Willowbrook Grove, Camberwell, London, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 91)

merely on paper, so to speak, yet none the less merit encouragement. As time passes they will mature and take practical shape. In examining every detail of what is likely to prove a somewhat complex situation when peace shall again reign, we are on the right track to preserve and develop our trade interests to the exclusion of after war enemy propaganda. All that can be urged at the moment is to perfect our system and organize not for defensive purposes, but for an immediate trade-war offensive the moment conditions permit. This is what we are doing, and when expedient so to do I shall advise World readers, especially its huge army of Colonial traders, just what exactly they may expect from this market.

One concrete instance of British enterprise that may now be mentioned is furnished by the house of J. E. Hough, Ltd., Glengall road, Peckham, London. Suitable plant has already been installed for the manufacture of complete gramophones which will render the firm independent of foreign supplies. The labor and supply difficulties are serious handicaps at the moment, but there is already sufficient evidence that Messrs. Hough will be in a position to meet all afterwar machine requirements. Good luck to them!

What is a Standard Record?

A novel point bearing upon the playing size of a record was raised in a recent law action between the Regent Fittings Co. of Old St. London, and Hall Bros., Heath road, Ilford. The latter was sued by the Regent people for 5 guineas, the price of a gramophone supplied. On the day of sale plaintiff demonstrated that the instrument contained a motor that would play eight records, but the next day defendant returned and complained that when he tried it at home, the machine would not play more than four records with one winding. On this ground defendant repudiated the transaction, hence the action-at-law. The evidence at the first hearing being somewhat conflicting, Judge Graham adjourned the case for production of the instrument. Subsequently this was brought into court, and on the Magistrate's advice, taken into the courtyard for purposes of demonstration. After a thorough test it was found that the motor would run not quite to the limit of five records. These particular records, it appears, were supplied by defendant whose counsel said that plaintiff had brought up a lot of records—all short tunes, and he could not allow a test with those on the ground that they were not "standard" records. Plaintiff interpolated that "defendants' records were of very large size, and it was not a fair test . . . he should take records of an average size (length) which I have with me . . . the motor will play eight." After further argument Judge Graham remarked: "I have nothing about standard records on my notes. It was suggested the plaintiff said it would do eight tunes with one wind: the defendant did not suggest the plaintiff said standard records, and when he got home he tried standard records and they would not work." Defendants' counsel: I took it for granted that it was agreed they must be standard records. Judge: You may have done so, but there is no mention of it here, and the plaintiff says he has actually got eight records which can be played by this motor with one wind; isn't that fair on his part? You have proved that it will not play eight standard records, but there is no evidence that he purchased it with the idea that it would do so. Counsel: You will recognize that this case raises a very important point in the trade as to what a record really is. We bought this gramophone to work 10-inch records, the records recognized in the trade, and it raises a big question if a man can put you off with anything. Judge Graham: I see nothing in the point. The defendant himself admits he took plaintiff's word it would play eight tunes; no mention was made of standard size, but it is not right to say it will not do eight tunes. There will be a verdict for plaintiff for the amount claimed, with costs.

As far as my experience goes, this is the first instance in law of distinction being made between tunes and records. The attempt to raise a question on what counsel was pleased to term "standard" records as measured by length of playing time, is to say the least, ingenious. Plaintiff having demonstrated that his machine would play eight records, there being no guarantee as to the length of each record, only one judgment was possible, in this particular instance. At the same time one cannot help giving expression to the opinion that the contention of defendant's counsel, from a common sense point of view, was quite good. Apart from the case in question, one must agree that in general the claims made as to the playing strength of gramophone motors are often misleading. If these claims are to be based on the number of records a motor will play, it is scarcely fair to determine it by the shortest record that can be found, any more than by the longest. An average should be and could be struck, but I am of the opinion that it would be far more honest to describe this or that machine as containing a motor that will play for so many minutes. By so doing any question of alleged misrepresentation would be entirely eliminated. Towards this desirable end, the law action under review will materially assist.

Grammavox Record for Oversea Buyers

Far removed from the district known as Phonoland, the Sound Recording Co., Ltd.,

Mr. DEALER: You Will Be SHORT OF RECORDS This Season!

You lost business last season through the demand exceeding the supply. Don't let it happen again.

Get into touch with us right away, and make sure of your stock for the busiest Fall trade you've ever had.

Our Records are ***better,*** our Prices are ***better,*** and our Deliveries are ***surer*** than any brand you've ever handled.

All enquiries to:—The Manufacturers

THE INVICTA RECORD CO., Ltd., 1 New Inn Yard, London, E. C., England ***Cables***

FROM OUR LONDON HEADQUARTERS—(Continued from page 92)

with its headquarters on Swallow street, Piccadilly, London, W., seems rather to court a certain seclusion outside the publicity limelight so frequently reflected upon the doings of other gramophone houses. While not wholly so, there is nevertheless a measure of truth in the fact that the company are not at the moment desirous of proclaiming too loudly the active work which they are accomplishing in behalf of gramophone traders abroad. Like most other firms the Grammavox record people have been seriously affected by the shortage of labor, but arrangements are now happily almost complete whereby this difficulty will soon be but a memory. In conversation with the general manager, M. W. Chapman, we were assured that the company's facilities for prompt recording and dispatch of 5,000 lots and up, will enable them to offer oversea buyers the best service towards the complete ousting of enemy firms and oversea record buyers are therefore invited to commence immediate negotiations for adequate supplies of the all-British Grammavox records at competitive prices. As an earnest of their enterprise and determination, the Sound Recording Co. has already secured additional premises in Swallow street, and as they aptly put it: "We hope to get more of this street in good time." The Grammavox record (10-inch double) has behind it many years of good reputation abroad for quality and general value, and in this direction there can be no doubt but that the company is on the high road to achieve further successes.

Issue Series of Records in Russian

The existing ties of friendship between Britain and Russia will undoubtedly be further strengthened along commercial lines after the war, and sincere commendation is due to any enterprise that will assist in bridging the wide and difficult gulf between the distinctive habits and general intercourse of each country. To a closer commercial understanding a knowledge of the somewhat intricate Russian language is a first essential. Upon that will arise the commercial edifice which it is hoped to build up. In this grand work it is encouraging to know that "His Master's Voice" will speak with no uncertain voice. The policy of the Gramophone Co., Ltd., has ever been one of high ideals and in musical and educational achievement, it stands unquestionably pre-eminent in its successful endeavors to raise the tone of our industry and place it upon a plane as closely allied to art as, under present methods of production, it may attain. In this regard the company's reputation is endorsed by the issue of a fine series of Russian language records, which will make considerably easier the students' task of learning the accent, grammar, and correct phrasing of this intricate language. The records have been spoken by a Russian master—no less a person than Nevill Forbes, M.A., reader in Russian to Oxford University. The chapters are from the "First Russian Book" (Forbes) published by the Clarendon Press.

False Declaration Brings Fine

For making a false declaration with regard to musical instruments imported to Dittlehampton and London, Messrs. Joseph Wallis & Son, Ltd., London, were recently mulcted in fines amounting to £60.

Attractive Winner Records

Oversea records buyers are offered a very attractive line in the "Winner" double disc, which, in point of popularity occupies a prominent place on the British markets at home and abroad. The Winner quality is second to none as judged by artistic and recording standards. A new list of good selling titles is issued each month, and dealers have come to place implicit reliance upon the sales value of these issues. That is the supreme test, and as the "Winner" record output increases each month commensurately with the demand, it may be accepted without question as a sign of strength and vitality. This, of course, reflects good service in that provision is made for every musical taste by the issue of records which have all passed a special examination by trained assistants. Apart from this quality test, the Winner boasts a splendid number of star-bill artists, many exclusive, and whose contributions are chosen from the very latest of London's musical programs. A typical example is the current Winner list, and dealers are well advised to obtain it, together with a complete Winner record catalog and trading terms. The company's address will be found in their announcement elsewhere in this section.

Variety in Zonophone Records

The essence of Zonophone record issues is "variety," to which also one might add 'topicality," for centered in the company's August supplement is about the most comprehensive choice alike welcome to dealer and public. It includes a "special!" What that means the Zonophone public will readily recognize. Many and varied are the songs for Tommy and Jack, but none for the tireless munition workers—until now. This Zono special, as may be guessed, is the one that fills the bill, and fills it very effectively, too! Aptly named "The Munition Workers' Song—an inspiration by, we are glad to note a young British musician, Miss Kathleen Bruckshaw—it portrays in vivid words that will evoke the admiration of all who hear them, a fine tribute to the men "behind" whose lot it is to undergo the stress and strain of continuous weeks and months of hard work at the bench, lathe, or other machine, in support of our gallant army and navy. That pre-eminent artist, Robert Radford (bass) has exclusively recorded this magnificent song for the British Zonophone Co. On the reverse is recorded "The Victor March," by the Black Diamond Band, and altogether nothing is wanting to make the record the success which it undoubtedly merits.

The Zono August list is otherwise well collated in up-to-date numbers, talent and quality!

Bid for Suffrage Patronage

Among recent record programs, we notice that the Grammavox Co. make a bold bid for the suffrages of keen buyers. It may be noted here that special attention is given to oversea trade requirements, details of which are set forth in the company's announcement elsewhere in this section. A fine array of popular selling titles, numbering well over 2,000 and covering every phase of music both vocal and instrumental, is available in big or small parcels at keen prices. Covering a host of standard songs, orchestral, band, and solo-instrumental "hits," the repertory is withal up-to-date, as witness, for example, the production of London's very latest musical delight—"Razzle Dazzle" within seven days of its stage appearance. This Revue is a remarkable success, and the Sound Recording Co. have been called upon to press heavily to insure that no order may go unfulfilled or delayed.

A find profit-making line is offered and publicity matter, lists and terms of trading can be obtained from the Sound Recording Co., Ltd., Swallow street, Piccadilly, London, W.

Interested in Canadian Suit

Great interest is being taken by British record manufacturers in the action of the Berliner Gramophone Co., Montreal, to restrain the Winnipeg Piano Co. from offering for sale the Coliseum records, which are made in London. The matter being sub judice, comment for the present is precluded. But we may say that in London trade circles there is a general desire to have this and other patents affecting the sale of British records in a British Dominion, cleared up once and for all.

Diminishing Supply of Workers

With most of their "eligibles" either in the army or about to be called up, British firms find it no sinecure to keep things going on the depleted staff at their disposal, and as may be surmised an unusual strain is thereby imposed upon those at the helm to whose lot falls the arduous duty of maintaining an adequate service. It is no wonder, therefore, that under such conditions prevalent over an all too long period nature at last rebels. A case in point is that of Frank Samuel, of the well-known musical instrument house of Barnett Samuel & Sons, Ltd., this city. For many months past Frank has been doing the work of two or three ordinary men, with the inevitable result. Upon medical advice he has been forced to take a prolonged rest, and at the moment of writing is in America. From cablegrams received by Nelson Samuel, I learn that he has much benefited by the sea voyage, and is rapidly regaining his normal good health. Mr. Samuel is expected home early in August, if not before, when we shall hope to find him completely restored.

(*Continued on page* 94)

THE EDISON-BELL
VELVET-FACE (VF) RECORD
DOUBLE-SIDED—NEEDLE-CUT—10 inch and 12 inch
IS THE SUPREME EFFORT OF GRAMOPHONIC ART

10 inch
2/6
12 inch
4/—

There are no faulty VF's, as Every Record has to pass a crucial test before it is released for sale. The production is of the highest quality. The Titles and Subjects recorded are by the most prominent artists in the Gramophone world.

If your jobber doesn't stock them, try our Direct Service. It will pay you both for quality and price. For full particulars, Wholesale and Retail, apply to

J. E. HOUGH, Ltd., Edison Bell Works, Glengall Rd., Peckham, London, England

REG. TRADE MARK

Gramophone Records

Special Points for Overseas Keen Houses

"A British Firm of Repute"
"Offers Close Quotations"
"5000 'Five Thousand' Lots and Up"

Address: **EXPORT MANAGER**
SOUND RECORDING COMPANY, LIMITED
Swallow Street, Piccadilly, London, England
CABLES:—"GRAMMAVOX, LONDON"

POINTS

- Repertoire, nearly 2000 Titles.
- Hundreds of Superb Bands and Orchestrals.
- Lightning Shipments under Export Licenses.
- Packing by Experts.
- Special Labels if Required.
- Real Rock Quotations.
- F. O. B. London or Port of Entry.
- The Finest 10 inch Needle Cut in the Market.

FROM OUR LONDON HEADQUARTERS—(Continued from page 93)

Need Not Pay Over Enemy Debts

As British traders are unable to obtain payment of debts due to them by enemies, the president of the Board of Trade announces that they will not be compelled to diminish capital by paying to the public trustee moneys owing to enemy firms. Verb sap!

Music of New Revues on "H. M. V." Records

An attractive window poster from the Gramophone Co. reminds us that all the best and latest Revues and musical comedies may be obtained on "H. M. V." records. A few are: "The Bing Boys," "Follow the Crowd," "Bric-a-Brac," "Joyland," "Watch Your Step," "Tina," "Betty," "Pell Mell," "To-Night's the Night," and last but not least, "Razzle-Dazzle," and "Half-Past Eight." The services of the original artists have been secured for many of these fine records!

German Firms Ordered Wound Up

The Board of Trade has made orders for the following German firms to be wound up: Reifurt & Co., pianoforte dealers, 30 City road, London; Kastner & Co., Ltd., dealers in player-pianos, 191 Regent street, London, W.

In the case of Augeuer, Ltd., music publishers, a reference was made in Parliament to the transference of shares from a German to certain British nominees. It was, however, officially stated that payment for the shares transferred was made by promissory notes payable six months after the war. The advisory committee reported that they were unable to say that the transaction was only colorable, but "Steps were now being taken to transfer the (other —ed.) shares still held by German subjects to British subjects, and to place the company under British control."

Wireless Instructions on Records

Yet another field of practical endeavor is being cultivated by means of gramophone records. Made by the Gramophone Co., Ltd., the Wireless Press is now in possession of instruction records for radio-telegraphic students who are thereby enabled to perfect their knowledge of "receiving," and enter upon earlier examinations with better chances of success than under the old system of teaching. The records are usable on all needle-disc instruments and may be purchased from the Wireless Press, Ltd., Marconi House, London, W. C.

Shortage of Packing Boards

Owing to the great shortage of millboard, the Gramophone Co., Ltd., ask their dealers to use every endeavor to ease the situation by making up individual orders to not less than eight records. Each order for one or two records claims a cardboard box made to hold eight or ten records. The request calls for immediate action on the part of dealers, as otherwise the company might be compelled to charge for the box where an order is for less than eight records, in order to keep overhead costs as low as possible.

HAS HOUSEFUL OF MUSIC

How E. E. Thompson Pipes Talking Machine Music Through His Dwelling

The problem of distributing music throughout an entire house has been solved by E. E. Thompson, of Brazil, Ind., who recently piped talking machine music through his house from a central plant in the basement. By simply touching an electric button on the wall music of melodious tones issues from the cold air duct and the hot air registers in the floors. Every room having a register is provided with music. Even the cook can peel potatoes to the tune of a lively one-step or broil a steak to an aria from grand opera.

The invention of Mr. Thompson is based on the principle of the talking machine. On a large circular table in the basement, supported by gas pipe legs, are a series of ten iron discs. Each of the discs supports a standard phonograph record. All of the discs are kept in motion by a long sewing machine belt, which is propelled by a small electric motor attached to the under side of the table. In the center of the table is a big plaster of paris horn pointing downward like a morning glory. At the base of the horn is a tube which, in turn, conveys the music from the needle and sounds through the horn. Down the center of the tube is a tiny shaft which terminates in a little cork roller. This rolls around on the wavy surface of the top of a wooden rim around the edge of the table.

The needle is allowed to descend to the discs at points where it drops into the outside grooves of the records by depressions cut in the rim. After a selection is played the cork roller reaches the raise on the far side of the depression in the outer rim, climbs up, lifts the needle from the record and carefully places it on the next record. Thus the needle moves from record to record until the whole ten records are played and starts all over again, running as long as the motor is kept going, and supplying music at any hour of the day or night.

J. Stead & Co., Ltd.
Manor Needle Works
SHEFFIELD, ENGLAND
MANUFACTURERS OF
Talking Machine
Main Springs
Best Prices—Best Quality
Inquiries Solicited

EBONITIS LIMITED

MANUFACTURERS OF PLASTIC MATERIAL

Manufactureros de materias primas

FOR
para

GRAMOPHONE RECORDS

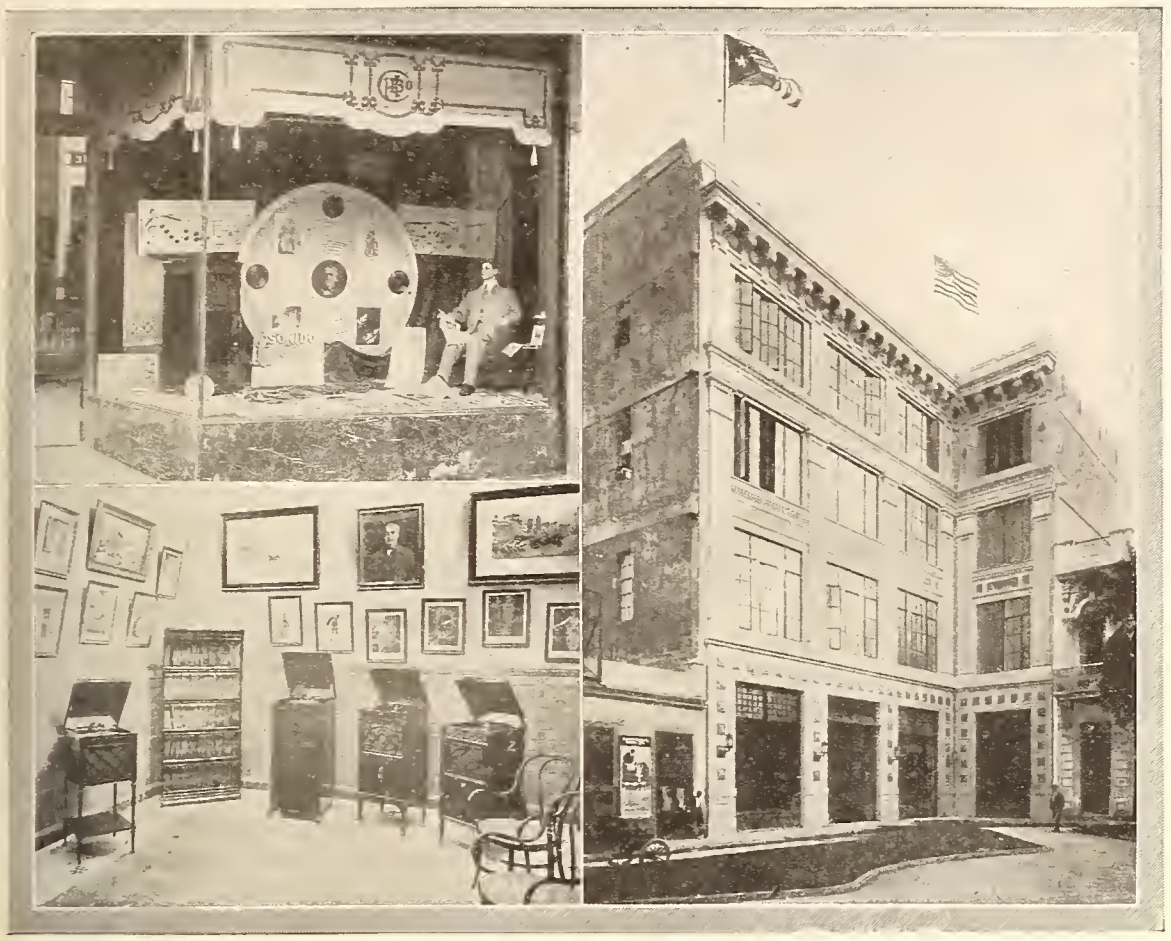
los discos de Gramophone

QUOTATIONS GIVEN. ADDRESS
Se envian precios. Direccion

EBONITIS LIMITED, Willowbrook Grove, Peckham, London, S. E.
ENGLAND

FEATURING THE EDISON PHONOGRAPH IN HAVANA, CUBA

The group of pictures herewith shows three views of the establishment the of Harris Bros. Co., Havana, recently appointed distributer of Edison phonographs and records in Cuba. The picture to the right shows the exterior of the Harris Bros. Co. building, which is considered one of the most attractive in the business section of Havana. The upper left illustration shows an unique window display. The large white disc had circular lines drawn on the face to indicate the grooves of a record. This disc was kept revolving while the hangers and cuts shown in front were stationary, thus creating a most novel effect and attracting a great deal of attention. The lower left picture shows a corner of the demonstration room.



Window Display, Demonstration Room and Exterior of the Harris Bros. Co.

G. W. LYLE ORGANIZING STAFF

George W. Lyle, who recently joined the forces of the Domestic Talking Machine Corp., Philadelphia, Pa., as sales agent, with headquarters in New York, has opened offices in the Trinity Building, 111 Broadway, and is now organizing a capable sales staff which will cooperate with the Domestic dealers along practical lines.

VISITORS AT PATHE OFFICES

Among the visitors last week at the offices of the Pathé Frères Phonograph Co., New York, were W. J. Craig, Toronto, James Malcolm, Kincardine and N. G. Valiquette, Montreal, Can. These gentlemen are the officers of the Pathé Frères Phonograph Co. of Canada, and they visited New York to discuss a number of important matters relative to the manufacturing and distribution of Pathé products in their country. They were most optimistic in their predictions for the future, stating that there is certain to be a tremendous demand for Pathephones and Pathé discs throughout the Dominion of Canada.

OPENS COLUMBIA DEPARTMENT

The Allison Furniture Co., of Americus, Ga., has opened a fully-equipped Columbia Grafonola department, with a complete line of the various styles, and a full selection of records.

ESTABLISHING MANY AGENCIES

The Mascot Talking Machine Manufacturing Co., New York, has placed on the market a line of machines ranging in price from $6 to $90. It has been establishing a number of agencies in different sections and has been particularly successful with its Styles Nos. 1 and 2, retailing at $6 and $25 respectively.

WE ARE
PRE PARED
To Fill Your Order Without Delay

Avail Yourself of Our
SPECIAL SAMPLE OFFER
WM. F. NYE New Bedford, Mass.

THE VALUE OF THE TRADE-MARK

A Display of the Columbia Trade-Mark Secured a Large Record Order from Japan

The Columbia department in the store of Spear & Co., 22 West Thirty-fourth street, New York, filled an order for Columbia records recently which furnished a significant tribute to the popularity of the Columbia "Note the notes" trade-mark.

Dr. Richard Goldschmidt, who had been traveling in Japan, and at the time war was declared, was interned as a prisoner of war, in a recent letter, requested a friend in this country to forward him a representative collection of Columbia records for the entertainment of himself and fellow prisoners. In his letter he particularly asked that the records be of Columbia manufacture, pasting a copy of the Columbia trade-mark on his letter.

The man who had been commissioned to purchase the records happened to pass Spear & Co.'s establishment on West Thirty-fourth street, where he noticed a large "Note the notes" trade-mark in the window, and accordingly decided to buy his records there. With the assistance of Manager Freedman, a splendid collection of records was selected and forwarded to Dr. Goldschmidt.

DIVIDEND FOR BREMNER CREDITORS

Judge Hand recently instructed the trustee of the Bremner Talking Machine Co., of 187 Broadway, to declare a dividend of 12½ per cent. to creditors. Liabilities, as filed at the time of bankruptcy, were $16,133. After payment of the first dividend there will not be a large amount left over.

ESTABLISHED 1868

EDWARD B. JORDAN & CO., Inc.

127-135 DEGRAW ST.—36-60 TIFFANY PL., BROOKLYN, N. Y.

Talking Machine Cabinet Manufacturers

We made the first talking machine cabinets created in this country, and we have specialized in this particular line ever since.

We will submit special designs of talking machine or record cabinets, or quote you from blue prints or samples. We manufacture to order only.

They all *look* their money's worth, and they all demonstrate it. They all make their own friends, and *keep* them. The Columbia line of upright Grafonolas pay as they go.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

NEW HEINEMAN MOTOR ANNOUNCED

Otto Heineman Phonograph Supply Co. Places Model No. 3 on the Market—Some Exclusive Features Which Will Appeal to the Trade

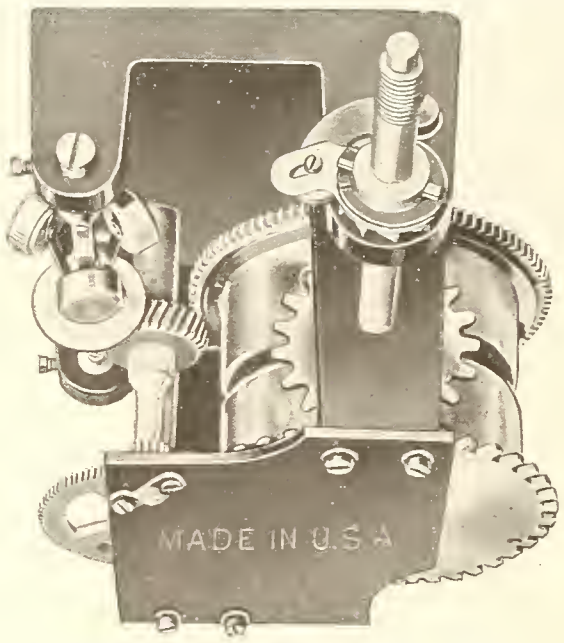
Otto Heineman, president of the Otto Heineman Phonograph Supply Co., New York, announced this month the latest addition to the company's extensive motor line, consisting of a new model to be known as the Heineman No. 3 motor, 1917 model.

In a chat with The World, Mr. Heineman, referring to this new motor, said: "For several months we conducted numerous experiments and tests in our factory with the idea of developing and perfecting a new motor which could be utilized as a standard motor for floor machines. Our engineers and factory experts spent quite some time on the different phases of the motor problem and finally perfected a motor which we believe has a number of very important new features.

"We have already shipped quite a number of these motors to the leading talking machine concerns throughout the country and I am pleased to say that this new No. 3 motor, 1917 model, is giving perfect satisfaction in every respect. We are now ready to ship this motor in large quantities and the new departments which we recently opened in our factory will enable us to turn out a sufficient number of these No. 3 motors to adequately handle the demands of our trade."

The Heineman No. 3 motor, 1917 model, has a screw handle and screw shaft, the turntable shaft is on the end, burnished, hardened and polished. The governor has thrust bearings and the end of the governor shaft is also burnished and polished.

The frame of the Heineman No. 3 motor, 1917



Heineman No. 3 Motor, 1917 Model

model, embodies a number of valuable features which contribute considerably to its mechanical value. When the frame goes on the milling machines great care is taken that there is an exact and precise distance between the winding gear and the ratchet. This aids materially in making the motor absolutely noiseless. Instead of nickel plating the frame the Otto Heineman Co. has arranged to use japanned enamel on all Heineman No. 3 motor frames. This also applies to the spring barrels. The use of japanned enamel not only greatly improves the appearance of the motor, but makes it rust proof.

There are quite a number of other features embodied in the Heineman No. 3 motor, 1917 model, as for example, every screw has lock washers. No effort or expense was spared to make this Heineman No. 3 motor thoroughly representative of Heineman quality, and the reception already accorded this motor indicates that it will achieve a very large measure of success. An agreeable volume of advance orders for this motor have already been received.

LATEST UDELL LITERATURE

Just issued by the Udell Works, Indianapolis, Ind., are catalogs Nos. 51 and 52, the former being devoted exclusively to disc record cabinets for Columbia Grafonolas and the latter exclusively to disc record cabinets for Victor Victrolas.

The Udell Works has specialized in record cabinets for many years and the quality of its merchandise is well known by the thousands of merchants of this country.

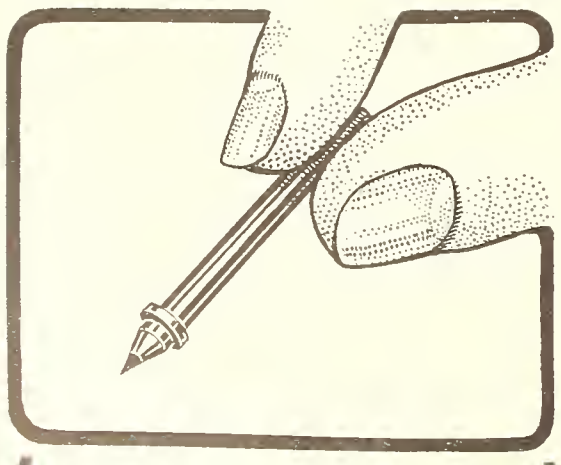
Tom Griffith, advertising and sales manager, is the prime mover behind the Udell drive, which has resulted in such a big business for the house, and speaking about the new cabinets and catalogs, Mr. Griffith said, "We figure that it is better to have separate catalogs, as where dealers handle Victrolas they want a catalog that does not show anything but Victrolas, and the same is true of the Columbia dealers." Our plant is humming, and we expect this fall and winter to go ahead of all previous records. We not only have cabinets for the Columbia and Victor portable types, but will shortly have folders ready illustrating cabinets for the Pathé, Vocalion, Sonora and Empire machines.

CRAIG CAMPBELL WITH PATHE

The Pathé Frères Phonograph Co., New York, closed arrangements recently whereby Craig Campbell, a tenor who has achieved considerable success on the concert and vaudeville stages, will record for the Pathé record library. Mr. Campbell's first records will be announced shortly.

Craig Campbell has made a number of successful tours in different sections of the country, and his rendition of operatic and standard selections has won praise from newspaper and musical critics in the leading cities he visited. His repertoire is extensive and his first recordings will include selections which should meet with a ready sale.

A rather interesting feature of the September list of records issued by the Victor Talking Machine Co. is a double disc pipe organ record, which is claimed is one of unusual excellence. It is difficult to secure a clear reproduction of the pipe organ on a talking machine record.



Sapphire Needles

Jewel Points

for the reproduction of hill and dale cut records.

Samples

Full Tone - - - 30c each
Half Tone - - - 35c each

Special prices in dozen, hundred and thousand lots.

A. F. Meisselbach & Bro.
Congress Street NEWARK, N. J.

"MAGNET" DECALCOMANIE NAMEPLATES
FOR TALKING MACHINE CABINETS Etc.

From the DORAN CO. 45 MICHIGAN AVE. Phone-Main 4156 DETROIT

SOLD BY HURTEAU, WILLIAMS & CO. Ltd. MONTREAL — OTTAWA

Kunkel Piano Co. BALTIMORE

We can furnish the same or similar style as shown herewith, according to the price scale given below.

	250	500	1000
Gold letters, black edged	$12	$15	$20
Black letters, solid gold background, with fancy border	$16	$20	$25

Samples upon application.

GEO. A. SMITH & CO., Inc.
136 Liberty Street, New York, N.Y.

FROM THE PHONOGRAPH CO. 1240 HURON ROAD (ENTIRE THIRD FLOOR) PHONES - PROSPECT 2140 - CENT 1406 CLEVELAND

SOLD BY WALTER D. MOSES & CO. Oldest Music House in VA. and N.C. 103 E. BROAD STREET RICHMOND, VA.

SOLD BY J. E. STRATFORD AUGUSTA, GA.

The

Union Phonograph Supply Co.

Successors to
The Union Specialty & Plating Company

Manufacturers of Talking Machine Supplies

announce the removal of their general offices and factory to their new and modern building

1100-1108 West Ninth Street
Corner of Front Avenue
Cleveland, O.

containing 50,000 square feet of floor space and equipped with all the latest modern improvements.

Thanking you for past favors and soliciting your future business, we are

Very truly yours,
The Union Phonograph Supply Company.

HOW MUSIC INCREASES OUTPUT

Value of the Talking Machine as a Means of Enjoying and Stimulating Work Illustrated

The accompanying picture shows the use of a talking machine in a glove factory. The employer of these girls says that they can clean almost twice as many gloves every working day when the phonograph is playing lively music as they do on days when it is silent. Consequently, he believes that investing in a phonograph or two for use in work rooms is well worth while.

This is simply another concrete indication of the modern trend of using music as the means of relieving nervous strain in the factory. This picture first appeared in "System," the well-known magazine of business, under the interesting caption: "Does Music Increase Output?" This latter sounds like a proposition in which talking machine dealers ought to offer a pretty strong affirmative side, and indeed get some new business on the strength of their arguments that music does increase output, for the fact has been proven on numerous occasions and is being generally recognized by employers in factories and elsewhere.

Talking Machine Music Stimulates Glove Workers

SUMMER ACTIVITY IN JERSEY CITY

Leading Stores Across the Hudson Make Most Encouring Reports Regarding Conditions

JERSEY CITY, N. J., August 5.—The talking machine dealers of this city have been closing an excellent summer business, as the following reports indicate. Record business has kept up remarkably well and the shortage of machines, as a whole, has slightly abated.

Wissner's warerooms, 134 Newark avenue, states that the summer talking machine business has been exceptionally large. Miss Nellie Hanly, who is in charge of the talking machine department, says her sales have been greatly aided by the complete stock of records that her department carrics. Several new soundproof demonstration rooms are soon to be added. The Victor, Columbia and the Sonora lines are handled by this house.

The Lauter Co.'s store at 149 Newark avenue has had a good summer business with the Victor line. The demand here for records has also been above expectations. The infantile paralysis scare has kept many home who usually spend a part of the summer season at the resorts, and this has influenced sales of both machines and records.

At the Mathushek warerooms, 150 Newark avenue, Victrola sales for the summer months have been good. C. J. Collins, manager of the store, reports the sale recently of a Victrola to Chief Monohan, of the Jersey City police force.

Andrew Brunton, whose salesrooms are at 111 Newark avenue, reports many sales of Edison Diamond Disc phonographs. He is the exclusive Edison disc dealer in the shopping district. This store is doing some splendid advertising in the daily papers and is using original ideas.

At the Jacob Doll & Sons' warerooms, concerts on the Pathephone are given daily, and are greatly aiding the sales of these machines. Samuel D. Metz, manager of the store, states that the sale of both machines and records are surprisingly large and the outlook for the future never was brighter.

GROUND BROKEN FOR NEW PLANT

New Factory for Columbia Products Will Cost About $300,000—Is East of Newly Acquired Birdsey-Somers Factory

BRIDGEPORT, CONN., July 24.—Ground has been broken for the new plant of the American (Columbia) Graphophone Co., on Barnum avenue, east of the recently acquired Birdsey-Somers factory. It is estimated that this new plant will cost about $300,000, and several hundred men in the employ of the contracting company are rushing the work to an early completion.

The new building is to lie between Barnum avenue and Grant street, along Summerfield avenue. It will be of reinforced concrete, 110 feet wide by 428 feet long, three stories high. It will be similar in appearance to the former corset factory, but will be of different architecture.

Occupation of the Birdsey-Somers plant by the Columbia Co. is being taken at the present time, the corset machinery and equipment being moved out and new machinery being moved in. The Columbia Co. has been adding to its factory plants in all sections to handle its tremendously increasing trade, and it is said that the end is not yet in sight.

UKULELES

The biggest sellers in the small musical instrument business. Why handle inferior machine-made American imitations when you can get at similar prices the genuine hand-made instruments of

Jonah Kumulae, Honolulu

The old, thoroughly seasoned native Hawaiian Koa of which they are constructed is greatly superior to any other wood in tone quality—Kumulae instruments have no superior in this respect.
Send for wholesale price list.

SHERMAN, CLAY & CO.
163 KEARNY ST. SAN FRANCISCO
Sole Distributors for the United States and Canada

ISSUE IMPOSING CATALOG

The Lucky 13 Phonograph Co., New York, manufacturers of the Cleartone and Lucky Star phonographs, has just issued an eighty-two page catalog which, in addition to listing the various instruments comprising these lines, contains illustrations and descriptions of every part entering into the manufacture of phonographs. The company carries all conceivable parts in stock so that it can supply the trade.

The Weber-Knapp Co., Jamestown, N. Y., suppliers of hardware trimmings for cabinets, recently doubled the capacity of its plant.

Hardware for Talking Machine Cabinets

Lid Supports, Tone Rods, Needle Cups, Knobs, Continuous Hinges, Etc.

Write for Samples and Prices

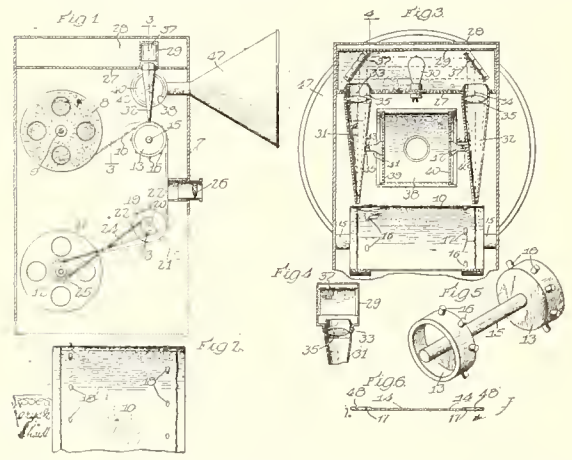
WEBER-KNAPP COMPANY
JAMESTOWN, NEW YORK

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., August 8.—METHOD OF MAKING PHONOGRAPHIC RECORDS.—Hagar H. Byron, Chicago, Ill., assignor by mesne assignment of one-third to A. H. Adams, Ada E. Pickard and J. L. Jackson, same place. Patent No. 1,185,056.

This invention has for its object to provide a new and improved method by which continuous records of any desired length may be made having one or more grooves corresponding with the sound waves to be reproduced; also to provide for making such sound grooves by photography and thus make practicable the simultaneous making of sound records and photographic records on the same medium, such as a flexible film, thereby insuring perfect synchronism.

In the accompanying drawings, Figure 1 is a vertical sectional view showing one form of apparatus that may be conveniently employed for photographing sound waves upon a continuous film and at the same time photographing views thereon; Fig. 2 is an enlarged detail,



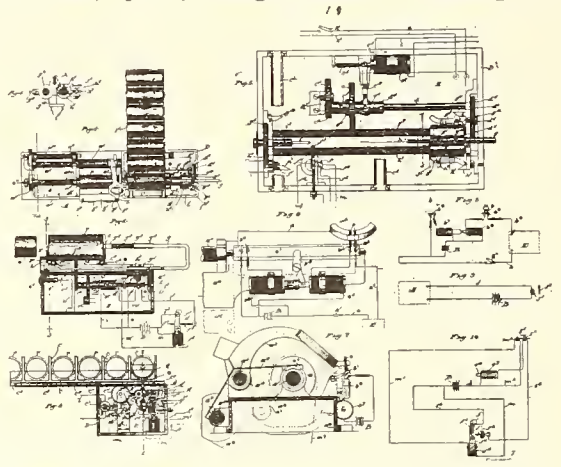
showing the face view of a portion of a combined phonographic and kinetographic record as made by such apparatus; Fig. 3 is an enlarged detail, being a partial vertical cross section on line 3—3 of Fig. 1; Fig. 4 is an enlarged detail, being a partial vertical section on line 4—4 of Fig. 3; Fig. 5 is a perspective view of the guide wheels and shaft, and Fig. 6 is a cross section of the finished record.

SOUND REPRODUCING OR RECORDING MACHINE.—George H. Underhill, Boston, Mass. Patent No. 1,185,149.

This invention consists in improvements in sound reproducing or recording machines, being particularly, though not exclusively, concerned with machines employing a plurality of records which are brought successively into operative relation with the sound recording or reproducing mechanism.

Herein is illustrated one specific embodiment of the invention as applied to a sound reproducing or recording machine employing a feeding mechanism by means of which the records are singly and automatically transferred from a traveling magazine or holder into operative relation with the sound reproducing mechanism of the machine. Subsequently, after reproduction of an individual record, the latter is then automatically withdrawn from its operative position upon the machine and replaced in the holder, which then advances to bring a fresh record adjacent the machine. The new record is then automatically transferred to the machine, the stylus mechanism restored to its initial position, and the operations of the machine, which, during the interval of feeding the records on and off the holder have been suspended, are repeated as described.

In the drawings, Figure 1 is a plan view of the machine; Fig. 2 is a sectional elevation of the record feeding mechanism taken on the line 2—2 in Fig. 3; Fig. 3 is a sectional elevation looking toward the right, and on the line 3—3 in Fig. 2; Fig. 4 is a section on the line 4—4 in Fig. 5 looking toward the right and showing the feeding carriages; Fig. 5 is a plan view on an enlarged scale of the feeding mechanism with the traveling carrier removed; Fig. 6 is an elevation, partly diagrammatic, showing the

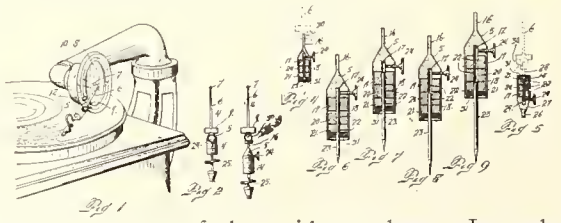


tilting shelf and the control thereof; Fig. 7 is an enlarged cross sectional view of the phonograph, showing the phonograph feed and the tilting shelf in end elevation, and Figs. 8, 9 and 10 are diagrams of the circuit connections.

TONE VARYING ATTACHMENT FOR REPRODUCING NEEDLES.—Richard H. Vesey, Denver, Col. Patent No. 1,185,266.

This invention relates to improvements in means applied to the reproducing needles of talking machines and consists in equipping the needle holder with a number of pieces or blocks composed of substances varying in hardness or density, all of them preferably being of less density than metal of which the usual needle holder is composed.

In the improvement the needle holder is simply extended, the extension consisting of a hollow part which may be integral with the ordinary needle holding member, within which hollow part is located a number of members of varying density or hardness as heretofore stated. These members are perforated to register with the recess or socket of the ordinary needle holding part. The needle, if relatively loud results are required, should extend into the metal socket or recess of the ordinary metal part. When it is desired to vary the tone by making it lower or softer, the needle is withdrawn from the metal socket so that its inner extremity shall engage one of the members of the improvement. As these members themsleves are of varying density or hardness, as many different primary or basic variations in tone may be obtained, as there are different members or substances employed. In the construction illustrated in the drawing there are shown three blocks or pieces, composed of different material from the metal holder, the said blocks or pieces also varying in density as compared with one another. Consequently four different primary tone variations may be obtained, one when the needle is in the socket of the metal holder, and others as the inner extremity of the needle is left within the other blocks or pieces of the improvement. Furthermore a great variety of sub-tone variations may be obtained by varying the distances which the needle pene-



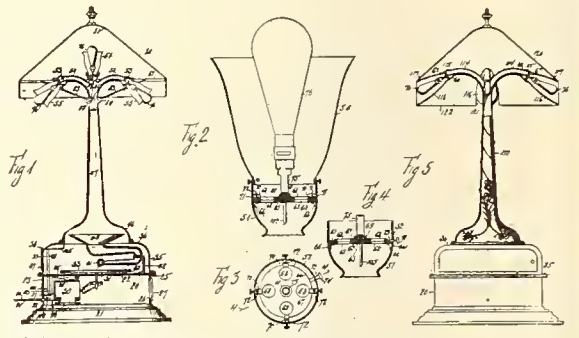
trates any one of the said members. In order to vary the tone it is only necessary to adjust the needle by moving it outwardly or inwardly as may be required.

In the drawing, Figure 1 is a perspective view of a sound reproducing machine of the disk type, the needle holder being equipped with the improvement. Fig. 2 is a detail view of a needle and needle holder likewise equipped. Fig. 3 is a similar view showing a slightly modified form of construction. Fig. 4 is a sectional view in detail showing the improvement applied to a needle holder of ordinary construction, the latter being indicated by dotted lines. Fig. 5 is a similar view showing a slightly modified form of construction. Figs. 6 to 9 inclusive are detail sectional views showing the improved needle holder construction with the needle in different positions of adjustment, the parts being shown on a larger scale than in the other views.

LIGHT AND SOUND DISTRIBUTING APPARATUS.—George E. Emerson, Newark, N. J., assignor by Mesne assignments to Emerson Phonograph Co., Inc., New York. Patent No. 1,185,987.

This invention relates to light and sound distributing apparatus, and comprises means for producing sound waves, said sound waves coacting with the heat of light rays, produced by the appurtenances of the invention, and from which results a distribution of the said sound waves.

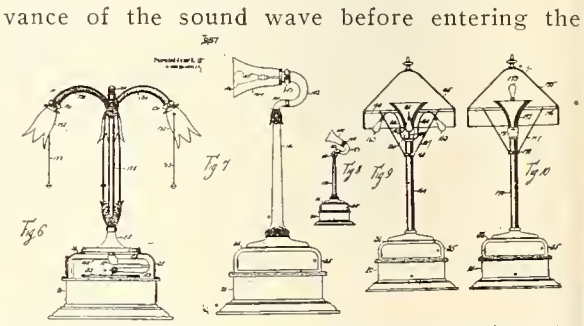
The invention assumes the form of a piece of artistic furniture, and specifically comprises a sound producing apparatus coacting with the heat resulting from a source of light, preferably a lamp, the lamp generally consisting of an electric bulb, although other sources of light may be used. The lamp is positioned to coact with the sound waves produced by the apparatus



without interfering with the vibrations thereof.

Some of the forms in which the invention may be embodied are shown and described in this application, although the disposition of the elements shown, may be varied in numerous ways without departing from the invention.

The source of light or lamp of the invention is surrounded by an envelop of heated air, the hottest layer being adjacent to the lamp, and the temperature of the layers decreasing with their distance from the lamp. The velocity of sound increases with the temperature of the transmitting medium, the velocity increasing at about the rate of 23.9 inches with one degree centigrade. The end of the sound wave nearest to the lamp travels faster than the portion more distant from the lamp. The direction of advance of the sound wave before entering the



unequally heated mass of air surrounding the lamp is parallel to the axis of the lamp, and variably heated strata of air about the lamp cause a turning of the sound wave, so that the direction of advance thereof is diverged from the axis of the lamp, thereby producing a distribution of the sound waves.

In the various forms of the invention shown and described, in which the source of illumination consists of a lamp within the sound duct or horn of the apparatus, the lamp is separated or stepped off from the latter, so that the advance of the sound waves is not obstructed. When a lamp shade is used it is preferably made of a translucent material that will reverberate from the effects of the sound waves impinging thereon, and thereby perform the functions of a sound horn.

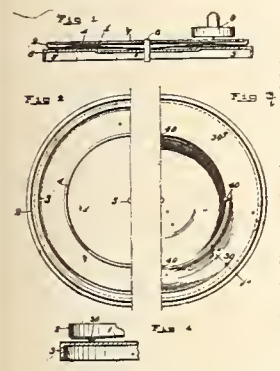
Referring to the accompanying drawings, Figure 1 represents an elevation and partial axial section of one form of the invention; Fig.

2 shows an enlarged fragmentary portion of Fig. 1; Fig. 3 is a top view of Fig. 2 with some of the elements omitted; Fig. 4 shows a section of Fig. 3 on the line 4—4; Fig. 5 represents an elevation and partial vertical axial section of a modification of the invention; Fig. 6 shows an elevation and partial axial section of a second modification of the invention; Fig. 7 shows an elevation of a third modification of the invention; Fig. 8 represents a modification of Fig. 7, and Figs. 9 and 10 show elevations of further modifications of the invention.

SOUNDING BOARD FOR PHONOGRAPHS.—Owen B. Williams, Seattle, Wash. Patent No. 1,186,869.

The object of this invention is to eliminate certain objectionable qualities in the sounds reproduced in talking machines, particularly such sounds as harsh and unnatural tones and the squeakiness or shrill character of sounds as sometimes produced. This comprises an improvement in the tonal qualities of the sounds reproduced making them a more correct reproduction of the original sounds.

Figure 1 is a vertical section taken through the rotative bell or table upon which the reproducing disc is supported while in use. Fig. 2 is a half plan view of one type of construction for the novel device which constitutes the invention. Fig. 3 is a like half plan view of the same member with slight modifications of structure, and Fig. 4 is a section showing in detail the construction of the supporting foot or projection.



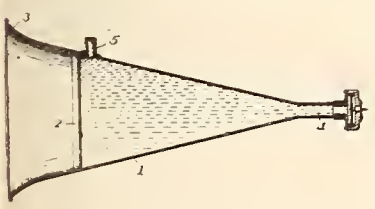
MEANS FOR MAKING AND REPRODUCING PHONOGRAPH RECORDS.—Charles F. Winch, New York. Patent No. 1,187,119.

This invention relates to apparatus for use in connection with sound recording and reproducing machines and has to do more particularly with a means for taking up and transmitting the sounds to or from the stylus or needle which engages the record.

A principal object of the invention is to produce a greater amplitude of movement of the stylus in response to the vibrations set up by the speaker or singer than is possible by previous constructions and at the same time to secure an action of said stylus that shall follow positively and faithfully the vibrations produced by the speaker or singer whose voice is to be recorded.

Essentially this invention consists of a liquid holding receptacle having a diaphragm closing one wall or side thereof and of larger area than the stylus carrying diaphragm and having also a liquid outlet by which the body of liquid with which the diaphragm is in contact may be placed in communication with the diaphragm carrying the recording stylus or needle.

The preferred form of carrying out the invention is shown in the accompanying drawings wherein a horn like the ordinary sound gathering horn of a phonograph recorder or reproducer is shown constructed as a liquid tank with a sound receiving or producing diaphragm located in or near the mouth of the same, suitable means being also provided for permitting the filling of the tank with a liquid. This particular form of the invention may be conveniently described as a phonograph tank horn.

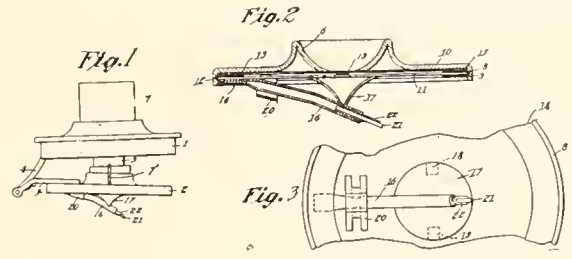


The drawing shows this form of the invention in vertical central section.

SOUND BOX FOR PHONOGRAPHS.—Newman H. Holland, West Orange, N. J., assignor to the New Jersey Patent Co., same place. Patent No. 1,187,146.

This invention relates to sound boxes and more particularly to that part of a sound box which carries the diaphragm and the stylus. It has heretofore been customary to mount the stylus of a recorder in an arm or lever disposed of at an angle with reference to the diaphragm and secured thereto both at the center and at the periphery thereof. This construction is objectionable in that the inclined stylus arm acts as a brace and thereby brakes or dampens the vibrations of the diaphragm.

It is the object to eliminate this objection by securing the stylus arm to the diaphragm in such a way that the portion of the said arm

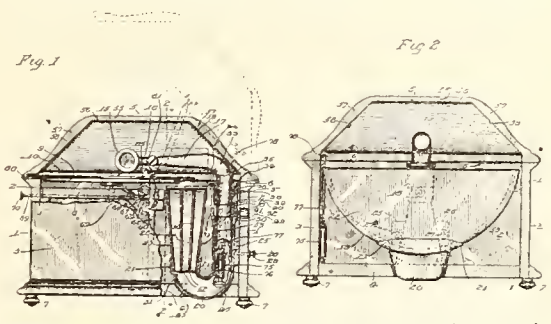


which is adjacent the periphery of the diaphragm will be movable with reference to the latter. Another object is to provide a new and improved means for securing the diaphragm to its support without the use of adhesives, screws or other similiar fastening means.

Figure 1 is a side elevation of a recorder embodying the invention; Fig. 2 is a central, vertical section of the diaphragm support and the parts carried thereby, the diaphragm being shown in end elevation, and Fig. 3 is a bottom plan view partly broken away of the device shown in Fig. 2.

SOUND REPRODUCING MACHINE.—John C. English, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,187,892.

The main objects of this invention are, to provide a compact talking machine having actuating mechanism, and sound reproducing and sound amplifying mechanism inclosed within a casing; to provide a talking machine having sound reproducing mechanism, and a sound amplifier inclosed in a casing having an improved adjustable cover arranged to receive the sound waves delivered from the sound amplifier and to deflect the same in any desired direction; to provide a talking machine having a record support mounted within a casing, sound reproducing means and sound amplifying means arranged to co-operate with the record support, and supported within the casing from the rear wall thereof, the sound amplifying means having a delivery end opening upwardly beneath the plane of the record support; to provide a talking machine having a casing provided with an adjustable cover and improved means for holding the cover in adjusted position; to provide a



talking machine having a casing provided with a movable cover, and improved means for preventing the sudden closing of the cover; to provide a talking machine having a casing recessed internally to permit of the use of a relatively large record.

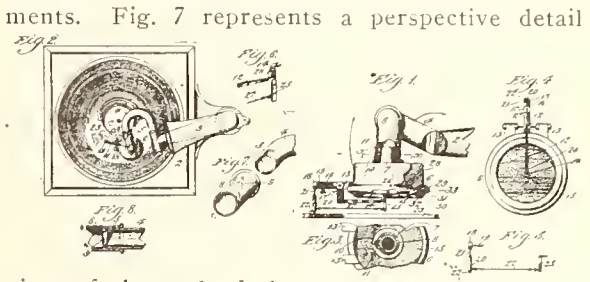
In the drawings, Figure 1 is a fragmentary side elevation partly in vertical section of a talking machine constructed in accordance with this invention, and Fig. 2 a transverse vertical section on line 2—2 of Fig. 1, looking in the direction of the arrows.

SOUND BOX FOR TALKING MACHINES.—Alva D. Jones, Philadelphia, Pa., assignor of one-half to John S. Latta, same place. Patent No. 1,188,079.

This invention consists of an attachment for the sound box in a talking machine by which such box constructed to be used with a record having its sound groove laterally waved, can be adapted to be employed with a record of the "hill and valley" type.

It further consists of means for supporting such a sound box in a horizontal plane instead of in a vertical plane from the tone arm; for attaching a tube extension between the sound box and the tone arm to present the former in the proper position to the record; means for preventing relative rotation of the box upon its support and the dislocation of the stylus.

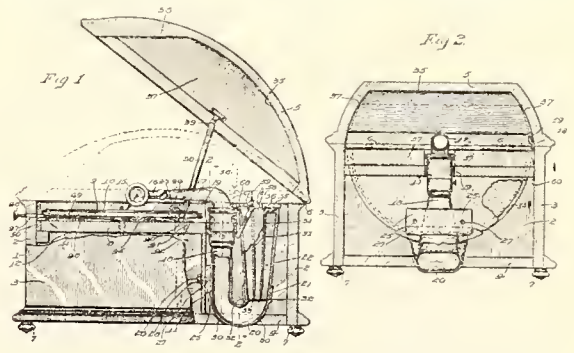
In the annexed drawings, Figure 1 represents a side elevation of the end of the tone arm, of a gooseneck and sound box of a talking machine embodying the invention. Fig. 2 represents a plan view of a talking machine having the invention applied to it. Fig. 3 represents a section on the line x—x in Fig. 1. Fig. 4 represents a plan view of the sound box and stylus mechanism. Fig. 5 represents a detail view of the tone intensifying elements. Fig. 6 represents a detail view of a detachable form of such elements. Fig. 7 represents a perspective detail



view of the end of the gooseneck and of the sound box tube, detached from each other. Fig. 8 represents an axial section of such parts when joined.

SOUND REPRODUCING MACHINE.—John C. English, Camden, N. J,. assignor to the Victor Talking Machine Co., same place. Patent No. 1,188,374.

The main objects of this invention are, to provide a compact talking machine having actuating mechanism, and sound reproducing and sound amplifying mechanism inclosed within a casing; to provide a talking machine having sound reproducing mechanism and a sound amplifier inclosed in a casing having an improved adjustable cover arranged to receive the sound waves delivered from the sound amplifier and to deflect the same in any desired direction; to provide a talking machine having an amplifier provided with an upwardly opening delivery end and inclosed in a casing having an adjustable cover arranged to deflect the sound waves delivered by the amplifier and to throw the same forwardly in any desired direction; to provide a talking machine having an amplifier with a delivery end inclosed in a casing provided with an adjustable cover arranged to deflect the sound waves delivered by the amplifier, and having an adjustable damper or closure arranged adjacent the delivery end of the amplifier to vary the quantity of sound waves directed against the deflecting surface of the cover of the casing, and thus modify the intensity of the sound waves delivered by the talking machine; to provide a talking machine inclosed in a casing having a movable cover and improved means for holding the cover in position of adjustment; to



provide an improved sound amplifier; to provide sound modifying means for a sound amplifier.

In the drawings, Figure 1 is a fragmentary side elevation, partly in vertical section, of a talking machine constructed in accordance with this invention, and Fig. 2 is a fragmentary transverse vertical section partly in elevation on line 2—2 of Fig. 1 looking in the direction of the arrows.

M. T. Abernathy has purchased an interest in the business of Kors & Meinhardt, of Independence, Kans., Edison Diamond Disc dealers, the firm now being known as Abernathy, Kors & Meinhardt.

RECORD BULLETINS FOR SEPTEMBER, 1916.

COLUMBIA GRAPHOPHONE CO.

BLUE-LABEL DOUBLE-DISC RECORDS

Popular Songs

A2039 Keep a Place Down in Your Heart for Ireland (Von Tilzer). Tenor Solo, orch. accompaniment .....De Los Becker 10
Welcome, Honey, to Your Old Plantation Home (Gumble). Orch. accompaniment, Peerless Quartet 10
A2045 On the South Sea Isle (Von Tilzer). Orch. accompaniment .....Sterling Trio 10
I Lost My Heart in Honolulu (Edwards). Orch. accompaniment.....Sterling Trio 10
A2046 America Prepare! (Day). Orch. accompaniment, Broadway Quartette 10
Medley of American Patriotic Airs (arr. by Maurice Smith). Introducing "America," "Yankee Doodle," "Columbia, the Gem of the Ocean," "Marching Through Georgia," Prince's Band 10
A2038 By the Sad Luana Shore (Goetz). Tenor Duet. Orch. accompaniment, Albert Campbell-Henry Burr 10
Come Back to Arizona (Paley). Tenor-Baritone Duet. Orch. accompaniment, Reed Miller-Frederick D. Wheeler 10
A2037 Johnny Get a Girl (Puck). Baritone-Tenor Duet. Orch. accomp..Arthur Collins-Byron G. Harlan 10
If You Love Your Girl in the Summertime (Piantadosi). Baritone-Tenor Duet. Orch. accomp.....Arthur Collins-Byron G. Harlan 10
A2043 Oh, How She Could Yacki Hacki Wicki Wacki Woo (That's Love in Honolulu) (Von Tilzer). Tenor Solo. Orch. accomp.....G. Harlan 10
Some Girls Do and Some Girls Don't (Johnson-Gerber-Jentes). Baritone Solo. Orch. accomp., Oscar Shaw 10
A2042 Suzanne (Carroll). Soprano Solo. Orch. accomp. .....Anna Wheaton 10
I Didn't Know That Lovin' Was So Good (Von Tilzer). Soprano Solo. Orch. accomp., Anna Wheaton 10
A2040 If I Knock the "L" Out of Kelly (It Would Still be Kelly to Me) (Grant). Soprano Solo. Orch. accomp.....Marguerite Farrell 10
The Greatest Battle Song of All (Ruby). Tenor Solo. Orch. accomp.....Irving Kaufman 10
A2044 There's Someone More Lonesome Than You (Von Tilzer). Tenor-Baritone Duet. Orch. accomp.....James Reed-James F. Harrison 10
Don't Leave Me, Daddy (Verges). Baritone Solo. Orch. accomp. .....Arthur Fields 10

Al Jolson in His Latest Hilarious Hit

A2041 You're a Dangerous Girl (Monaco). Orch. accomp. .....Al Jolson, comedian 10
On the Old Dominion Line (Botsford). Orch. accomp. .....Peerless Quartette 10

DOUBLE-DISC RECORDS

Dance Records of the Month

A5837 Down Where the Swanee River Flows (Von Tilzer). Fox-trot. .....Prince's Band 12
I Sent My Wife to the Thousand Isles (Von Tilzer). (a) "It's a Hundred to One You're in Love," (b) "Pretty Please." One-step, Prince's Band 12
A5836 Your Wife (Piantadosi). Introducing "Let My Dream Come True." One-step..Prince's Band 12
On Your Way (MacClure). One-step, Prince's Band 12
A5838 Missouri Waltz (From an original melody procured by J. C. Appel, arranged by F. K. Logan). .....Prince's Orchestra 12
The Waltz We Love (Vecsey)Prince's Orchestra 12

BLUE-LABEL DOUBLE-DISC RECORDS

Two Hymns by Mixed Quartette

A2030 Holy God We Praise Thy Name (Ritter). Orch. accomp.....Columbia Mixed Quartette 10
Mother Dear, Oh Pray for Me. Orch. accomp., Columbia Mixed Quartette 10
A2032 Manzanillo (Mexican Dance) (Robyn, arr. by Recker) .....Prince's Orchestra 10
Sunshine and Roses (Rolfe). A Novelette, Prince's Orchestra 10
A2033 Manna Kea—Medley. Hawaiian Guitar Duet, Helen Louise and Frank Ferera 10
That Ukulele Band (Granville). Hawaiian Guitar Duet.....Helen Louise and Frank Ferera 10
A2034 Hill and Dale (Lodge). Syncopated Fox-trot. Banjo, Saxophone and Piano....Van Eps Trio 10
Daly's Reel (Daly). Banjo, Saxophone and Piano. .....Van Eps Trio 10

Jolly Patter by Billy Williams

A2035 I Keep On Toddling Along (Rule and Pelham). Orch. accomp.....Billy Williams, comedian 10
I'll Have to Ask My Mother (Williams and Godfrey). Orch. accomp., Billy Williams, comedian 10

Kimmel, a Real Accordion Acrobat

A2036 Medley of Irish Jigs. Introducing "Haste to the Wedding," "Larry O'Gaff" and "The Smash." Joe Linder at the Piano, John J. Kimmel, Accordion 10
Medley of Irish Reels. Introducing "Bonnie Kate," "Swallow Tail," "Star of Munster." Joe Linder at the Piano, John J. Kimmel, Accordion 10

DOUBLE-DISC RECORDS

Master Overture Masterfully Played

A5829 Tannhäuser—Overture (Wagner). Part 1, Prince's Symphony Orchestra 12
Tannhäuser—Overture (Wagner). Part 2, Prince's Symphony Orchestra 12

SYMPHONY DOUBLE-DISC RECORDS

Graveure's Art at Its Height

A2047 Flow Thou Regal Purple Stream (Arnold). Baritone Solo. .....Louis Graveure 10
Tommy Lad! (Margetson). Baritone Solo, Louis Graveure 10
A5831 Etude, Op. 25, No. 3, in "F" Major and Prelude, Op. 28, No. 16, in "B" Flat Minor Chopin). Piano Solo..Vladimir De Pachmann 12
Polonaise—Cadenza (Liszt). Piano Solo, Vladimir De Pachmann 12
A5835 Lohengrin. In Fernem Land (In Distant Lands). Lohengrin's Narrative (Wagner). Tenor Solo, in German, with orchestra, Johannes Sembach 12
Die Walküre. Siegmund's Liebeslied (Siegmund's Love Song). Winter Sturme Wichen Den Wonnemond (Now Winter Storms Are Waning) (Wagner). Tenor Solo, in German, with orchestra.....Johannes Sembach 12
A5839 Do You Remember? (Carrie Jacobs-Bond). Baritone Solo. Orch. accomp....Oscar Seagle 12
A Perfect Day (Carrie Jacobs-Bond). Baritone Solo. Orch. accomp.....Oscar Seagle 12

DOUBLE-DISC RECORDS

A5441 On the Road to Manadalay (Speaks). Basso Solo. Orch. accomp.....Frank Croxton 12
Father O'Flynn (Arranged by Stanford). Basso Solo. Orch. accomp.....Frank Croxton 12
A5636 Hunting Tower (When Ye Gang Awa' Jamie.) Soprano-Tenor Duet. Orch. accomp., Grace Kerns-Harry McClaskey 12
Land of the Swallows (Masini). Contralto-Tenor Duet. Orch. accomp., Mildred Potter-John Barnes Wells 12
A5677 Espana Rhapsody (Chabrier) .Prince's Orchestra 12
Ballet Egyptien (Luigini)....Prince's Orchestra 12
A5703 Scenes Pittoresques (Massenet). Angelus, Prince's Orchestra 12
Scenes Pittoresques (Massenet). Fete Bohême. Prince's Orchestra 12
A1547 Gone Are the Days. Tenor Solo. Orch. accomp. .....Charles Harrison 10
I'm Coming Back to Dixie and You (Lyons, Yosco and Mullane. Orch. accomp., Peerless Quartette 10
A1678 Answer (Robyn). Tenor Solo. Orch. accomp., Reed Miller 10
Blue Alsatian Mountains (Adams). Soprano Solo. Orch. accomp.....Grace Kerns 10
A5749 Casse-Noisette Suite (Tschaikowsky). Danse Chinoise and Danse des Mirlitons, Prince's Orchestra 12
Casse-Noisette Suite (Tschaikowsky). Valse des Fleurs.....Prince's Orchestra 12
A1914 Second Regiment C. N. G. March (Reeves), Prince's Band 10
Washington Post March (Sousa).Prince's Band 10
A5710 Absent (Metcalf). Soprano Solo. In English, with orchestra..Madame Corinne Rider-Kelsey 12
A Dream (Bartlett). Soprano Solo. In English, with orchestra, Madame Corinne Rider-Kelsey 12
E2852 Wanderlied (Wanderer Song). In German, with orchestra, Max Bloch, Tenor Metropolitan Opera 10
O Bitt Euch, Liebe Vögelein (You Merry Birds). In German, with orchestra, Max Bloch, Tenor Metropolitan Opera 10
E2860 Longing for Our Country, Russian Balalaika Orchestra 10
Song of the Volga Boatmen, Russian Balalaika Orchestra 10
E2861 Butterfly Waltz (Andreef), Russian Balalaika Orchestra 10
Bright Shines the Moon (Andreef), Russian Balalaika Orchestra 10
E2863 The Lundby Waltz (Johnson). Accordion Duet. Lager and Olson 10
Norwegian Peasant Waltz. Accordion Duet, Lager and Olson 10
E2844 Nad Berounkou Pod Tetinem (On the Hill Near Tetine). In Bohemian, with orchestra, Erma Zárská, Soprano Metropolitan Opera 10
Andulko, Mê Dité (Annie, My Child). In Bohemian, with orchestra, Erma Zárská, Soprano Metropolitan Opera 10
E2867 Manon Lescaut (Puccini). "La Madrigale." Mezzo-Soprano and Chorus. In Italian, with orchestra. .....E. Lopez-Nunes 10
Manon Lescaut (Puccini). "Ah! non v' avvicinate." Tenor Solo. In Italian, with orchestra, Cav. E. Garbin 10
E2868 La Forza Del Destino (Verdi). (The Force of Destiny) "Del mondo i disinganni." Baritone-Basso Solo. In Italian, with orchestra, F. Corradetti-V. Bettoni 10
La Forza Del Destino (Verdi). "Urna fatale." Baritone Solo. In Italian, with orchestra, D. Caporello 10

VICTOR TALKING MACHINE CO.

POPULAR SONGS FOR SEPTEMBER

18088 You're a Dangerous Girl (from "Robinson Crusoe, Jr.") (Grant Clarke-Jimmie V. Monaco), Avon Comedy Four 10
I'm Going Way Back Home and Have a Wonderful Time(Jerome-Schwartz)..Avon Comedy Four 10
18089 I'm Saving Up the Means to Get to New Orleans (Howard Johnson-Harry de Costa), Collins and Harlan 10
My Lovin' Lou (James Kendis), Collins and Harlan 10
18100 He's the Makin's of a Darn'd Fine Man (Will Mahoney-Otto E. Herman).....Ada Jones 10
When Priscilla Tries to Reach High C (Jack Mahoney-Harry Von Tilzer), Ada Jones-Billy Murray 10
18101 On Lake Champlain (Alfred Bryan-Albert Gumble) .....Sterling Trio 10
Dear Old Dreamy Honolulu Town (Farran-Branen-Rega-Lange).....Peerless Quartet 10
18102 Pretty Baby (from "Passing Show of 1916" produced at the Winter Garden) (Kahn-Jackson-Van Alstyne) .....Billy Murray 10
When You Drop Off At Cairo, Illinois (from "Step This Way") (E. Ray Goetz-Cliff Hess), Bill Murray 10
18103 It's Always Orange Day in California (from "Canary Cottage") .....Peerless Quartet 10
I Never Knew (from "Canary Cottage") (Earl Carroll) .....Edna Brown-James Reed 10
18104 I Left Her on the Beach at Honolulu (from "Ziegfeld Follies—1916") (Gene Buck-Louis A. Hirsch).Harry Macdonough and Mixed Chorus 10
Have a Heart (from "Ziegfeld Follies—1916") (Gene Buck-Jerome D. Kern), Alice Green-Raymond Dixon 10
18107 Uncle Sammy's Army (M. H. Morse-H. M. Dolph) .....James F. Harrison 10
Old Glory (A Song of Preparedness (Edwin Skedden-Katherine Pike).....Herbert Stuart 10
18105 If I Knock the "L" Out of Kelly (from Lew Fields' "Step This Way") (Lewis-Young-Grant) .....Marguerite Farrell and Chorus 10
By the Sad Luana Shore (from Lew Fields' "Step This Way") (E. Ray Goetz), Marguerite Farrell and Chorus 10

DANCE RECORDS

17980 The Globe Trot (Crudup Vesey), Victor Military Band 10
La Czarine—Three-step (Mazurka Russe) (Louis Ganne) .....Victor Military Band 10
17981 Mi Ricurita—Tango (Osman Perez Freire), Victor Dance Orchestra 10
El Amanecer—Tango (Roberto Firpo), Victor Dance Orchestra 10
18106 Two-Key Rag—Fox trot (Joe Hollander) (Patrick Conway, Director).....Conway's Band 10
The Harlequin—One-step (Chas. J. Roberts) Patrick Conway, Director.....Conway's Band 10
35535 Love's Spell—Three-step (Mazurka) (Ed. Strauss) .....Victor Military Band 12
Varsoviana ("See My New Shoes") (Allen Dodworth) (Patrick Conway, Director), Conway's Band 12
35571 Have a Heart—Medley fox trot (from "Ziegfeld Follies—1916") (Patrick Conway, Director), "Have a Heart"—"I Left Her on the Beach at Honolulu"—"Bachelor Days," Conway's Band 12
Welcome Honey to Your Old Plantation Home—Medley one-step (Patrick Conway, Director), "Welcome Honey to Your Old Plantation Home"—"On the Old Dominion Line"—"She's Good Enough to be Your Baby's Mother"—"Everybody Loves a Little Bit of Irish," Conway's Band 12

MISCELLANEOUS INSTRUMENTAL RECORDS

17941 Pagliacci—Vesti la giubba (On with the Play) (Leoncavallo) (Accordion Solo).....Pietro 10
Cavalleria Rusticana—Intermezzo (Mascagni) (Four Piano Accordions), Pietro's Accordion Quartet 10
18049 Minuet (Boccherini) (Violin-Flute-'Cello-Harp), Florentine Quartet 10
Träumerei (Schumann)(Violin-Flute-'Cello-Harp), Florentine Quartet 10
18057 Mo-Ana (Hawaiian Waltz) (Olsen) (Mandolins and Guitar) .....Athenian Mandolin Quartet 10
Cacliz March (Ballig), Athenian Mandolin Quartet 10
18060 Remembrance of Gatshina—Valse (Andreeff), Imperial Russian Balalaika Court Orchestra 10
On the Wings of Song (Mendelssohn), Imperial Russian Balalaika Court Orchestra 10
18085 Ragging the Scale—Fox trot (Claypoole) Banjo Solo) .....Fred Van Eps 10
Eldorado March (Victor Herbert) (Xylophone Solo) .....William H. Reitz 10
18087 Maui Aloha—One-step (Hawaiian Guitars), Helen Louise-Frank Ferera 10
Pua Carnation (Hawaiian Guitars), Helen Louise-Frank Ferera 10
18097 Pussyfoot March (In Fox Trot Time) ("Slap" White) (Saxophone Sextette), Six Brown Brothers 10
Bull Frog Blues (In Fox Trot Time) (Browne-Shrigley) .....Six Brown Brothers 10
35564 Blue Danube Waltz (Johann Strauss), Hurtado Bros. Royal Marimba Band 12
Southern Roses Waltz (Rosas del Sur) (Johann Strauss..Hurtado Bros. Royal Marimba Band 12
18083 The Mocking Bird (Winner) (Whistling Solo), Frank Haffort 10
Tout Passe Waltz (Berger) (Whistling Solo), Guido Gialdini 10

PIPE ORGAN RECORDS

35547 Hallelujah Chorus (from "The Messiah") (Handel) .....Reginald L. McAll 12
Funeral March (Chopin).....Richard K. Biggs 12

VOCAL RECORDS

35568 Songs of the Past—No. 15—Chorus, "O Dem Golden Slippers" (Bland)—Solo and Male Quartet, "Darling Nellie Gray" (Hanby)—Chorus, "Shine On" (Schoolcraft)—Solo and Male Quartet, "Carry Me Back to Old Virginny" (Bland)—Solo and Male Quartet, "Zip Coon"—Solo and Male Quartet, "I'se Gwine Back to Dixie" (White)—Chorus "In the Morning by the Bright Light" (Bland), Victor Mixed Chorus 12
Songs of the Past—No. 16—Chorus, "Oh! Susanna"—Solo and Mixed Quartet, "Old Dog Tray"—Solo and Male Quartet, "Nelly Bly"—Solo and Male Quartet, "Come Where My Love Lies Dreaming"—Solo and Mixed Quartet, "Hard Times"—Chorus, "Camptown Races" (Stephen C. Foster), Victor Mixed Chorus 12
35566 Scrooge—Part 1—"Marley's Ghost" (Monologue arranged from "A Christmas Carol")(Dickens), William Sterling Battis 12
Scrooge—Part 2—"The Ghost of Christmas Past" (Monologue arranged from "A Christmas Carol") (Dickens).....William Sterling Battis 12
35567—Scrooge—Part 3—"The Ghost of Christmas Present" (Monologue arranged from "A Christmas Carol") (Dickens), William Sterling Battis 12
Scrooge—Part 4—"The Ghost of Christmas to Come" (Monologue arranged from "A Christmas Carol") (Dickens).William Sterling Battis 12
18086 (1) Bible Reading—Luke 2 (2) A Christmas Carol (J. G. Holland)....Harry E. Humphrey 10
(1) It Came Upon the Midnight Clear (Willis) (2) Hark! the Herald Angels Sing (Mendelssohn) (3) Joy to the World (Handel), Victor Concert Orchestra 10
17870 Joseph Mine (Berühmtes Weihnachtslied) (Calvisius—A. D. 1587).....Victor Mixed Chorus 10
(1) Lo, How a Rose E'er Blooming (2) To Us Is Born Immanuel (M. Praetorius—A. D. 1609), Lyric Quartet 10

BLUE AND PURPLE LABEL RECORDS

45093 Liebesfreud (Old Vienna Waltz) (Kreisler), Charles Kellogg, "The Nature Singer" and Victor Orchestra 10
Pas des Amphores (Air de Ballet, No. 2) (Chaminade)..Charles Kellogg, "The Nature Singer" and Victor Orchestra 10
45100 For Dixie and Uncle Sam (Brennan-Ball), Nora Bayes 10
Homesickness Blues (Cliff Hess)....Nora Bayes 10
60141 Doughie the Baker (It's Nicer When You Make It Up Again) (Lauder-MacFayden), Harry Lauder 10

RED SEAL RECORDS

Emma Calve, *Soprano—in French*

88570 La Marseillaise (with the Metropolitan Opera Chorus) .....Rouget de L'Isle 12

Enrico Caruso, *Tenor—in French*

88556 La Procession.....Ch. Brizeux-César Franck 12

Geraldine Farrar, *Soprano*

87248 Lead, Kindly Light, Cardinal J. H. Newman-Rev. J. B. Dykes 10

Johanna Gadski, *Soprano—In German*

88566 Haidenröslein (Hedge Rose) (with String Quartet) .....Goethe-Werner 12

Mabel Garrison, *Soprano—in French*

74489 Mignon—Polonaise (Je suis Titania (I'm Fair Titania!) (Act II).....Ambroise Thomas 12

Emilio de Gogorza, *Baritone*

64584 Pagliacci—Prologue in Italian .....Leoncavallo 10
64598 Je sais que vous êtes jolie (I Feel I'm in Love) in French .....H. Poupon Christiné 10

Alma Gluck, *Soprano—in English*

64591 The Bird of the Wilderness (Text from "The Gardener" by Rabindranath Tagore), Horsman 10

Louise Homer, *Contralto—in English*

87259 Last Night.....Halfdan Kjerulf 10
87255 Oh, Promise Me (from "Robin Hood").deKoven 10

Fritz Kreisler, *Violinist*

64600 Rondino (On a theme by Beethoven) (with String Quartet).....Kreisler 10

John McCormack, *Tenor*—Fritz Kreisler, *Violinist—in English*
(Pianoforte by Edwin Schneider)

87245 Tales of Hoffmann—Barcarolle ("Belle Nuit"—Oh Night of Love).....Offenbach 10

Maud Powell, *Violinist*
(Piano accompaniment by Arthur Loesser)

64611 Molly on the Shore (Irish Reel), Setting by Percy Grainger 10

Clarence Whitehill, *Baritone*

64602 Marching Through Georgia.....Henry C. Work 10

THOS. A. EDISON, INC.

NEW EDISON DIAMOND DISC RECORDS

50350 All Aboard for Chinatown (Brookhouse), Arthur Collins and Byron G. Harlan
I Can Dance With Everybody But My Wife—Syhil (Golden). Tenor Solo.....Billy Murray
50352 My Bonnie, Bonnie Jean (Lauder).....Glen Ellison
Nanny, I Have Never Loved Another Girl But You (Lauder) .....Glen Ellison

50353 Kangaroo Hop—Fox-trot (Morris). Xylophone, Lou Chiha "Frisco"
Setting the Pace—One-step (Chester W. Smith). For Dancing.....Jaudas' Society Orchestra
50355 Sybil Fox-trot (When Cupid Calls (Jacobi). For Dancing .....Jaudas' Society Orchestra
Sybil Waltz (Jacobi). For Dancing, Jaudas' Society Orchestra
83045 I Am a Roamer Bold ("Son and Stranger") (Mendelssohn). Basso Solo....Arthur Middleton
Spring Morning. Soprano Solo.....Julia Heinrich

EDISON BLUE AMBEROL RECORDS

CONCERT LIST

28241 Gigue, Rust; and Pierrot—Serenade (Alberto Randegger, Jr). Violin, piano acc. by André Benoist .....Albert Spalding

REGULAR LIST

2942 Are You from Dixie? ('Cause I'm From Dixie Too) (George L. Cobb). Tenor, orch. accomp., Billy Murray and Chorus
2957 Baby Shoes (Al. Piantadosi). Soprano Solo. Orch. accomp.....Elizabeth Spencer
2948 Don't Bite the Hand That's Feeding You (Jimmie Morgan). Tenor Solo. Orch. accomp. .....Walter Van Brunt
2940 If I Knock the "L" Out of Kelly (It Would Still Be Kelly to Me) (Grant-Lewis-Young). Orch. accomp. .....Ada Jones and Chorus
2954 She Sang "Aloha" to Me (Joseph B. Carey) Tenor Solo. Orch. accomp., Walter Van Brunt and Chorus
2949 So Long Letty (Earl Carroll). Contralto and Baritone Duet. Orch. accomp., Helen Clark and Joseph A. Phillips
2962 Sweet Cider Time, When You Were Mine (Percy Wenrich). Baritone Solo. Orch. accomp. .....Joseph A. Phillips (Introducing Helen Clark in the Refrain)
2953 There's a Quaker Down in Quaker Town (Alfred Solman). Baritone, orch. accomp., Joseph A. Phillips

SONGS AND BALLADS

2946 My Bonnie, Bonnie Jean (Harry Lauder). Orch. accomp. .....Glen Ellison
2951 My Grandfather's Girl (Will Dillon). Tenor, orch. accomp. .....George Wilton Ballard
2955 Spirit Flower (Campbell-Tipton). Tenor, orch. accomp. .....Emory B. Randolph
2959 When Irish Eyes Are Smiling—The Isle o' Dreams (Ernest R. Ball). Tenor, orch. accomp. .....Walter Van Brunt

BANDS AND ORCHESTRAS

2958 Chateau Three-Step (Will Donaldson). For dancing .....Jaudas' Society Orchestra
2947 Marcia Roma (Musso.).....Creatore and His Band
2950 Missouri Waltz (Logan-Eppel). For dancing. Jaudas' Society Orchestra
2961—On the Hoko Moko Isle Medley—One-step. For dancing .....Jaudas' Society Orchestra

INSTRUMENTAL HITS

2956 Hapa Haole Hula Girl (Sonny Cunha). Hawaiian Guitars...Helen Louise and Palakiko Ferreira
2944 Keep Off the Grass (Harry Von Tilzer). Banjo, orch. accomp.....Vess L. Ossman
2941 Medley of Hawaiian Airs—No. 2. Hawaiian Guitars.....Helen Louise and Palakiko Ferreira
2943 Love-Sick Coon. Vaudeville Sketch with Banjo. Billy Golden and James Marlowe
2945 Serenade (Schubert). Cornet with orch. Ernst Albert Couturier
2052 Winter Song. Male Voices, unaccomp. Criterion Quartet
2963 Story of the Little Red Hen; and Little Maud's Story. Bed-time Stories.....Alice Goddard

FRENCH RECORDS

27176 Le Pere la Victoire (Louis Ganne). Baritone, orch. accomp.....Orphee Langevin
27177 Le Saint Laurent (Xavier Mercier). Baritone, orch. accomp.....Orphee Langevin

SWEDISH RECORDS

9445 National Air of Sweden...New York Military Band
9444 Sockerdricka (Kuplett). Baritone, orch. accomp. Charles G. Widdén

PATHE FRERES PHONOGRAPH CO.

82001 Goyescas, "La Maja y el Ruisenor" (Granados). Sung in Spanish.
Anna Fitziu, Soprano, orch. accomp. 14
Ave Maria (Gounod). (In English.)
Anna Fitziu, Soprano, Violin, Harp, Organ accomp. Violin Obligato 14
62011 Maria, Mari (Neapolitan Song) (Di Capua). Sung in Italian.
Lina Cavalieri, Soprano, orch. accomp. 12
So 'turnato (Neapolitan Song) (Cassesse and Falve). Sung in Italian.
Lina Cavalieri, Soprano, orch. accomp. 12
52004 Aria Fresca (Fresh Air) (Nardella). Sung in Italian...Hugh Allan, Baritone, orch. accomp. 12
Canta Pa Luna (Song to the Moon) (Nardella). Sung in Italian.
Hugh Allan, Baritone, orch. accomp. 12

NEW VOCAL FOREIGN RECORDS
Gray Label Records

80069 Rigoletto "Et sa voix" (Verdi). Duet.
Vallandri, Soprano, Noté, Baritone, orch. acc. 14
Rigoletto "Quartette" (Verdi).
Vallandri, Soprano; Lapeyrette, Contralto, Lasalle, Tenor; Noté, Baritone..... 14

62013 La Juive, "Rachel, quand der Seigneur" (Halevy). In French..Guitar, Tenor, orch. accomp. 12
Mignon, "Air de Titania" (Polonaise) (Thomas). Sung in French.
Marguerite Charpentier, Soprano, orch. accomp. 12
62014 Aida "Duet Act III" "Aida-Amonasro" Part I (Verdi). Sung in Italian.
E. Magliulo, Soprano; Montesanto, Baritone 12
Aida "Duet Act III" "Aida-Amonasro" (Part II (Verdi). Sung in Italian.
E. Magliulo, Soprano; Montesanto, Baritone 12
62016 Lohengrin "Du armste" (Thou Unhappy One) (Wagner). Duet, sung in German.
Erna Denera, Soprano; Thela Plaichinger, Soprano, orch. accomp. 12
Lohengrin "Wenn ich im Kampfe" (When in Battle) (Wagner). Duet.
Erna Denera, Soprano; Hans Tanzler, Tenor 12
62018 Manon "Duo de la lettre" (Letter Duet) (Massenet). In French.
Vallandri, Soprano; Vaguet, Tenor, orch. acc. 12
Manon "Duo de la rencontre" (Duet Act I). In French.
Vallandri, Soprano; Vaguet, Tenor, orch. acc. 12
62019 Lucia di Lammermoor "D'un amour qui me brave" (Cruda funesta) (Donizetti). In French .....Noté, Baritone, orch. accomp. 12
Rigoletto "Courtisans race vile et damnee" (Vice Race of Courtiers) (Verdi). In French.
Albers, Baritone, orch. accomp. 12
62020 La Bohéme "Musetta Waltz Song" (Puccini). In Italian....A. Billi, Soprano, orch. accomp. 12
The Pearl Fishers "Temer non so per me" (I Fear Not) (Bizet). In Italian.
Edvige Medugno, Soprano, orch. accomp 12

NEW FRENCH SONGS

22001 Le P'tit Objet (Scotto-Christine). In French. Par Polin, orch. accomp. 10
Les Petites Compensations (Spencer). In French.....Par Polin, orch. accomp. 10
30338 L'Ame Des Violons (Rene de Buxeuil). Valse Tzigane.....Par Junka, avec orchestre 12
Ferme Tes Jolie Yeux (Rene de Buxeuil). Berceuse .....Par Junka, avec orchestre 12
30339 La P'tite Lilie (E. Gavel). Chanson vecue. Par Marcelly, avec orchestre 12
Florella (E. Desmoulins). Chanson venitienne. Par Marcelly, avec orchestre 12
30340 Rendez-moi Mes Vingt Ans (E. Gavel). Valse populaire .....Par Marcelly, avec orchestre 12
Les Grognards Passent (Sablon). Chanson. Par Marcelly, avec orchestre 12
30344 L'Echo Tyrolien (St. Servans). Par Charlesky, avec orchestre 12
Chevrier, Chante (Thoulouze) Tyrolienne. Par Charlesky, avec orchestre 12
30348 Mariage au Oiseaux (P. Lincke). Par Fragson, avec piano 12
Je Connais Une Blonde (Goetz et Sloane). Chansonnette sur les motifs de la nouvelle danse Americaine.....Par Fragson, avec piano 12
30361 Pour Toi (Codini-Courtioux). Valse Chantee. Par Berard, avec orchestre 12
Je serai-la (Codini). Par Berard, avec orchestre 12
50011 On the Road to Mandalay (Kipling and Speaks). Wallace Cox, Baritone, orch. accomp. 12
Out on the Deep (Cowen and Lohr). James Stanley, Basso, orch. accomp. 12
40042 Ever of Thee (Hall). Carrie Herwin, Contralto, orch. accomp. 12
When Twilight Comes (Strelezki). Carrie Herwin, Contralto, orch. accomp. 12
40041 Lo, Here the Gentle Lark (Wm. Shakespeare and Bishop). Lillian Heyward, Soprano, orch. accomp. 12
The Fairy Flute. Rosina Buckman, Soprano, orch. accomp. 12
40039 Drink to Me Only with Thine Eyes (Old English Melody) (Jonson). Wallace Cox, Baritone, orch. accomp. 12
Friend of Mine (Sanderson). Thorpe Bates, Baritone, orch. accomp. 12
40036 The Holy City (Weatherley and Adams). James Stanley, Basso, orch. accomp. 12
I Love to Tell the Story (Hanks and Fischer). Stanley Mixed Quartette, organ accomp. 12
35022 Where the River Shannon Flows (Russell). Harry McClaskey, Tenor, orch. accomp. 12
West Country Song "Devon for Me" (Kahn). Harry Reynolds, Basso, orch. accomp. 12
35050 I Come frae Scotland (Godfrey and Williams). Billy Williams, Comedian, orch. accomp. 12
Mister John MacKenzie O (Godfrey and Williams). Billy Williams, Comedian, orch. accomp. 12
35024 There's a Quaker Down in Quaker Town (Ballad) (Solman and Berg). Alfred Alexander and Frank Webster, orch. acc. 12
Morning, Noon and Night (White). Louis J. Winsch, Baritone, orch. accomp. 12
20005 All I Want Is a Cottage, Some Roses and You (Chas. K. Harris). Campbell and Burr, orch. accomp. 10
At the End of a Beautiful Day (Wm. H. Perrins).....Henry Burr, Tenor, orch. accomp. 10
20006 If I Find the Girl, from "Very Good, Eddie" (Hazzard, Reynolds and Kern). Louis J. Winsch, Baritone, orch. accomp. 10
My Grandfather's Girl, from "Jane O'Day from Broadway" (W. A. Dillon). Louis J. Winsch, Baritone, orch. accomp. 10

VOCAL SPECIALTIES WITH BIRD EFFECTS

20008 The Old Rustic Bridge by the Mill (Skelly), with Bird Effects. Arthur George, Baritone, orch. accomp. 10
The Song of the Thrush (Le Brun), with Bird Effects. Arthur George, Baritone, orch. accomp. 10

NEW FOREIGN INSTRUMENTAL RECORDS

35047 Glorious and Courageous Allies (Anon.). Garde Republicaine Band of France 12
Bulgarian Hymn (Anon.). Garde Republicaine Band of France 12
35048 The Return from the Battle, Part I (Anon.). Garde Republicaine Band of France 12
The Return from the Battle, Part II (Anon.). Garde Republicaine Band of France 12
35049 Samson and Delila (Saint-Saens) Fantasie, Part I. .....Garde Republicaine Band of France 12
Samson and Delila (Saint-Saens) Fantasie, Part II. .....Garde Republicaine Band of France 12

NEW HAWAIIAN RECORDS—VOCAL AND INSTRUMENTAL

35044 Amina (Paul Lincke) Intermezzo. Louise Ferera Hawaiian Troupe 12
Portuguese Tango (Played by the Composers). Louise Ferera Hawaiian Troupe 12
35045 My Own Iona (Gilbert, Friedland and Morgan). Henry Burr, Louise and Ferera Hawaiian Orchestra Accompaniment 12
Waikiki Mermaid (Sonny Cunha). Louise and Ferera Hawaiian Troupe. 12

OPERAPHONE MANUFACTURING CORP.

1601 Fox-trot—Globe-trot (Roberts)....Operaphone Band
Hail to the Spirit of Liberty—March (Sousa), Operaphone Band
1803 I'm Falling in Love with Someone (from "Naughty Marietta") (Herbert)..Charles Harrison
Beauty's Eyes (Tosti).....Charles Harrison
1904 Listen to That Dixic Band (Yellen-Cobb), Collins & Harlan
Any Rags (Allen).....Arthur Collins
1085 Never Let the Same Bee Sting You (from "Very Good, Eddie") (Mack-Smith).Arthur Collins
Stormy Sea of Love (MacDonald-Carroll), M. J. O'Connell
1086 I've Got a Sweet Tooth Bothering Me (Berlin), M. J. O'Connell
Baby Shoes (Piantadosi).....Louise Mertens
1087 If I Knock the "L" Out of Kelly, Sure He'd Knock the "L" Out of Me (Bert Grant).Dan Quinn
At the Fountain of Youth (Jentes).....Dan Quinn
1088 The Ashes of My Heart (Branen-Lange).Carl Bergen
Forgotten (Cowles).....Carl Bergen
1089 Whispering Hope (Hawthorne), Sue Harvard and Louise Mertens
My Laddie (Scotch Low Song)(Thayer).Sue Harvard
1090 Along the Rocky Road to Dublin—One-step (Bert Grant) .....Dance Orchestra
Mighty Lak' a Rose—Waltz.....Dance Orchestra
1091 Babes in the Wood (from "Very Good, Eddie") Fox trot (Kern).....Dance Orchestra
Southern Roses—Waltz (Strauss)..Dance Orchestra
1092 At Dawning (Eberhardt-Cadman).....Carl Bergen
The Nightingale.....Sue Harvard

EMERSON PHONOGRAPH CO.

7-INCH EMERSON DOUBLE DISCS
POPULAR SONG HITS OF THE MONTH—ORCHESTRA ACCOMPANIMENT

757 Arrah Go On, I'm Gonna Go Back to Oregon. Tenor Solo .....Samuel Ash
My Gal Sal. Tenor Solo.....Manuel Romain
764 If I Knock the "L" Out of Kelly. Comic Song. Dan Quinn
Some Little Bug Is Going to Find You. Comic Song .....Dan Quinn
763 Auf Wiedersehn, from Musical Comedy "Blue Paradise." Soprano and Tenor Duet. Grace Nash and Samuel Ash
Somewhere a Voice Is Calling. Baritone Solo. Herbert Morley
760 At the End of a Beautiful Day. Tenor Solo. Samuel Ash
All I Want Is a Cottage, Some Roses and You. Tenor Solo.....Manuel Romain
759 I've Got the Army Blues. Baritone Solo. Morton Harvey
The Old Flag Never Touched the Ground. Tenor Solo .....Manuel Romain
765 Rackety-Coo, from Musical Comedy "Katinka". Soprano and Tenor Duet. Grace Nash and Samuel Ash
Trail to Sunset Valley. Tenor Solo.Manuel Romain

POPULAR DANCE RECORDS

762 Whistler and His Dog.....Emerson Military Band
Second Regiment Connecticut March. Emerson Military Band
761 Wee Bit o' Scotch. Fox-trot.Emerson Military Band
Up the Street. March and One-step. Emerson Military Band

STANDARD AND MISCELLANEOUS SELECTIONS

758 Believe Me, If All Those Endearing Young Charms. Tenor Solo with orch. accomp. Henry Burr
Oh, Promise Me. Tenor Solo, with orch. accomp. Henry Burr
755 Charge of the Light Brigade. Dramatic Recitation, accomp. by Bugle.....Harry Humphrey
Barbara Frietchie. Dramatic Recitation, accomp. by Fifes and Drums.....Harry Humphrey
756 Seven Ages of Man. Recitation from Shakespeare's "As You Like It".....Harry Humphrey
Shylock's Justification of the Jew. Recitation from Shakespeare's "Merchant of Venice." Harry Humphrey

READY REFERENCE OF GENERAL SUPPLIES

DEALERS

Send for our "Trial Proposition" on the Regina Hexaphone—the latest and best paying popular priced coin-operated instrument for use in public places.

THE REGINA CO.

211 Marbridge Bldg., 34th St. and Broadway, New York City
Manufacturers of Regina Music Boxes; Reginaphones; Coin-operated Mandolin Orchestrions; Vacuum Cleaners and other specialties.

NEEDLES
WE MANUFACTURE
Diamond needles for Edison
Sapphire needles for Edison
Sapphire needles for Pathe
in stock ready for delivery
MERMOD & CO., 505 5th Ave., N. Y.

Keep Your Record Stock with

THE Weise SYSTEM TRADE MARK

Costs about $2.00 for 250 records for 50 years
Send for 20-page catalog
THE SYRACUSE WIRE WORKS,
SYRACUSE - NEW YORK

Leading Jobbers of Talking Machines in America

SERVICE FIRST
EXCLUSIVE VICTOR JOBBERS
WHOLESALE ONLY
Standard Talking Machine Co.
PITTSBURGH, PA.

Victor Exclusively
EASTERN TALKING MACHINE CO.
177 Tremont Street, Boston
VICTOR DISTRIBUTORS

Sherman, Clay & Co.
San Francisco, Los Angeles, Portland, Seattle, Spokane
PACIFIC COAST DISTRIBUTORS
Victrolas and Victor Records, Steinway Pianos, Pianola Pianos, Holton Band Instruments

Southern Victor Dealers
Largest Stock VICTROLAS and RECORDS.
Prompt Shipment and Low Freight Rates.
WALTER D. MOSES & CO.
Oldest Music House in Virginia or North Carolina.
RICHMOND, VA.

OLIVER DITSON COMPANY
BOSTON
Largest VICTOR Talking Machine Distributors East of Chicago.
Creators of "The Fastest Victor Service." Let us tell you more about our service.

The Chicago Edison Jobber
The perfection of musical Instruments—**THE EDISON** diamond disc **PHONOGRAPH**—with **EDISON** double disc records.
THE PERFECTION OF SERVICE—Our Service.
The Perfection of advertising for the dealer—Our plan.
The PHONOGRAPH CO.
229 So. Wabash Ave., CHICAGO

W. J. DYER & BRO.
Saint Paul, Minn.
VICTOR & EDISON
Distributors
Quick Service for all points in the Northwest. Machines, Records, Supplies.

1856 WURLITZER 1916
VICTOR
DISTRIBUTORS
VICTORS EXCLUSIVELY
We make a specialty of getting the order out on time—every time.
The Rudolph Wurlitzer Co.
CINCINNATI AND CHICAGO
Two points of supply; order from the nearer

GATELY-HAIRE CO., Inc.
If it's Victor, we have it
We have it if it's Victor
ALBANY, N. Y.

The PERRY B. WHITSIT CO.
Distributors of
Victrolas and Victor Records
COLUMBUS, OHIO

Pathephone
PACIFIC COAST DISTRIBUTORS
322 Post Street San Francisco

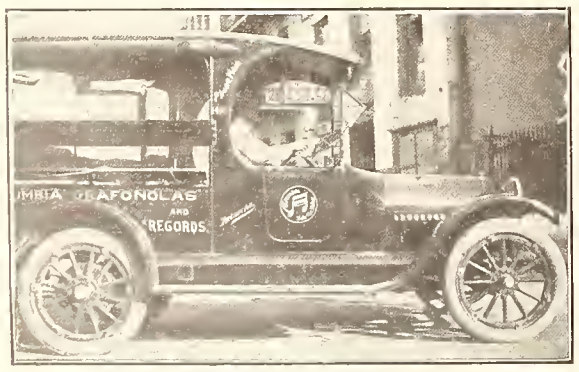
Cressey & Allen
Victor Distributors
Portland Maine
C. & A. SERVICE THE BEST

EVERY JOBBER IN THIS COUNTRY SHOULD BE REPRESENTED IN THIS DEPARTMENT. THE COST IS SLIGHT AND THE ADVANTAGE IS GREAT. BE SURE AND HAVE YOUR CARD IN THIS DEPARTMENT OF THE TALKING MACHINE WORLD.

AUTO FOR GRUNEWALD SERVICE

This New Orleans Piano House Purchases Studebaker Truck for Delivery of Grafonolas

NEW ORLEANS, LA., July 29.—The L. Grunewald Co., of this city, is utilizing the most modern ideas in retail wareroom equipment in order that its patrons may receive efficient service and co-operation. In this connection the company recently purchased a Studebaker truck which is used exclusively for the distribution of Columbia Grafonolas and records to its customers in this city and the outlying suburbs. It is proving an invaluable aid to the store's general delivery system, and the service it is rendering has won considerable praise from the Grunewald Columbia clientele. The words "Columbia Grafonolas and Records" appear in bold lettering on the side of the truck, forming an effective advertisement for these products.



The Grunewald Delivery Truck

It may be mentioned, incidentally, that Columbia graphophones and records are well advertised in this city, a large painted bulletin board on St. Charles avenue featuring the famous Columbia "Note the Notes" trade-mark, with the names and addresses of some of the local Columbia dealers.

TALKING MACHINE EXPORTS

The Figures for May Presented—Exports Show Increase for the Month

WASHINGTON, D. C., July 29.—In the summary of the exports and imports of the commerce of the United States for the month of May, 1916 (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following figures relating to talking machines and supplies are set forth:

Talking machines to the number of 4,162, valued at $117,517, were exported for May, 1916, as compared with $2,456 talking machines, valued at $79,987, sent abroad in the same month of 1915. The total exports of records and supplies for May were valued at $73,968, as compared with $75,432 in May, 1915. For the eleven months 36,819 talking machines were exported, valued at $1,081,815, and records and supplies valued at $867,795 were sent abroad for that period.

OPENING NEW STORE

John Lindemod is installing a music shop adjacent to the Campbell jewelry store, at Osawatomie, Kan., where a full line of Victor Victrolas and Edison Diamond Disc machines will be carried.

A GO-AHEAD MT. VERNON STORE

The accompanying photograph shows the handsome interior of the phonograph store of the Arcade Phonograph Corp., Mt. Vernon, N. Y., of which A. Stephenson is president and treasurer. This house is a representative of the Columbia, Sonora and Victor talking machines and in its territory is considered to be quite a live organization.

Salesrooms of Arcade Phonograph Corp.

FRANK SAMUEL VISITS COLUMBIA CO.

Frank Samuel, general manager of Barnett Samuel & Sons, Ltd., London, Eng., was a visitor last week at the offices of the Columbia Graphophone Co., New York, whose products his concern handles as a distributor. Mr. Samuel spoke enthusiastically of the Columbia business his house is closing, stating that their sales to date have exceeded all expectations. He visited the Columbia factory at Bridgeport, Conn., and was greatly impressed with the same.

What Would YOU *Rather Have?*

THE agency for a phonograph which is sold at every store, or the agency for the Sonora which is restricted to the best dealers in any locality—***which?***

THERE is a tremendous demand for Sonoras from all over the world. The excellence of ***each machine sold, sells others.*** The advertising of Sonora is steady and aggressive.

IF you handle the Sonora you offer for sale the instrument which won the ***highest score*** for ***tone quality*** at the recent San Francisco Exposition, in competition with every phonograph and talking machine worth mentioning.

WE suggest that if you feel that you are able to do justice to the sale of a product of such acknowledged and proved superiority as is Sonora—we suggest that you write us.

THE demands of our present dealers are making our production department exert itself to the last notch, but we are looking ahead to the future.

THE fact that each month breaks the preceding month's record for sales should make you think.

Sonora, the most perfect phonograph in existence, is what the *public wants to buy*

Do you want to sell it?

Ten magnificent models

Each, at its price, ***the world's finest phonograph***

$45 $60 $75 $100 $150 $175 $190 $225 $350 $1000

SONORA PHONOGRAPH CORPORATION

GEORGE E. BRIGHTSON, President

Main Offices and Salesrooms, 57 Reade Street, NEW YORK
Mid-Western Office, 320 South Wabash Avenue, CHICAGO, ILL.
Western Office, 344 Geary Street, SAN FRANCISCO, CAL.

Representatives throughout the country

"EDISON"

The Stamp of Genius

and—

the mark of a dealer policy that gives the merchant licensed to sell the *New Edison* every

CHIPPENDALE
Official Laboratory Model

ADAM
Model C200

SHERATON
Without Inlay
Model C150

MODERNE
Model A100

opportunity to demonstrate that no more dealers are necessary within his zone of operations in order to secure the maximum results from that zone.

THOMAS A. EDISON, Inc.

279 Lakeside Avenue Orange, N. J.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS

CALIFORNIA
Los Angeles—Diamond Disc Distributing Co.
San Francisco—Pacific Phonograph Co.

COLORADO
Denver—Denver Dry Goods Co.

CONNECTICUT
New Haven—Pardee-Ellenberger Co.

GEORGIA
Atlanta—Phonographs, Inc.

ILLINOIS
Chicago—The Phonograph Co.

INDIANA
Indianapolis—Kipp Phonograph Co.

IOWA
Des Moines—Harger & Blish.
Sioux City—Harger & Blish.

LOUISIANA
New Orleans—Diamond Music Co., Inc.

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.

MICHIGAN
Detroit—Phonograph Co., of Detroit.

MINNESOTA
Minneapolis—Laurence H. Lucker.

MISSOURI
Kansas City—The Phonograph Co. of Kansas City.
St. Louis—Silverstone Music Co.

MONTANA
Helena—Montana Phonograph Co.

NEBRASKA
Omaha—Shultz Bros.

NEW YORK
Albany—American Phonograph Co.
New York—The Phonograph Corp. of Manhattan.
Syracuse—Frank E. Bolway & Son, Inc.

OHIO
Cincinnati—The Phonograph Co.
Cleveland—The Phonograph Co.

OREGON
Portland—Pacific Phonograph Co.

PENNSYLVANIA
Philadelphia—Girard Phonograph Co.
Pittsburgh—Buehn Phonograph Co.
Williamsport—W. A. Myers.

TEXAS
Dallas — Texas-Oklahoma Phonograph Co.
El Paso—El Paso Phonograph Co., Inc.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—C. B. Haynes & Co.

WASHINGTON
Seattle—Pacific Phonograph Co., N.W.
Spokane—Pacific Phonograph Co.

WISCONSIN
Milwaukee—The Phonograph Co. of Milwaukee.

CANADA
Montreal—R. S. Williams & Sons Co., Ltd.
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Calgary—R. S. Williams & Sons Co., Ltd.

VOL. XII. No. 9.

SINGLE COPIES, 20 CENTS
PER YEAR, ONE DOLLAR

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

Published Each Month by Estate of Edward Lyman Bill at 373 Fourth Ave., New York, September 15, 1916

Victrola XVI, $200
Mahogany or oak

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

Entered as second-clas[illegible]ter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 2, 1879.

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

WHEN you see this trade mark on a phonograph *you* know and the public knows that it is the name of the instrument that

Won the highest score for tone quality at the Panama Pacific Exposition.

Has a Swiss-made silent motor that runs nearly twice as long as do motors in similar priced machines.

Is characterized by extremely graceful lines due to the patented "bulge" cabinet construction.

Has a sound box which doesn't deteriorate with time.

Plays *all* makes of disc records, being *designed* (not *adapted*) to do this.

Controls tone volume at the sound *source*—the proper place—without the slightest blurring or marring of the accuracy of reproduction.

Is so marvelously beautiful, so sweet and expressive as to make each machine sold a wonderful salesman for other Sonoras.

THE Sonora is The Highest Class Talking Machine in the World. It is the instrument which you should sell. Write us *at once* if you are interested in the agency for your territory. Act quickly so as to get your shipment in time for the heavy, profitable, holiday trade.

TEN SUPERB MODELS

$45 $60 $75 $100 $150 $175 $190 $225 $350 $1000

SONORA PHONOGRAPH CORPORATION

GEORGE E. BRIGHTSON, President

MID-WESTERN OFFICE
320 S. Wabash Ave., Chicago, Ill.

MAIN OFFICES AND SALESROOMS
57 Reade St., New York

WESTERN OFFICE
344 Geary St., San Francisco, Cal.

The Talking Machine World

Vol. 12. No. 9 New York, September 15, 1916 Price Twenty Cents

SCIENCE OF SALESMANSHIP LARGELY JUST COMMON SENSE

Ordinary Intelligence and Use of Brains Should Serve to Solve Many of the Problems That Arise—Knowledge of Line Handled the Salesman's Greatest Asset

Salesmanship is a science, yet it is founded absolutely on common sense, and the talking machine salesman who uses common sense in his work will achieve lasting success.

Much has been said about the psychology of salesmanship, yet after all the closest psychological investigations show that the science of salesmanship is based squarely and absolutely on common sense. In the selling of talking machines, as in the selling of everything else, common-sense is the greatest help that the salesman can have.

We are told that perseverance is the thing that wins—common-sense tells us that if we are endeavoring to do a thing, it is much better to keep at the task until we have either accomplished it, or else demonstrated its absolute impossibility. The salesman is told that he should know his line thoroughly—common-sense tells us that no one can sell an article, or even talk on a subject convincingly, unless he knows something about it, and the more complete his knowledge is, the more convincingly he can talk, the easier and better he can sell.

The salesman should keep posted on the latest developments in his particular line, which is the veriest common-sense, for tallow candles went out of fashion when kerosene lamps were invented, the kerosene lamp went into the discard when illuminating gas came into general use, and to-day the man who has both gas and electricity in his home turns on the "juice" rather than hunt for a match.

The same theory can be applied to every maxim which has been laid down for the guidance of the salesman. There are a multitude of things which the salesman must know, and believe in, and put into practice, in order to achieve success, yet an investigation will prove that all of them are predicated on sound common-sense.

That some salesmen are more successful than others is because the successful ones have more common-sense than have those who are less fortunate, or, perhaps more strictly speaking, they use more common-sense in their work than do their mediocre brethren.

A good appearance, an easy address, a facile tongue, a pleasing personality, all are more or less natural gifts which some men possess to a greater degree than do others, yet every one of these qualities can be cultivated to the point of absolute possession if a sufficient amount of common-sense is applied to the problem.

Therefore, the greatest factor in successful salesmanship is common-sense, and the "talker" salesman who will cultivate it, and apply it diligently, is the one who will achieve a success that will make his competitors envy him and "wonder how he does it."

ADVISE DEALERS TO READ "WORLD"

Should Keep in Touch with Big Things Going on in the Trade, Say Frank E. Bolway & Son, Inc., in One of Their Letters to Dealers

In line with its progressive policy of advancement under the direction of Frank E. Bolway, the house of Frank E. Bolway & Son, Syracuse, N. Y., exclusive Edison distributors, has written to its many dealers the following letter:

Mr. Edison Disc Dealer:

Every night you read the newspaper to learn of the important happenings in the world in which you live.

You are a talking machine dealer. Are you reading the talking machine newspaper? Do you know of the big things that are going on in our game, and obtaining the valuable ideas that are waiting for you in the perusal of this newspaper?

We call it, rather incorrectly, a newspaper; it is The Talking Machine World, a publication that you should have and should read and should study.

Our only interest in this publication is an appreciation of its quality, and we would like to see you a subscriber to it. It costs only $1.00 a year, and comes once a month. You can obtain it through the estate of Edward Lyman Bill, 373 Fourth avenue, New York City.

The sending of your subscription in to-day may mean making ideas that will bring money to you in the coming season. Very truly yours,

Frank E. Bolway & Son, Inc.

As this letter was sent out voluntarily by Mr. Bolway, it not only shows the interest that he has in The World, but it should prove to dealers that it is the paper for them to read.

Frank E. Bolway & Son will soon be in their new home, which is a magnificent building, and a photograph of it will appear herein when completed.

NEW STORE IN TRENTON, N. J.

The Noah L. Walker Phonograph Co. has opened quarters at 322 East Eighth street, Trenton, N. J., and will feature the Carola talking machine in that section.

AUTO PROVES A TRADE DEVELOPER

Roy F. Ott, Huntsville, Ala., Uses Maxwell Car in Covering Wide Country Territory—Is Placing Victrolas in Many Schools

HUNTSVILLE, ALA., September 2.—Roy F. Ott, head of the Roy F. Ott Talking Machine Co., this city, believes in a modern method of getting business and as a result is constantly on the go through the country districts in his automobile for the purpose of developing and closing sales. The accompanying illustration shows Mr.

Roy F. Ott and His Victor Car

Ott on the road in his Maxwell car, which has traveled over 15,000 miles and built up so much business that a new auto truck is required to make deliveries. Just so the people may know whom he represents Mr. Ott has equipped his car with a big Victor dog fastened to the hood and a Victor sign on the wind shield.

Mr. Ott has been particularly active in developing school trade, and with the opening of the country schools he has made arrangements to canvass every school within seventy-five miles of Huntsville. Already eleven schools have been equipped with Victrolas through his efforts, with many more in line.

C. J. LeClair, who handles the Laffargue, Jacob Bros. and other makes of pianos, at Pompton Lakes, N. J., has opened a large talking machine department, in which he will handle the Columbia machines and records, as well as the Concertola Corp. line.

EXCELLENT PROSPECTS IN WINNIPEG

Harvest Promising and Money Plentiful in Western Canada—Columbia Distributors Hold Picnic—Recent Travelers From the East

WINNIPEG, MAN., September 1.—Favorable harvest prospects and a more free circulation of actual money is having a wholesome effect upon trade. The heads of the various music houses while eagerly anticipating fall business are not spending their time wishing for the passing of summer as last year, for example. Prospects in the country are splendid and with this season's crop safely harvested the West should be in a financial position to take care of its financial obligations to the East. Considerable interest attaches to the local agency movements and changes reported below.

Manager Fitch, of Babson Bros., Edison phonograph dealers, has returned to his duties after a delightful six weeks' vacation spent in Portland, Ore., and Seattle with his family.

The Western Fancy Goods Co., Columbia distributor, joined with the Western Hotel Supply and the Gowans Kent Western, Ltd., Association Companies, in its annual outing, the party consisting of about sixty all told. The management had chartered a car, proceeding to Selkirk, some thirty miles distant, on the Red River. There were the usual picnic festivities including the races for the kiddies and dancing in the pavilion to the music of a 65 Grafonola. The company then sat down to a splendid dinner provided by the management, and speeches were the order of the day.

Stanwood's, Ltd., reports a fair month's business in Edison and Columbia machines and records, with good prospects ahead.

"GRAFONOLA TWINS" IN BUFFALO

Clever Mechanical Dancers Prove Strong Attraction in Show Windows of Household Outfitting Co.—Columbia Records Furnish Music

BUFFALO, N. Y., September 5.—The Household Outfitting Co., the prominent furniture house, which has taken an active interest in the talking machine game since opening its new Grafonola department recently, is pushing the Columbia line of machines with unusual energy at the present time.

Sometime ago the Household Co. displayed in its show windows "The Grafonola Twins," marvels of mechanical grace and skill who gave an unusually interesting dancing performance to the music of Columbia records; the twins, one male and one female, gave an excellent demonstration of the late dances and were remarkably lifelike in appearance. "They are machines," said one little girl. "They are not, they're human beings," argued her companion. "Darned if I know," declared papa, and that was the common situation.

JOS. NOLAN WITH GATELY-HAIRE

Joseph Nolan, "Albany's premier comedian," has become associated with the Victrola headquarters of the Gately-Haire Co., Inc., 121 North Pearl street, as a member of the retail force.

Mr. Nolan is well known as an entertainer in private entertainments, having participated in various entertainments held at Wolferts Roost, the Adelphi Club, the Mohawk Golf Club, the Knights of Columbus and other prominent organizations. His many friends are strong in their congratulation of his connection with "Albany's Musical Center" and Mr. Nolan has invited all to visit him to hear their favorite selections on the Victrola. As a member of the Knights of Columbus he has the good wishes of the entire organization for his success in his new venture.

THE PROCESS OF MAKING TALKING MACHINE NEEDLES

How the Very Necessary Accessory to the Modern Talking Machine Is Produced in Billions for the Consumption of Americans—The Little Details That Count in Finishing

To compile any accurate figures regarding the number of talking machine needles used in the United States in the course of a year would probably require the earnest consideration of a professor in mathematics, inasmuch as every time a record is played the needle must be changed or should be changed. The ordinary family will use twenty to twenty-five needles in the course of an evening. Multiply this by the number of talking machines of all makes in constant use and we should have some needle figures that would surprise even those engaged in selling them.

In view of the general use of talking machine needles, some details regarding their manufacture, from the time the carbon steel rods three-sixteenths of an inch in diameter are received at the factory to the time the finished needle is ready for use should prove interesting, and especially so to those in the trade.

The operations are as follows: The rods are first heated in an annealing oven and then slowly cooled in order to soften them. In this heating and cooling process they become oxidized or coated with scales. To remove these they are tapped with hammers, after which they are "pickled" in a solution of acid and water, and again heated in another oven much cooler than the first to remove the effects of pickling. They are then taken to the wire-drawing machine, where the three-sixteenth-inch soft rod by being drawn through a die plate about one-eighth inch in diameter is reduced to No. 8 wire. Drawing compresses and hardens the metal, making it necessary to repeat the annealing process before another reduction in diameter is possible. Therefore, these operations must be repeated about five times before the requisite reduction to one-sixteenth inch or No. 16 wire is obtained.

The long coil of small wire is now passed to a forming machine, in appearance like a lathe, which in spinning around the wire as fed through it, straightens and cuts it into rods about eighteen inches in length. These rods are gathered up and taken to a grinding machine, an ingenious special mechanism, which points the ends of about 150 of them at a time. They are fed to it sideways and are held in exact position, fed through and turned as they grind against the stone by means of rubber tired wheels or rollers. One set of ends being pointed, the rods are reversed and again fed to the grinder to point the opposite ends. The now double-pointed rods pass to the cutting machine. Its operator seizes a handful (about 100) pushes the ends against a plate to even them, places them in the cutting machine against a gauge plate set five-eighths inch from the shear, and touching a lever cuts off 100 rough needles at a stroke. Turning the bunch of rods end for end 100 more needles drop into the hopper. The shortened rods pass to the next grinder and thence to the next cutter, and so on until the rod is about used up.

The now rough needles are spread evenly to the depth of an inch over the surface of a heavy iron plate or tray, and while on this tray are heated cherry red in a special furnace, on being removed from which they are at once thrown into large double cans containing whale oil to harden them. These cans are kept in a water tank for cooling purposes. The inner cans have strainers at the bottom, so that when removed with needles in them the oil drains back into the outer cans, which always remain in the water.

The needles, perfectly shaped and hardened, but still in the rough and gummy with oil, are placed in a huge pan or trough, which slides back and forth with jerking motion (somewhat like that of an ordinary ash sifter) on the top of what may be called a "washing machine." Here they are treated to a bath of soft soap, or soda and water, as they roll about in the bottom of the pan. After a thorough shaking up in this soapy mixture they are drained, and while still damp are placed in a tumbling barrel or, in other words, a slowly revolving barrel, pivoted at an angle of about forty-five degrees. About double their bulk in dry sawdust is mixed with them, and in a short time dries them thoroughly. They are then separated from their sawdust towel by a rather ingenious contrivance, which sucks off the dust and leaves the needles.

It is now necessary to prepare their surfaces for the final polish, and to do this they are scoured. A batch numbering several thousand is mixed with a pasty looking compound, and the mass is wrapped into a cylindrical canvas packet about five inches in diameter and two feet in length. Several "packets" tightly bound around with strong rope are placed in a machine called a "mangler," in which they are rolled back and forth between two slabs as one would make a roll of butter.

After this careful rolling or massage treatment is continued for some time, the needles, by rubbing against each other in the scouring compound, are thoroughly cleansed and smoothly surfaced, and are taken from the packets. They are then given a rinsing in clear water and another turn in the sawdust barrel, after which they are for the last time packed into sausage-like canvas casings and rolled this time with a fine polishing compound. From this last mauling they emerge as finished product, and are sent to the stockroom to be weighed (not counted) into packets of 100 or more.

There are about sixteen processes between the steel rod and the finished needle or, if we count the number of operations necessarily repeated, in the wire drawing, annealing process, pickling, hammering, etc., there are about forty-two handlings in all, and yet in no case is a needle handled singly as such.

LIVE FEATURES BRING RESULTS

A. R. Meyer, Havana, Ill., Finds Ways to Make Summer Business Active

HAVANA, ILL., September 4.—One of the most interesting of the several floats of the Fourth of July Parade held in this city was that entered by A. R. Meyer, the enterprising local Victor

A. R. Meyer's Victor Float

dealer, who, by inaugurating special features, has succeeded in doing a surprisingly large summer business. Mr. Meyer built the float over the body of his automobile and used the advertising matter of the Victor Co., including banners, to great advantage, in the decorations. A Victrola XVI had a prominent position on the float. Mr. Meyer drove the car himself throughout the line of march. Through special advertising stunts Mr. Meyer got some excellent business as a result of the Chautauqua season and also did a large business with the campers at Quiver Lake, Havana's summer resort.

LIPMAN KAISER SOME MOTORIST

Lipman Kaiser, the popular representative of the S. B. Davega Co., the Victor distributor, is quite some motorist during his leisure hours. Early this month Mr. Kaiser made a journey over the roads to Lake Sacondaga, N. Y., in the Adirondacks in order to bring Mrs. Kaiser home from her vacation, and made the trip of 217 miles in a single day, returning in the same time.

EASTERN VICTOR SERVICE

IS WHAT SUCCESSFUL NEW ENGLAND VICTOR DEALERS USE

IT HELPS THEM TO BE SUCCESSFUL

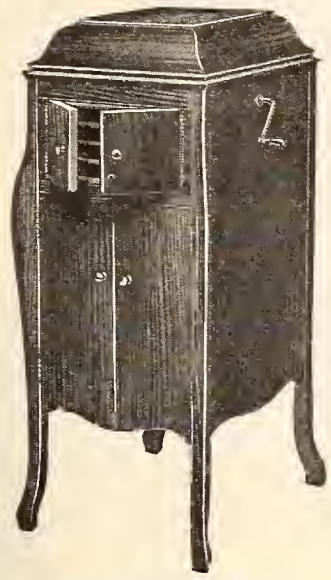
It helps them to attract and hold customers by placing them in a position to give prompt service to their trade, to supply the machine or record wanted, when it is wanted, to make profits.

IT COSTS NO MORE THAN ORDINARY SERVICE

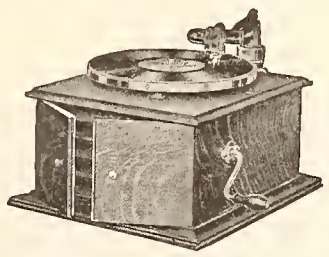
The Eastern Talking Machine Co.

177 TREMONT STREET, BOSTON, MASS.

Largest Exclusive Victor Distributors in the East



Victrola X, $75
Mahogany or oak



Victrola IV, $15
Oak

Victrola VIII, $40
Oak

Victrola XVI, $200
Victrola XVI, electric, $250
Mahogany or oak

Victrola supremacy

The supremacy of the Victrola commercially is coincident with its supremacy as a musical instrument.

The success of Victor dealers goes "hand in hand" with Victrola supremacy.

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

Important warning. Victor Records can be safely and satisfactorily played only with *Victor Needles or Tungs-tone Stylus* on Victors or Victrolas. Victor Records cannot be safely played on machines with jeweled or other reproducing points.

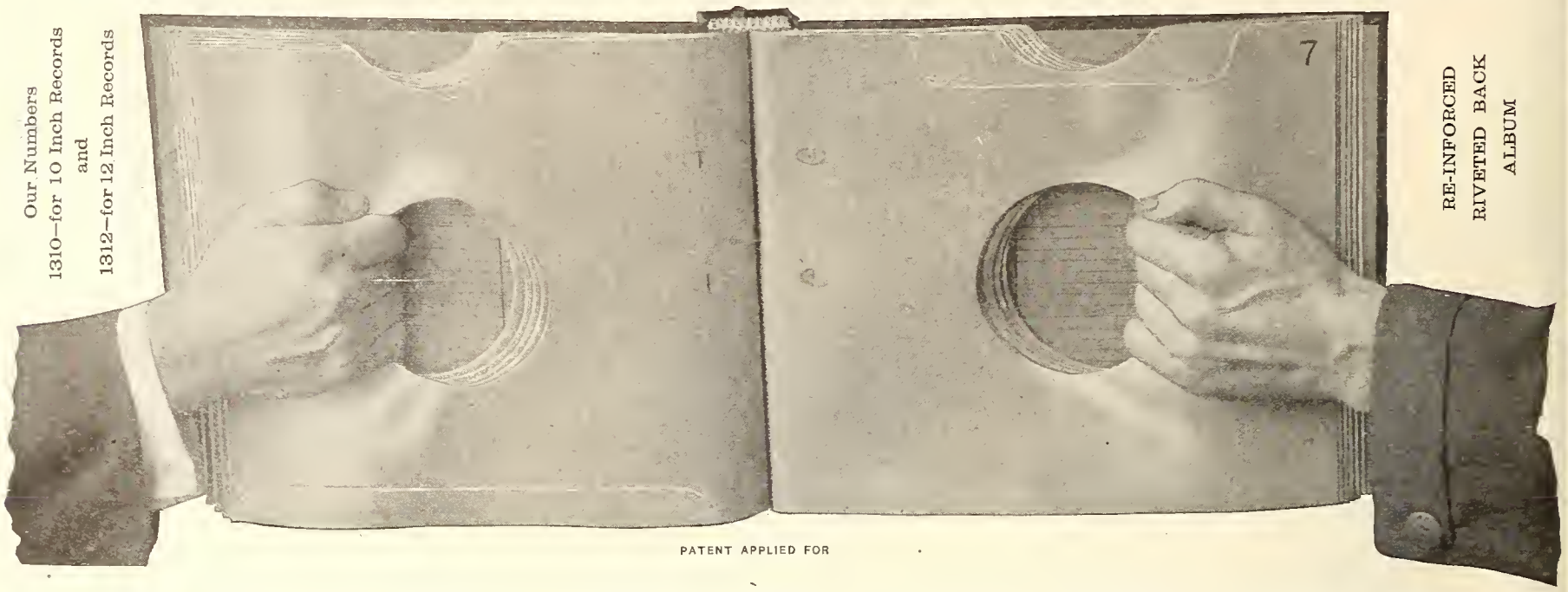
Victor Distributors

Albany, N. Y......Gately-Haire Co., Inc.
Atlanta, Ga......Elyea-Austell Co.
Phillips & Crew Co.
Austin, Tex......The Talking Machine Co., of Texas.
Baltimore, Md......Cohen & Hughes, Inc.
E. F. Droop & Sons Co.
H. R. Eisenbrandt Sons, Inc.
Bangor, Me......Andrews Music House Co.
Birmingham, Ala...Talking Machine Co.
Boston, Mass......Oliver Ditson Co.
The Eastern Talking Machine Co.
The M. Steinert & Sons Co.
Brooklyn, N. Y.....American Talking Mch. Co.
G. T. Williams.
Buffalo, N. Y......W. D. Andrews.
Neal, Clark & Neal Co.
Burlington, Vt......American Phonograph Co.
Butte, Mont......Orton Bros.
Chicago, Ill......Lyon & Healy.
Chicago Talking Machine Co.
The Rudolph Wurlitzer Co.
Cincinnati, O......The Rudolph Wurlitzer Co.
Cleveland, O......The W. H. Buescher & Sons Co.
The Collister & Sayle Co.
The Eclipse Musical Co.
Columbus, O......The Perry B. Whitsit Co.
Dallas, Tex......Sanger Bros.
Denver, Colo......The Hext Music Co.
The Knight-Campbell Music Co.
Des Moines, Ia......Mickel Bros. Co.
Detroit, Mich......Grinnell Bros.
Elmira, N. Y......Elmira Arms Co.
El Paso, Tex......W. G. Walz Co.
Galveston, Tex......Thos. Goggan & Bro.
Honolulu, T. H......Bergstrom Music Co., Ltd.
Indianapolis, Ind...Stewart Talking Machine Co.
Jacksonville, Fla...Florida Talking Machine Co.
Kansas City, Mo.....J. W. Jenkins Sons Music Co.
Schmelzer Arms Co.
Lincoln, Nebr......Ross P. Curtice Co.
Little Rock, Ark.....O. K. Houck Piano Co.
Los Angeles, Cal....Sherman, Clay & Co.
Memphis, Tenn......O. K. Houck Piano Co.
Milwaukee, Wis......Badger Talking Machine Co.
Minneapolis, Minn...Beckwith, O'Neill Co.
Mobile, Ala......Wm. H. Reynalds.
Montreal, Can......Berliner Gramophone Co., Ltd.
Nashville, Tenn.....O. K. Houck Piano Co.
Newark, N. J......Price Talking Machine Co.
New Haven, Conn...Henry Horton.
New Orleans, La.....Philip Werlein, Ltd.

New York, N. Y.....Blackman Talking Mach. Co.
Charles H. Ditson & Co.
Landay Bros., Inc.
New York Talking Mach. Co.
Ormes, Inc.
Silas E. Pearsall Co.
Emanuel Blout.
C. Bruno & Son, Inc.
I. Davega, Jr., Inc.
S. B. Davega Co.
Omaha, Nebr......A. Hospe Co.
Nebraska Cycle Co.
Peoria, Ill......Putnam-Page Co., Inc.
Philadelphia, Pa.....Louis Buehn Co., Inc.
C. J. Heppe.
Penn Phonograph Co., Inc.
The Talking Machine Co.
H. A. Weymann & Son, Inc.
Pittsburgh, Pa......C. C. Mellor Co., Ltd.
Standard Talking Machine Co.
W. F. Frederick Piano Co.
Portland, Me......Cressey & Allen, Inc.
Portland, Ore......Sherman, Clay & Co.
Providence, R. I....J. Samuels & Bro., Inc.
Richmond, Va......The Corley Co., Inc.
W. D. Moses & Co.
Rochester, N. Y.....E. J. Chapman.
The Talking Machine Co.
Salt Lake City, U...Consolidated Music Co.
The John Elliott Clark Co.
San Antonio, Tex...Thos. Goggan & Bros.
San Francisco, Cal..Sherman, Clay & Co.
Seattle, Wash......Sherman, Clay & Co.
Sioux Falls, S. D...Talking Machine Exchange.
Spokane, Wash......Sherman, Clay & Co.
St. Louis, Mo......Koerber-Brenner Music Co.
St. Paul, Minn......W. J. Dyer & Bro.
Syracuse, N. Y......W. D. Andrews Co.
Toledo, O......The Whitney & Currier.
Washington, D. C...Robt. C. Rogers Co.
E. F. Droop & Sons Co.

THE PULLING TEST—THE STRENGTH IS THERE

THE STRONGEST ALBUM MADE *AT ANYWHERE NEAR ITS LOW PRICE*



Strength at the Stress and Strain Point. Practically Unbreakable for Regular Usage.

THE WELL-KNOWN "NATIONAL" RECORD ALBUMS ARE ALWAYS THE LEADERS

THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

These Albums will pay for themselves in a short time by preserving Records. When full the Albums are flat and even like books. They will fit in a library cabinet or book case, or they will lie flat on one another.

We manufacture disc Record Albums containing 12 pockets to fit the Victrola cabinets Nos. X and XI. We also make Albums containing 17 pockets. With the indexes they are a complete system for filing all disc Records.

For durability, finish and artistic design, our Albums have no equal. They are made in the most substantial manner by skilled workmen. We sell our superb Albums at big discounts to meet competition. Shall we quote prices?

THESE ALBUMS ARE THE BEST FOR VICTOR, COLUMBIA AND ALL OTHER DISC RECORDS

NATIONAL PUBLISHING CO., 239 S. AMERICAN ST., PHILADELPHIA, PA.

OPEN NEW SECTION IN SPOKANE

Enlarged Department in the Crescent Store Handsomely Decorated and Equipped—Department Meets With Great Success During Three Years of Operation

SPOKANE, WASH., September 5.—One of the most attractive talking machine departments in this section of the country is the new Victrola section recently opened in the Crescent store here, one of the retail dry goods stores conducted by the Spokane Dry Goods Co.

The new section contains three booths, each eight by twelve feet, and one booth twelve by fourteen feet, the latter to be used for display of machines as well as record demonstration. The architectural theme of the booths is the modification of the Italian renaissance. The woodwork is finished in flat ivory enamel and the front, sides and partitions are small panes of clear glass. The booths are handsomely furnished and the floors are covered with mauve colored carpets, the lighting is of the indirect sort. The record stock, which has been doubled in size with the opening of the new section, is carried in racks built in an aisle in back of the booths. The entire department occupies a large space on the third floor of the store.

The Victrola department of the Crescent store was opened in a small way in 1912 and consistent effort brought immediate results until the sales during a single month at present are frequently greater than those of the first year. The department is under the management of W. H. Duffe.

The management does not consider its work finished when a sale is closed or payments

Spokane Dry Goods Co. Department

completed. An accurate mailing list of all purchasers of machines is kept and the Victor supplement is mailed to them each month. A repair and adjustment service is also maintained in order that all Victrolas sold by the store may be kept in perfect condition. Every purchaser is invited to use this service; and, while established only about a year, is proving very popular. While it was established primarily for the store's own clientele many who have purchased machines elsewhere have patronized it, and, of course, are good prospects for record business.

The Crescent in its advertising sometimes suggests the purchase of records where they can be charged on one's monthly bill. This has also proved effective.

FRANK BURDICK ENJOYING LIFE

Manager of Finch & Hahn, Albany, N. Y., Has the Motoring Bee and Satisfies It

TROY, N. Y., September 6.—Frank Burdick, manager of the Finch & Hahn store in this city, has just completed one of the most enjoyable vacations of his life. He is a great lover of outdoor life, in fact a great lover of life in general, where there is motoring concerned, and now that he has a real chance after all his years of constant business activity to taste such he has decided to buy a real automobile so that he might not have his pastime interrupted with the repair shop calls. Mr. Burdick predicts a very large increase in his Victor business during the coming season and from all appearances of his establishment, for he now has one of the most beautiful emporiums in this section, he will receive his full quota of the business. Large sound-proof demonstrating rooms, four in number, have been added to his equipment.

DEATH OF ISAAC A. HARRISON

Isaac A. Harrison, for many years connected with Thos. A. Edison, Inc., died August 13 at the home of his sister in New York City. He was sixty-seven years of age and was the son of Capt. Geo. W. Harrison, who was killed in the last battle of the Civil War.

Erward Allington, Jr., has opened an attractive Pathé Pathephone Shop on Stevenson street, Freeport, Ill.

NYACCO

METAL BACK ALBUMS

Give 300% More Service Than Any Other Album

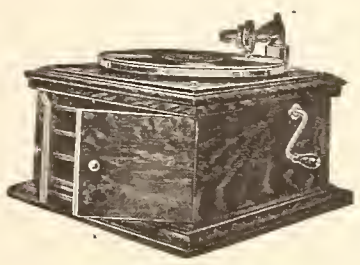
THEY ARE PATENTED

No other Album like it has been or can be manufactured

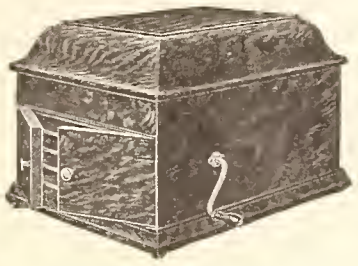
Send for Sample

NEW YORK ALBUM & CARD CO., 23 Lispenard St., New York

Victrola IV, $15
Oak



Victrola VI, $25
Oak



Victrola VIII, $40
Oak

Victrola IX, $50
Mahogany or oak

Victor supremacy

Victor supremacy is a real asset for every music dealer.

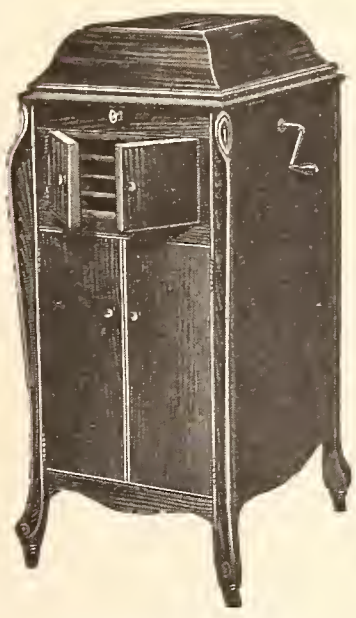
Just how much of an asset depends upon the dealer himself—with no limit to the measure of his success.

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

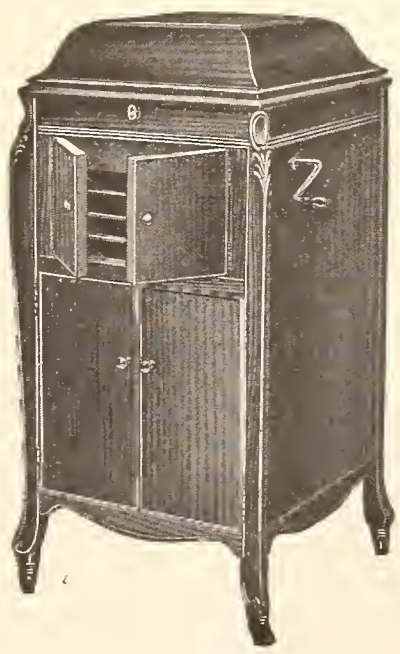
Berliner Gramophone Co., Montreal, Canadian Distributors

Important warning. Victor Records can be safely and satisfactorily played only with *Victor Needles or Tungs-tone Stylus* on Victors or Victrolas. Victor Records cannot be safely played on machines with jeweled or other reproducing points.

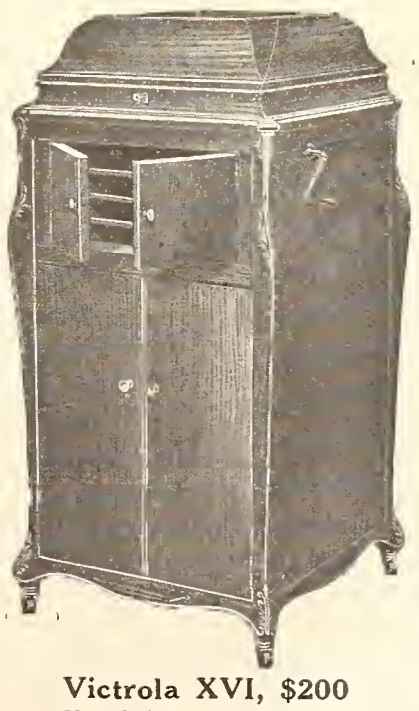
Victrola X, $75
Mahogany or oak



Victrola XI, $100
Mahogany or oak



Victrola XIV, $150
Mahogany or oak



Victrola XVI, $200
Victrola XVI, electric, $250
Mahogany or oak

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

PUBLISHED BY THE ESTATE OF EDWARD LYMAN BILL
(C. L. Bill, Executrix.)

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

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

NEW YORK, SEPTEMBER 15, 1916

FROM all sections of the country come most optimistic reports regarding the conditions in the talking machine field and the prospect for fall and winter business—reports which in view of the actual situation are not in the least exaggerated. The best proof of the confidence that talking machine dealers feel in future business, however, is found in the manner in which a surprisingly large number of retailers are investing their money in new equipment and in the remodeling of their stores.

Hardly a day passes without a report of some dealer who has leased larger space, installed new booths, redecorated his store or otherwise made provision for a substantial increase in business, thus giving substantial assurance of his belief in what the future will bring forth. This expansion is not in any sense a gamble, for in the majority of cases the actual business in hand or in sight makes it absolutely necessary that the dealer prepare to handle it properly or otherwise to forfeit his share of the prosperity.

The dealers who have made these additions and improvements are to be congratulated not only upon their good business sense, and their confidence in the future, but upon the success that they have made of their chosen business that has enabled them to take the new step.

THE campaign for fall trade opens this month following the usual summer period of recuperation indulged in by members of the talking machine trade. At no time was the business outlook so satisfactory, and with this end in view jobbers and dealers have been preparing, during the summer, for a lively business this fall.

It now needs only united action on the part of all concerned to insure the year 1916 going on record as a better business year than its predecessor. When this is accomplished something will have been done, for it must be admitted that last year made a splendid showing in the talking machine trade.

Two very effective means of publicity indulged in by wide-awake talking machine men are recitals and local advertising. If indulged in sporadically the recital plan will not be any more profitable than newspaper advertising—to win success it will be necessary at all times to work continuously, and along original lines. What is worth doing at all is worth doing well, and an investment in publicity of any kind should be well considered to the end that it pays good dividends.

If a recital campaign is contemplated, it would be well to send out invitations attractively printed, so that they impress the recipients with the fact that the house issuing them is worth while. Merchants are judged by appearances, and when a thing is done sloppily or indifferently it creates a bad impression that is most harmful to a business.

The same thing applies to advertising in the newspapers. Advertisements should contain ideas; whatever is to be said should be presented in a manner to attract the eye and interest the reader.

Sometimes dealers say that this attention to details is hardly worth while—that they cannot estimate the results. This complaint may be well founded in some instances, but the history of every business shows that those who work along dignified, progressive lines win out.

It is not to be inferred from this that there should be any indifference to the trade of the humblest, for it is significant that the people in a modest station of life like to deal with a successful dealer. They feel that his success is due to his honesty and his upright principles, hence the importance of working along constructive, intensive lines in the development and expansion of a business.

It matters little whether it is window display, warerooms arrangement, exploitation through recitals, or newspapers, if everything is neatly and correctly handled results are bound to accrue that will well repay the merchant for his efforts.

"HOW much time should be given to the sale of a record?" was asked of an experienced and successful salesman in a retail talking machine department. "That's entirely a question of salesmanship," was the prompt reply. "To some record customers that buy a record I would give about five minutes, and with some others, if I spent an hour in demonstrating and selling a single record I would consider the time well spent. "You must either know your customer or size him up. It wouldn't pay to spend an hour selling one record to a person who was not a prospect for more records, or who would not be in a position to influence someone else to buy records. You must gauge your customer, and that is not always easy to do.

"Some business men can get through with an interview and dismiss the caller in ten minutes, where others would keep him half the afternoon. Perhaps it is a question of mental attitude. The person being interviewed knows the value of his time and has trained himself to consider the interview at an end when the business is transacted, and he can tactfully dismiss the visitor, making the latter feel that it is his time that is too valuable to waste.

"Similarly in selling a record. It is a question of the most profitable thing to do; which might be in getting the customer out in a minimum of time, or it might be in keeping him around for an hour. It depends upon a number of circumstances, and only the good salesman knows how to be governed by circumstances but he cannot put into words any explanation. All he can tell you is not to waste time, and to sell enough records to make your work profitable, regardless of how little or how much time is given to the customer."

THE Stephens Bill, which is now up before Congress for consideration, should continue to excite the liveliest interest of talking machine men, for the passage of this measure is one that will not only safeguard prices in the talking machine industry, but will likewise help every other industry inasmuch as the principles embodied in this bill are based on correct and honest merchandising.

As an eminent exponent of price maintenance recently said: "It certainly cannot be against public interest for a man who makes a talking machine, a plow, or produces a bushel of corn, to have something to say about what happens to the product when it reaches the market. To say that his interest has disappeared when he has passed the legal title to that product to the distributor, is far-fetched in the extreme. The producers of a product are vitally interested in the condition that the product reaches the consumer, and in the attitude the consumer holds towards it, because upon the attitude that the consumer holds towards that product depends his future patronage.

"It is a favorite argument to say that it is none of the producer's business what is done with his product after he has sold it and secured full payment therefor. The absurdity of such

claims is apparent to every producer, because when anything happens to his product in the course of its transfer to the consumer, and after it reaches him, which causes the consumer to complain about its condition, immediately the distributor transfers that complaint to the producer, and if the producer has any pride in his article or his reputation as a producer, he will satisfy the complainant in some manner so that his distributor will not lose the consumer's patronage.

"It cannot be said, either, that the producer has lost complete title to his product in its broadest sense, simply because he has accepted a fixed price from the distributor for it, as it is distinctly understood between the producer and the distributor that if the article is not up to contract the producer will make it good, and a successful producer does make it good. The title does not pass in full to the producer until the consumer is satisfied with the purchase."

IN the early days of the talking machine and the player-piano and until quite recently, in fact, items regarding those instruments were turned over to the humorists of the daily papers for endless cartoons and jokes regarding "canned" or machine made music. The general public and consequently those who conduct the newspapers have, however, taken a new viewpoint of machines that reproduce music of the masters, and have begun to realize that such machines and records have a value that cannot be estimated on a dollars and cents basis. Papers in several sections of the country, including New York, have inaugurated special departments occupying a page or more each day and devoted to "Music in the home," and the plan seems to be growing in favor.

The most impressive proof of this new attitude, however, was in the form of an editorial written by Arthur Brisbane which appeared in the New York Evening Journal of August 19, in the heading of which he said: "To-day the house without an instrument to reproduce the voices of artists, the genius of musicians, is like a house without a library," and later on he explains: "The self respecting man would scarcely admit that he lived in a house without books. Just as great a misfortune—greater even for young people and for children—is to live in a house without the modern miracle of art, the machine that talks and sings, and the piano that contains within itself or the machine that gives a voice to the millions of pianos that are dumb because none in the household can make them speak. In ancient days," he continues, "few men—only the rich—could own good books. Each book was written by hand, illustrated by hand. To-day the poorest man may own the greatest books. The intellectual genius of all ages is on the shelf asking only to be taken and made part of the owner.

"As it was with books and the thoughts of the greatest writers so it was, until recently, with music and the genius of the great musicians. Music was for the few. Year after year a painful study was necessary to enable the individual to reproduce even in a faulty manner the creations of genius.

"To-day, thanks to the invention of the machine that speaks, not only the greatest music, but the greatest musicians, singers and players of musical instruments, are at the command of every family, of every mother and father, of every child.

"Painful labor and unsatisfactory results of musical study are done away with. The genius of Beethoven, the dramatic power and voice of the greatest artists are at hand on your shelf like the poems of Shakespeare—and great personality added to the beauty of music." Toward the close of the editorial Mr. Brisbane gives the following advice: "If you haven't in your house a machine that makes all music and all artists your own, GET ONE."

The editorial, occupying almost the entire depth of the page, three columns wide, and going into the homes of over three-quarters of a million New Yorkers alone, should prove one of the greatest selling arguments that has yet been placed in the hands of the talking machine dealer by a great newspaper.

TOO often we come across advertisements in the daily papers —and talking machine merchants are not exempt—in which all available space is jammed full of closely set type, which the advertiser supposedly expects that the reader will peruse. Perhaps the reader will, but the odds are that he will skip it and read some other advertisement that looks easier—one in which fewer words are used and which is relieved in some form so as to interest the reader.

Advertising writers long ago learned that it is wiser to focus the reader's attention upon one simple and essential idea, rather than spread it out thinly over a mass of details, no one of which is emphasized with enough force to make a lasting impression, or a permanent dent in the mind of the reader.

Advertising space costs money, and the merchant who has money to spend in this way should see that the space is used in the most effective and result-producing way. Where he is doubtful of his own ability to convey his ideas to the public, it is much better to get the aid of an advertising man, or consult the advertising service bureaus, which are conducted by a number of leading manufacturers, and which have proven such a great aid to the dealers in small cities.

Writing advertisements and editing a paper are two things which the general public always imply they can do better than the men engaged in these occupations—until they try. Hence the wise merchant is he who is modest enough to realize his own limitations as an advertising man, or editorial writer, and getting down to brass tacks, seeks the aid of specialists, thus making his advertising more effective and dominating, while at the same time he is relieved of considerable worry.

DITSON
VICTOR SERVICE

For many years we have helped dealers to grow, not only dealers in Victor talking machines, records and supplies, but also dealers in Musical Merchandise and Sheet Music.

This experience is at your service and it is the kind that has been developed by actual service on the firing line.

So when you use Ditson Service, you secure the best. Let us talk over a "Fall Campaign" with you.

Oliver Ditson Company
BOSTON

Chas. H. Ditson & Co.
NEW YORK

Caution

THE B & H Fibre Mfg. Co.

takes occasion to again call your attention to the persistent efforts made by various unscrupulous concerns, to place upon the American market, needles purporting to be similar in shape and material to the patented article manufactured by our company.

¶ We understand that most of these infringing needles are brought here from Japan and offered to the trade at a low price. We also understand that a few dealers, tempted by the low price, have been induced to lay in a supply.

¶ In justice to yourselves, let us caution you against investing in or offering for sale, an article which will only bring disrepute to your establishment and cause the loss of many valuable customers. A fibre needle made regardless of the purpose for which it is intended, is worthless—a pointed match—a toothpick would answer the purpose as well.

¶ After ten years of persistent study and scientific experimental work, we have produced a needle meeting all the essential requirements of a disc record. Perfect tonal reproduction, reliability and durability have been achieved.

¶ The Fibre Needle is protected by U. S. Letters Patent, issued to our Frederick D. Hall, November 12, 1907. **The B & H Fibre Co.** are sole owners and manufacturers of the fibre needle in this and other countries, protected by Hall's patent.

B & H Fibre Mfg. Co.

33 and 35 W. KINZIE STREET CHICAGO

Al Jolson, Brice & King, *eighteen* popular hits—well, you won't have to *drag* buyers in, that's sure! You have a *star* proposition for October on popular as well as classical records.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

THE TALKING MACHINE AT THE COUNTY FAIR

A Story Illustrating the Fact That the County Fair Offers Great Opportunities for a Unique Advertising Campaign—All Talking Machine Dealers Who Are in the Market for Original Ideas, Please Note What Results a Really Original Idea Will Bring

The country surrounding Port Haines is noted for its exceptional agricultural products, and, therefore, when fair time rolls around there is a great deal of good natured rivalry among the farmers. This rivalry is not only keen but far reaching and hence the Port Haines fair is some fair.

You will remember reading in the April number of The Talking Machine World how John Jones, the successful and well known talker man of Blanktown, N. Y., invaded Port Haines and established there a Unique Talker Shop which was in every way a miniature edition of his famous Blanktown establishment. You will also remember how he made it a pronounced success by the incorporation of original ideas for which his social hostess and star salesman were responsible.

This story has to deal with the wonderful results gained through the medium of a novel publicity scheme worked out at the Port Haines fair by the Unique Talker Shop. Not only are the Port Haines cattle and pumpkins famous for their size and beauty, but the babies who are fortunate enough to be born within the confines of this ideal community and its surrounding suburbs are veritable little angels in appearance and 100 per cent. efficient as to mind and body.

Taking these things into consideration a few weeks before the opening of the celebrated agricultural exhibition, the social hostess approached the star salesman and spokc unto him as follows:

"S. S., I've a notion that a baby beauty contest would be a great stunt for us to pull off at the fair. What do you think?"

"You know by experience, my dear young lady, that I am always in the market for new ideas; please explain your scheme," replied the star salesman enthusiastically. This youth like most others who have made a success of life through the turning of gray matter into dollars, did not think for a minute that he knew it all, and, therefore, was only too eager to hear from his subordinate. In fact, he was not in the least like the man, who suffering from a serious affection of the eyes, called upon a celebrated specialist for treatment. The noted oculist examined him and shook his head. "You will be blind in a month," he said. "Oh, well," replied the afflicted one; "it does not matter, I have seen everything." As I said before, my friend, the star salesman, was not of this brand —but we digress.

"My idea is this," continued the social hostess earnestly "we shall have an extremely attractive booth at the fair—so attractive, in fact, that the folks will stop to look at the decorations as well as listen to the music, but this is just scratching the surface of my scheme, listen! Clear across the top of the booth will be spread a huge sign crying aloud to all who have eyes to see that a baby beauty contest is in progress, and that to the prettiest baby will be awarded a model De Luxe talking machine. We will also have an electrically operated instrument, with a repeating attachment installed, proclaiming the fact from out the grooves of a specially recorded disc.

"In order that every baby may have an equal chance, a photographer will be in attendance and as each chubby infant appears on the scene in the arms of parent or guardian, as the case may be, he will be photographed free of charge, and, on the last day of the fair when all the babies in Port Haines and surrounding country have made our booth a visit, and our supply of pictures resembles a veritable garden of pink and white roses, we will display the collection of photographs and have a voting contest, the baby receiving the most votes to get the machine."

"I not only congratulate you but give you carte blanche. May your scheme win the success it deserves." The star salesman offered his hand to the social hostess in a gust of ardent zeal.

The morning of the opening of the fair dawned clear and cool—an ideal day for cattle, pumpkins and babies. In the building set apart for the display of musical instruments, the booth of the Unique Talker Shop made the finest showing of all. The setting was that of a nursery, the color scheme being green and white with a frieze of animals and birds running blithely round the walls. Toys galore lay upon the brilliant rugs and a talking machine rendered nursery rhymes from a corner.

A trained nurse in her well starched uniform of snowy white assisted the social hostess in greeting each chubby youngster and inducing him to make friends with the camera man. When the mother was tired or the baby cross, he was entertained for an hour while the parent was told to see the sights unencumbered for awhile. It is needless to say that this little courtesy make a great hit.

Of course, as each child was photographed, the names and addresses of the parents were procured, and it was ascertained whether or not they owned a talking machine, and if they were at all interested in the most wonderful of all musical instruments. If they had friends who were talker enthusiasts, their names were obtained also, and considered possible prospects for records or better machines.

The babies came in droves and the nursery was soon full to overflowing. It soon was known throughout the fairgrounds that one could leave one's offspring at the Unique Talker Shop booth and not only get a chance to win a talking machine, but obtain an hour's respite from toting Willie as well. It became necessary eventually to enlist the services of two extra nurses and an additional photographer to relieve the congestion.

Upon the last day of the fair when the voting contest was held, there were three hundred and sixty-five cherubic juveniles to vote for, and over fifteen hundred votes were cast.

Fair time is with us, Mr. Dealer, and it is for you to say whether or not the baby beauty contest idea is worthy of your consideration.

HOWARD TAYLOR MIDDLETON.

JOSEPH ISAACS IN NEW QUARTERS

Now Located in Handsome and Commodious Store at 176 Sixth Avenue, New York

Joseph Isaacs, who formerly operated talking machine warerooms at 164 Sixth avenue, recently moved to larger quarters at 176 Sixth avenue, owing to the great increase in his business during the last year. The new quarters have been especially fitted for the display of machines and have eight demonstration rooms. Mr. Isaacs, who is an exclusive Victor dealer, carries a large stock of records, and is using efficient methods to capture sales.

Get acquainted with your employes. Talk with them sometimes on other matters than business. After you get on level ground with them, you may discover that some of them are just as capable, if not more so, of running your business as you are yourself.

THE WIDNEY COMPANY

MANUFACTURERS OF

Turntable Felts

Our extensive stock and specially designed machinery enable us to offer you

Quality-Service Price

We also want to quote you on

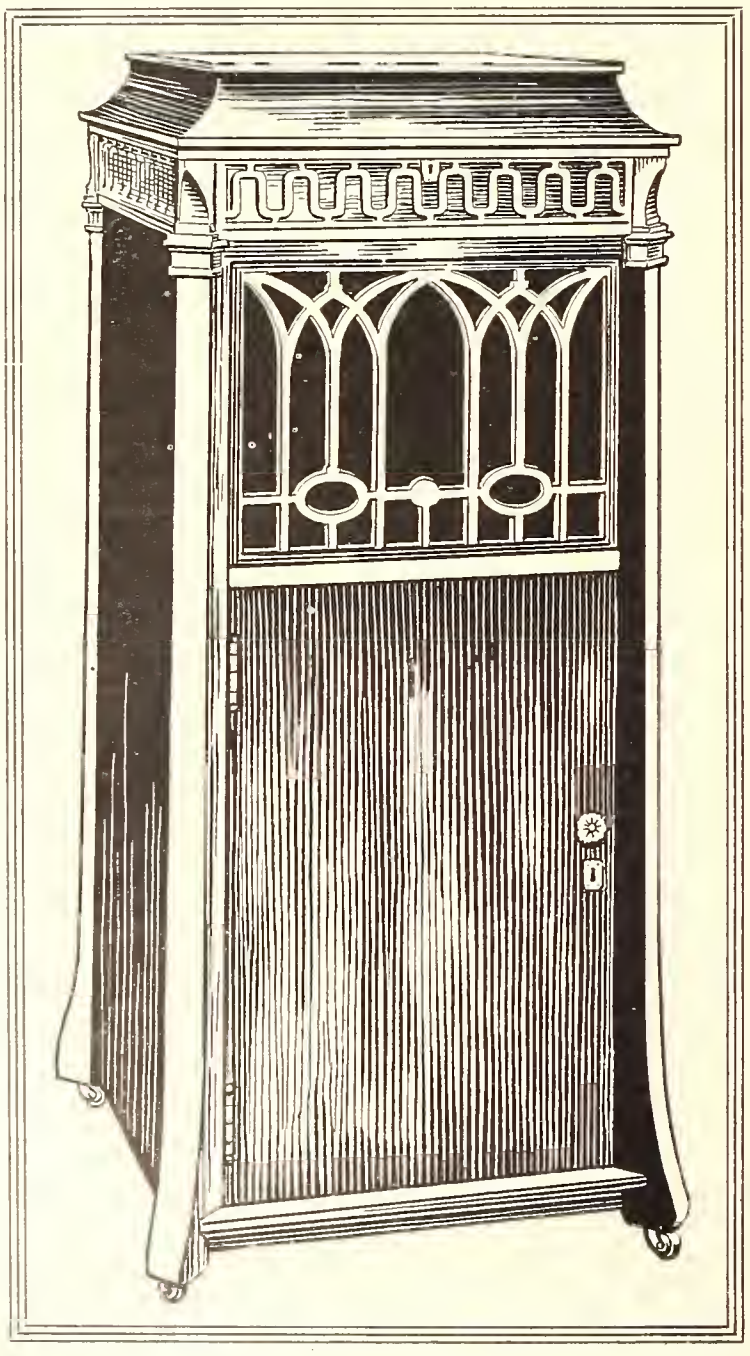
Felt *and* Rubber Bumpers

May we submit estimates on your requirements?

THE WIDNEY CO.
Patton Bldg. CHICAGO, ILL.

E D

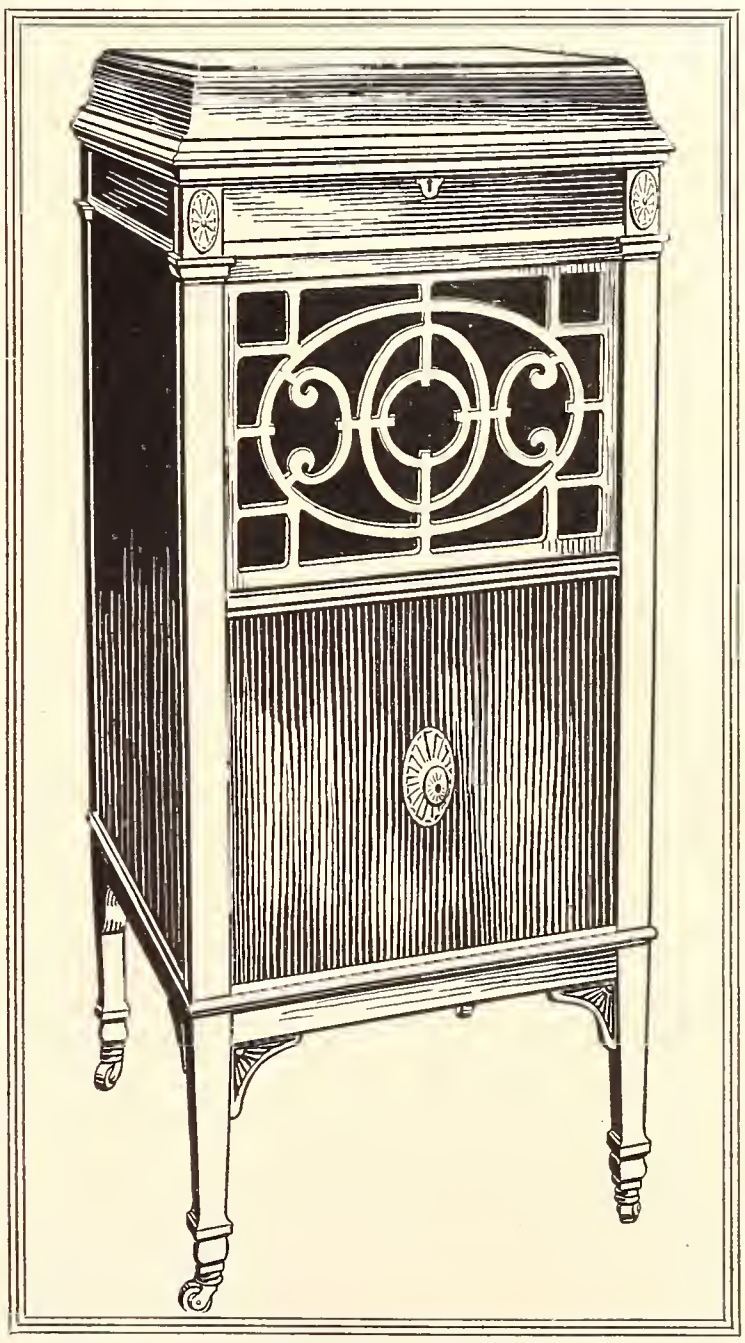
As in the world of science, so in the world of music, the name that stands for an indomitable will to accomplish what had never before been accomplished—the name that stands for the absolute Re-Creation of all forms of music, Thomas A. Edison's new achievement in the science of sound reproduction.



CHIPPENDALE
Official Laboratory Model

S O N

The name that stands for an elastic dealer policy—the Edison Probationary Zone Plan, under which the dealer is given every opportunity and incentive to cultivate his zone of operations so intensively that no more dealers will be needed in order to secure the maximum Edison business from that zone.



ADAM
Model C200

Thomas A. Edison, Inc.

279 Lakeside Ave. ORANGE, N. J.

THE TRADE IN BOSTON AND NEW ENGLAND

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

BOSTON, MASS., September 2.—Everywhere the trade is picking up. Which is not to say that August was such an awfully bad month. It is true that with some dealers it was almost dead, with others sleeping, yet there were several of the hustling dealers who found the month an extremely lively one. It is of interest, and this was touched on last month, that out-of-town dealers are finding it to their advantage to place their orders early, with the result that never before were there so many demands for talking machines on hand at this season of the year as at the present time.

Improvements at Columbia Headquarters

Manager Arthur Erisman got back to the Columbia Graphophone offices on September 5, and it was with delight and satisfaction that he viewed the improvements and changes which have taken place during his absence up at Lake Sunapee, N. H., where he and Mrs. Erisman and the baby have been spending their vacation. The ground floor of the Columbia quarters has undergone quite a change. A new line of demonstration booths down the length of the right side of the store has been put in and there now are eight. It will not be long before even that number will be unequal to the demand. The visitor now passes down the aisle to the offices at the rear between two tiers of booths, all of which are tastefully painted and comfortably furnished. Manager Erisman says the business went by leaps and bounds during his absence, and that August was by far the largest month in the history of the Boston headquarters.

Steinert Salesmen in Conference

The New England salesmen of the M. Steinert & Sons Co. held a two days' conference at Steinert Hall the latter part of August, and among those present was Manager H. S. Roger, of the Victor department of this large house, who had only a short time before returned from his vacation at Murray Bay, and other places along the St. Lawrence River. Mr. Roger's Victor business has grown considerably during the summer.

Vocalion Co. Quarters Rearranged

Considerable progress is being made in the changes and rearrangement of the Vocalion Co.'s Boylston street warerooms, and the elevator service now being installed at the right side of the main entrance is nearly completed. The record price sale of a Vocalion occurred the latter part of August, when a $2,000 machine was sold to a wealthy resident of Lynn. The machine was one that has had a conspicuous position in the warerooms, and has attracted much attention because of its beauty. Manager R. S. Hibshman has made several trips over to New York in the past few weeks to consult with the Aeolian officers regarding the improvements now under way. Leo Shatney, the hustling young salesman of the house, has returned from his fortnight's vacation, spent with friends along the Jersey coast.

Vacation Season Now Over

Vacations are over in the Victor department of the Henry F. Miller Co. over which Warren Batchelder presides. The August business has been exceptionally good for mid-summer. Mr. Batchelder has lost the services of Percy W. Baker, who has been attached to his department for several years. Mr. Baker has accepted the position of manager of the Columbia department of Davis Brothers at 683 Washington street.

Good business in both the Edison and Victor lines is reported by George Lincoln Parker, whose department is in charge of John Alsen. The latter has just returned to his duties after a pleasant and restful vacation spent at Southport, Me., and looks as brown as an Indian.

Good Report from Chickering & Sons

Ralph Longfellow, manager of the Edison and Victor departments of Chickering & Sons, is back from New York, where he spent his vacation. His brother, Wilbur Longfellow, formerly of the Chickering house, who has been at New Haven, Conn., for a number of months as one of the staff of the Pardee, Ellenberger Co., Inc., has been paying his old friends in Boston a visit. Andrew F. Lyons, of the Chickering staff, is home after his two weeks' rest. Leroy Christianson is at the present time at Alton Bay, N. H.

Reports Excellent Victor Business

Business at the Eastern Talking Machine Co.'s warerooms has made an excellent showing in the wholesale end during August, and within the last week of the month there was quite a spurt in the retail branch. Billy Fitzgerald, the wholesale manager for the Eastern, and Mark Reed have been away at Southport, Me., where, for a fortnight, they enjoyed the delights of "'Tis Ours," the camp where so much hospitality is doled out. Both returned after Labor Day. John Maguire, of the retail staff, is back from New York, where he spent a part of his vacation.

Harry Rosen a Benedict

On Sunday, September 3, Harry Rosen, the talking machine dealer of School street, was a happy bridegroom, for on that day at Temple Mishkan Tefila, in Roxbury, he was married to Miss Rosa Caplan, daughter of Mrs. Esther L. Caplan, in whose name the invitations were sent out. Mr. Rosen and his bride will make their home in one of the suburbs of the city.

Chickering Team Plays Winning Ball

The baseball team at Chickering & Sons, made up of the Edison and Victor salesmen, have been playing some winning games this summer. One of their last games was with the North Reading town team played on North Reading Park and the Chickering boys won out, five to three.

Nelson L. Furbush Improving

Nelson L. Furbush, head of the Furbush-Davis Co., who has been seriously ill at his father's farm at Freedom, N. H., is showing improvement according to latest accounts. At one time a fortnight ago Mr. Furbush was in a serious condition. The Edison outfits which the Furbush-Davis Co. features have found many sales in the past month.

Columbia Staff Enjoy Vacations

Roy Sylvester, of the retail staff of the Columbia Graphophone Co., has been away on his vacation. He was with his brother, Chester J. Sylvester, who is head of the talking machine department of the C. E. Osgood Co. They have been enjoying an automobile trip. John Shaughnessy, in charge of the bookkeeping department of the Columbia Co., is back from his vacation, spent largely in Portland, to which city he and a few friends motored. Miss Margaret Holland, Manager Arthur Erisman's private secretary, is home from the White Mountains, and James McDonald and John Burke also are home after their fortnight's vacation. McDonald was with some of the Eastern boys at their camp at Southport, Me.

Exploiting the Solophones

A new consignment of Solophones has been received by the Hallet & Davis Co., and these are being exploited in a business-like manner. The new models are now on exhibition in the "talker" department on Boylston street.

MUSIC'S RE-CREATION

What will you do, when we tell you that Edison Re-Creations of music, played on Edison's new invention, The New Edison, are indistinguishable from the original music?

If you say you don't believe this, you array yourself against two hundred thousand music lovers who have actually heard the comparison made and who unanimously confess their inability to detect the living voices from Edison's Re-Creation of them.

THE PARDEE-ELLENBERGER CO., Inc.
BOSTON, MASS. NEW HAVEN, CONN.

Working On New Ditson Building

The old building at the corner of Tremont street and Head place is entirely razed. The basement is cleared of debris, and forthwith the new building of the Oliver Ditson Co., in which the Victor department is to be so well housed, will begin to rise. Manager Henry Winkelman, back from his vacation, is full of enthusiasm for the fall and winter business, which for the Ditson Co. promises to be large. Otto A. Piesendel, manager Winkelman's right hand man, also is home after an absence from business cares.

Planning for Busy Season

Manager Francis T. White, of the Victor and Edison departments, of the C. C. Harvey Co., is planning for a busy fall and winter business. He is mapping out a campaign which should attract many persons to the attractive and restful graphophone department which he so ably manages.

Nat Peabody Enjoys Motor Trip

Nat Peabody, Victor manager at the Gloucester store of F. W. Peabody, was a caller on the Boston trade a few days ago, and had much to say of his recent interesting automobile trip through Maine and New Hampshire, during which he and his friends camped out wherever they happened to be. En route Peabody paid a visit to "'Tis Ours," the Southport, Me., camp, where he found much hospitality at the hands of the Eastern Talking Machine Co.'s boys, who happened to be there.

PREPARED FOR AN ACTIVE FALL

Burrows & Sanborn, Lynn, Mass., Have Good Stock and Fine Quarters

LYNN, MASS., September 4.—Burrows & Sanborn, talking machine dealers of this city, are well prepared to take care of an unusually active fall and winter business, both in the matter of stock and in the arrangement of their establishment. The house, which handles both Victor and Columbia machines and records, has several modern demonstration rooms in addition to a large recital hall for the convenience of customers and prospects.

CUPID GRABS TWO MORE VICTIMS

BOSTON, MASS., September 4.—Harry Rosen, proprietor of Rosen's Talking Machine Shop, 3 School street, this city, who handles the Victor, Columbia and Edison lines of records, was married yesterday to Miss Rosa Kaplan, at the Temple Mishkan Tefila, Roxbury.

ISSUE OF CHORDS AND DISCORDS

Latest Edition of Hallet & Davis Co. House Organ Devoted to General Policy of the Phonograph Division of the Business

BOSTON, MASS., September 5.—The current issue of Chords and Discords, published monthly by the Hallet & Davis Piano Co., is entirely devoted to arousing an interest in the Pathé Pathephones which are to be added to the phonograph division of this large Boston house. A foreword in the issue tells of the general policy of the phonograph division of the Hallet & Davis. Other articles pertain to the financial service, "The Possibilities of the Phonograph Business," and a fourth article tells of the management of this department of the company. "The Advantages of the Polished Sapphire Jewel Used in Playing Pathé Records" is of special interest to those handling this machine. Under the head of "The Linking of Two Famous Names," one reads the following:

The Pathé Frères has enjoyed the highest prestige in Europe for the past twenty years or more. The Hallet & Davis Piano Co. has enjoyed the prestige of seventy-seven years in this country, including intentional triumphs. Both are nationally advertised. It would be difficult for anyone to pick up any of the important national papers and not see one of the names, and this will be the impression which the public will receive. Pathé records are being advertised by prominent consumers all over the country, locally and nationally. This means that a Pathé dealer can cash in on all of this publicity. Pathé advertisements are furnished the dealers for newspaper work. A complete set of cuts, etc., is at the command of every dealer. Some of the best known of the biggest advertising men in New York collaborate with Pathé in preparing advertising helps for Pathé dealers.

FINE QUARTERS IN GARDNER, MASS.

GARDNER, MASS., September 5.—Among those occupying quarters in the new Robichaud & Mountain Block on Parker street, which was thrown open to the public on last Saturday amid great enthusiasm is the Gardner Phonograph Co., dealers in Edison phonographs. The Gardner Phonograph Co. has beautiful parlors on the second floor of the building, which have been elaborately decorated and furnished. Geo. A. Murray is in charge of the showroom. Upon the opening of the building the phonograph concern received floral tributes from Thos. A. Edison, Inc., Orange, N. J., and the Pardee-Ellenberger Co., of Boston.

STEINERT DEALERS IN CONVENTION

Retailers of Victor Line Gather at Boston Headquarters, Listen to Business Addresses by Department Heads and Discuss Trade Problems—Entertained by Company

BOSTON, MASS., September 6.—Nearly thirty of the Victor dealers whose stores constitute a chain operated by M. Steinert & Sons Co., met this morning for a conference at the Arch street Victor warerooms of the company. General Manager Herbert L. Royer, of the Steinert's Victor department, presided, and in his opening address he dwelt on the opportunities that were before the dealers this coming year and gave the men many valuable hints as to the proper conduct of their business. He was followed by F. M. Cunningham, floor salesman at the Arch street store, and Kenneth E. Reed, who has charge of the record stacks, the latter laying emphasis on the need of keeping a close watch on what is in stock and what is needed and of keeping everything in a methodical manner. Merton D. Williams, the advertising manager of the Steinert Co., gave some valuable pointers as to how best to arrest the attention of the public and attract prospective buyers.

In the afternoon there was an open discussion on various phases of the Victor business. The men were entertained at dinner at the Boston City Club and the women attending the conference were dined at Young's Hotel. In the evening the party all went to the Colonial Theatre to see "The Amber Empress."

Those attending the conference were Herbert L. Royer, the general manager, and the following from Boston: G. L. Foote, F. M. Cunningham, K. E. Reed, C. W. Royer, F. H. Robie, P. B. White, H. Fleischman, J. Wills and Miss Charlotte Brown; also G. M. Stuart of Bangor, L. Roake of Bridgeport, R. Welch of Brockton, A. S. Burns and W. Bailey of Fall River, L. M. French of Fitchburg, J. Buzzell and M. Brennan of Lowell, H. Nute of Manchester, L. M. Austin of New Bedford, M. E. O'Connell of New Haven, M. L. Patrick of Portland, A. T. Waite of Providence, C. A. Hutchins of Springfield, J. V. Riley of Waterbury, C. A. Whitcomb of Worcester, Miss Arline Brown of Manchester, Miss Alice Healy of New Bedford, and Miss L. M. Smith of Worcester.

B B

There is an individuality of artisticness to

BAGSHAW NEEDLES

That has taken since 1870 to secure

The trade is advised to anticipate their needle requirements for 1917, owing to market conditions of both materials and labor.

B W. H. BAGSHAW Lowell, Mass. B

Burl Walnut Gra

One of the Outstanding Opport the Talking Machine Dealer

THE wonderful figuring in the burl grain the unusually dark rich walnut colo makes BURL WALNUT undeniably the aristocratic cabinet finish on the market too

In order to meet the demand the entire upr line of Columbia Grafonolas has been mad in Burl Walnut finish.

Styles and prices are as follows:

Grafonola 75,	Burl Walnut - - -	$80.00
Grafonola 85,	" - - -	90.00
Grafonola 100,	" - - -	110.00
Grafonola 110,	" - - -	120.00
Grafonola 150,	" - - -	175.00
Grafonola 200,	" - - -	225.00

The market is waiting for you on this par larly handsome line of Grafonolas. Be the to seize the opportunity in your territory!

Columbia Columbia Records TRADE MARK Note the Notes

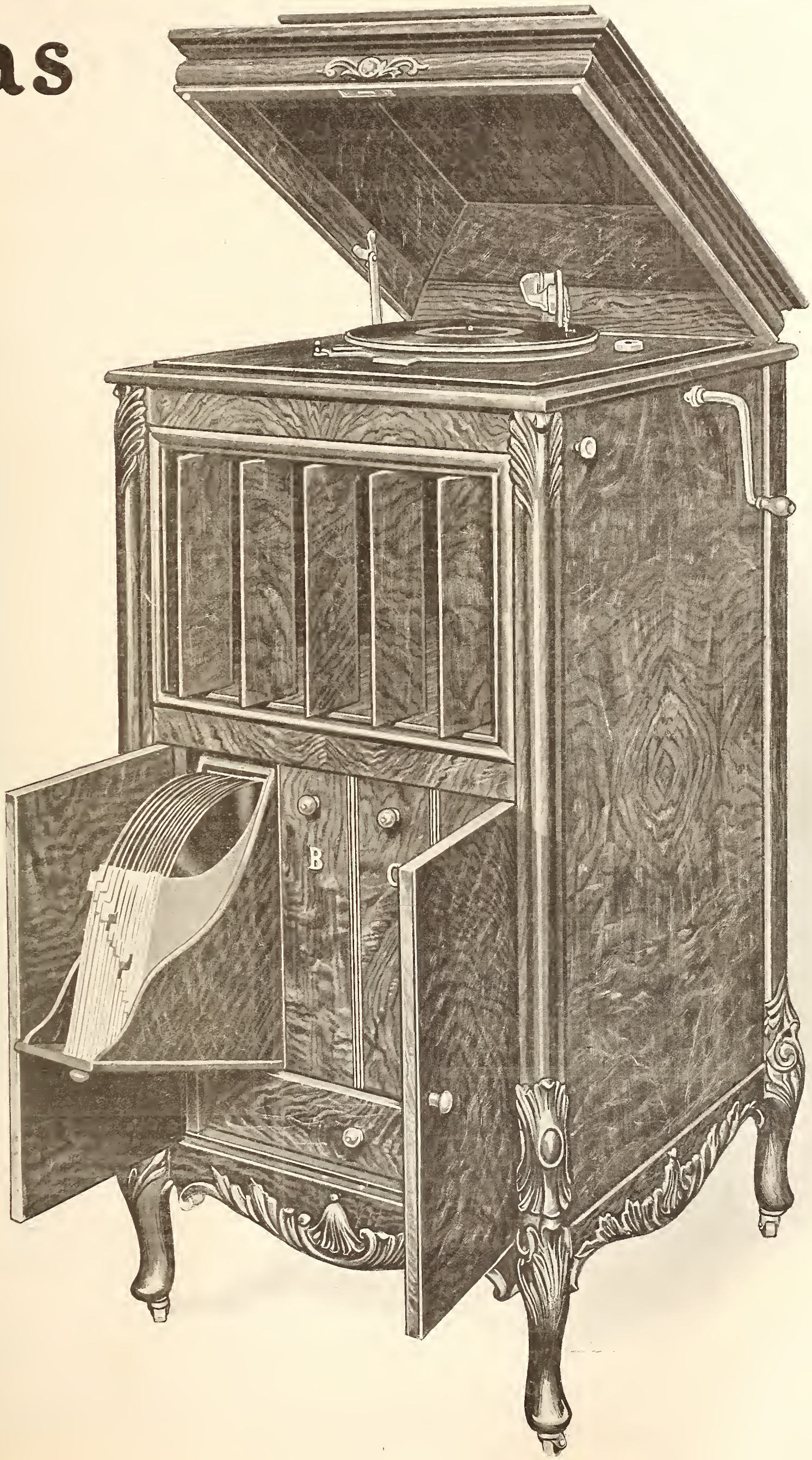
COLUMB

Graphophone Comp

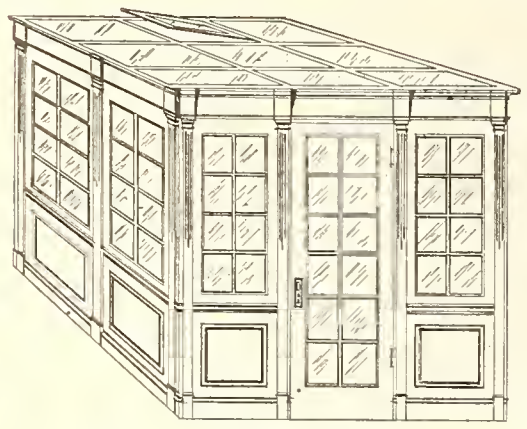
Woolworth Building New

blas

for



HAVE VAN VEEN BOOTHS BEEN SUCCESSFUL?
JUDGE FOR YOURSELF!



One of Our Most Popular Styles

Here are a few recent installations:

Columbia Graphophone Co., Sonora Phonograph Corporation, Carola Co., Stultz & Bauer, Christman Sons, Krakauer Bros., Crescent Talking Machine Co., Boehm Bros., Gotham Shop, I. Zion, Baumann & Co.

We have letters of commendation from everyone of these concerns. We will gladly send you copies.

Van Veen Bed-Set Sectional Booths can be erected as easily as a bed (no skilled labor required). Booths shipped on short notice *anywhere.* Room sizes any multiple of 3 feet. High grade finish, will match your sample if desired. Sound proof construction. Mail your requirements for prices and descriptive circulars. We design and build complete interiors.

ARTHUR L. VAN VEEN & CO., Marbridge Bldg., Broadway and 34th St., New York

TRADE NEWS FROM INDIANAPOLIS

Plans Completed for Big Meeting of Edison Dealers to Be Held in October—General Optimism Regarding Fall Outlook—Active Campaign in Favor of the Pathé Line

INDIANAPOLIS, IND., September 2.—Walter Kipp, president of the Kipp Phonograph Co., Edison distributor, is putting the finishing touches to the program for a meeting of the Edison dealers in this territory for October 2 and 3. While Mr. Kipp declined at this time to divulge the entire program, he declared that the meeting would "outdo anything like any jobber had ever attempted."

The German House will be the place where the meetings are to be held. A banquet and a tone test demonstration, with Edison artists and officials present, are some of the features of the program.

Mr. Kipp has been working on the program for several months. He is expecting every Edison dealer in his territory to be present and from present indications there will be few dealers who will be willing to miss the treat that is in store for them.

With the summer passed, talking machine jobbers and dealers here are settling down to real work with the belief that they are going to enjoy the biggest business this fall and winter that they ever have had. Even the threatened railroad strike did not tend to effect the spirit of optimism that prevails here.

A. W. Roos, local manager for the Columbia Co., is spending his vacation in St. Louis.

S. H. Nicholas, of Pittsburgh, district manager of the Columbia Co., visited the local branch last week.

W. S. Barringer, assistant general manager of the Stewart Talking Machine Co., distributors of the Victor line, has returned from his vacation, which he spent in Detroit with his brother-in-law, Max Strasburg, a Victor dealer.

E. B. Knight, advertising manager of the Stewart Co., has announced that the company will make special effort to encourage the establishment of educational departments in stores not only to feature machines for school use, but to instruct the public in the use of educational records.

M. P. Tobin, of the Pathé Phonograph Co., Inc., reports that the summer business has been fairly good and that prospects for this fall are exceptionally bright. Mr. Tobin is figuring on launching a vigorous advertising campaign within a few weeks. He began his work here after the holiday season last year and this year he expects to make the Pathé a leading contender for the holiday business.

Since Arthur Pfeiffer became manager of the local branch of the Starr Piano Co. he has been pushing the Starr phonograph by window and newspaper advertising, with the result he is building up a good demand for the Starr machine.

M. Steinert & Sons Co.
35 ARCH STREET BOSTON

VICTOR
Distributors

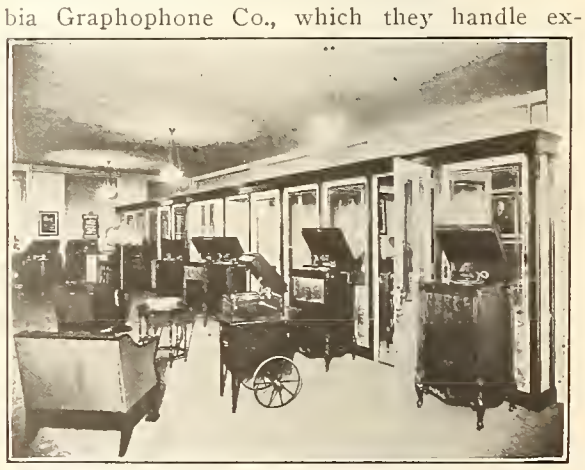
LARGEST AND MOST COMPLETE STOCK OF RECORDS IN NEW ENGLAND

Our service is unsurpassed. A trial will convince you that we can please and satisfy you. Send your order now.

SPEAR & CO.'S NEW STORE

On Thirty-fourth Street, New York, Are Featuring Columbia Products Exclusively

Spear & Co., one of the best known furniture houses in this city, which recently opened a new store on Thirty-fourth street, are featuring to excellent advantage the products of the Columbia Graphophone Co., which they handle exclusively. Through the use of energetic sales methods and consistent publicity they have built up an extensive Columbia business which will doubtless be considerably augmented this coming fall.



Spear & Co.'s "Talker" Department

J. D. Friedman, manager of Spear & Co.'s Columbia department, is a well-known talking machine man who is thoroughly enthusiastic regarding the merits of Columbia products. He has succeeded in securing numerous window displays, and the show windows of the Spear Building are decorated with several decalcomanias of the well-known Columbia trade-mark "Note the Notes." This is the only lettering on the company's show windows. For the coming fall Spear & Co. have arranged to materially enlarge their Grafonola department, and enhance the efficiency of their machine and record divisions.

PREPARED FOR A BUSY FALL BUSINESS IN KANSAS CITY

Dealers and Distributors Are Stocking Up, Although it Is Difficult to Get Sufficient Machines—Edison Dealers in Convention—Large Columbia Sales During G. A. R. Encampment—A. A. Trostler Makes Cheery Report Regarding General Outlook—Other News

KANSAS CITY, Mo., September 5.—The immediate demand for talking machines is so large in Kansas City and territory, that the distributors and dealers have difficulty getting stocked up in preparation for the fall business. The Columbia Co. at Kansas City has been able, however, to get a fair stock on hand, and its dealers are also getting into good shape to handle the rush. The dealers are ordering ahead, for October, November and December delivery, and in many cases machines are being bought and stored by the Kansas City distributing office awaiting orders.

"The demand is as heavy as ever, and we are selling every dollar's worth of Victor goods we can lay our hands on," said A. A. Trostler, manager of the talking machine department of the Schmelzer Arms Co. In response to a question, he said that the entrance of so many new makes of talking machines into the market had apparently had little effect unless it was to stimulate the sales of Victors.

Ross Darrow, of the Darrow Music Co., Tulsa, Okla., was a recent visitor in Kansas City. The firm has had a good trade in Columbia machines; incidentally, Mr. Darrow called on John F. Ditzell, manager of the Victrola department of the Geo. B. Peck Dry Goods Co., who is an old friend.

The Geo. B. Peck Dry Goods Co., which has highly developed systems throughout its store, has also such a high development in its talking machine department. For instance, during the past few months, the approval record business has been reduced by 48 per cent., and at the same time, the total sales of records have increased 18 per cent. The approval business of this store had always been very successful, but it was considered wise to reduce it so far as possible. And it was done by the careful observance of plans laid down by Manager Ditzell. These plans were based on the attraction of customers to the store itself.

A convention of the Kansas City zone of the Edison dealers was held in Kansas City prior to the Des Moines convention, attended by about fifty dealers, and being supplemental to the annual convention of the zone held last spring. The sessions were held in the Muehlebach Hotel, with a banquet in the evening. The chief feature was the sales talk by M. M. Blackman, manager, who outlined the new sales method for clinching the prospects developed during the summer. C. W. Burgess, Edison zone supervisor; Geo. Silzer, manager of the Des Moines jobbing house, and Mark Silverstone, of St. Louis, also spoke. Mr. Blackman was a chief speaker at the Des Moines Interstate Convention, arriving back in Kansas City September 2.

E. S. Hall, manager of the Hall Music Co., has gone to Chicago to inspect the new instruments, and to get into close touch with the industry. Such trips, he says, are of great profit to a dealer. He has been doing a good business in Victrolas and records.

James T. Clenny, of the Architects' and Engineers' Supply Co., has postponed the opening of the separate store for Playerphones, because of the opening of the school season. Despite the handicap of restricted room in the supply company's place, he is doing well.

M. W. Bardwell, manager of the talking machine department of the Household Fair, reports an especially good trade in the higher priced instruments.

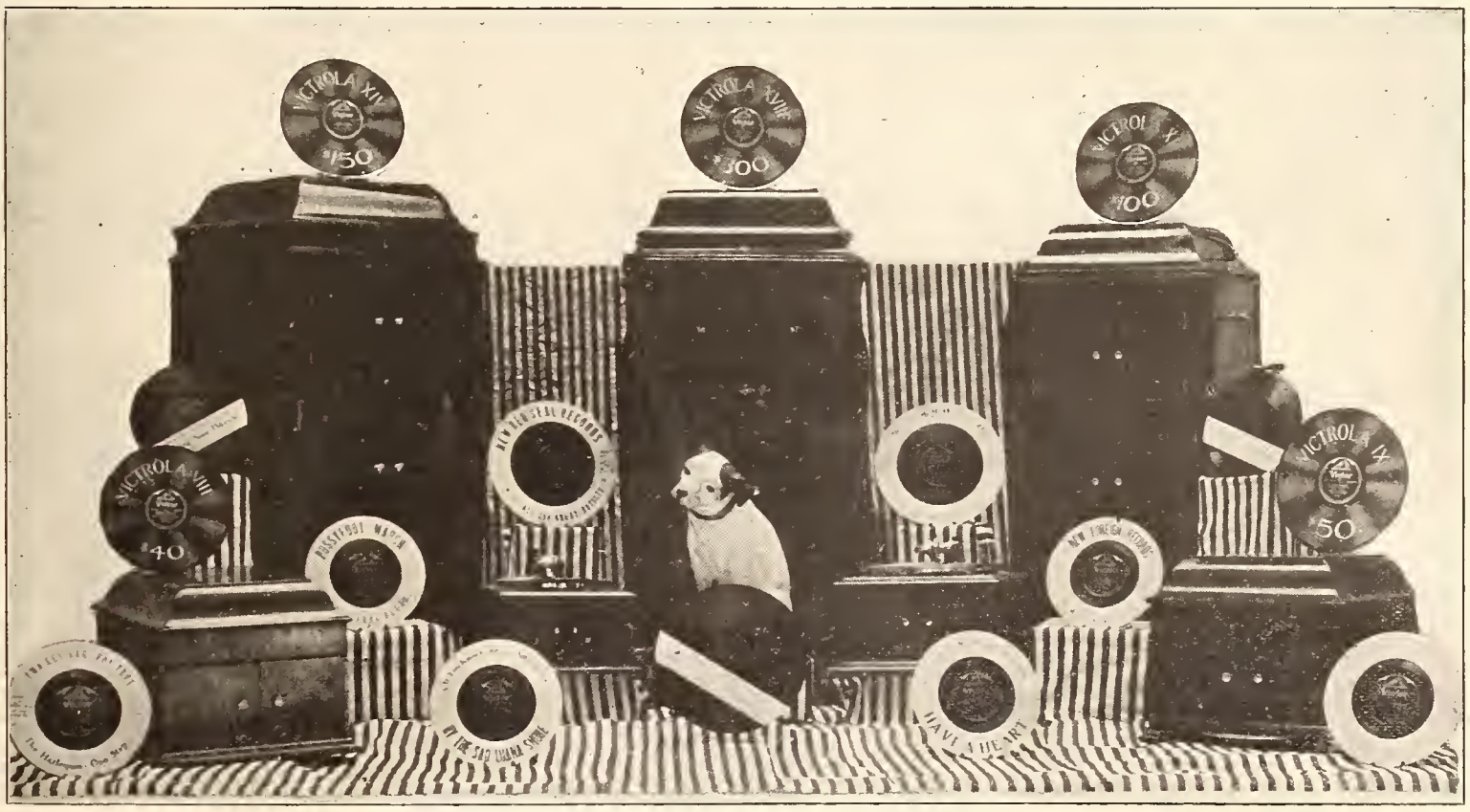
The Edison branch at Kansas City was forehanded with reference to the threatened railroad strike; and as a result, got out a volume of shipments to dealers for September that would constitute a fair month's business alone. When the strike was looming up, Mr. Nye, assistant manager, sent a few telegrams to dealers in the zone, suggesting that they wire Septembers orders, collect, so that shipments could be made at once. Mr. Blackman was informed by telephone of the immediate good results, and ordered similar wires sent to all dealers. The orders came pouring in, and the stock on hand was quickly depleted, the retail stock being also exhausted to meet the demand. One entire carload was shipped to the Latenser Music Co., Atchison, Kan., the car being decorated with banners, and leaving Kansas City Friday, September 1.

W. F. Standke, manager of the Columbia Co., at New Orleans, spent his vacation in this vicinity, visiting his family at Clinton, Mo., and his brother, who is manager of the retail department of the local Columbia house.

The Columbia Graphophone Co., which has had a large business all summer, hit the high point during the G. A. R. encampment, on the sale of records. But it was not due entirely to the old soldiers. The display window was decorated in honor of this event, with national colors. In the back part of the window, however, was a display of the several steps in the production of the Columbia records, from the blank to the finished product, which is said to have produced more interest than any exhibit for a long time. A third feature was added, a card bearing the title "My Mother's Rosary," ribbons leading to a graphophone, and Kewpies distributed here and there, in various positions, one lying on a cotton batting rug, another writing on a record, another in podiceman's uniform, and so forth. The bill at the Garden Theatre that week was "My Mother's Rosary," which gave timeliness to the offer of the record.

S. B. Davega Co.'s Superior Record Selling Service

THE BEST YET



INEXPENSIVE

HERE IS A WINDOW DISPLAY THAT WILL SELL RECORDS FOR YOU

50c. Per Month for 12 Record Rings and Bands and other Novelties. **50c.**

Write us at once for full Particulars and our New Confidential Price List of Accessories

S. B. DAVEGA CO. **831 Broadway, NEW YORK CITY**

Announcing the FIRST EXHIBIT of the

Rishell Phonograph Co.'s

COMPLETE LINE OF

High Grade Period Design Phonographs

in Mahogany and Oak, at $50, $60, $75, $100, $150, $200, $250 and $300

"Our Cabinets are made by the J. K. Rishel Furniture Co., whose forty-nine years' experience in the manufacture of fine furniture is a guarantee of a perfectly designed, constructed and finished phonograph, playing every type of record."

Every Machine Equipped, free of charge, with the RISHELL AUTOMATIC STOP

RISHELL PHONOGRAPH COMPANY, Williamsport, Pa.

NEW YORK SHOWROOMS
56 West 45th Street
"Just a few steps from Broadway"

PHILADELPHIA SHOWROOMS
1019 Filbert Street
"Near 10th and Market Streets"

COLUMBUS SHOWROOMS
40 West Spring Street
"Next the Chittenden Hotel"

"The Greatest List of Great Records"—that *goes!* With the first recordings of Marr, Gates, Leonhardt, Goritz and the Chicago Symphony Orchestra, with new triumphs by Parlow, Casals, Teyte, Sembach, Harrold, Keyes, Jolson and the Stellar Quartette, the Columbia Record list for October is a list that has never been *approached!*

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

SUMMER TRADE EXCEEDS EXPECTATIONS IN CLEVELAND

Leading Concerns Well Satisfied With the General Outlook for the Fall and Winter—Eclipse Musical Co. Secures Large Stock to Meet Demands—Columbia Dealers Report Large Sales—Caldwell Co. Reports Increase of Twenty Per Cent.—News of Month

CLEVELAND, O., September 5.—The consensus of opinion of the various talking machine jobbers and dealers of this city is that the summer business was much better than was anticipated. The co-operation of the manufacturer, jobber and dealer has made this condition possible, and consequently the public is getting better service in purchasing talking machines and records. Preparations are now being made by all the jobbers and dealers in this city to efficiently handle the anticipated increases in the fall and winter business.

The Wm. Taylor & Son Co., dealers in both the Columbia Grafonola and the Victor Victrola lines, reports large gains in business. T. A. Davies is in charge of the department, which six years ago was started with three demonstration rooms, and at the present time contains sixteen demonstration rooms. They are so arranged as to take care of a big record business the same as the Lyon & Healy store in Chicago; in fact the latter is the place where Mr. Davies got his idea.

Geo. R. Madson, manager for the Columbia Graphophone Co., in this city, was very enthusiastic over business conditions. Mr. Madson is a staunch believer in educating the record purchasers to get the best music. A recent sample of record by the Chicago Symphony Orchestra has caused considerable attention among the various Columbia dealers. Although there has been a shortage in Grafonolas the business has been very gratifying.

The G. M. Ott Piano Co., dealers of the Columbia Graphophone Co., in this city, are elated over the prospects for fall business. G. E. Morton, manager of the department, said that he believes in "preparedness," and has stocked in heavily for the winter. Mr. Morton recently returned from a visit to the Columbia factory in Bridgeport, Conn. He also spent some time in New York city.

The J. T. Wamelink & Sons Piano Co., dealers in the Columbia Grafonola, have shown improvement in business. The company is one of the longest established houses in the city, but has just recently added the Columbia line. The success attained gives the hope of even larger rewards.

The Eclipse Musical Co., extensive Victor jobbers, reports everything very satisfactory. C. K. Bennett, manager of the company, was at the Victor factory in Camden, N. J., and stated that it was the most successful visit he ever made. He stated that the factory will ship ample goods to take care of the dealers unless something unforseen should intervene. The company has recently appointed Earle Poling, formerly of the Wade H. Poling Piano Co., of this city, as special traveling representative. The Eclipse Musical Co. recently had an unique window, depicting a scene that attracted considerable attention. Flags of the fifteen warring nations encircle a Victrola. To The World correspondent the idea conveyed was that the harmonious music from the Victrola was more important than the discord coming from the strife of the fifteen nations.

Geo. Silzer, vice-president of the Harger & Blish Co., Des Moines, Ia., spent two days with the Phonograph Co. here on his way to the Edison factory. L. N. Bloom, secretary of the Phonograph Co., reports a fine business.

The Diamond Disc Talking Machine Co., under E. A. Friedlander's managership, reports business fine during August. The demand is mainly for the highest grade machines, and Mr. Friedlander anticipates excellent results in the fall and winter months.

The Rex Talking Machine Co. announces that several new model phonographs will come out soon, and S. Nickman, president of the Cleveland company, says that with the increased equipment its many patrons will have even better service than was previously rendered.

The Caldwell Piano Co., dealers in the Victrola, reports an increase in business of 20 per cent. over the same month a year ago.

The Collister & Sayle Co., of this city, Victor jobbers, have had good business during the past month. Phil. H. Dorn, manager, went to Sandusky and Cedar Point for his vacation. The record business of the company has been good, and three new booths have been added.

Forest Cheney, of Chicago, was in Cleveland, and was welcomed by his many friends here.

We Fill Your Orders

Records:

You cannot afford at this time to be without the services of a Jobber who guarantees to fill your orders.

ECLIPSE

Machines:

Almost daily shipments by the Factory and by concentrating our efforts enables our extending unequaled service.

Cleveland is the logical Center between New York and Chicago and our Shipping Facilities are unequaled. You save Time, Increase your Profits and reduce operating expenses.

A TRIAL WILL CONVINCE

ECLIPSE MUSICAL CO., VICTOR Distributors
CLEVELAND

VICTOR DOG GETS A LICKING

Paper Maché Model of Famous Trade Mark Proves Ideal Sparring Partner for Score of Pedigreed Bow-Wows in Front of the Store of I. Zion—Proves Good Advertising

Every dog has his day and dozens of aristocratic upper Broadway dogs had theirs recently, a day that should be marked with red letters in their careers, for every dog who so minded had an opportunity to lick the tar out of a canine of world-wide reputation—no less in fact than the famous Victor dog.

It all happened through the desire of the manager of the talking machine store of I. Zion, Inc., at Eighty-seventh street and Broadway, to stir up a little business on a dull day by placing a paper maché replica of the Victor dog out on the sidewalk at the entrance to the store. The little fox terrier looked very pretty with his head cocked to one side listening to His Master's Voice, but his unconcerned attitude with regard to worldly things was a direct insult to the highbred bow-wows out for their constitutionals.

The first to approach the inoffensive figure was a poodle. After offering a couple of distant yaps and finding his insults unrebuked, he advanced closer, and within three minutes had reduced the enemy to submission. Ten minutes later came a spaniel, who reduced the record of conquest to a minute and a half. Then came the terrier régime and Airedale and Irish, Scotch and bull had each their moment of unrestrained joy. As these went others came, and those departing told their friends. Soon there was a line waiting for a chance to whet their teeth and increase their fighting reputations. Even collies got in line and aroused themselves to a spirit of combat.

And through it all the manager sat inside the office and laughed. He was counting on his fingers the patrons he was making among the owners of those pets strutting away, proud that at last they had demonstrated the confidence they had long felt in their ability to whip anything in the block.

KEEPING SUMMER TRADE ACTIVE

Will A. Watkin Co. Indulges in Special Publicity and Gives Recitals and Adopts Approval Plan With Much Success

DALLAS, TEXAS, September 2.—The Will A. Watkin Co. reports that the business done in Columbia Grafonolas during the summer months was unusually satisfactory, due largely to the special efforts put forth by the company to interest prospective purchasers. Liberal advertising was the rule right through the summer and special and frequent recitals were given to acquaint the public with the new records.

As an extra inducement the company featured a special record approval plan for the hot weather, presented to a carefully picked list of customers, and applying only during the hot weather months. The arrangement provided that the records must not be kept over twenty-four hours and at least one-quarter of those taken out must be kept and paid for, and that not over twelve records should be delivered to any one person on the approval plan. The results were very satisfactory and a comparatively small proportion of the records taken on approval were returned.

WARNING AGAINST TALKER AGENTS

Reports come from Lowell, Mass., and vicinity, to the effect that agents representing a Boston concern are traveling through that territory and placing talking machines in the homes of working men on trial. The plan of the agents is to get some one to sign what is alleged to be a receipt for the instrument, but which really proves to be an assignment of wages. Warnings have been sent out against the canvassers.

Are You Satisfied That the SOUND BOX on Your Machine Has a SATISFACTORY DIAPHRAGM?

"CRYSTAL EDGE"

(The Edge is Clear as Crystal)

MICA

DIAPHRAGMS

Will Meet the Most Exacting Requirements

Can be furnished in any quantities — Only highest grade MICA used

Prompt deliveries assured — Write for samples and prices

JAMES FRAZEE, 30 CHURCH STREET, NEW YORK

NEWS OF THE TORONTO TRADE

Talking Machine Men Preparing for Fall—Pathé Frères Phonograph Co. of Canada Very Active—New Store in Berlin, Ont.

TORONTO, ONT., September 1.—The talking machine dealers in this city and vicinity while doing an unusually good business for this season of the year are also endeavoring to get some stock ahead in anticipation of a record breaking fall and winter.

The recently formed Pathé Frères Phonograph Co. of Canada, Ltd., is making rapid headway in an energetic campaign to make "The Red Rooster" a familiar trade mark in Canada. The rooster, which was adopted as a distinguishing brand for Pathé moving pictures, and sound reproducing products, is already familiar in every section of Canada, where people patronize the "movies." The particular business of the above named Canadian company will be in connection with the talking machine branch of the music trades. The Pathé Frères Phonograph Co. of Canada, Ltd., is already making shipments of Pathephones and records. As stated in a previous issue of The World, it is the purpose of this company, which has a strong personnel, to eventually manufacture the Pathé line in Canada.

The Brunswick-Balke-Collender Co. in this city will shortly have one of their new talking machines on display. The machines are now being manufactured by the Chicago factory.

Chas. R. Leake, of the Music Supply Co., this city, Columbia distributors, varied his vacation this year by taking a motor trip to New York.

The Magnola Talking Machine Co., Chicago, is making a bid for Canadian business.

The Columbia product is being featured extensively in a new store recently opened in Berlin, Ont., by Gerhard Heintzmann, Ltd.

The Karn-Morris store at Woodstock, Ont., has the Victrola agency and the management reports surprisingly good returns since adding this department.

Emil H. Van Golder, of I. Montagnes & Co., Toronto, the Canadian distributors of Sonora phonographs, passed through this city and spent several days visiting the trade here on his trip to the Coast.

The Western Gramophone Co., wholesaler of Victor products, reports business as being good especially in the record line, "The Nightingale Song" of Alma Gluck's proving a very great success.

The R. S. Williams & Sons Co., Ltd., Toronto, for the convenience of busy men and women who have a few minutes to spare at lunch hour, features a daily noon hour recital from 12 to 2 in their recital hall in the interests of the new Edison Diamond Disc. To date the innovation has proved a paying venture.

Brooks Manufacturing Company

Width, 21 ins. Depth, 22½ ins. Height, 48 ins., with top closed. Turntable, 12 ins. in diameter. Holds 360 records. Shipping weight, 160 lbs.

Note the size is a little larger than any other $150.00 instrument.

Announcement

The Brooks Manufacturing Company, one of America's oldest and largest makers of high-grade furniture, now announce the

Brooks Cabinet Phonograph

to be marketed only through dealers.

$150 Value — Retails at $100 for Oak — $110 for Mahogany

We are making the best discounts ever offered dealers.

For nearly two years this great company has concentrated its energies in perfecting this Masterpiece. It embodies all the latest improvements —plays any disc record without change—has counter-balanced, improved tone arm—all-wood sound amplifier—positive sound modifier. Cabinet holds 360 records, etc., etc.

OPEN TERRITORY for both Distributors and Dealers. Immediate deliveries. Write or wire for particulars.

BROOKS MFG. CO.

PHONOGRAPH DEPT.

SAGINAW MICHIGAN

Johannes Sembach

The World's Leading German Tenor

Listening to his own records

The Machine shown is equipped with the

Heineman Motor, Tone-Arm and Sound Box

Maggie Teyte! Margaret Keyes! Orville Harrold! Three great singers of songs of the heart—a trio of *proved* popular favorites on the concert and operatic stage. All in the October Columbia list!

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

AN ENERGETIC COMBINATION

Three Active Members of the Staff of the Gately-Haire Co., Albany, N. Y., Who Are Spreading the Victor Message in the East

ALBANY, N. Y., September 4.—Fred J. Drake, formerly with the traveling department of the Victor Talking Machine Co., is now associated with the Gately-Haire Co., of this city. He was one of the most aggressive men traveling Eastern New York and northern Pennsylvania, and he has a host of friends among dealers, and now that he is connected with this prominent distributor he will no doubt give his assistance, knowledge and experience with marked returns.

Claude B. Haire

C. A. Phelan

C. A. Phelan is one of the youngest distributors' representatives on the road in the East. Young in years but old in experience, he has made a sufficient number of business friends to prove this point conclusively, for his sales have shown a steady increase monthly. Young men of this type, aggressive, pleasant and willing to assist the dealer at all times, are of the proper metal.

Claude B. Haire, another member of the wholesale department of the Gately-Haire Co., and representative in Eastern New York, Massachusetts and Vermont, reports conditions in his territory as indicative of splendid results for the holiday season. A trio of such representatives is directly responsible for the steady gain in wholesale business, under the supervision of President John L. Gately, one of the old time and well known Victor district traveling managers. Mr. Gately's vast experience with salesmen, both wholesale and retail, enables him to surround himself with men of the right calibre after a little schooling and the results are most gratifying.

F. J. Drake

NEW GRAFONOLA SHOP IN BROOKLYN

A handsome new Columbia Grafonola store has been opened at 1090 St. John's place, Brooklyn, N. Y., by Kane & Reisler, who have long conducted a hardware and house furnishing store on Kingston avenue, Brooklyn. The new store on St. John's place will be devoted exclusively to the sale of Grafonolas and records.

Much of the success of the Alumni lawn party, which was given recently under the auspices of the Poughkeepsie High School Alumni Association, Poughkeepsie, N. Y., may be attributed to the Columbia Grafonola, which was furnished for the occasion by The Music Shop, in that city.

INSURANCE FOR HERZOG EMPLOYES

Group Accident and Health Insurance Provided for Workmen by Herzog Art Furniture Co., of Saginaw, Mich.—A New Idea

SAGINAW, MICH., September 2.—The plan adopted by various prominent concerns for providing insurance for their employes has been followed out by the Herzog Art Furniture Co., of this city, which intsead of the usual life insurance policy has taken out group, accident and health insurance for its employes, based upon 50 per cent. of their wages. The advantage of the new form of policy is that an employe does not have to die before enjoying the advantage of the company's generosity but is protected in all cases of accidents or sickness.

INSTALLMENT CONTRACT PLEASING

Contract Provided for Victor Dealers Designed to Meet Provisions of Various State Laws—Provides for Interest Payment

The new deferred payment contract recently prepared by the Victor Talking Machine Co., for the use of the retailer, a sample of which is included in the Voice of the Victor for the current month, has apparently made an excellent impression upon the trade, and is being widely used. The new contract has been prepared with special regard to the statutes and laws of the several states and is believed to meet the situation fully. It is so worded that it constitutes a direct lease of the machine from the dealer until the full royalty is paid by the licensee customer and then the license from the Victor Talking Machine Co., to the customer, goes into effect. This wording enables the dealer to enforce a lease in his own name and for his own account.

Another particularly interesting and pleasing feature of the contract is that it provides for the payment of interest at 6 per cent. on all deferred payments, a contract provision that has been sought by the dealers for sometime past.

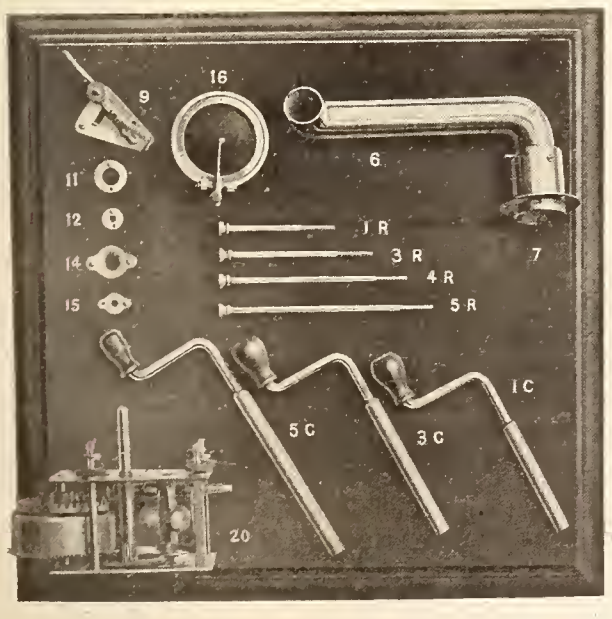
ONLY RELIABLE TRADE MEDIUM

Says the Arrow Motor Co., as a Result of Advertising in The Talking Machine World

The Arrow Motor Co., 207 Market street, Newark, N. J., of which H. M. Grosman is the head, writes to The World as follows, in regard to the advertising published in this paper:

"For your personal information I wish to advise you that The Talking Machine World is our only reliable trade medium. We have always found results extremely gratifying. Another paper, in which we were advertising for three weeks, did not bring us even one inquiry."

The Solotone Player Piano Co., Inc., was incorporated at Albany, N. Y., this week, to make and handle musical instruments, phonographs, electric works; $100,000; J. Ethinger, B. F. Dwyer, W. McDowell, Nyack, are the incorporators.



An opportunity to secure

MOTORS

SOUND BOXES—TONE ARMS

at extremely low prices

MOTORS

1 Bbl.	(about 125 motors)	at $1.00	per motor
	1,000 "	" .95	" "
	5,000 "	" .90	" "

SOUND BOXES	TONE ARMS
100 lots....60 each	100 lots....60 each
1,000 " ....50 "	1,000 " ....50 "

WONDER TALKING MACHINE CO.

113-119 Fourth Ave., (at 12th St.) New York

Telephone, Stuyvesant 1666, 1667, 1668

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., September 6.—That the month of August was most productive in its results in Philadelphia is the verdict of all the talking machine dealers, who credit it with being the best August they have ever experienced in their business. In fact the three summer months were most excellent, and the trade enters the fall with the most encouraging outlook. They see nothing before them but a bonanza season, and as the various manufacturers companies are promising much better shipments, there is apparently not much to fear from a shortage of stock, although it is not possible to predict how near the output is going to meet the demand.

H. A. Weymann & Son Moving

H. A. Weymann & Son expect to move into their new building by September 18, and they will give considerably more space to the talking machine end of their business than ever before. This department will have the first position on the first floor of 1110 Chestnut street. This floor has already been finished and half of the booths from the present Weymann store have already been removed and placed in the new store. The front of the new building is most attractive in appearance in its coat of white and blue.

Strong Demand for the Edison Line

Blake & Burkart, the biggest dealers here in Edison, report that their August business was fine, and that it was especially gratifying in view of the fact that it was very hard to obtain records from the Edison factory. Mr. Burkart says: "We are very well pleased with our business thus far this year. We are looking forward to a very big balance of the year business." The firm is planning to put on two more outside salesmen, and their idea is to advertise more than ever before. The first of October they will begin a series of weekly recitals in their concert hall which will be continued during the winter, except at the busy holiday season.

Louis Buehn Co.'s Good Report

Louis Buehn, of the Louis Buehn Co., reports that his business in August was very good, and showed a very substantial increase over last year. He says that the machine shipments during the last month were less than usual, but the Victor Co. promise better deliveries from now on, which is encouraging. The record stock, however, has been in very good shape all summer.

L. D. Callahan With Buehn

The Buehn Co. have just put on a new man, L. D. Callahan, who was with the Victor Co. for several years, and for the past year or more has been traveling on the Pacific Coast for them. He takes the place of J. Frank Smith.

Installing Many Dictating Machines

The Edison Dictating Machine has been doing some fine work in Philadelphia the past month. The management announces that the three summer months were the biggest that they ever had. They expect a very big fall business. During August they placed the Edison machines with the following firms: S. Bright Manufacturing Co., J. E. Rhodes & Sons, J. L. Schomacker, N. Snellenburg Co., Kahn & Greenburg, the Bernstein Manufacturing Co., Arthur Thomas, C. M. Plowman & Co., as well as many other firms. Archie Moore, of the Edison factory, was a Philadelphia visitor recently. The firm will put on the street two new salesmen in a few days to take care of their heavy anticipated fall business.

Activity With Penn Phonograph Co.

The Penn Phonograph Co. have been enjoying a most unusual summer. Mr. Barnhill, a member of the firm, states that their business was very good in August, in spite of the great machine shortage. He says: "We are doing as much business now as we do in December. We are simply stocked up with orders and doing the best we can for our regular trade. We are getting many orders from out of town, but we have been compelled to refuse them owing to our intention to care as completely as possible for our regular, nearby trade. We are not taking any orders except from dealers in our legitimate territory."

Many Dictaphone Sales

The Dictaphone business of the Pennsylvania Talking Machine Co. has been phenomenal in August. "In fact," Manager Westvelt states, "we had a remarkable business all through the summer months, and we have no kick coming at all, and we are in fine shape for our fall campaign which we think will be a record breaker. We are still beating our 1915 figures every month, and our splendid advertising campaign in The Ledger is continuing to pull good results, and everything is in good shape."

Among some of the big sales during the month of August were to the firms, the Buck Walter Stove Co., Royersford, Pa., who put in a complete installation; the Denny Tag Co., of Chester, Pa., the office of The Harrisburg Patriot; the T. Kentworthy Co., which firm put in a complete installation, and many other similar firms in town which are practically just starting.

Manager J. D. Westervelt has just returned from a most delightful vacation spent at Eagles Mere, Pa., at the Forest Inn, where several members of the Easton family have been summering for a number of years. Mr. Westervelt was recently elected the Dictaphone member of the famous Rotary Club, of Philadelphia

D. H. Rineard, of Harrisburg, Pa., who looks after the Dictaphone buisness in that section, spent a day recently at the local headquarters, and reports having made a number of good sales in that locality. He has sold upwards of sixty machines now in use in the State Capital.

The National Court Reporters recently held a convention in this city at the Hotel Adelphi, in which the Dictaphone was well represented.

Large Columbia Sales

Manager Walter Eckhardt, of the Pennsylvania Talking Machine Co., accompanied by W. C. Fuhri, the United States manager of the Columbia Co., are on a several days' tour of Baltimore and Washington, as well as other points in which the Pennsylvania firm is interested. The Pennsylvania Co. report that their business has been very good. All through August they were exceedingly busy shipping out goods on the fall orders, and in the point of volume of business it was the biggest month they have ever had. Manager Eckhardt brought his family back from the summer at Atlantic City on Labor Day and has opened his city home at Overbrook.

Some News Brieflets

F. L. Dieffenderfer has been appointed manager of the Metropolitan Phonograph Co., in Reading, to succeed William R. Keech, who recently resigned. They are extensive handlers of the Columbia.

I. S. Rice, of 919 Girard avenue, is making extensive alterations in his store, as is also the West Philadelphia Talking Machine Co., at 7 South Sixtieth street, both firms being large handlers of the Columbia.

One of the recent visitors in the local trade was A. W. Loser, of the Miller Music House, Lebanon, Pa. He reports splendid results in his territory.

Nathan Worth, the talking machine dealer of Riverside, N. J., was in town this week and states that he contemplates adding a number of new booths to take care of his rapidly growing business.

18 Years of Service is back of every Penn Shipment of Victor Victrolas

"We know how to do it"

PENN PHONOGRAPH CO.
PHILADELPHIA

WILL CENSOR IMPORTED RECORDS

Russians Claim Germans Are Exporting Records Slandering Them

According to a dispatch sent last week from Petrograd, Russia, to the London Times, all imported phonograph records are hereafter to be censored, owing to the accidental discovery of large numbers of records of German origin, whose contents, instead of being the harmless musical reproductions indicated by the labels, were found to consist of scurrilous anti-Russian lampoons, preposterous reports in the Russian language, describing the military situation and the economic conditions prevailing there, and other matter tending to slander and debase the Russian cause.

DON'T COUNT YOUR RECORDS before they are delivered, unless YOU are SURE of your service

Buehn Service takes the "if"

out of deliveries; it shoves "doubt" over in a corner with last year's record lists; it keeps your record library dustless; your shipping department healthy and your salesmen in financial clover.

Now, what does October mean to you? Does it mean that your Victor record business will be increased?

Does it mean that IF you had the records, your October showing would be big?

October is a great month! It is the best time of the year for you to KNOW that Buehn Service is human.

THE LOUIS BUEHN CO.

PHILADELPHIA'S

Exclusive Wholesale VICTOR DISTRIBUTORS

DETROIT DEALERS READY FOR LARGE FALL BUSINESS

Busy Stocking Up the Past Summer—First Floor Department for Grinnell Bros.—Activity With Edison Shop—New Pathephone Dealers—Owen & Co. Take on Columbia Line —Big Demand for Talking Machine Dealers' Rights—Exhibitors at Michigan State Fair

DETROIT, MICH., September 5.—Now that the hot weather spell has gone and people are rushing back to the city from their summer homes, the retail talking machine and record business should boom once again. One thing is sure —dealers are ready for the increased business, having stocked up as never before, although there is some complaint because of the scarcity of certain machines and records. However, these are matters which usually adjust themselves. In other words, a customer who cannot get one kind of machine will take something else. It just requires the right kind of salesmanship ability on the part of the selling force to see that the prospective customer buys what the dealer has to sell.

Dealers themselves have done considerable vacationing this summer, and are now ready to pitch in. Most of the dealers own motor cars, and their vacations invariably consisted of touring through the East.

C. H. Grinnell, manager of the wholesale division of Grinnell Bros. Victrola department, had a very enjoyable Eastern tour, returning August 28. A. A. Grinnell, managing director of this end of the business, says that his company is in a position to furnish 100 per cent. of the record orders, but that some machine numbers are hard to secure.

Grinnell Bros., by the way, have decided to install a first-floor talking machine department at No. 243 Woodward avenue, adjoining the main store. This particular store, which is a part of the Grinnell Building, could have been rented for $12,000 annually, but Grinnell Bros. decided that it was just what they needed, so concluded to remodel it for a first-floor talking machine department. Alterations are now being made that will conform it into one of the finest departments of its kind in the country. The main floor will be for talking machines, and the mezzanine for records. The basement will continue as heretofore, although some extensive alterations will also be made there. New partitions will be installed—the folding kind—which will enable a great portion of the basement being thrown into a large recital hall. Grinnell Bros. plan to give a series of talking machine recitals during the coming fall and winter.

The Edison Shop, Detroit, has completed alterations, and is now ready for a big fall business. Changes have also been made to the quarters of the Phonograph Co., of Detroit, in the same building. R. B. Alling, general manager, says this fall is sure to be a very successful one, providing the factory keeps pace with orders sent in.

Wallace Brown, Edison dealer, at 31 Grand River avenue, this city, has started to use the words "The New Edison" in his very latest advertising. This new slogan or name for the Edison phonograph will be used almost exclusively by Mr. Brown hereafter.

Max Strasburg, 74 Library avenue, Detroit, says the entire summer has been satisfactory for business, but he expects to do big things from now on.

K. Mills, manager of the Columbia Grafonola wholesale branch in Detroit, attended the recent meeting at Cedar Point of Mid-West managers. He reports that the business at the Detroit branch is showing a phenomenal increase for the first eight months of 1916 as compared to 1915. Sam Lind, manager of sales, was never more enthusiastic about the columbia line and prospects for fall—and he has been with the company for nearly fifteen years.

J. R. Peckham, manager of The Pathephone Co., of Detroit, Pathé jobbers in Michigan, has appointed many new dealers within the past sixty days and says he is getting orders right along. He feels absolutely certain of a big fall trade.

Owen & Co., furniture dealers at Gratiot and Brush streets, Detroit, are installing a Columbia Grafonola department on the first floor, and have given an order to the Detroit branch for a complete assortment of records and machines, so as to have the complete Columbia line. This new department will be ready about the middle of September.

Two of the largest instalment furniture concerns in Detroit are the Peoples Outfitting Co., Michigan and Shelby streets, and also Summerfield & Hecht. The first named store sells the Victrola, and the last one sells the Columbia line.

A local drygoods house recently offered to place an order for $50,000 worth of Victrola machines and records, but was turned down as new franchises in the downtown section are "out of the question" at present. This same concern a few years ago was solicited by several salesmen of Victor talking machine companies to install a Victrola department. How things do change.

It is no uncommon thing to hear these days that orders amounting to anywhere from $25,000 to $50,000 for talking machines and Grafonolas have been refused. The policy of the Victor and Columbia companies is to protect—not to antagonize—those dealers who already have franchises.

The Michigan State Far, which opened Labor Day at Detroit, bids fair to exceed all previous events for the number of paid admissions. The fair will continue until September 14. During this important event, Detroit dealers are pushing talking machines by special displays and special advertising calling them "State Fair Specials." At the fair grounds, exhibits are being made by Grinnell Bros. (Victrolas), J. L. Hudson Co. (Victrolas), Detroit Music Co. (Columbia Grafonolas), and Detroit Piano Co. (Vitanola). The exhibits are attracting much attention.

Secretary E. P. Andrew, of the Detroit Talking Machine Dealers' Association, expects that regular monthly meetings will be resumed in October.

C. O. LeBaron, Columbia dealer, is back from the East, where he spent nearly a month touring.

Nicholson Record Cabinets
and also
Record Sectionals

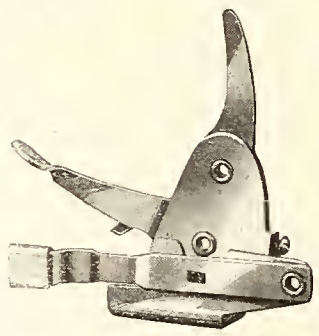
Record cabinets, piano player roll cabinets, fitted with horizontal shelves or upright.

Also manufacturers of the Nicholson Elastic Sectional Bookcases, in all the popular styles.

Write for 1916 Catalogue

K. Nicholson Furn. Co.
Chase City, Va.

Samples and Salesmen { 9th Floor, New York Furniture Exposition Bldg. High Point Show Rooms, High Point, N. C. *and* Furniture Buyers' Exchange, High Point, N. C.



For Talking Machine Manufacturers and Dealers

The Perfect Automatic Brake. Simple construction. Easily attached. No Talking Machine complete without it.

Write for sample and attractive quantity prices.

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

SOSS
Invisible Hinges

THE SOSS INVISIBLE HINGE TRADE MARK SOSS MANUFACTURING CO.

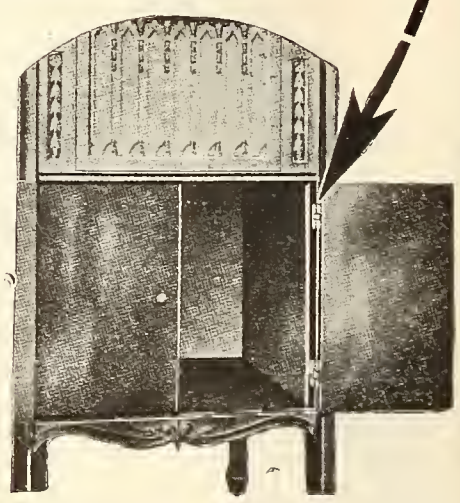
Preserve the beauty of well designed and finely finished

Talking Machines
Music Cabinets
Pianos
Player Pianos and Benches

They are made in numerous sizes for these particular purposes.

When you fail to see an unsightly Hinge protruding you know SOSS is the answer.

Write to-day for catalogue T.



Soss Manufacturing Co.
435-443 Atlantic Avenue, Brooklyn, N. Y.
BRANCH OFFICES:
Chicago—160 North Fifth Avenue.
Los Angeles—224 Central Bldg.
San Francisco—164 Hansford Bldg.
Minneapolis—3416 2nd Ave. So.
Detroit—922 David Whitney Bldg.

OUR BEST ADVERTISEMENT—SATISFIED CUSTOMERS

TELEPHONE WORTH 1480 1481

CABLE ADDRESS: "CRESTALCO NEW YORK" LIEBER'S CODE

CRESCENT TALKING MACHINE CO., INC.

99 CHAMBERS STREET

NEW YORK May 2, 1916.

Doehler Die Casting Co.,

Court & 9th Sts.,

Brooklyn, N. Y.

Gentlemen:

Upon moving into our new offices, we wish to take the opportunity to express our appreciation not only of the quality of the merchandise, which you have delivered to us during the years we have done business with you, but also the excellent service and untiring efforts, which all the members of your company, who have anything to do with our parts, have given us during this time.

Our greatest desire is to build a phonograph which at all times stands for quality, and excellent workmanship, and we count upon your co-operation in the future as we know that, in your line that your product is unexcelled, and also to let you know that we appreciate your prompt deliveries, and unvarying quality during a period when other manufacturers are taking advantage of the difficulties due to the unsettled market conditions.

With very best regards, we remain,

Very truly yours,

CRESCENT TALKING MACHINE CO., Inc.,

PRES.

WEH*LL

CRESCENT

DOEHLER DIE-CASTING CO.

BROOKLYN, N. Y.

NEWARK, N.J. TOLEDO, OHIO.

THE TRADE IN NEW YORK CITY AND VICINITY

With the arrival of September the talking machine dealers in local territory are starting to make active preparations for a record breaking fall trade. Judging from all indications there is every reason to believe that the talking machine trade throughout the country will enjoy a remarkable era of prosperity during the next few months, and New York dealers are looking forward to securing a liberal share of this prosperity. Machine and record stocks are being replenished, store interiors are being redecorated, and in short, nothing is being left undone by the up-to-date dealer to give his customers every service and convenience in selecting their holiday purchases.

Splendid Summer Trade

When The World representative visited the trade this month he found many of the dealers discussing their summer business, and it was gratifying to find that with practically no exception the local dealers closed the best summer in their history. In fact, quite a few of the dealers stated that their sales during July and August compared very favorably with their figures of the early part of the year and with the sales totals of the fall months of only a few years back.

Installing New Record Systems

During the past few months many dealers took advantage of the opportunity offered them to make a careful study of their record departments, and more than one was surprised to find that this all-important division of his business was sadly inefficient in many ways. He found that prospect lists were not up to date, that the ordering system he was using was obsolete, and that he had no adequate way of finding just how many records a customer had purchased during a given period. In other words, the dealer learned that a woeful lack of system characterized his record department.

By making a careful study of his record business, the dealer found that by installing new systems he could not only enhance the efficiency of this department, but could also add materially to his machine sales, as it is an axiom that a dealer doing a large record business will also secure his share of the machine business in his territory. There is no doubt but that those dealers who have given serious thought to their record departments during the summer months will be amply repaid by increased sales this coming fall.

Probable Machine Shortage

From all indications there will not be such a tremendous shortage of product this fall as there was last year; not because the demand for machines and records will be less, but because the dealers realized the wisdom of placing their orders far in advance so that their distributors might adequately prepare for the holiday season. There is undoubtedly going to be a shortage of machines retailing at $75, $100 and $150, but there has been a shortage of these types for some time past, and this scarcity of product is becoming accentuated as the fall season approaches. The record situation, however, is far more encouraging than it was last year, and the majority of the dealers are giving their customers 100 per cent service on all record orders at the present time

Landay Home Near Completion

The new home of Landay Bros., Victor distributors at 23 West Forty-second street, is being rapidly completed, and will probably be ready for occupancy in the very near future. Max Landay, head of this concern, is giving his personal attention to the architectural and decorative work incidental to the new Landay Victor Temple of Music, and under his able direction this building will doubtless be one of the show places of the local trade, if not of the entire country. Mr. Landay is sparing no expense in this new Landay establishment, which will comprise five floors devoted exclusively to the sale of Victor merchandise.

Up-State Trade in Fine Shape

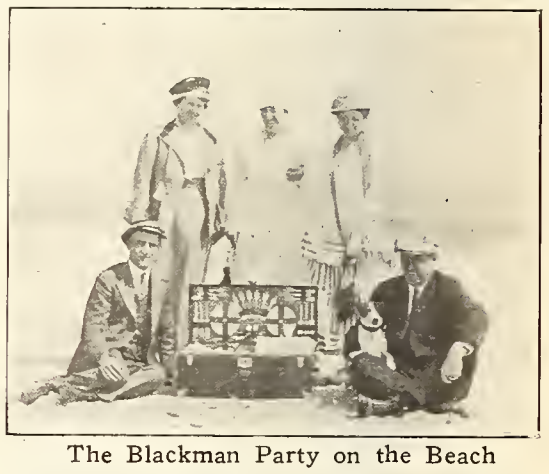
"We closed the biggest August in our history," said R. F. Bolton, district manager of the Columbia Graphophone Co., New York, in a chat with The World. "Our sales totals were 66 per cent. ahead of last August, and would have been greater if we had been able to receive more merchandise from our factories. We have more orders on hand at the present time than at any period in the history of this store, and we are making every effort to co-operate with our dealers and give them proper service."

Mr. Bolton recently returned from a visit to the Columbia wholesale establishments and a number of the Columbia dealers in New York State. He states that conditions in this territory are remarkable, and that the dealers have closed the best summer business they ever experienced. There has been a heavy demand for the new Columbia Electric Grafonolas, which are steadily increasing in popularity day by day.

Elected Mayor of the Town

J. N. Blackman, president of the Blackman Talking Machine Co., New York, has been elected president of the Brightwaters Association, Brightwaters, L. I., which is the governing body of that town. Mr. Blackman's position is equivalent to that of Mayor, as the Brightwaters Association is composed entirely of the property owners of that city.

During the past four months Mr. Blackman has been spending much of his time at his summer home in Brightwaters, and upon several



The Blackman Party on the Beach

occasions has had as his guests the officers of the company and their families. The accompanying photograph was taken during the course of an outing at Mr. Blackman's summer residence, and included in the picture are Mr. and Mrs. J. L. Spillane, Mr. and Mrs. George Thau and Mrs. Blackman. The Blackman party had just finished an automobile trip when Mr. Blackman demonstrated his skill as a photographer.

A Successful Downtown Shop

The Gotham Shops, 49 Nassau street, exclusive Columbia dealer, has been closing a very satisfactory summer business, and Irving Kurtz, owner of this store, is preparing to handle a banner fall trade. The Gotham Shops is located in the heart of the downtown business district and by giving its patrons service in the true meaning of the word, this establishment is increasing its sales week after week.

To Direct Activities of Recital Hall

The Edison Shop at 473 Fifth avenue, New York, owned by the Phonograph Corporation, of Manhattan, is preparing for a banner fall trade, and is making plans so that this store will be in a position to give its patrons maximum services in every way. Arrangements were recently closed whereby Miss Cora Strickland will be placed in charge of the recital hall at the Edison Shop. Miss Strickland is well known in musical circles, and will be given every opportunity to make the Edison Shop's recital auditorium a Mecca for music lovers. It is planned to give a number of "Recreation Concerts" this fall presenting famous artists who record for the Edison disc record library. An extensive advertising campaign is also being prepared embodying distinctive border designs and inviting the public to attend the Edison Shop recitals at their convenience. Raymond Duncan, of the Edison Shop, spent the month of August touring in his automobile through New York State.

Placed Big Fall Order

One of the many local dealers who are hand-

(*Continued on page* 30)

Room 73
65 Nassau Street
Clifford A. Wolf
MANUFACTURER OF
Diamond and Sapphire
Phonograph Points
New York City
Phone, 2124 Cortlandt

No 1

VICTROLA
Style IV
$15.00

No 2

VICTROLA
STYLE VIII
Price $40.

VICTROLA
Style VI
$25.00

VICTROLA
Style XVIII
$300.00

No 3

Victrola
Style
XI - $100.00

No 4

No 5

Five Styles of Attractive and Distinctive Price Cards - the kind that add tone and class to your Display

70 Cents for One Set - 9 Cards - Each set of different design - 5 different sets

Specify the number of sets you want

If in doubt on any end of your business call on us - or our Service Department

"Exclusively a Wholesale Victor Distributor"

New York Talking Machine Co.
119 W. 40th St. New York

Columbia Records TRADE MARK Note the Notes

Remember the stir the Ballet Russe made? And that Russian music is still making everywhere? Well, here's a Ballet Series directed by Ansermet, conductor of the original *Ballet Russe* orchestra. It's on *Columbia* orchestral record A5845 out September 20th.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

TRADE IN NEW YORK AND VICINITY

(*Continued from page 28*)

ling the Pathé line with very pleasing success is Henry B. Pye & Co., a leading furniture house in the upper section of the city. Manager Gross, of the Pathé department in this store, has just placed a very large order for Pathephones and Pathé discs, and is enlarging his Pathé department to accommodate his fall and holiday trade. Mr. Pye, who has been spending some time with his regiment on the Texas border, was in New York last week and expressed his appreciation of the splendid Pathé business the store is closing.

Window Displays Pay Dividends

Jacob Doll & Sons, 116 West Forty-second street, handling the Pathé line exclusively, has placed a large order for Pathephones and Pathé discs. Frederick Doll, of this company, states that Pathé sales have been far ahead of expectations, and that the new Pathé discs are meeting with a most cordial reception. This store has been featuring the Pathé line exclusively in its window displays, many of which have produced actual machine and record sales.

A Service That Increases Record Sales

The window display service inaugurated several months ago by the New York Talking Machine Co., Victor distributor, New York, has proven so successful that the company has been in receipt of letters from Victor dealers in all parts of the country stating that this service has brought them increased record sales with amazing regularity. For the fall season the New York Talking Machine Co.'s efficiency department, which is in charge of this window display service, is planning to give the dealers a number of new thoughts and ideas which should aid in boosting their record sales.

DIAMOND RING FOR A. M. HIRD

The workmen in the disc manufacturing department of Thos. A. Edison, Inc., West Orange, N. J., presented a diamond ring to A. M. Hird, superintendent of the department, last week, as a token of their esteem.

HAS INVENTED NEW TYPE OF MOTOR

H. B. McNulty, president of the Wonder Talking Machine Co., New York, has invented a new type of phonograph motor which combines both electrical and spring operation. The company has negotiations pending with several prominent concerns who, in all probability, will use this motor exclusively, as the Wonder Talking Machine Co. desires to concentrate its activities on the sale of its present line, with the possible addition in the near future of an electric machine.

The Wonder Talking Machine Co. has been so successful in marketing its product the past year that it did not deem it advisable to merchandise this new type of motor, as its factory facilities are now taxed to the utmost.

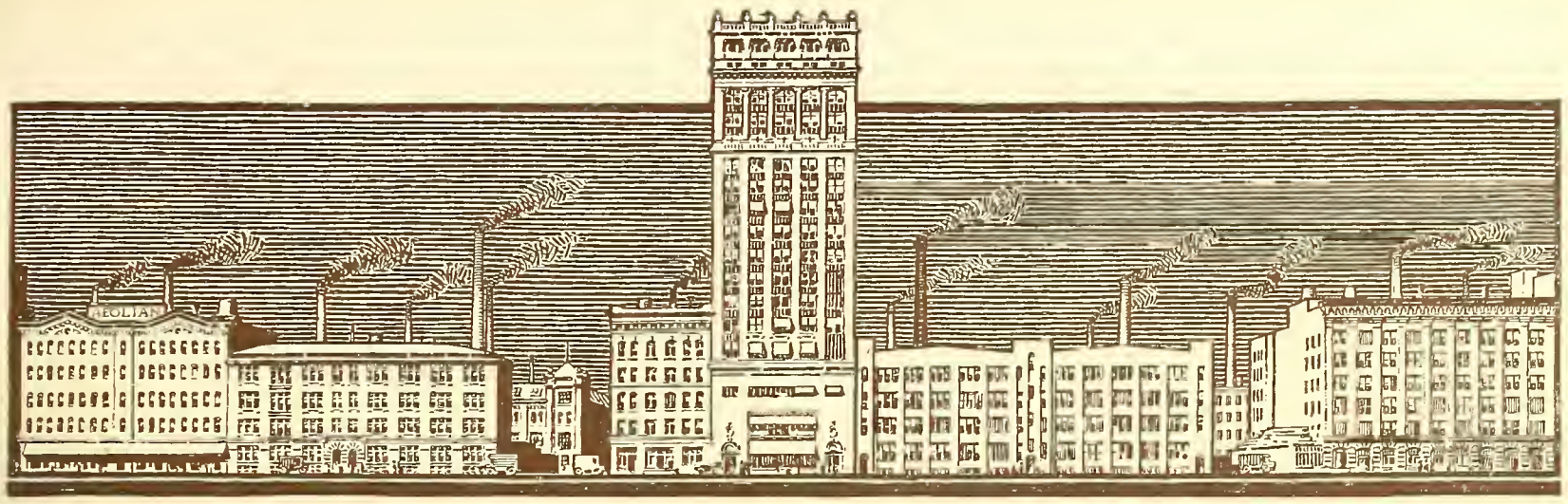
The motor invented by Mr. McNulty runs on either d. c. or a. c. current, or with batteries. The motor can be changed instantly from one electrical operation to spring without interfering in any way with the motor's mechanism.

Service for the Southern Trade!

Owen Armstrong and C. E. Gore leaving for a trip through the South to co-operate with Pathé dealers.

This company is equipped to give ***real*** service to Pathé dealers in the South. Get on the ***Pathé*** band-wagon now. It means money in your pocket and unlimited sales opportunities for the future. Write ***today*** for our dealer proposition.

ARMSTRONG FURNITURE COMPANY
59 North Main Street *Pathé Distributors* **Memphis, Tennessee**



The AEOLIAN VOCALION

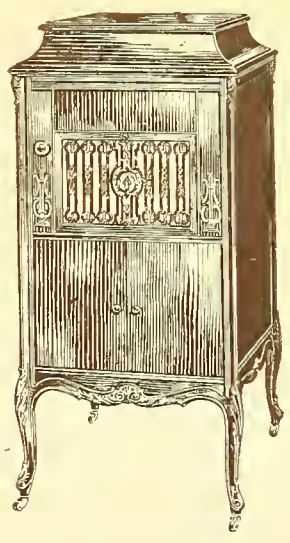
The new phonograph which has practically revolutionized the industry

IT is made by the greatest musical instrument concern in the world. A concern that long ago established its supremacy in the highest and most difficult fields of instrument making art.

A house of fine traditions, of notable achievements, of stability and power.

A house known and respected by a world-wide public.

These are vital facts to you, Mr. Dealer—you who realize the importance of the Phonograph, the significance of this instrument to the future of your business.



"The passive pleasure of listening to music is undeniably a great one—"

THE OLD AND THE NEW
A Story of Phonograph Progress

THE Aeolian-Vocalion is a *new* phonograph.

The phonograph of the old order was a sound-reproducing mechanism simply. In one respect only does the Vocalion resemble it—the Vocalion revoices from records the beautiful performances of the world's great musicians—plays these records automatically, if you wish. But in this, the *sole* capacity of the familiar phonograph, how far the new surpasses the old!

The Vocalion tone is rounder, deeper, fuller, richer—more interesting and satisfying. In it there is less of the phonograph, more of the natural beauty—more of the subtle character of each voice and instrument.

Yet, that the Vocalion is tonally superior to all other phonographs is not its chief distinction.

As no other phonograph has been, the Aeolian-Vocalion *is a true musical instrument*—an instrument to control, to *play*, an instrument which anyone may use to exercise the natural instinct for musical expression with which everyone is gifted in some degree.

As such the Aeolian-Vocalion occupies a field by itself; a field infinitely broader and more important than that of the older type of phonograph; infinitely richer in its possibilities for musical enjoyment of the keener, more fascinating and personal kind.

The illustrations on these pages indicate something of how the Aeolian-Vocalion—the *new* phonograph—differs from the old. On the left is pictured the passive enjoyment of merely listening—on the right, the active enjoyment of taking part.

It may not be easy for those who have never made music or helped to make it, to fully grasp the intense fascination attending it; or to realize that everyone has sufficient natural musical ability to make its exercise a pleasure. The extraordinary success of the Aeolian-Vocalion—the leading position it has already attained—shows, however, that personal experience brings quick appreciation of these things.

THE above advertisement, now appearing in national magazines, tells the graphic story of the Vocalion—and suggests the wonderful possibilities of this new instrument to the live dealer.

"But music's supreme pleasure is the creative pleasure of musical expression — of making music."

To take the Graduola—the Vocalion tone control—and with slight, instinctive pressures to shade each tone or phrase, to make the music live with your own feeling and thought, is the test decisive. It is the test which without exception gives a broad and instant vision of the inner and greater pleasures of music, brings home the gripping interest of the power of expression in music.

It is a highly significant fact that the new phonograph is the product of a house long known as the creator of wonderful musical instruments—The Aeolian Company of New York, London, Paris and Berlin, largest manufacturers of musical instruments in the world. The achievements of this concern in originating musical instruments and in developing musical instrument *tone* have made it internationally famous. The Aeolian Company is responsible for such superb productions as the Steinway Pianola, the Duo-Art Pianola, the modern Weber Piano and the Aeolian Pipe organ—the finest and costliest evolution of this most magnificent of instruments.

The scientific study and advancement of *tone* has been the special work of The Aeolian Company for many years. Seven Royal Appointments from the leading Rulers of Europe and a success that make it the dominating factor in the music-industry of both the Old World and the New are results in great measure due to its efforts and triumphs in this direction.

Such is the concern responsible for the Aeolian-Vocalion—the *new* phonograph. It is the *one* concern that could bring to bear the full power of both art and science necessary to achieve this final transformation of the phonograph.

SO it is that the Vocalion offers in physical beauty, in musical quality or in fascinating privilege, far more than you have ever thought possible of the phonograph.

Every phonograph owner, every dealer, everyone who cares for music, will be interested in this remarkable new instrument. We have ready for you a handsome descriptive Vocalion booklet. It will be mailed promptly upon request together with the address of your nearest Vocalion representative.

Address Dept. M 10.

Vocalion prices are—$35 to $350 for conventional models.
Art styles to $2000 ($35 to $75 styles without Graduola.)

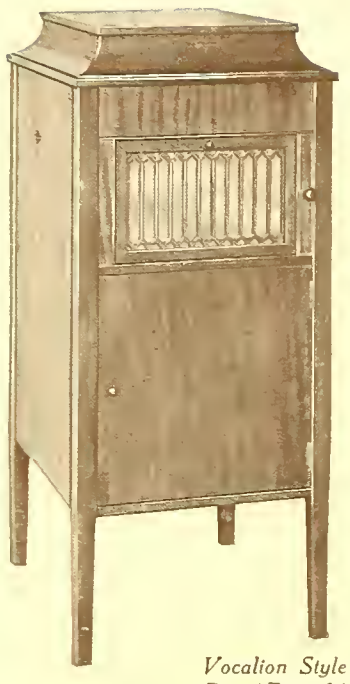
THE AEOLIAN COMPANY

AEOLIAN HALL NEW YORK CITY

Makers of the famous Pianola—largest manufacturers of musical instruments in the world

The AEOLIAN-VOCALION

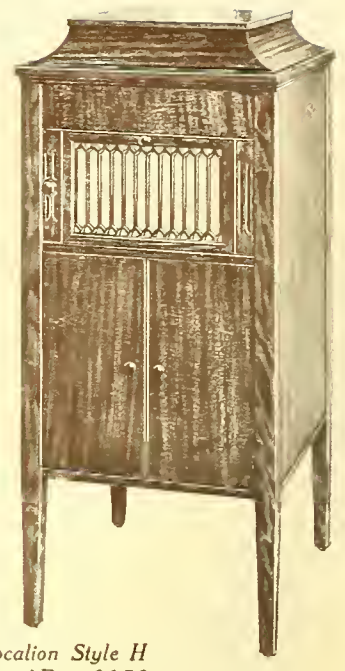
is made in a range of models that enables you to meet the demands of all markets. Retail prices $35 to $2000.



Vocalion Style G
Retail Price $100

The AEOLIAN-VOCALION

Line meets Public Taste and is creative also of a new class of phonograph trade.



Vocalion Style H
Retail Price $150

THE Aeolian-Vocalion is made in a comprehensive series of models ranging in price from $35 to $2000. This complete line provides for every present demand of the phonograph market. Our wide experience in *retailing* phonographs supplemented by a close contact with the retail problems of scores of dealers has enabled us to plan soundly and practically—to construct a group of instruments that are cleancut and characteristically Aeolian in quality, and that are simply abounding in material and "talking-points" for the salesman.

The stock models—$35 to $350 are unanimously pronounced superior both in design and in quality of case woods and finish to anything heretofore attempted in the industry.

The Art and Period models, priced up to $2000, appeal strongly to people of means and cultivated tastes. They enable the merchant to attract to his store a new and desirable clientele.

Catalogs and other descriptive matter sent upon request.
Address Vocalion Dept.

THE AEOLIAN COMPANY

AEOLIAN HALL NEW YORK CITY

CHICAGO OFFICE: FINE ARTS BUILDING, MICHIGAN AVENUE

A complete display of all models of the Aeolian-Vocalion may be seen at this office.

The Vocalion is made in many unusual and effective Art Styles

BIG INTEREST IN SONORA "SUPREME"

Latest Model De Luxe of Sonora Phonographs Demonstrated Only by Appointment in San Francisco—E. R. Warner Buys First One on Pacific Coast

SAN FRANCISCO, CAL., September 4.—A great amount of interest has been shown around the Sonora Phonograph Co.'s retail parlors at 344-346 Geary street, in this city, during the past month owing to the introduction of the "Supreme" style Sonora, which retails at $1,000.

F. B. Travers, manager of this Western company, has made a ruling that the Supreme style shall be demonstrated only by special appointment until such time as their new store is completed, which will be equipped with a very elaborate concert hall that will be in keeping with this model.

The second demonstration made resulted in E. R. Warner, of San Francisco, being the proud purchaser of the first $1,000 machine ever sold on the Pacific Coast.

Mr. Warner selected the Sonora after very exhaustive tests and proved conclusively that the "Supreme" would play perfectly any disc made.

The wonderful mechanical and cabinet construction is vitally interesting and quite out of the ordinary, having walls nearly three inches thick, carving requiring great skill, a 45-minute motor and motor meter besides an automatic stop, which is self-controlled, requiring no setting or adjusting.

To Carl W. Caulkins, one of the enterprising salesmen, goes the credit of this sale, and Mr. Travers states that the pleasing part of it all is that Carl made it a cash sale.

HOUSEL & CO. ENLARGES STORE

Five New Booths and a Repair Department Installed in Exclusive Talking Machine Store —Victor and Edison Lines Carried

WILLIAMSPORT, PA., September 11.—M. H. Housel & Co., of 209 West Fourth street, has completed alterations costing $1,000 in its exclusive talking machine store here. Five modern, sound-proof demonstration booths have been installed, in addition to the two already in use, and a large electric fan, with a capacity of 4,000 feet of air per minute, supplies adequate ventilation in the booths. A new shelving system for records, and a new storage department in the basement of the building are also included in the alteration. The entire store is tastefully decorated in white enamel, and the main office of the concern has been enlarged and improved. A special repair department has also been installed, for the repairing of talking machines, which is in charge of an expert mechanician. Both the Victor and Columbia lines of machines and records are carried by the company, which gives daily public recitals of the latest records.

NEW MANAGERS FOR COMPTON-PRICE

COSHOCTON, O., September 11.—The Compton-Price Co., manufacturers of the Stradivara phonograph and the Compton-Price vertical grand piano, recently announced that C. W. McCombes has been made general manager of the concern. Elmon Armstrong, who has been prominent in the music industry in the Middle West for many years is in charge of the Chicago offices of the concern, and offices have also been recently opened in New York City at 505 Fifth avenue, with C. A. Reade in charge of the same.

The Kane Blind & Screen Co., of Kane, Pa., manufacturer of screens for household use for many years, is offering to the talking-machine trade a line of stands to fit all machines. These Kane stands are well-constructed, and have met with a ready sale throughout the country.

DOUBLE DOMESTIC PLANT CAPACITY

Heavy Demand for New Machines Overcomes Allowance Made by Manufacturers for a Normal Increase—What President Sheble Says of the Present Situation and the Outlook

PHILADELPHIA, PA., September 8.—Although it has been but a few months since the first announcement of the Domestic Talking Machine Corporation, it is now announced that the increasing demands for Domestic machines has made it necessary to double the capacity for production.

In view of the fact that the Domestic plant was planned to take care of a large volume of business, with a sufficient allowance for an unexpected increase, this would indicate that the keynote has been struck.

Horace Sheble, the president, says: "While the enlargement would indicate that we are progressing rapidly, in truth we are making haste slowly. The whole foundation of the Domestic organization is efficiency. Experiments are tried in the factory and not on the public. The result is that the entire Domestic line is coming through in perfect shape.

"Hundreds of letters are being received from dealers who say the Domestic is far beyond their anticipation, one machine selling another, until it looks like a natural endless chain.

"George W. Lyle, in New York, and Walter S. Gray, on the Pacific Coast, both report heavy contracts for the full Domestic line, and all in all, we feel that it will only be a short time before another enlargement of our facilities will be necessary. I am assured of this, because it has already been proved that we do not have to sell every machine separately, each machine bringing a demand for another.

"The trouble with low-priced machines in the past has been that each sale had to be made individually at a prohibitive selling cost for the dealer. If a machine in one house makes all the neighbors envious, it is easy to see how the cost of selling will be reduced, and how the sales will multiply for the dealer and consequently reduce his selling expense."

Small "Victors" converted into cabinet types instantly

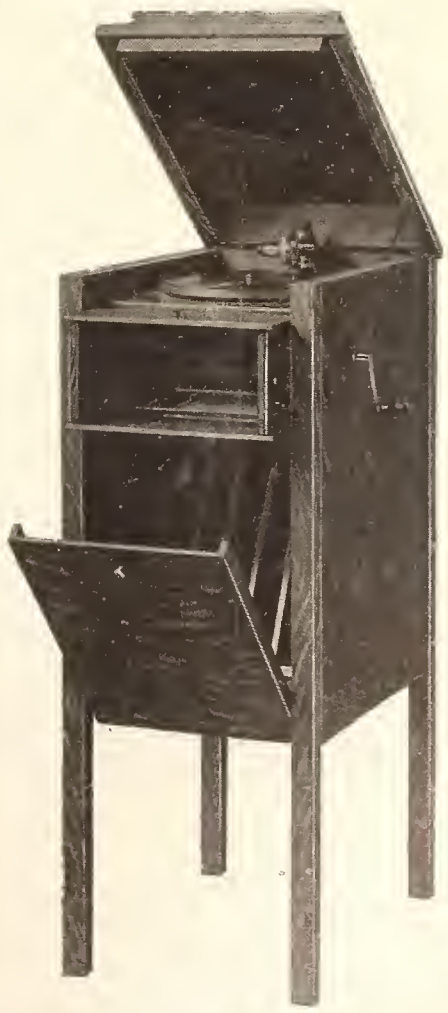
SOMETHING **new**—to sell to every present owner of $15 and $25 Victors and every new purchaser thereof—and to a lot of people who want only a cabinet type but can't afford the $75. Also an article with which you can beat competition by offering a combination that forms an enclosed cabinet type at **much less** than the cost of such machines.

By simply setting a "Victor IV" or "Victor VI" into a Lundstrom "Converto" Phonograph Cabinet, the machine is converted into a beautiful, larger, **enclosed type** that looks better and sounds better. The combination, from a practical utility standpoint, has even **more** advantages than the regular cabinet types, because **the machine remains portable.**

Lundstrom CONVERTO PATENT APPLIED FOR

Enclosed Type Phonograph Cabinet

Has top which when lowered completely encloses machine. Two doors in front, one hinged at top, the other at bottom. The tone regulating doors of the machine open out through this space. When all four doors are open, they form a square compartment and thus a continuation of the "horn" or sound amplifying chamber of the talking machine which increases the volume of sound. Lower part of cabinet contains record rack divided off to hold about 70 records of any size. The winding handle, with extension, which we provide free, passes through side of cabinet so that it can be wound from outside, the same as any cabinet machine.



MADE IN TWO SIZES

"Converto" Cabinet for "Victor IV," retail price..... **$15.00**

"Converto" Cabinet for "Victor VI," retail price..... **$20.00**

Made in Quartered Oak to match machine. Also in Mahogany Finish, where preferred, at same prices.

Owners of $15 Victors can convert their machines into CABINET TYPES at an additional cost of **only $15**—combined cost **only $30.** Owners of $25 machines have a large cabinet type at a **combined** cost of **only $45.** And you make a good profit on every one you sell.

Safe to say you will sell ten of these combinations to one of the big machines—besides selling cabinets to present owners of small machines. Furthermore, you will be able to offset the inroads being made by the many cheap machines being offered, because you can sell a genuine Victor in cabinet style, with a "Converto" Cabinet, at low enough cost to appeal to anyone.

The Lundstrom "Converto" will be advertised extensively. It is backed by a house with fifteen years' experience in making Lundstrom Sectional Bookcases and Filing Cabinets, one of the leaders in this line.

Write at once for wholesale prices and full particulars

The C. J. LUNDSTROM MFG. CO., Little Falls, N.Y.

Branch Office, Flatiron Bldg., New York City

Domestic
TALKING MACHINE

APPRECIATION We desire to express our appreciation of the wonderful reception which has been extended DOMESTIC TALKING MACHINES.

PROGRESS We are now arranging with representative dealers in every state and large city throughout the United States; in addition arrangements are being completed whereby the Domestic will be broadly represented throughout the Dominion of Canada and in several other foreign countries.

CAPACITY In laying out our present plant we provided what was considered ample room to care for expansion during the next few years, but the demand for Domestic Machines has increased at such a rapid rate that we now have under way increases as will double our facilities over what was originally contemplated. In addition, we are doubling our factory floor space so as to provide ample room for expansion.

As a further insurance to our trade of provisions made to care for their business we have secured delivery of sufficient raw materials to insure operation of our plant at full capacity during the Fall and Winter season.

PRODUCT Remember, Domestic Machines are broadly guaranteed, and all their various parts, such as Motors, Sound Boxes, Tone Arms, etc., are of our own exclusive designs and are being manufactured in our own plant under the direction and supervision of men who have spent the best portion of their lives designing and building Talking Machines.

We are receiving hosts of letters from satisfied dealers.

OPPORTUNITY A Domestic Dealer has opportunity to be an exclusive representative in the territory he can logically cover as we are opposed to making competition among our dealers.

If you are not already a Domestic Dealer do not delay; send in your application today. It is your opportunity to secure the best construction, largest value and easiest selling line of Moderate Priced Talking Machines ever placed on the market.

Some one in your locality is going to handle the Domestic; can you afford to lose the opportunity?

Model No. 1, Oak. Size, 15x17x8

One of nine styles ranging in price from $7.50 to $47.50

The Domestic sound box is as sensitive as the compass needle.

DOMESTIC TALKING MACHINE CORP.
HORACE SHEBLE, President
33d and Arch Sts., Philadelphia, Pa.

GEO. W. LYLE
New York and New England Sales Agent
815 Trinity Bldg., New York

WALTER S. GRAY
Pacific Coast Sales Agent
422 Chronicle Bldg.
San Francisco, Cal.

ROCHESTER ASSOCIATION MEETS

Members Announce Charging of Interest on Installments—Plan Early Action on Record Approval System and Misleading Advertising

ROCHESTER, N. Y., September 6.—The regular monthly meeting of the Talking Machine Dealers' Association of Rochester was held last evening and was marked by the evident purpose of those present to take definite action regarding various important trade questions.

One of the first matters considered was that of interest on time payments and the following resolution was adopted: "Be it hereby known that we, the undersigned dealers, charge interest at the rate of 6 per cent. per annum on all deferred payments on talking machines after thirty days." The next step that this organization will take will be to regulate or do away entirely with the approval system in connection with records and to curb misleading advertising.

The Rochester association has at the present time twenty-one members and the officers are Raymond C. Fagan, E. W. Edwards Music Co., president; Albert H. Warren, Balcom Music Co., vice-president; Audley S. Beisinger, Music Lovers' Shoppe, secretary, and William S. Levis, Levis Music Co., treasurer.

UNCLE SAM HELPS PUBLICITY WORK

Postal Clerks Arrange Geo. B. Peck Co.'s List of Victor Prospects to Facilitate Handling of Local Mails—Means Quicker Service

KANSAS CITY, MO., September 5.—The United States postoffice at Kansas City, Mo., took official cognizance recently of the large volume of mail distributed in behalf of the Victor goods by the talking machine department of the Geo. B. Peck Dry Goods Co. The postmaster sent two men, who spent nearly two days assisting in installing a system that would facilitate the handling of this mail both in the store and in the postoffice. These men went over the entire mailing list, arranging the cards by districts. The mail, now, is bunched according to these districts of the city, labeled, and sent to the various distributing points direct. The store saves about twelve hours in getting the mail to patrons. Instead of one alphabetical card index, the department has now six; five for the five city districts, and one for mail outside Kansas City. New names are filed in the district boxes, after reference to a blueprint map. The department of the Peck store has a very carefully edited mailing list, no names being retained unless the persons have made response to the mail. The list is revised every six months, and at the last revision 1,000 names were taken out—but their places have been more than filled. The company send the usual monthly supplement on the 28th, and at least one other piece of mail during the month, to the list.

M. SCHUELKE CO. HAS STRADIVARA

MILWAUKEE, WIS., September 7.—The Max Schuelke Organ Co., of this city, have secured a jobbers contract from the Compton-Price Co. for the sale of Stradivara phonographs in Milwaukee and wide additional territory. Arrangements have been completed by Elmon Armstrong, the Western representative in Chicago for the Compton-Price Co., for an extensive business in Milwaukee and through all the surrounding territory.

Mr. Schuelke plans going after the trade in Milwaukee on a vigorous scale, and is making arrangements at his offices and store at 522 East Sixteenth avenue, where he will display the entire line.

A certificate of incorporation was issued this week by the Secretary of State at Albany, N. Y., to the Consolidated Phono Parts Corp., manufacturers of tone arms and soundbox accessories. The capitalization is $10,000, the incorporators being H. Hoffman and S. and N. London, of New York City.

NOW THE TALKING MACHINE GHOST

Entire Neighborhood in Brooklyn, N. Y., Upset by Machine That Objected to Being Shut Up in a Trunk and Operated Too Easily

Mrs. Pauline Siegfried, her husband, her daughters, a throng of neighbors, a crowd of reserves from the Liberty Avenue Police Station, a squad of detectives from the Seventh Branch Detective Bureau, and a ring of wide-eyed small boys fringing the outskirts, stood around a heavy, grim-looking trunk at the Siegfried residence, 296 Snediker avenue, Brownsville, recently. More than one nervous hand mopped a damp brow as the crowd waited in anxious suspense.

A month ago a stranger had come to the Siegfried home and engaged quarters, for which he paid $3 for a month in advance. A trunk would soon arrive, he said. A few days later he disappeared, but a week ago the promised trunk reached the Siegfrieds, trundled on a handcart by an equally mysterious stranger, who also disappeared.

The heavy trunk was placed in the guest room, but not before one of the Misses Siegfried had heard a low moan from its depths. Her family scoffed, but the following night, as Mr. Siegfried stumbled upstairs to bed he was startled at the sound of a cough and groan from the guest room. Two days later Mrs. Siegfried passed by the unwelcome visitor and jumped at a low whistling sound. Then one night, after the whole family had been aroused at the supper table by a snatch of ribald song from above, they fled wildly to the police station.

A big policeman pried open the lid. The hush grew deeper as the crowd strained forward to get all the gruesome details. The officer reached in and uncovered a horn. It was a phonograph horn. At last reports the family was engaged in a neighborhood dance with phonograph music.—The New York Times.

Roy Brierly, a well known member of the retail department of the Gately-Haire Co., Albany, N. Y., is spending his summer vacation at Kinderhook.

SALTER

CABINETS

Run in size from the larger models such as this style 105 down to a small attachable cabinet for the Edison No. 100 machine. **THE STYLE SHOWN ABOVE** is large enough to hold any-sized non-cabinet machine of any make. The top is 25 x 20½ ins. Top made of solid mahogany or quarter-sawed oak. Nickel-plated trimmings. Front, back and sides of 5-ply veneer. Holds 110 ten or twelve inch records in felt-lined compartments.

SEND FOR CATALOGS

SALTER MFG. CO.

337-39 N. OAKLEY BLVD. CHICAGO

$10.75 Singly | $10.50 Lots of 6 | $10.25 Lots of 12

Cavanaugh Cabinets

$10.25 Singly | $10.00 Lots of 6 | $9.75 Lots of 12

Built from the standpoint of the customer. The special Cavanaugh-rim makes the machine and cabinet look like a unit, instead of two separate pieces.

Original In Design—Superior In Workmanship—In All Victor Finishes

Cavanaugh-Cabinets have increased the Victor business wherever they have been put on sale. Yours is no exception.

J. J. CAVANAUGH

452 Fulton Street :: Brooklyn, N. Y.

Catalogue on request

DISPLAYS AT MINNESOTA FAIR

Great Line of Talking Machines on Exhibition at Big Northwestern Event—Edisons, Victors, Pathephones, Columbias, Starrs, Shown

MINNEAPOLIS AND ST. PAUL, MINN., September 5.—Minnesota's greatest and finest talking machine display was shown the week of September 4-9 at the Minnesota State fair, where six complete lines were on exhibition during the week. In the opinion of the booth managers and attendants talking machines never obtained such wide and advantageous publicity in the Northwest as at this show. The Northwest still is quite rural, the bulk of the populations of the four Northwestern States being in the section generally referred to by city people, which up here means the residents of Minneapolis, St. Paul and Duluth, as "The country."

They know about talking machines, of course, but some have not been brought into intimate association with the machines, and when they see and hear one of the instruments for the first time, it is a novelty for them.

The largest exclusive phonograph booth at the fair was that of the Edison instruments shown by the Minnesota Phonograph Co., general Northwestern distributors. Laurence H. Lucker, head of the company, has general supervision over the booth, but the fair staff of a half score people was headed by M. J. Golden, from the Edison laboratories, Orange, N. J. On the opening day alone, more than a thousand likely customers registered and numerous other thousands took away literature pertaining to the Edison phonographs.

All the Victrola lines were displayed in the booth of the Cable Piano Co., which was neatly arranged, pianos and talking machines being effectively intermingled in a harmonious picture. A large part of the local staffs of the Cable Piano Co. in Minneapolis and St. Paul, were on hand during the week with occasional visits from General William S. Collins. A full line of Victor goods also was displayed by the New England Furniture and Carpet Co., which has a building of its own, possibly the most attractive one on the grounds. At any rate the Victor instruments were seen and heard to good advantage during the entire week.

The Pathephones were shown for the first time at the fair by G. Sommers & Co., St. Paul, general Northwestern distributors. Ten machines, ranging in price from $25 to $225, were exhibited by a corps of experienced salesmen under the direction of C. M. Ringwald. The Pathephone is handled by four retail dealers in St. Paul and two in Minneapolis, one of the latter, The Northwest Pathephone Co., 921 Nicollet avenue, also doing a jobbing trade. Mr. Ringwald is most enthusiastic over the advertising his exhibit obtained during the fair.

M. L. McGinnis had several samples of the Starr phonograph in a booth occupied jointly with George W. Raudenbush & Bro. with Starr and other pianos. This was the first appearance of the Starr in this class of company in the Northwest, and Mr. McGinnis declares that he does not fear the popular verdict.

Across the aisle from the Starr booth were a number of Tonolas, a talking machine, manufactured by L. A. Priess, in Minneapolis.

The Columbia Graphophone Co. had no separate display, but its products were adequately displayed in the handsome New England Furniture and Carpet Co.'s building.

This introduction might indicate that the talking machine trade in the Northwest is showing an upward trend. Lest there be any doubt hearken then to the words of those who know all about it.

"The Columbia trade in the Northwest in August was fully 100 per cent. greater than for August of last year, and even greater than for last December, which was regarded as the best ever in our trade in this part of the United States," was the report at Columbia headquarters. "Our road men are getting better business right along. Crop losses may have hurt business, but the Columbia will sell more instruments in this territory during the coming fall and winter than for the corresponding period of 1915. What more can one want.

"We can't supply the demand," moaned Laurence H. Lucker, of Minnesota Phonograph Co. "The Edison company makes instruments that are entirely too good; the people almost beg for them.

"The demand for talking machines in the Northwest is fully 100 per cent. greater than a year ago, and the supply probably is no larger," states the Beckwith-O'Neill Co. "That is the situation, and any one who has ever been in a similar fix knows just how it feels.

"Naturally we are unable to fill orders, and for that reason are not opening any new accounts, although there are excellent opportunities. The crop scare is over apparently, and there is a general impression that reports of damage were in some cases overdrawn.

"Many jewelers handle talking machines as side lines, and scores of the craft daily visited the Victor, Edison and Columbia headquarters during the annual convention of the American National Retail Jewelers' Association. Some new agencies were added, but only a few.

"Arthur Magoon, head of the Victrola department of Foster & Waldo, has retired from the talking machine trade, and is now on the road selling lighting plants for use in public buildings and home at places wherein service is obtainable from gas or electric light concerns."

VEECO

The Electric Drive of Supremacy for Talking Machines

The only electric motor or mechanism for talking machines which has been approved, and is endorsed by the highest electrical authorities in the United States.

Prompt attention given to orders from foreign countries. Liberal discounts to manufacturers, dealers and agents.

It will pay you to investigate.

VICTOR ELECTRICAL EQUIPMENT CO.

248 BOYLSTON STREET, BOSTON, MASS, U. S. A.

NEW "SHOP" FOR SAN FRANCISCO

F. B. Travers to Open the "Phonograph Shop" at 109-111 Stockton Street in October

SAN FRANCISCO, CAL., September 4.—At 109-111 Stockton street, on October 1, will be opened an extensive and exclusive "Phonograph Shop" under the management of F. B. Travers, well known in talking machine circles on the Pacific Coast.

"The Phonograph Shop" will have daily concerts in an absolutely sound-proof recital hall, having a seating capacity of from thirty to fifty people. "The Phonograph Shop" will have four large demonstration and record sales rooms, a mezzanine floor and a large display room, all beautifully decorated and furnished.

This location is in the heart of the shopping and theatre district and will afford an opportunity for all to secure absolute quiet and rest, at the same time being entertained by the records of every artist of note.

Two new notes on the Columbia strings—W. H. Squire, England's greatest 'cellist, and Frank Gittelson, America's violin genius.

(Write for "Music Money" a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

APPOINTED PATHE DISTRIBUTORS

The Armstrong Furniture Co., of Memphis, Tenn., Meeting With Pleasing Success

MEMPHIS, TENN., September 7.—The Armstrong Furniture Co., of this city, which some time ago, was appointed wholesale distributor for the Pathé Frères Phonograph Co., New York, is meeting with very pleasing success in its new Pathé department, and is now making preparations for a banner fall trade.

Owen Armstrong, of this company, and C. E. Gore, traveling representative for the Pathé Frères Phonograph Co., recently left for a trip from Memphis to New Orleans, La., to introduce the Pathé products, and have established a number of very desirable accounts.

The Armstrong Furniture Co. is devoting an entire floor to the presentation of Pathé products, and has just finished several handsome booths for demonstration purposes. It is the company's intention to carry a complete stock of Pathephones and Pathé discs, and give its dealers every possible co-operation in handling the line.

BOOKING BIG CABINET ORDERS

John J. Cavanaugh, 452 Fulton street, Brooklyn, N. Y., manufacturer of the Cavanaugh-Cabinet for Victrolas, stated this week that these cabinets were achieving unusual success. Mr. Cavanaugh's first announcement in The World has brought him inquiries from all parts of this country, Canada and Cuba, and the samples he has shipped have met with hearty praise.

MAY FORM NEW CORPORATION

To Manufacture and Exploit the Knabe Crystola Talking Machine

CINCINNATI, O., September 1.—Developments are expected shortly in connection with the formation of a new corporation, the object of which will be the manufacture of the Knabe Crystola talking machine, now being made at The Knabe Bros. Co.'s factory in Norwood, O., near here.

The fact that there were some negotiations on for the Crystola was indicated in the last issue of The Talking Machine World. Since then the directors of The Knabe Bros. Co., according to talk in musical circles, have given an option for the sale of this section of their business. Those in close touch with the situation believe there should be material developments before the middle of this month. It is known to those back of the movement, that it would necessitate the formation of a corporation with a capitalization of over $1,000,000. The Crystola rights are at present held by the National Talking Machine Co., with a capitalization of $1,000,000.

NEW QUARTERS FOR TRITON CO.

The warerooms and offices of the Triton Phonograph Corporation have been removed from 41 Union square, to 137 Fifth avenue, corner of Twentieth street, New York, where larger quarters have been secured. J. A. Kraus, manager, has entirely recovered from his eight weeks' of illness, and is now feeling as well as ever.

MISTAKES SINGER FOR MACHINE

Victor Herbert Hears Amato Singing, and Offers to Buy Him at Advanced Price

Recently, Victor Herbert was giving a friend a speedy spin on Lake Placid in his motorboat, the "Natoma."

They passed near the cottage where Pasquale Amato, the Metropolitan Opera baritone, is summering. The thrilling music of the "Pagliacci" prologue rang out across the water.

Herbert stopped his engine and said to his companion: "The people in that house have the most remarkable phonograph I have ever heard. Listen to that!"

The visitor listened open-mouthed as well as open-eared. When the music came to an end, he exclaimed: "If they will sell me that instrument I will give them double what they paid!"

"Better come up and look at it first," said Herbert, "and see if you have enough money!"

Whereupon they landed and the visitor was introduced to the "phonograph," which turned out to be Amato himself.

VICTROLA FOR GRAND CHIEF RANGER

Upon the recent official visit paid to the Foresters of America in New York by C. P. Rendon, Supreme Chief Ranger, he was tentered a public reception by the Foresters Courts of Manhattan and Bronx counties at the Amsterdam Opera House, where he was presented with a handsome Victrola XVI. in mahogany. The Victrola was shipped to Mr. Rendon's home in Stockton, Cal.

ARE YOU SATISFIED?

¶ Do you firmly believe that you are securing your share of the vast Victor business which is available if *service* and *efficiency* are placed at the disposal of your customers?

¶ Is there not some minor or important phase of your business which can be made more productive if the *service you* are receiving were made more efficient? If so

WILLIAMS CO. SERVICE

Will help you in many ways. We have aided numerous Victor dealers in solving the problems which confronted them, and this experience is at your service.

¶ Such important things as stock, advertising and turn-over have all been included in the co-operation we extended these dealers.

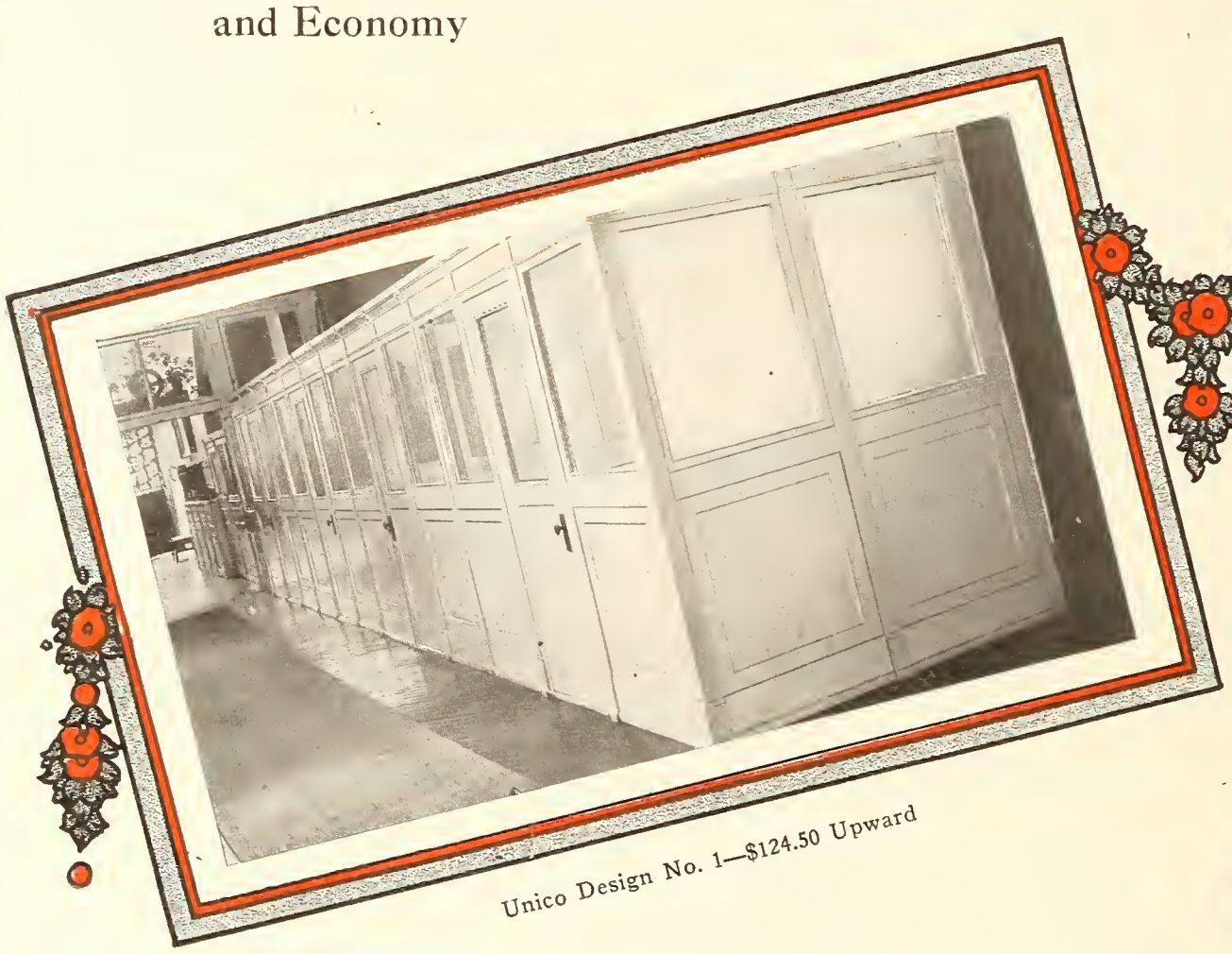
Perhaps we can help you. May we not try?

G. T. Williams Co. *VICTOR WHOLESALE EXCLUSIVELY* **217 Duffield Street, Brooklyn, N. Y.**

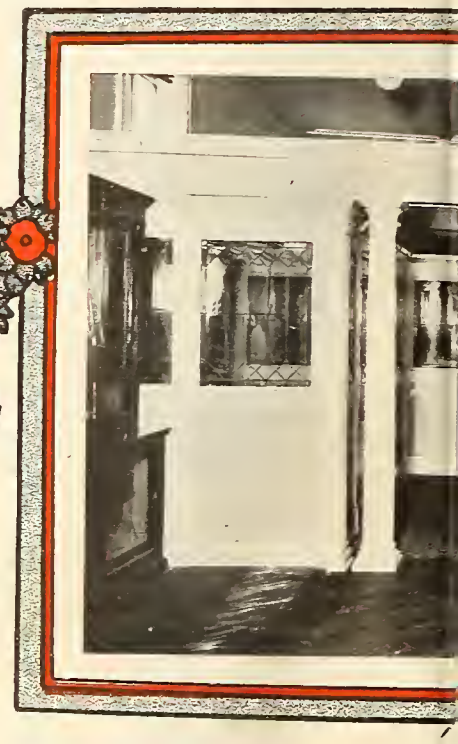
UNICO EQUIPMENT

Represents
Efficiency
and Economy

CONSTRUCTION
PATENTED



Unico Design No. 1—$124.50 Upward



Unico D

QUICK

Will enable you to equip your Department.

Unico Design No. 4—$75.00 Upward

Unico D

ORDER UNICO EQUIPM

Promptly shipped—Completely Glazed and Fitted—Ready to
Eight Exceptional Designs—The Cost is Modera

ORDER BY WIRE
But order to-day

ORDER BY PHONE
But order to-day

121-131 SOUTH 31st STREET

THE UNIT CO

DESIGNS
PATENTED

UNICO EQUIPMENT
Attracts and
Holds
New Trade

ward

Unico Design No. 3—$184.50 Upward

CTION

any of these in season for Fall Business

ward

Unico Design No. 7—$148.50 Upward

UT ORDER IT TO-DAY

stall by our Patented System—Standard or Special Finishes—
nize your Store—Increase your Sales and Profits

ORDER BY MAIL
But order to-day

ORDER BY CALLLING
But order to-day

TION COMPANY

PHILADELPHIA, U. S. A.

RICHARDSON ILLUSTRATING CO., N. Y.

TRADE-IN PROBLEMS IN ST. LOUIS

Local Talking Machine Dealers' Association Takes Action on That Matter at Its Monthly Meeting—Enjoy Country Club Dinner

St. Louis, Mo., September 7.—The Talking Machine Dealers' Association wanted something to meet for this month or they would have solved all of their problems last month. They all gathered downtown and divided up the automobile space so that there was room for each to ride to the Century Boat Club. After a splendid dinner in the roof garden, they got down to business and disposed of the always troublesome trade-in situation in such a few minutes that most of them concluded that it never had been much of a problem. At the next meeting they are going to revise the record approval rules. Here is the framework of the rules adopted, which became effective August 15:

No allowance for square pianos or old organs; old black uprights taken at not more than 15 per cent. of the price of the machine bought; cylinder or other old talking machines at not more than 10 per cent. of the original price and that must not be more than 10 per cent. of the price of the machine bought; maximum of $75 put on upright pianos was a suggestion that will be included in the rules by consent; these terms are not to conflict with previous resolution that purchasers of talking machines can within six months trade in an undamaged machine for a higher-priced one at the same store, after six months a reduction of 5 per cent. a month is to be made from the selling price with a maximum of $4 a month. All allowances must be reported to the secretary, to be card indexed for inquiry of members.

All of the allowances are to apply on record purchases, not on the purchase price of the machine.

There were present at the meeting representatives of eleven firms as follows: Messrs. Reis and Thompson, of the Smith-Reis Piano Co.; Barthel, Duesenberg and Buffe, of Barthel & Duesenberg; Silverstone and Wilson, of the Silverstone Music Co.; E. C. Rauth, of The Koerber-Brenner Music Co.; Staffelback, of Hellrung & Grimm Furniture Co.; Haenschen, of Vandervoort Music Salon; Mediary, of Stix, Baer & Fuller Drygoods Co.; Chas. Lippman, of the Field-Lippman Piano Stores; Bauer, of the Gravois Avenue Victor Shop; Lehman, of the Lehman Music Co., East St. Louis.

MAX STRASBURG PLAYS PRIZE GOLF

Talking Machine Man Captured Two First Prizes and Finished First in Another Tournament Played at Detroit Golf Club

Detroit, Mich., September 11.—Max Strasburg, the well-known talking machine dealer of this city, is a considerable golfer, as is proven by the fact that he captured two first prizes and finished fourth in another tournament on the Detroit links. Mr. Strasburg and F. L. Sattley were winners of the final round of the September specials and the fall tournament played over the links of the Detroit Golf Club. Strasburg beat H. N. Leonard by a score of five to four, the play being witnessed by a record crowd. Mr. Strasburg also won the eighteen-hole medal contest, having handicaps of thirteen or under and finished fourth in the sweepstakes with a net card of seventy-four—a record of which to be proud.

TO SUPPLY CABINETS FROM STOCK

Schloss Bros. Increase Output of Factory—Get Good Orders from the West

Schloss Bros., manufacturers of talking machine cabinets at 637 West Fifty-fifth street, New York, report that all sections of their factory are now in full operation; that the output has been materially increased, and that the company are now prepared to furnish cabinets to match all leading makes of machines from stock and without delay.

E. G. Schloss, general manager of the company, returned recently from a business trip through the West, where he found conditions thoroughly satisfactory and gathered up an excellent quantity of orders for immediate and future delivery.

DELPHEON CO. INTRODUCES ITS LINE

Bay City, Mich., September 7.—The Delpheon Co., of this city, has just placed on the market a line of machines, embodying a number of distinctive features. Chief among these is a tone control device which has been perfected after exhaustive tests and a new type of record filing system. The Delpheon machines, which play all makes of records, and are equipped with automatic stops, will be marketed through the dealers.

Jack Brennan, of the wholesale department of the Gately-Haire Co., Albany, N. Y., spent his vacation at Lake Placid.

STOP Losing Many Record Sales!

Put Your Record Lists Where Your Customers Can See Them

USE A

Universal Silent Salesman

This Fixture Placed in Every Booth Will Positively Increase Your Record Sales

Will hold any Standard List.
Every Wing Lies Perfectly Flat.

Convince Yourself Try One for 10 Days.

UNIVERSAL FIXTURE CORPORATION
131 West 23d Street New York
Gentlemen:
Kindly send me, the cheapest way, one of your phonograph bulletin fixtures. If this is not satisfactory, I am to return it to you at your expense in ten days. If it does what you claim, I am to remit $8.50 to you at the end of the ten days' trial.
Name .....
Address .....

Sonora

Multi-playing Jewel

Needle

Read these ten items. It will pay you!

1 Fits records perfectly and prevents harmful wear.

2 Guaranteed for three months on hardest service.

3 Does away with constant annoying changing of steel needles.

4 Makes the tone truer, most exact, and more beautiful.

5 Is needed on every machine.

6 Is popular with the public.

7 Adds another good selling line to your store.

8 Sells readily for $1.00 and

9 *Nets you a good profit!*

10 Write *today* for prices and full information.

Sonora Phonograph Corporation

GEORGE E. BRIGHTSON, *President*
Makers of Sonora Phonograph and Sonora Multi-playing Jewel Needle
[illegible] READE STREET NEW YORK

Goritz and Leonhardt—Metropolitan Opera Company artists. Exclusive *Columbia* artists. Right now, in the October list.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

OUTING OF BUFFALO ASSOCIATION

Talking Machine Dealers, With Their Families and Friends Spend Enjoyable Day at Ester Beach—Jobbers Provide Entertainment

BUFFALO, N. Y., September 5.—The second annual picnic of The Talking Machine Dealers' Association of Buffalo, which was held at Ester Beach, Canada, on August 30, attracted an unusual number of talking machine jobbers, dealers and their representatives, and in all ways proved one of the most successful affairs yet held. The spirit of the program, so carefully arranged and built of record titles, was carried out faithfully, and Walter J. Bruehl, of Neal, Clark & Neal, chairman of the outing committee, together with his assistants, T. A. Goold and Chas A. Heinike, were heartily congratulated for their part in planning the outing and seeing that the plans were carried out. It was a real family affair. The talking machine men brought their wives and families or their sweethearts and forgot for a day the question of approvals and other business worries.

B. E. Neal

C. N. Andrews

Bruehl and Goold
The Committee

The trip to Ester Beach was made by steamer and soon after landing at the resort an excellent luncheon was served with Neal, Clark & Neal as the hosts. The afternoon was given over to an exciting ball game, a series of plain and fancy races for ladies and gentlemen, a tug-of-war and other athletic events.

Following the field events those who cared for bathing took a plunge in the lake, while the remainder rested on the beach before sitting down to the dinner. The affair was considerably enlivened, during the dinner, through the courtesy of W. B. Andrews, who surprised the excursionists by having Mrs. Eva M. Schneider and her company, of Buffalo, entertain the diners. He also distributed booklets containing words of the latest popular songs. Dancing occupied the time after dinner and until the boat started on the return trip to Buffalo.

V. W. Moody
Ready for the Sack Race

Burley and Biesinger
The "Gold Dust Twins"

The officers of the Buffalo Association are N. F. Gould, president; O. L. Neal, vice-president; W. T. Bruehl, secretary, and G. Towne, treasurer.

NAMM & SON IMPROVE STORE

New Demonstration Booths and More Floor Space Being Added to Talking Machine Department of Brooklyn Store

The talking machine department of the A. I. Namm & Son department store on Fulton street, Brooklyn, N. Y., is being extensively remodeled and improved. The department is located on a large balcony in the basement of the store, and the improvements will give it 2,500 additional feet of floor space. Eight new demonstration booths are being added to the department, making a total of eighteen in all. The department is conducted by J. J. Cavanaugh and C. J. Collins, who state that their business has increased remarkably during the past six months, and that the prospects for a fall and winter trade are even greater. J. J. Cavanaugh is the originator of the Cavanaugh cabinet, which is used in many makes of talking machines, including the Victor Victrola, and is well-known as a designer of talking machine cabinets. The Namm & Son department features a full line of Victor-Victrolas and records.

NEW GRAFONOLA IN BURL WALNUT

The Columbia Graphophone Co. has announced to its dealers that final manufacturing arrangements have been made to bring through the new burl walnut Grafonola in substantial quantities. A revised price list has been made for these new Grafonolas, and the formal list of prices, is now as follows: Style 75, in burl walnut, $80; Style 85, $90; Style 100, $110; Style 110, $120; Style 150, $175; Style 200, $225.

The Sound Reproduction Co., New York, reports an active demand for its "Maestrola" machine, which it introduced to the trade a few months ago. In addition to marketing this machine, which retails at $10, the company is also supplying the trade with a line of phonograph parts.

Single Spring Straight-Gear

motors. Play 2 10″ or 1 12″ record in one winding. All trimmings, including 10″ T. T. $1.50 each in quantities. Sample $2.00.

Double Spring Worm-Gear Motors

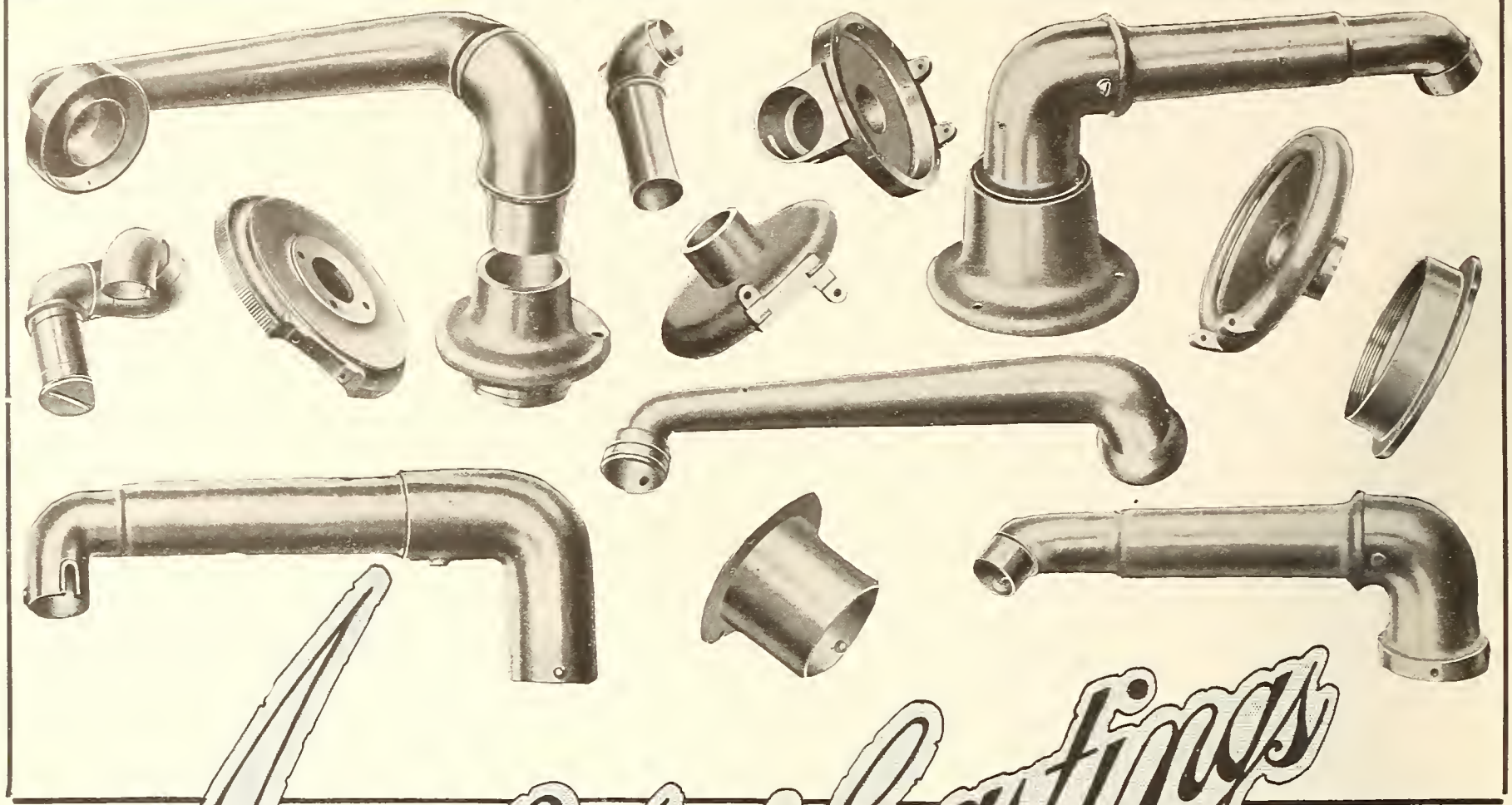
play 2 12″ or 3 10″ records. All trimmings. 10″ or 12″ turntable. Screw or tabular regulator. Well built, powerful and noiseless. Prompt deliveries.

Universal Tone-Arms

and Sound Boxes complete. Highly nickel-plated, and acoustically correct. $1.75 each, in quantities. Prompt delivery.

SINGLE SPRING WORM GEAR motors. Play 1 12" or 2 10" records. Top regulator. 10" turntable. Well constructed, nickel-plated and noiseless.

ARROW MOTOR CO., 207 Market Street, NEWARK, NEW JERSEY



Acme Die-Castings

ANY QUANTITY

Have your Tone Arms, Sound Boxes, Elbows, Attachments, Supports and Bases cast by the patented Acme Die-Casting Process. It assures you of getting *any quantity* of accurate, beautifully finished parts without the trouble and expense of machining them to size or the exasperating delays usually incident to other methods of production.

Ask any large buyer of Die-Castings about Acme service and quality.

You can depend upon Acme service to furnish you the castings when and how you want them—accurate to the thousandth part of an inch and ready to be plated and assembled when received.

Acme Die-Castings are made under great pressure in steel moulds. They are tough, homogeneous and free from flaws.

Send blue prints or models for estimates. Our expert will gladly aid you to avail yourself of Die-Casting economies to the fullest extent.

TRADE MARK

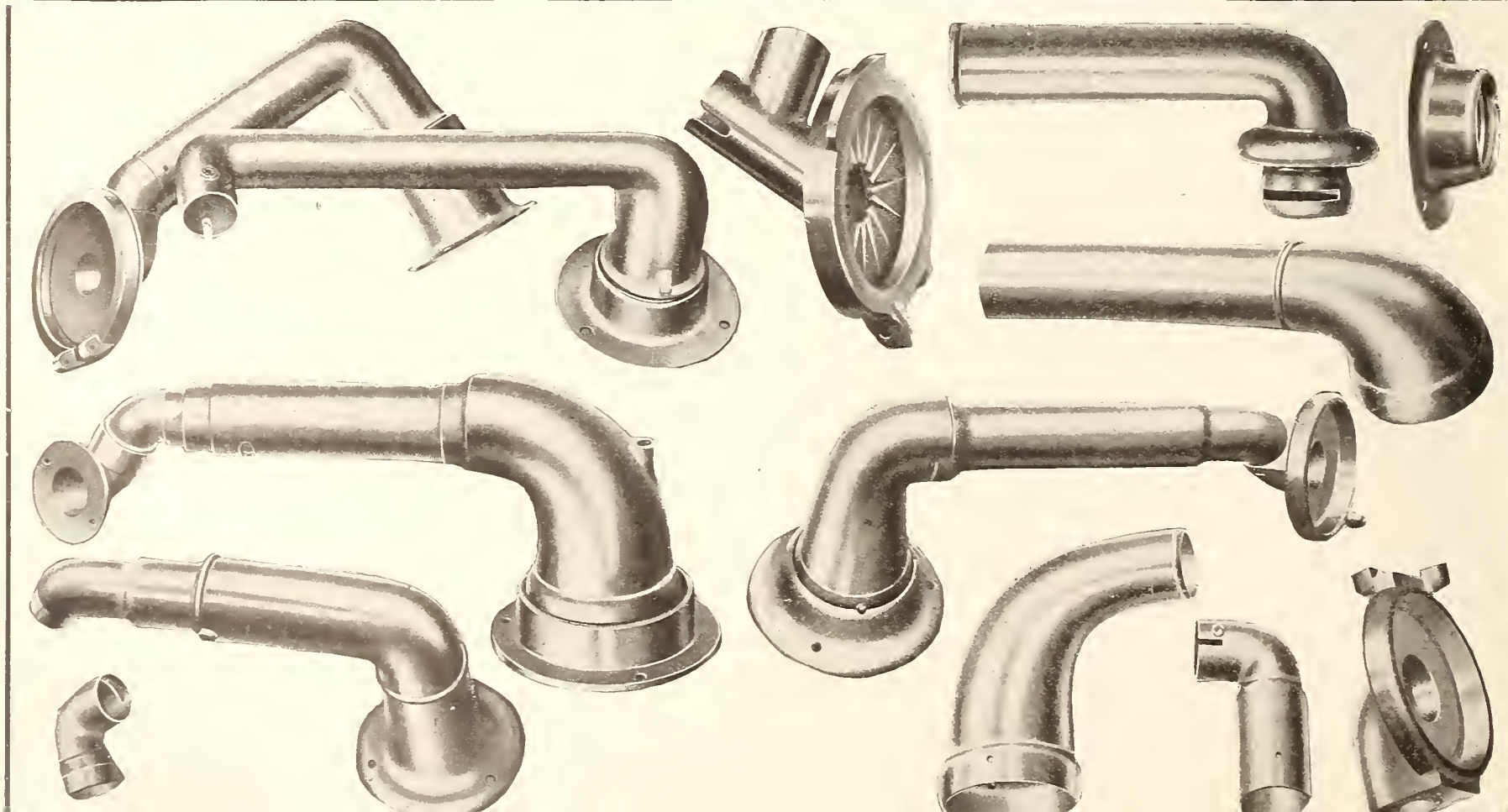
Acme Die Casting Corporation

Bush Terminal Bldg., 35th St. and 3rd Ave.
Brooklyn, N. Y.

Sales Offices:

Boston—176 Federal Street
Detroit—965 Woodward Avenue
Philadelphia—Widener Building
Chicago—232 S. Clark Street

for Service ~ for Satisfaction ~ for Economy



IOWA EDISON DEALERS CONVENE

Entertained by Harger & Blish at a Two-Day Meeting in Des Moines—Listen to Excellent Addresses—Have General Good Time

DES MOINES, IA., September 5.—A most enthusiastic gathering of Edison dealers and their wives from all sections of Iowa was held in this city last week, where the visitors were entertained by Harger & Blish, the State distributors for the Edison phonographs and records. In addition to the dealers several Edison jobbers from other sections of the West, including L. H. Lucker, of Minneapolis; Mark Silverstone, of St. Louis, and M. M. Blackman, of Kansas City, were present.

The business sessions occupied two days with the address of welcome being made by Acting Mayor Thomas Fairweather. Following Mr. Fairweather's address the dealers listened to a personal message from Thomas A. Edison delivered by Edward C. Boykin, editor of Diamond Points. Among the addresses made during the sessions were the following: "Should the Dealer Advertise and How?" by George C. Silzer, of the Harger & Blish Co.; "Factory Conditions as I Found Them," by George S. Schultz, of Schultz Bros., Omaha; "How to Handle Competitive Sales," by L. H. Lucker, Minneapolis; "Edison Selling Experience," Mark Silverstone, St. Louis; "Dollars and Sense in Tone Tests," by B. M. Joy, of Fort Dodge; "A Million Dollar Hold on the Human Heart, or How We Increased Our Business 425 Per Cent. in July," by M. M. Blackman, Kansas City; "Our July Drive and How It Produced Sales," by M. C. Coburn, of Fort Dodge; "Putting Personality Into Salesmanship," by C. E. Goodwin, Chicago; "Edison Week and Its Importance," H. H. Blish, Des Moines, and "Outlook for the Future," by Edward C. Boykin.

The entertainment features provided for those who attended the convention were varied and included a visit to the Iowa State Fair, luncheon at the Chamber of Commerce, a banquet at the Grant Club on the final evening, a showing of the picture "The Voice of the Violin," and tone tests by Marie Kaiser and Harold Lyman.

The dealers who attended the sessions included: C. C. Ankeny, Corning, Ia.; G. U. Silzer, Sious City, Ia.; J. A. Mathews, Hedrick, Ia.; J. W. Swift, Sioux Falls, S. D.; Dr. Pringar, Bagley, Ia.; E. M. Van Tassell, Winthrop, Ia.; A. D. Smith, New Hampton, Ia.; H. W. Luegering, Fort Madison, Ia.; H. E. Beam, Anamosa, Ia.; W. I. Nelson, Cherokee, Ia.; Charles K. Cain, Deep River, Ia.; Fred Peterson, Indianola, Ia.; J. E. Harris, Quasqueton, Ia.; R. G. Boyd, Sioux City, Ia.; Frank Nye, Lake Park, Ia.; William Warren, Casey, Ia.; P. R. De Kruif, Orange City, Ia.; Charles W. Bawden, Lake City, Ia.; D. G. Gallett, Aberdeen, S. D.; S. C. Oathout, Vermillion, S. D.; G. A. Clark, Ames, Ia.; C. R. Quade, Ames, Ia.; Avala Walker, Lake City, Ia.; Max Smith, Marshalltown, Ia.; F. D. Dunlap, Knoxville, Ia.; Mark Silverstone, St. Louis, Mo.; M. M. Blackman, Kansas City, Mo.; D. W. Schultz, Omaha, Neb.; E. B. Sperry, Mechanicsville, Ia.; E. B. Mosher, Lacona, Ia.; John Shupe, Lacona, Ia.; E. J. Large, Paulina, Ia.; W. H. Stoake, Grinnell, Ia.; J. Henrickson, Arthur, Ia.; J. B. Currie, Mount Ayr, Ia.; F. D. Arnold, Humboldt, Ia.; L. H. Lucker, Minneapolis, Minn.; W. P. McIntire, Rolfe, Ia.; M. C. Coburn, Waterloo, Ia.; Jack Elwell, Waterloo, Ia.; S. B. Prowell, Waterloo, Ia.; W. E. Dewell, Cedar Rapids, Ia.; Paul B. Jericho, Mount Pleasant, Ia.; H. L. Strong, Vinton, Ia.; J. W. Shroyer, Bethany, Mo.; H. C. Shroyer, Bethany, Mo.; W. J. Jenkins, Madrid, Ia.; Mrs. J. E. Floran, De Smet, S. D.; C. M. Lambert, Geneva, Ia.; C. J. Walter, Quasqueton, Ia.; B. F. Vanderlinden, Pella, Ia.; W. Van Suttert, Pella, Ia.; W. C. McIntire, Indianola, Ia.; E. B. Pohle, Dexter, Ia.; J. F. Shuey, Jefferson, Ia.; L. E. Davies, Collins, Ia.; F. W. Schafer, Eddyville, Ia.; E. B. Hauser, Melbourne, Ia.; O. D. Stotts, Yale, Ia.; Chas. A. Harrington, Zearing, Ia.; C. A. Forrester, Adel, Ia.; J. A. Henry, Brooklyn, Ia.; Mrs. Frank Peterson, Stanhope, Ia.; Chas. F. Long, Whitten, Ia.; C. L. Long, Whitten, Ia.; J. Emil Anderson, Boone, Ia.; F. M. Jenks, Prairie City, Ia.; C. S. Jenks, Prairie City, Ia.; W. H. Gooding, Bedford, Ia.; Sam Bonner, Seymour, Ia.; C. E. Basart, Minburn, Ia.; L. R. Sidmore, Gilmore City, Ia.; R. S. Alexander, Montezuma, Ia.; P. R. Charter, Pleasantville, Ia.; H. E. Snyder, Fairfield, Ia.; W. H. Lloyd, Brighton, Ia.; C. E. Clik, Ottumwa, Ia.; G. H. Costain Huron, S. D.; K. V. Mace, Moulton, Ia.; John Harriott, Stuart, Ia.; C. W. Dills, Troy Mills, Ia.; F. M. Chester, Troy Mills, Ia.; C. C. Carner, Centerville, Ia.; E. O. Mose, Centerville, Ia.; Wm. C. Burrichter, Panora, Ia.; Chas. Dungan, New Sharon, Ia.; Wm. H. Guild, Chicago, Ill.; J. F. Roushar, Clutier, Ia.; Mrs. J. M. Mahon, Toledo, Ia., and Harry L. Haas, Milan, Ia.

Edison Dealers of Iowa Gathered Before Harger & Blish Headquarters

SEEK TALKING MACHINE LINE

The International Resident Buyers, 33 Union square, New York, with branch offices in the West Indies, South and Central America, Europe, Australia and the Far East, are desirous of securing an exclusive selling agency for a good line of talking machines, records, etc., and the paraphernalia pertaining thereto. This concern is in a position to sell large quantities of talking machines from $5 upward, provided they can obtain a sole selling arrangement on a commission basis.

This concern is also interested in kindred lines, such as musical instruments, etc.

Experts Pronounce It An Unparalleled Success

The tone reproduction of our No. 2 tone-arm and reproducer sketched below, is just what you are looking for.

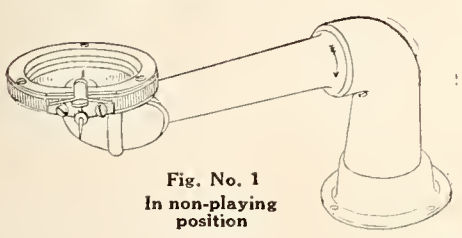


Fig. No. 1
In non-playing position

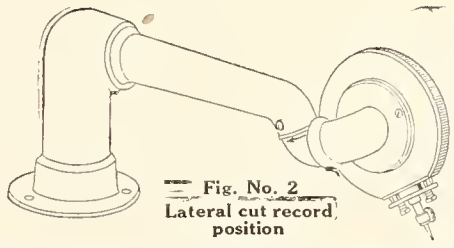


Fig. No. 2
Lateral cut record position

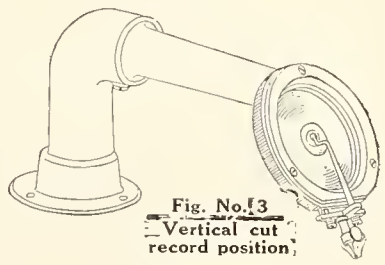


Fig. No. 3
Vertical cut record position

TO CHANGE POSITIONS, FOLLOW THE ARROW POINT

PREPAREDNESS

We are prepared and ready to ship at once, subject to exhaustion of immense stock, the following motors: No. 0, No. 1, No. 2, No. 3 and No. 4

INDEPENDENT GERMAN-AMERICAN TALKING MACHINE CO., Inc.

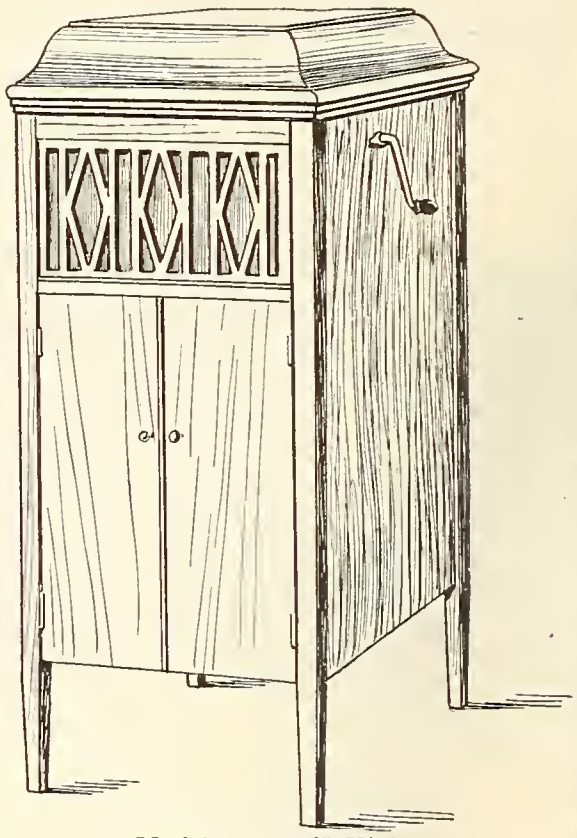
54-56 BLEECKER STREET, NEW YORK CITY

1500% Increase
An Unprecedented Record for

The ARTOPHONE

This remarkable INCREASE is the CONSEQUENCE of LOYAL support of DEALERS who could JUDGE an excellent marketable talking machine.

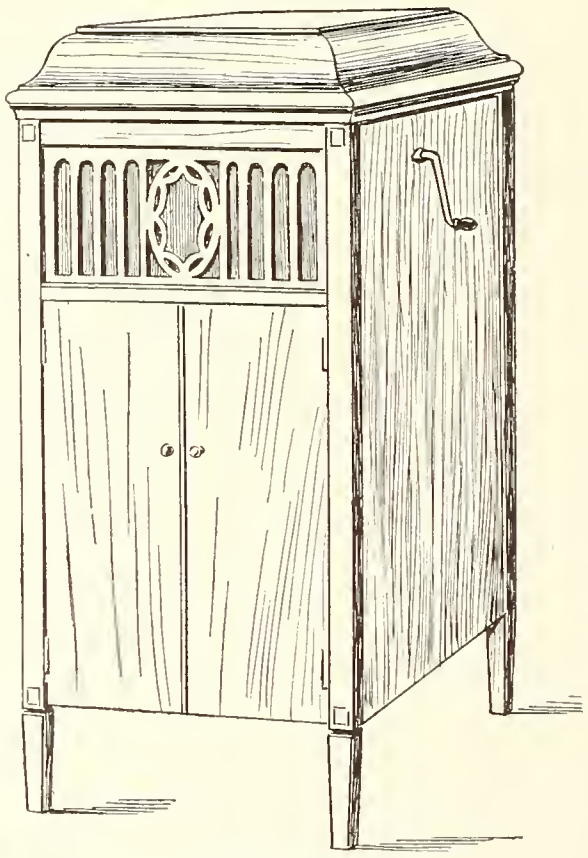
Our dealers have caused us to increase our output 1500 per cent., and this TREMENDOUS increase has enabled us to greatly IMPROVE our PRODUCT.



Model 55—45½" High
Retails $55.00

All models are now equipped with a NEW POWERFUL MOTOR capable of playing FIVE records with one winding.

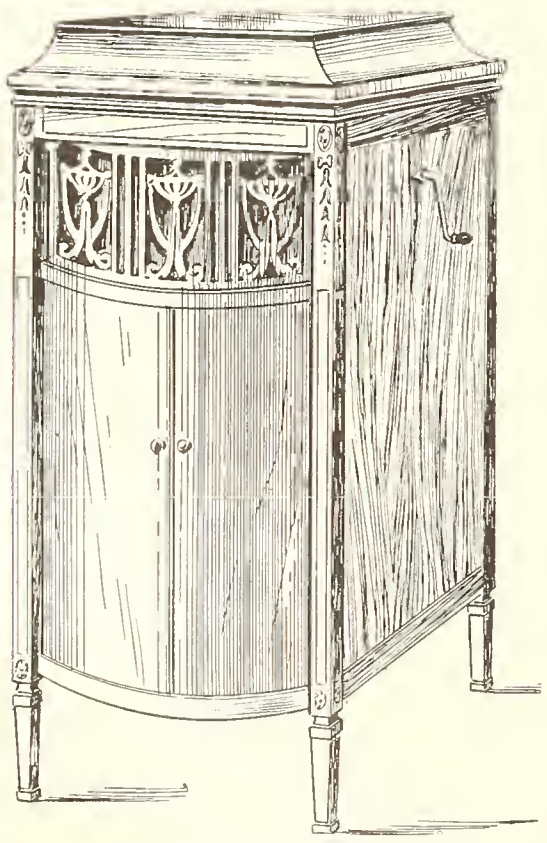
A new TONE-ARM and SOUND-BOX that PLAYS ALL MAKES OF RECORDS successfully.



Model 90—47" High
Equipped with casters.
Retails $80.00

A new laminated sound producing wood horn.

A Tone-Modifier that enables any one to play any record from the softest whisper to the fullest tone as recorded on the record and puts new tonal beauty in the record.



Model 125—48" High
Equipped with casters.
Retails $125.00

We have an excellent exclusive proposition for good live-wire salesmen.

Drop us a line.

Valuable exclusive territory open. All DEALERS write for our NEW proposition. It will interest YOU.

We are now located in our new building and all dealers are invited to inspect our complete stock

THE ARTOPHONE COMPANY

1113 OLIVE ST. **ST. LOUIS, MO.**

PACIFIC COAST TRADE IN EXCELLENT CONDITION

Flood of New Machines Has Little Permanent Effect on Market—Elaborate Recital Department for Wiley B. Allen Co.—New Reproducer to Be Marketed—The Pathephone in Sacramento—Some Items of Personal Interest—New Owner for Eilers' Department

San Francisco, Cal., August 28.—The summer talking machine business on the Pacific Coast has held up fairly well, but the business this year has been divided among almost twice as many dealers as last year and as a rule individual merchants have not been able to make spectacular showings, except those in the wholesale end of the game. The record sales have been exceptional and almost all the time the jobbers have been behind on deliveries, which condition is due to the inability of the factories to supply stock promptly. This month the talking machine and record business improved greatly, the improvement being most noticeable in the action on the higher priced machines. The small novelty talking machines had quite a run, and are still selling well, but there does not appear to be quite as much enthusiasm as early in the season. The new machines introduced on the Coast have been encouragingly received, yet with the exception of two or three of the better makes, no special success is evident. It is the opinion of leading San Francisco dealers that the new makes will speedily sift down to a few of the best and that the rest will gradually disappear from the market. Indeed, it would seem impossible that the market could absorb all that is being offered now. Talking machine departments in the department stores and furniture houses are meeting with considerable success in response to heavy advertising and progressive merchandising. These departments have had the salubrious effect of keeping all the dealers in fighting condition.

Wiley B. Allen Co. Adds Recital Department

The Wiley B. Allen Co. is the latest San Francisco concern to favor the recital method of stimulating business. Having decided to give recitals, the company has taken no half-way measures, but is preparing to inaugurate the first of September a series of high-class talking machine and player-piano concerts which will embody every feature proven to be of strong appeal. Mrs. G. Norris, formerly recital manager for the Edison Shop, and a well-known organizer of musical entertainments, has charge of the new departure of the Wiley B. Allen Co. and she has already engaged a harpist and violinist for accompanying vocalists. It is planned to have daily concerts during the noon hour and early afternoon. Special publicity will be given the enterprise and the large recital hall on the first floor of the building will be used.

Clark Wise Interested in New Reproducer

Clark Wise, the well-known piano merchant who has a live talking machine department in his Geary street store, is about to enlarge his scope of personal activity in connection with the talking machine industry. He has associated himself with a local inventor who has just had patented a new sound box for phonographs. This sound box, according to those who have heard it, eliminates almost completely every vestige of objectionable sound in playing a record. Mr. Wise will leave shortly for the East to interest manufacturers in the invention and arrange for its marketing.

A. W. White, manager of the talking machine department of the Emporium, says business picked up nicely in August and that the better class of machines are now selling more rapidly. Supplies of Tungs-Tone needles are coming in now and that helps Victor business quite a lot.

Miss Cramer, the engaging and energetic assistant manager of the Emporium talking machine department, has returned from a very pleasant vacation spent in the wilds of Lake County.

Recital Hall in Edison Shop Now Ready

The alterations in the pretty little recital hall of the Edison Shop have now been completed and experiments have shown that the acoustics have been wonderfully improved thereby. The weekly recitals were resumed last Saturday, and the opening recital attracted a very interested crowd. Mrs. Josephine Edwards now has charge of the recital arrangements.

New Use for Talking Machines

A new manufacturing company which will furnish moving picture theatres with musical programs has been opened at 585 Mission street, and this concern will do business under the name of the Magnavox Phono-Player Co. The instrument manufactured is phonographic with a sound-intensifying attachment.

Home from Bohemian Club "Jinks"

Andrew McCarthy, manager of the Sherman, Clay & Co. talking machine interests, has returned from the annual "jinks" of the Bohemian Club at Bohemian Grove. He was accompanied to the jinks this year by Philip T. Clay, Ernest Urchs, of Steinway & Sons, and C. Arthur Longwell, of the Aeolian Co.

F. B. Long Gets Pathephone in Sacramento

Frank B. Long, the inventor of the Melodigrand piano, and who has music stores in Sacramento and Los Angeles, has taken the exclusive agency for the Pathephone in Sacramento, and he will also sell the Pathephone machines in his Los Angeles store. The Pathephone Co. is to have an attractive exhibit at the California State Fair to be held in Sacramento the first week in September and Mr. Long will be in charge of the exhibit.

Some Personal Items

H. V. Burgee, sales manager for the Pathephone Co. in this territory, has returned from a trip over the Coast territory. He arranged for an exclusive Pathephone agency with the Peterson Music Co., of Stockton.

Miss Eleonora de Cisneros, the famous diva who is an exclusive Pathé artist, paid a visit to the local Pathephone Shop while here recently on a concert tour. The shop is now being adorned with framed portraits of all their leading artists.

F. A. Dennison, Pacific Coast manager for the Columbia Graphophone, has returned from

F. A. Dennison and Junior

a trip to the branches in the Northwest. He found business in Seattle especially brisk.

H. R. Biesen is a new salesman traveling from the Spokane office of the Columbia Co. He is taking the place temporarily vacated by D. A. Maurier, the soldier-boy Columbian who is now shedding vast quantities of perspiration for his country as a member of the National Guard on the Mexican border.

A Columbia record which has just been honored by being made a "special" is "You're a Dangerous Girl," sung by Al Jolson, of Oakland, a local celebrity, who has made a great hit as a singer in vaudeville recently.

C. A. Adou, representing the Emerson records, has opened an office in Room 655, Monadnock Building, on Market street, San Francisco. He will make this his headquarters for his Coast territory.

The Oakland Phonograph Co. has enjoyed a splendid Edison business since B. F. Goldsmith was taken in as partner last month. Mr. Goldsmith was formerly with the Wiley B. Allen Co. in Oakland.

O. N. Kruschke, of the Pacific Phonograph Co., has left on a trip over the Northwest.

Takes Over Eilers' Department

The Eilers talking machine department has been taken over by F. A. Levy, a partner in the business, and associated parties. The department will be run as a separate organization at the same quarters on the first floor of the Eilers Music House. Gus Eilers, the chief owner, has sold out his interest and bought out the Eilers talking machine department at Spokane, Wash., where he has gone to take charge. No material changes will be made in the conduct of the department taken over by Mr. Levy in San Francisco.

New Pathephone Publicity

The Pathephone has just adopted a novel method of publicity work which no doubt will attract lots of comment. The company is to put out Red Rooster road signs on individual posts at intervals on all the main highways of State.

FIT ANY CABINET, VERTICAL OR HORIZONTAL FILING.

"THE INDEXO"
Trade Mark Registered

PHONO RECORD HOLDERS

Have a patented device to show what they contain—just like a library. The title of the record is written by the owner on the index and that is all that is required to make the most convenient file ever offered.

For home use they are put up in handsome cartons containing one dozen, retailing at $1.20 for 10-inch size; $1.50 for 12-inch size. Shipped to dealers in cases containing one gross. For sample and prices address

HENRY ROSENBERG
SOLE MANUFACTURER
14-16 WOOSTER ST., NEW YORK

VISITING TRADE IN THE EAST

Howard C. Hobbs Tells of Demand for Panel for Talking Machine Cabinets, and for the Cabinets Themselves at the Present Time

A recent visitor to the Eastern markets was Howard C. Hobbs, vice-president of the Indiana Veneer and Panel Co., and the Hoosier Panel Co., of New Albany, Ind., which concerns, at the present time are supplying completed cabinets and also veneered stock for a number of prominent talking machine manufacturers.

Mr. Hobbs reported an unusually strong demand for talking machine cabinets as well as for rough lumber and semi-finished dimension stock for building same which has kept the New Albany factories steadily employed. A new plant over six hundred feet long and thoroughly modern in construction and equipment, was opened in July, however, with the result that the facilities of the companies have been materially increased in connection with this particular field.

"We are very careful about the orders we take in," said Mr. Hobbs, "with a view to giving the customer what he requires. We don't fill straight mail orders, but must first have specifications furnished so that we may know that what is ordered is what is required for that particular work."

In addition to spending some time in New York Mr. Hobbs also visited Philadelphia and Boston, as well as some suburban points for the purpose of calling on manufacturers.

"EDISON MANIKINS" IN BUFFALO

John G. Schuler Makes Excellent Window Feature With Dancers as Attraction

BUFFALO, N. Y., September 5.—John G. Schuler, who handles the Edison line at 1394 Main street, got some excellent advertising recently out of the appearance of a pair of dancing automatons in the show window of his store. As a matter of fact, one of the figures was really alive, being a man named Edward Shannon, who makes a specialty of appearing as a wax figure. His partner was a dummy. Of course, the music was supplied by the Edison Diamond Disc phonograph, and the crowds divided interest between the music and speculation regarding whether or not the dancers were alive. The feature was well advertised as "The Edison Manikins."

NEW UNIVERSAL OUTFIT READY

Arrow Motor Co. Perfects Universal Tone-Arm and Sound Box Outfit—Result of Careful Experimenting—New Motor Also Announced

After some months of careful experimenting the Arrow Motor Co., of 207 Market street, Newark, N. J., have finally perfected their universal tone-arm and sound box outfit and are prepared to meet demands for that specialty.

In chatting about the new outfit, Henry M. Grosman, speaking for the Arrow Co., said: "This combination has no faults, but some unusually excellent qualities. It is well-plated, acoustically correct and built along scientific lines to such perfection that its great advantages will be appreciated by everyone in the trade. We realized that what the trade wanted was a tone-arm and sound box that would be built 'up to standard' and not 'down to a price,' and for that reason have gone ahead and constructed a product that will be widely appreciated and fill a long-felt want.

"Our facilities are such that we are enabled to make prompt shipment deliveries at the rate of 2,000 per week, but if present indications are any criterion we will be delivering up to capacity within a very short time. We are also pleased to announce a new single spring, worm-gear motor, but in view of present contracts cannot promise delivery before thirty days from date of order."

The Big Money Is In Phonograph Records

Everyone who buys a phonograph soon has many times the value of the machine in records.

So, if you sell records whether you keep phonographs or not—you have a field that is always calling for work.

The Biggest Money Is In MAJESTIC RECORDS

Entirely New Seven Inch Retail at

25¢

Vertical Cut Double Disc Sensational Value

RESULTS

MAJESTIC RECORDS sell with greater ease than any other record now on the market.

MAJESTIC QUALITY in records means that they stand comparison with the best in tone, sound and volume.

MAJESTIC RECORD material will out-play and out-wear any record.

MAJESTIC RECORDS strike the happy medium, *i. e.*, a popular price for quality music.

MAJESTIC RECORDS encourage record buying and multiply record profits for the retailer.

MAJESTIC RECORDS play as long as most 10-inch records.

Large Quantities Ready for Immediate Delivery
30 New Titles Each Month

The Majestic Catalogue embraces all that is best in the world's musical literature—Vocal and Instrumental—Classical, Secular and Sacred—and the popular hits of the day.

While other Manufacturers take MONTHS to release a new number—we take WEEKS.

Quick service—big sales—liberal profits and rapid turnovers are some of the Majestic features.

The Majestic Adaptor

is a universal attachment which, by a simple turn of the sound box, enables you to play *any style record.*

MAJESTIC PHONOGRAPH CO., Inc.

247-253 West 19th Street, New York City

INTERESTING BUSINESS FORECAST

Otto Heineman Declares That Situation in America Is Same as That in Europe Some Years Ago—Heavy Output of Machines Being Absorbed—Future Demand for Better Grades—Remarkable Era of Prosperity

An interesting business forecast for 1917 was recently given to The World by Otto Heineman, president of the Otto Heineman Phonograph Supply Co., New York. Mr. Heineman has been associated with the talking machine for fifteen years, having been managing director of the Lindstrom companies of Europe, which had an annual output of 700,000 machines and 40,000,000 records. Mr. Heineman's views are, therefore, based on a careful observation of the talking machine field, and reflect his many years of training and experience.

"The talking machine industry in America at

Otto Heineman

the present moment bears a marked similarity to the conditions which existed in Europe a few years ago," said Mr. Heinemen. "At that time a number of important patents expired, and immediately thereafter a large number of concerns, some of them well known and other smaller companies, started manufacturing machines and records. This brought about renewed activity in the talking machine industry in Europe, and not only did the leading manufacturers fail to suffer from this influx of new companies, but on the contrary, they benefited considerably from this greatly increased demand.

"Conditions in America just now are almost analogous to those that existed in Europe. During the past year or so quite a number of concerns have entered the talking machine field in this country, but the leading manufacturers still continue to increase their sales totals month after month, and are closing a greater business than they have ever done in the past.

"The new companies are also doing a very large volume of business, and the buying power of the American public is so vast and tremendous that there is plenty of business for all the talking machine manufacturers who conduct their affairs along sound, profitable lines and give their dealers and the public quality and value for the money expended.

"In my opinion the great proportion of the talking machine business to be consummated in 1917 will consist of the better class of machines. I believe that quite a few concerns who are now catering to only the very cheap class of trade will find their production seriously curtailed during the coming year and eventually will either be obliged to make better machines or retire from the field altogether. The public is asking for a machine that is well finished and well equipped, and quality must be apparent before they will purchase an instrument for their homes.

"The talking machine has become an absolute necessity. Its incalculable value from an educational standpoint has been the subject of extensive comment in the leading newspapers and magazines, and as time goes on the true value of the talking machine is being recognized by every factor of our modern life.

"The demand for talking machines in 1917 is certain to be far and beyond that of any other previous year. The country is enjoying a remarkable era of prosperity, and there is no doubt but that the American public can and will absorb in 1917 a volume of machines that cannot be actually figured or even predicted at this writing."

CHANGES IN BRUNSWICK DEAL

Pathé Frères Phonograph Co. Will Make and Market All Pathephones—Brunswick-Balke-Collender Co. to Market Own Machines

E. A. Widmann, president of the Pathé Frères Phonograph Co., New York, announced last week that negotiations had been consummated by his company and the Brunswick-Balke-Collender Co., whereby the Pathé Frères Phonograph Co. will manufacture and market all Pathephones, and that the Brunswick-Balke-Collender Co. will neither make or sell these machines.

It is understood that the Brunswick-Balke-Collender Co. will manufacture and market its own machines under its own name.

SONORA CO. TAKES LEASE

The Sonora Phonograph Co. of New York city, has leased premises at 1311 Walnut street, Philadelphia, Pa., and will make extensive alterations and improvements there before occupying the same.

DISPLAY IN NEW YORK WAREROOMS

The Brunswick-Balke-Collender Co. has arranged to carry a complete line of Brunswick machines in its New York warerooms, 31 West Thirty-second street. A number of booths are now being constructed, and in addition to the Brunswick line, Pathé records will also be featured.

TWO NEW INCORPORATIONS

The Sonata Phonograph Co., of Cleveland, O., was recently granted a certificate of incorporation for the purpose of manufacturing and selling talking machines and accessories. The capitalization of the concern is $10,000, the principal incorporator being William H. Marlatt.

A certificate of incorporation was issued by the Secretary of State at Albany last week to the Brooklyn Vitaphone Co., which will deal in talking machines and records. The capitalization of the new concern is $50,000, the incorporators being A. F. Danilson, J. H. Weinborg and M. A. Sprague, of Brooklyn.

A Victor talking machine department has been installed in the department store of the McAlpin Co., Cincinnati, O. It will be conducted by the Musical Instrument Sales Co.

Kent

UNIVERSAL BALL-BEARING

TONE-ARM

(Tone-Arm of Refinement)

The only tone-arm on the market absolutely void of any tone obstruction.

F. C. KENT COMPANY

24 Scott St., NEWARK, N. J.

Have you been disappointed in the phonographs you have investigated? Most phonographs you hear—like most people you meet—are mediocre, in so far as they fail to impress one. For a brief time you are conscious of listening to the reproduction of sound more or less natural.

Then you hear a *real* phonograph—the compelling kind—that forces you, by its charming naturalness of tone and beautiful appearance, to sit up and take notice.

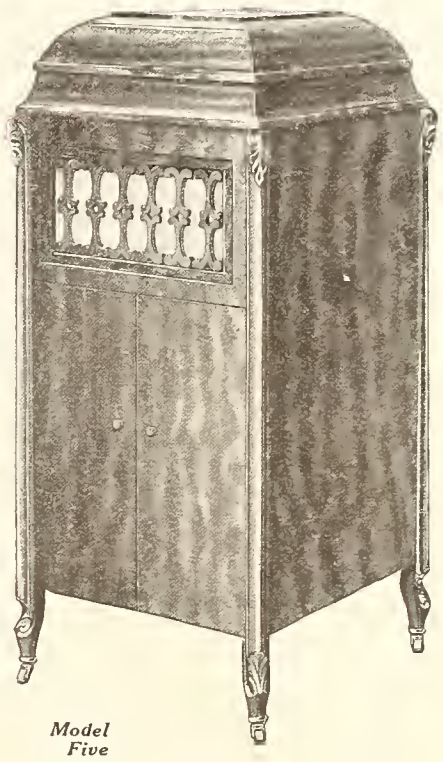
A phonograph that has

PERSONALITY

a something apart from the commonplace. You listen, you are curious, interested, then enthused. Such a phonograph is the

STRADIVARA

"KNOWN FOR TONE"



Model Five

You realize that to build up a permanently profitable phonograph business you must secure the agency for a *really artistic* instrument; one that is produced by tone scientists as well as master cabinet builders; one that sells quickly, stays sold, and helps sell others. THE STRADIVARA is *different* in a dozen different ways. The secret of its charmingly different and superior *TONE* lies in the fact that it is the only phonograph that contains a sound-board like those world-old instruments the piano and violin. Furthermore, the Stradivara is built in a factory that for years has been devoted to the production of high-grade pianofortes.

You cannot afford to decide on any phonograph agency without first investigating

THE STRADIVARA

One of the Five Really Great Phonographs.

Your territory may be open.

The

COMPTON-PRICE CO.

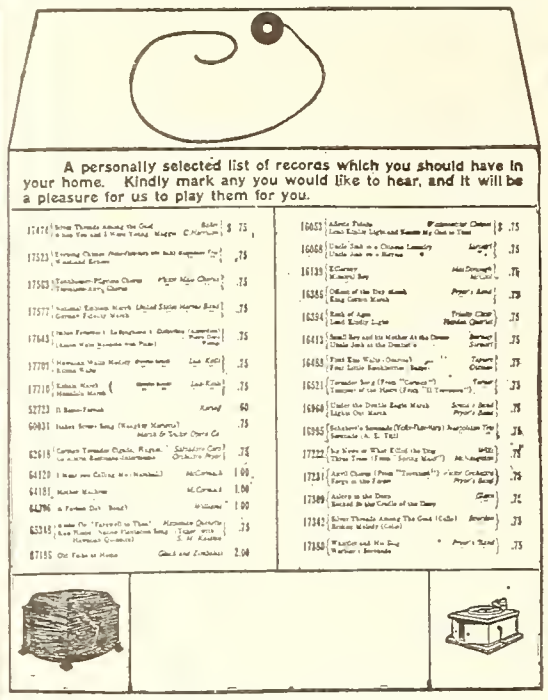
Manufacturers

ART PIANOS - PHONOGRAPHS

Coshocton, Ohio

Western Office: 1500 Republic Bldg., Chicago

Eastern Office 505 Fifth Ave., New York City



BEE TRADE MARK CROFT

Conditions in the Paper Market are such that it will Pay to Order Record Envelopes for Holiday Trade NOW

SAMPLES AND PRICES ON APPLICATION

Record Delivery Envelopes
Record Stock Envelopes
Catalog Supplement Envelopes

Long Cabinets
Bagshaw Needles
Perfection Record Holders
Peerless Locking Plates

CLEMENT BEECROFT, 309 W. Susquehanna Ave., PHILADELPHIA

IOWA VICTOR DEALERS ORGANIZE

Form State Association at Meeting Held in Des Moines—To Discuss and Act on Various Trade Problems—Officers Elected

DES MOINES, IA., September 11.—The Iowa Association of Victor Talking Machine Dealers was organized last week at a meeting attended by about eighty Victor dealers from all parts of the State, and held at the Chamberlain Hotel, this city. The meeting was brought about largely through the efforts of Geo. E. Mickel, president of the Mickel Bros. Co., Victor distributors of this city and an ex-president of The National Association of Talking Machine Jobbers. The business meeting was followed by a banquet at the Hotel Chamberlain in the evening.

Banquet of the Victor Dealers of Iowa Held at the Hotel Chamberlain, Des Moines

It is the intention of the association to discuss and regulate the various problems of the trade such as sending out of records on approval, allowance on trade-ins and other important matters.

The officers elected for the first year were: P. G. Spitz, Waterloo, president; H. Stokes, Grinnell, vice-president; D. C. Phillips, Indianola, treasurer, and B. Van Stagt, Des Moines, secretary.

FORSAKES MUSIC FOR LAW

LOS ANGELES, CAL., August 30.—Fred E. Peterson who has been with the Southern California Music Co. of this city for the past fifteen years, has resigned. Mr. Peterson was treasurer and general manager of the firm at the time of his resignation. He will practice law in this city, having been admitted to the bar of this State four years ago. His offices will be located in the Story Building.

Mr. Peterson was very partial to the talking machine and always claimed that there were unlimited possibilities in that field. His many friends, both colleagues and competitors, extend their best wishes to him in his new calling

The store of E. A. Schweiger at 1525 Broadlyn, has been entirely remodeled and redecorated in preparation for the heavy fall business which is in sight.

NEW STORE FOR COLUMBIA CO.

New Orleans Store Will Be Located in the Gumbel Building After October 1

NEW ORLEANS, LA., September 11.—The Columbia Graphophone Co., located at 933 Canal street, has given up its lease on the premises there, and after the first of October will occupy new headquarters in the Gumbel Building on Canal street. The store will discontinue its present retail business and will do a wholesale trade exclusively. The present store has been leased by the J. P. Simmons Piano Co., which is now occupying quarters at 126 Caronndelet street. After extensive alterations are made, the Simmons firm will occupy the same with a full line of pianos and talking machines.

CLOSE IMPORTANT DEALS

Booths Being Erected for Sonora Corporation and Brunswick-Balke-Collender Co. by Van Veen & Co.

A. L. Van Veen, president of A. L. Van Veen & Co., New York, manufacturers of demonstration booths, stated this week that the company had closed a number of important deals the past fortnight, including a large contract with the Sonora Phonograph Corporation, 57 Reade street, New York. This contract calls for the installation of a very handsome decorative store interior, including several large booths, which are being made to special order. They will be exceptionally artistic and attractive. This is the second installation which Van Veen & Co. have handled for the Sonora Phonograph Corporation.

Another recent deal closed by Van Veen & Co. was the contract given by the Brunswick-Balke-Collender Co. for the construction of new booths in their New York warerooms, 31 West Thirty-second street. These and numerous other orders received from different parts of the country are keeping their plant rushed.

—At Last!

A phonograph that competes with the best machines on the market.

THE DELPHEON

"The phonograph with an individuality"

It sells because it is better.

—PROOF? **Here is plenty of it:**

Perfectly Life-like and Natural Reproduction. Most Beautiful Cabinet Made—*Distinctive.* Tone Control from Anywhere in the Room—*Something New.* New Record Filing System—*Our Own.* Plays Any Record. Automatic Stopping Device.

Mr. Dealer:—You have been looking for just such a machine for a long time. Here it is—one that sells—one that is different.

To care for an increased output, we are going to grant exclusive territories to a few additional aggressive dealers who want a line that will enable them to get the business in competition with other high grade machines. This is a real opportunity—don't pass it by.

Write today for catalog and terms

THE DELPHEON COMPANY

810 Boutell Place Bay City, Mich.

Graham Marr—what does his name mean to your record customers? Watch your sales of his first records and see! When a new artist joins Columbia—it means another *winner* for YOU.

(Write for "Music Money", a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

ANNUAL OUTING OF SCHLOSS BROS.

Employes of Cabinet Manufacturers Spend Thoroughly Enjoyable Day at Coney Island

The first annual outing of the officials and employes of Schloss Bros., manufacturers of talking machine cabinets and furniture novelties, of 635 West Fifty-fifth street, New York, was held on August 26, at Coney Island, and proved a great success. The department heads and the men left the factory at 11 o'clock in large sight-seeing automobiles and arrived at the Island just in time to partake of a large and well selected shore dinner, which occupied a good part of the afternoon, and during the course of which a number of speeches were made.

Edwin G. Schloss, general manager of the company, thanked the men for the loyalty they have shown during the past year, and spoke at some length on the value of co-operation. The latter part of the afternoon was spent on a trip through Steeplechase Park, where a chance was taken on everything in sight. The party returned to New York in the wee sma' hours, tired but happy. A great deal of the credit is due to John Seminara, superintendent of the factory, who so ably arranged and conducted the affair.

Schloss Bros. Employes Enjoying Dinner at Outing

JOINS CHAMBER OF COMMERCE

National Association of Talking Machine Jobbers Affiliates with United States Chamber—J. N. Blackman Appointed Representative

The National Association of Talking Machine Jobbers has become a member of the United States Chamber of Commerce. J. N. Blackman, president of the Blackman Talking Machine Co., New York, Victor distributor, has been appointed the association's official representative in this connection and will attend the various meetings and deliberations of the United States Chamber of Commerce.

CONSOLIDATION OF TWO FIRMS

The Talking Doll Co. and the Novelty Co., of New York City, have been consolidated, and a certificate of incorporation was issued last week by the Secretary of State at Albany, N. Y., to the consolidated concern, which will be known as the Talking Toys Corporation. The capitalization of the new firm is $1,500,000, the incorporators being S. Kauffman, R. C. Birkhahn and W. Rotter, of New York City. The firm will deal in talking dolls, toys and novelties.

INTRODUCE NEW SOUND BOX

The Waterbury Instrument Co., Waterbury, Conn., has just placed on the market a sound-box with a diamond point named the "Supersonus," for playing hill-and-dale records on lateral cut machines. This sound-box embodies a number of novel features, and is presented to talking-machine owners after having been carefully tested for quite some time.

Harold C. Tribble, in charge of the talking machine department of the C. C. Harvey Piano Co., of Brockton, Mass., was married last week to Miss Ethel M. MacPheters.

EXCLUSIVE AGENCY RULING

Canadian Court Upholds Contract Providing for Exclusive Handling of One Line

The Berliner Gram-o-phone Co., Ltd., Montreal, which is the Canadian connection of the Victor Talking Machine Co., recently secured an interesting decree from the Supreme Court of Regina, Sask., in a case against W. G. F. Scythes & Co., a retailer. The case involved a contract which provided that the dealer should not handle any competing line of talking machines. The retail store violated the agreement, and defended its action on the ground that the contract was in restraint of trade. The court held, however, that the restriction was proper, inasmuch as the Gram-o-phone Co. was advertising the store as a place where its goods might be had. In the words of Judge Lamont:

"The restriction imposed by it [i. e., the exclusive agency contract] is, to my mind, a very reasonable one, and one calculated to secure for the plaintiff benefits resulting from the advertising done by them."

McMENIMEN LEAVES FOR THE WEST

H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., New York, left Monday for a week's trip through the Middle West. He is planning to visit Pathé jobbers throughout this territory, and judging from the reports his company has received he will find plenty of optimism along his route.

INDIANA VENEER & PANEL CO.
HOOSIER PANEL CO.
NEW ALBANY, IND.

Two modern Panel Plants under one efficient management.
Four years' experience as manufacturers of complete

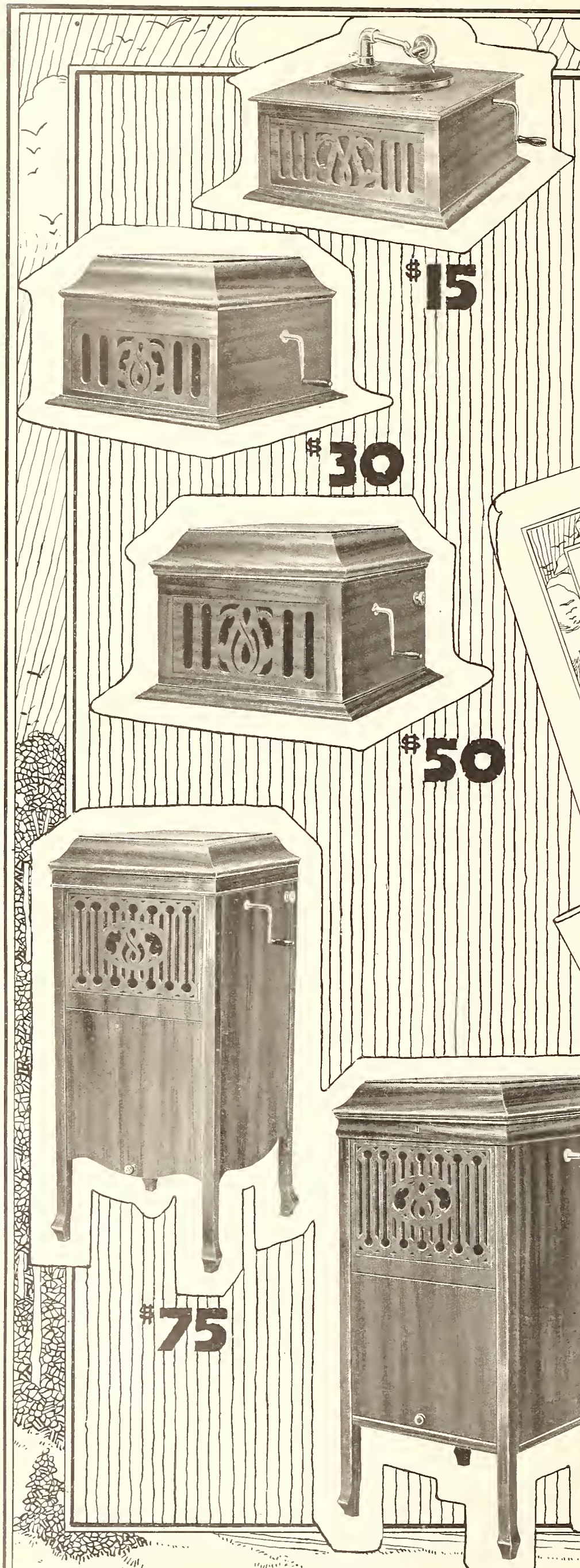
Phonograph Panel Work
ALL WOODS

Large quantities figured African Mahogany; Quartered White Oak and American Walnut carried at all times. Prices quoted per complete cabinet on various models including all panels. Orders or contracts taken for so many cabinets of various models per week or month.

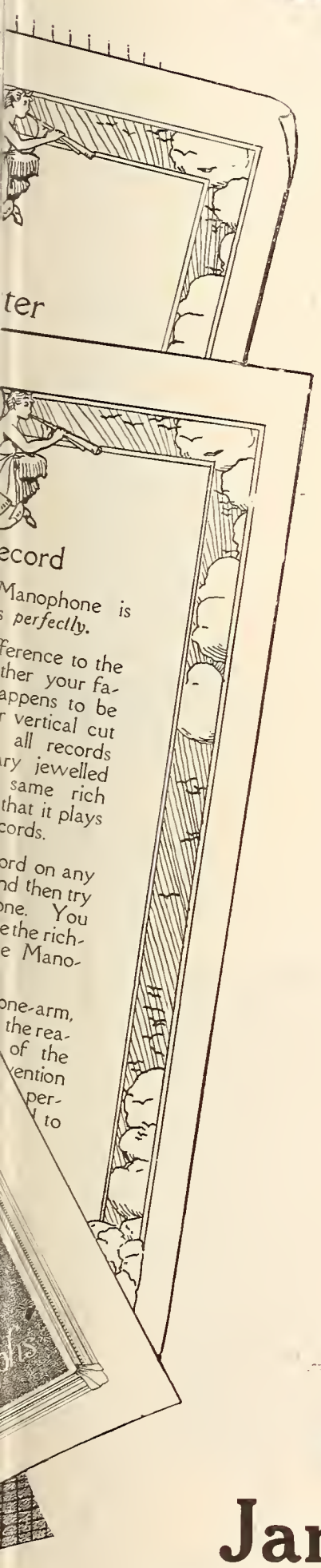
Shipments made in complete sets cut to size and sanded. Such advantages eliminate much detail from your office and factory and enable you to increase cabinet production which means additional profit.

Write for more complete information or have our representative call and name prices on your various models and explain the advantages of our system.

Not "just


$15
$30
$50
$75
$100
"The Tone's The Thing"
All that has been said, or could be
of the purity of tones in phonograp
actually realized, and is ever constan
Manophone.
So faithfully does the Manopho
that the instrument itself is forgo
great tenor sings --- but you h
sweet melody, and the rich
voice. And while
The Manophone
The Music

...nother phonograph" —a Better One!



The Manophone is a *better* phonograph—not simply because *we* say so, but because it possesses a silvery, mellow tone all its own.

And in a phonograph—*the tone's the thing!*

The Manophone

—at last completed, ready to play, represents the lifework of artists and scientists.

It took years to perfect the tone—but when you hear the Manophone play, *you* will say that the wait was worth while.

The Manophone is different because it's *better*; and better because it's *different.*

Miss Lucille Lawrence, the famous American Prima Donna, said of the Manophone: "*** it preserves the sweetness and quality of tone, reproducing it with a charm beyond expression."

Not Just the Ordinary Dealer Proposition —a Better Dealer Proposition!

The Manophone Book (a few pages and cover shown here in reduced form) tells the story of the Manophone clearly and concisely. Rip off and send in the Coupon for it—and for data concerning dealer rights, prices, discounts, publicity, dealer helps, etc.

Your store can be the salesroom for the Manophone, if you will act promptly. Territory is now to be had by quality dealers and distributors.

Made in five styles—"there's a Manophone for every home."

Mail the Coupon NOW for details of a BETTER dealer proposition—in YOUR interest.

James Manoil Co., Inc.

EXECUTIVE OFFICES:
60 Broadway, New York City

FACTORY:
Newburgh, N. Y.

This Coupon Will Bring The Book And Data

Clip Out and Mail Now!

James Manoil Co., Inc.,
60 Broadway,
New York City.

Gentlemen:

We attach this coupon to our letterhead. Please send by return mail the Manophone Book and confidential data to live dealers. Our request involves no obligation, of course.

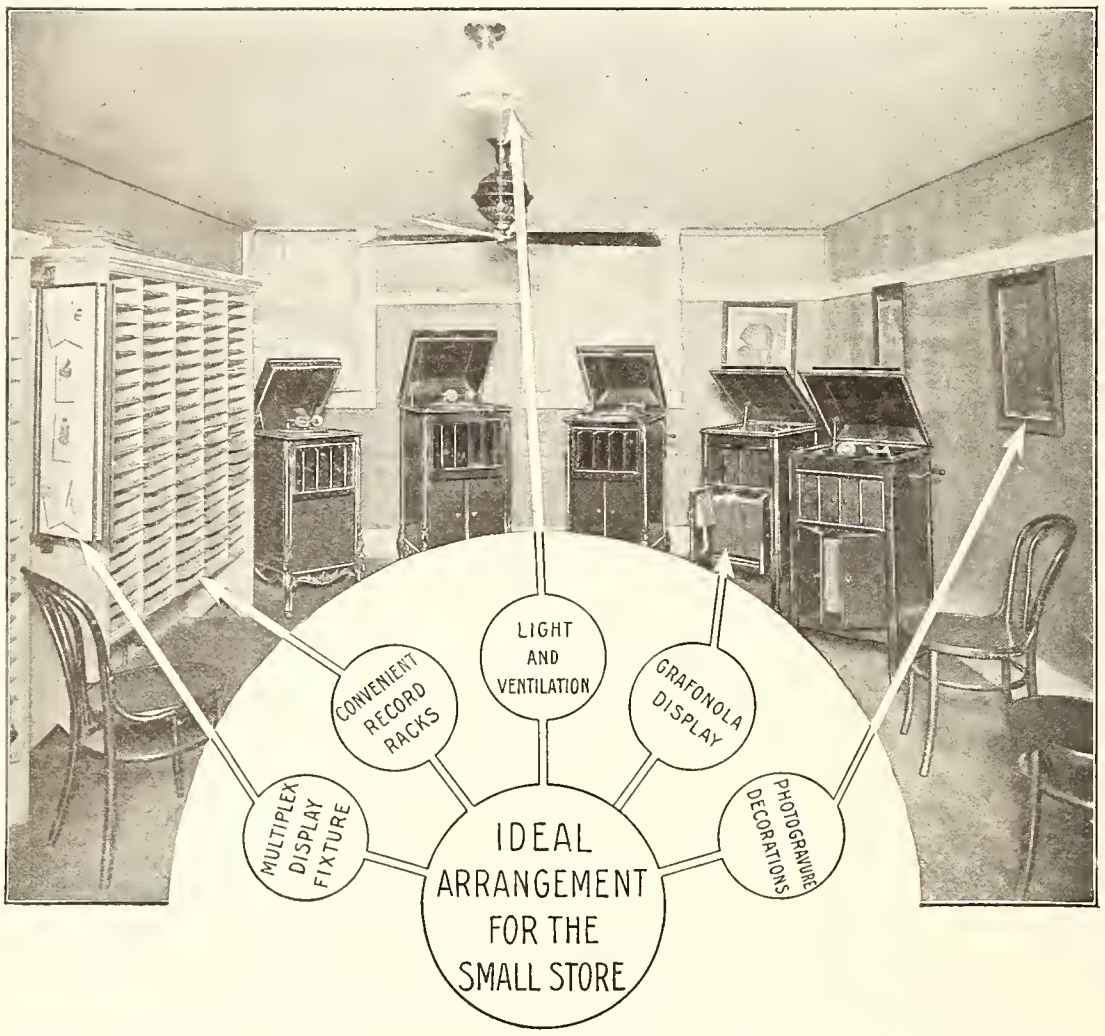
Name .....

Address .....

EFFICIENCY IN THE ARRANGEMENT OF WAREROOMS

The talking-machine dealer with comparatively limited space at his disposal is often at a loss just how to arrange his warerooms in order to secure maximum efficiency without sacrificing attractiveness. The photograph shown herewith may assist some of these dealers in solving this important problem.

This illustration shows a corner of the Grafonola department of the Will A. Watkin Co., of Dallas, Tex. The diagram explains itself, although it is only fair to the company to state that this store efficiency is further enhanced by the energetic use of newspaper cuts, movie slides, car cards and hangers.



How Grafonola Department of Will A. Watkin Co. Is Laid Out

Jewel Needles

DIAMOND, SAPPHIRE, AGATE

For All Types of Records

Our methods of grinding needles are the most scientific known, producing a most uniform and highly polished product.

We manufacture ALL parts of Talking Machines

Dixon Manufacturing Co., Inc.

295 FIFTH AVENUE NEW YORK

LOOKING FOR BIG FALL BUSINESS

K. Nicholson Furniture Co., Featuring Record Cabinets, Bookcases and Ladies' Desks

The K. Nicholson Furniture Co., manufacturer of sectional bookcases and other specialties, Chase City, Va., reports that the plant is running at full blast at the present time and is an indication of a very strong fall business. In addition to record cabinets the company also manufactures an attractive line of bookcases and ladies' desks, for all of which there is an excellent demand.

PLENTY OF MUSIC FOR THE TROOPS

The San Antonio Talking Machine Co., San Antonio, Tex., Victor dealer, tells us that while the United States troops may be short of food munitions, they certainly are well supplied with music, for practically every company now in Mexico has taken its Victrola with them. One of the most popular records on the border is the Victor record No. 17,599, "They're on Their Way to Mexico."

The Old Colony Piano Co., of 12 Main street, Brockton, Mass., will add a talking machine department, according to an announcement made by manager J. Frank Beal.

CABINET SUPREMACY

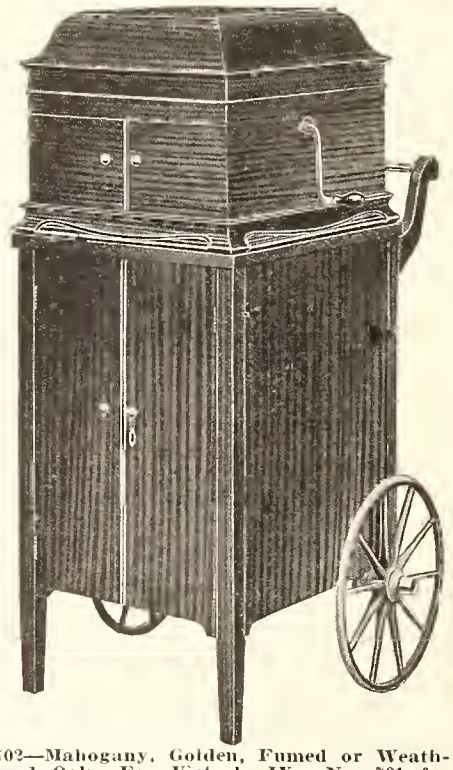
No Matter What Make of Talking Machine You Handle, Whether Victor, Columbia, Edison, Sonora, Pathe, Vocalion, Etc., Our Cabinets Will FIT and MATCH them Perfectly, Giving them that "Cabinetmatch" appearance.

SCHLOSS BROTHERS CABINETMATCH NEW YORK TRADE MARK

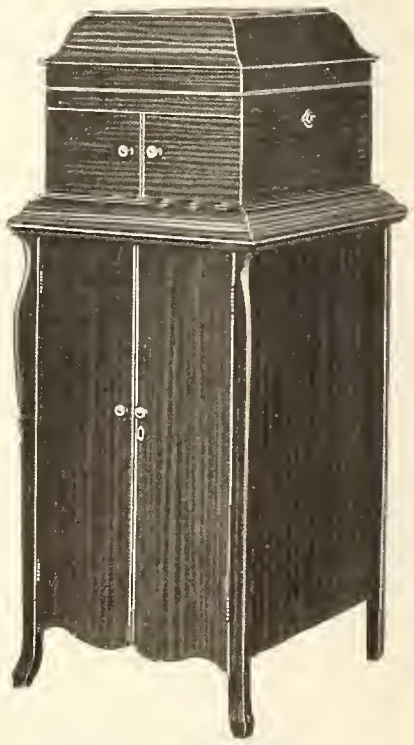
QUALITY, PRICE AND SERVICE

Are the most important factors when purchasing cabinets. You will find the best material, construction and finish in our merchandise, at prices that are unequalled for cabinets of their kind.

606—Golden Oak. For Victrola VI. 605 for Columbia Eclipse. Golden Oak and Mahogany.



702—Mahogany, Golden, Fumed or Weathered Oak.—For Victrola IX. No. 701 for Old Victrola IX. 703 for Columbia Favorite. 704 for Edison A-80.



809—Mahogany, Golden, Fumed or Weathered Oak. For Victrola IX.

We also make many other styles of cabinets and will be glad to send our catalog for the asking

SCHLOSS BROTHERS

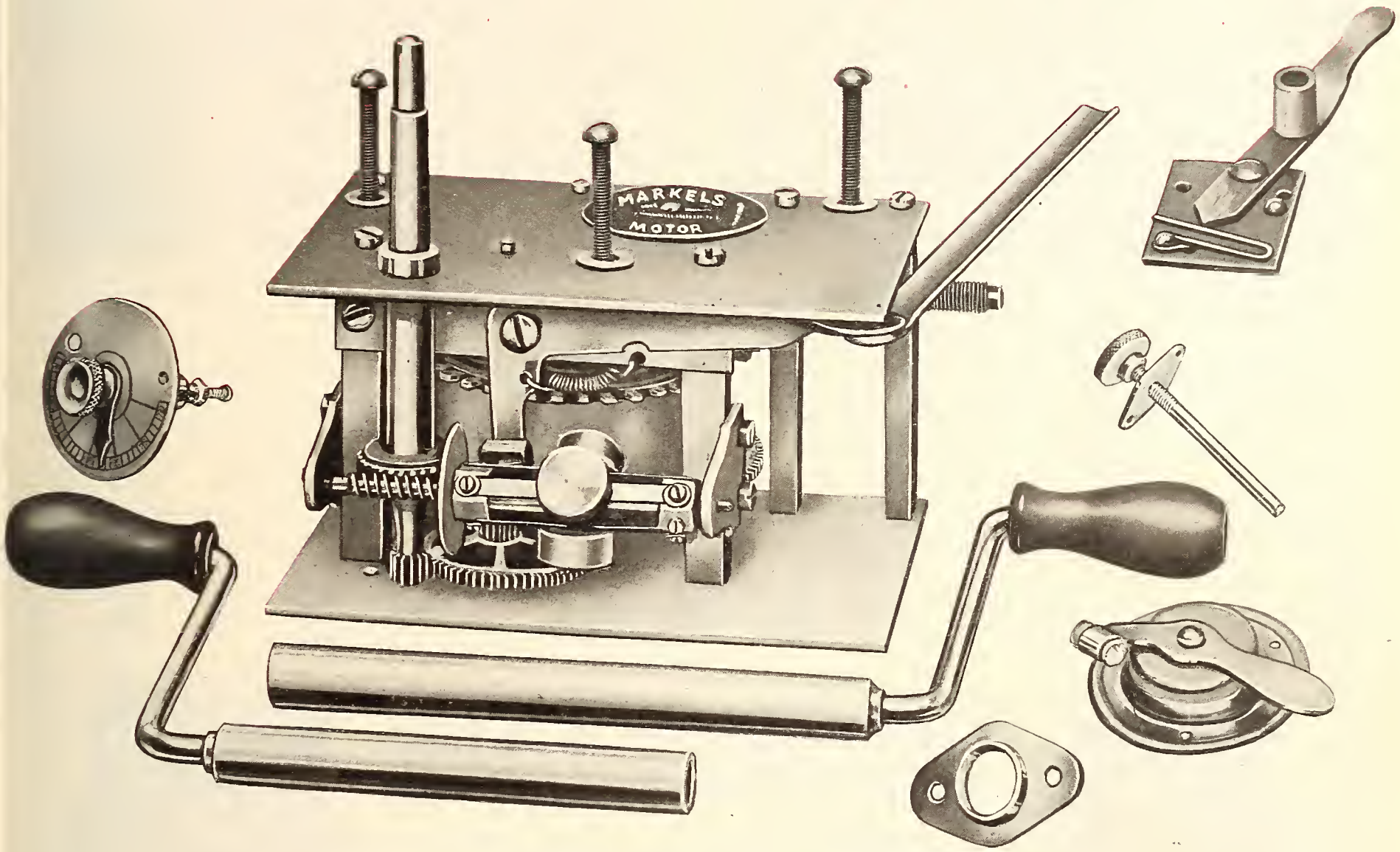
637-645 West 55th St. Phone, Columbus 7947 NEW YORK CITY

THIS IS THE

Leonard Markels Motor

It is manufactured in its entirety at

165 William Street New York City



THE LEONARD MARKELS MOTOR No. M2

The Leonard Markels Motor No. M2 plays two 12 or three 10 inch records with one winding. Double spring, worm driven, fibre gear. Graduated or plain regulator, winding key, stop, escutcheon, handle, washers, screws, etc. Stamped turntable 10 or 12 inch. Quantity prices on application.

The Leonard Markels Motor has won a reputation throughout the trade for its noiselessness and durability. It gives excellent service under the most trying conditions and every part is fully guaranteed. It is made under the direct supervision of Leonard Markels, a recognized motor expert.

Prompt Deliveries Guaranteed

Place your orders **now** for your fall and holiday trade

We manufacture a complete line of sound boxes, tone arms, and all other supplies and parts

"SERVICE IS OUR MOTTO"

Leonard Markels, 165 William St., New York

HEINEMAN EMPLOYES ENJOY FIRST ANNUAL OUTING

Automobile Trip to Brighton Beach and Dinner at the Shelburne Among the Features of the Day—"Heineman Daily News" Makes a Great Hit

The officers and employes of the Otto Heineman Phonograph Supply Co., Inc., New York, held their first annual outing and dinner last Friday at the Hotel Shelburne, Brighton Beach, New York. The Heineman party was conveyed by automobile to the hotel, and did ample justice to the efforts of the Shelburne chef.

Otto Heineman, president of the company, was one of the leading figures in the day's festivities and presided as toastmaster during the course of the dinner. After a brief speech of welcome, Mr. Heineman called upon a number of the guests for a few remarks, and was surprised to receive as a gift from his staff a diamond-studded gold watch.

After the dinner was over the "motor of quality" party adjourned to the hotel's ballroom, where the latest dancing steps formed the feature of the program until early Saturday morning.

One of the most interesting events of the Heineman outing was the distribution of a four-page newspaper entitled "The Heineman Daily News," and dated September 8, 1925. This paper, which was compiled by Paul L. Baerwald, Eastern sales manager of the company, and Miss Freida Aufrichtig, treasurer, was a very unique publication and contained a wealth of personal news, together with some timely business articles.

The leading article in this newspaper was headed "Great Celebration in Heinemanville," and the text of the article presented an account of the opening of a new twenty-story factory building which had been erected to take care of the enormous demand for Heineman motors that had reached the amazing output of $100,000 daily. The population of Heinemanville was placed at 20,000, and Mr. Heineman in dedicating the new building called attention to an article which appeared in The Talking Machine World in 1915, wherein he briefly mentioned the aims and purposes of the Otto Heineman Phonograph Supply Co., and made predictions which were fully verified a few years later.

Under the column "Heinemanville Society News" quite a number of personal items appeared, corresponding to similar columns in our suburban newspapers. The news section of the "Heineman Daily News" referred to the visit to New York of W. C. Strong, factory manager of Otto Heineman Phonograph Supply Co., and other recent happenings in the Heineman sales family.

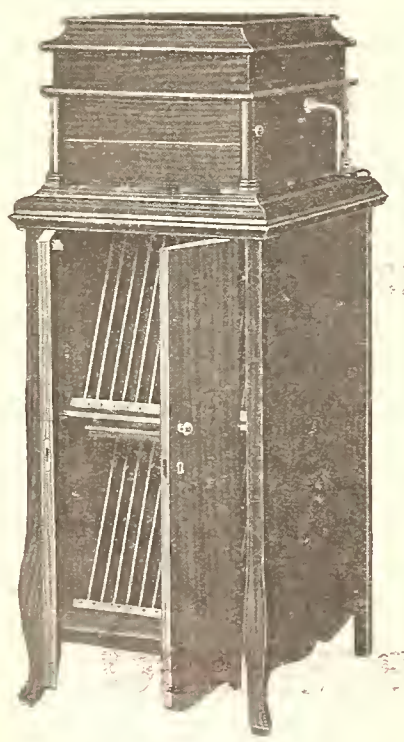
Among those present at the outing were Otto Heineman, Adolph Heineman, Paul L. Baerwald, C. F. Rubsam, W. C. Strong, Mr. Schechter, Irving Ostrov, Walter Roll, H. Weinberg, and the Messrs. Brandt, Altman, Pott, Stange, Indig, Brenner and Haug; Mrs. Otto Heineman, Mrs. Adolph Heineman, Mrs. C. F. Rubsam, Mrs. Vogelhut, Mrs. W. C. Strong, Mrs. Schechter, Mrs. Ella Leow, Miss Freida Aufrichtig, Mrs. Mabel Hunte, Mrs. Florence Brenner and the Misses Schmidt, Rayer, Stange, Schumacher, Hoffberg, Levy and Sullivan.

Heineman Forces Ready for the Start

The Dinner Party at the Shelburne

LONG CABINETS

THE PERFECT LINE

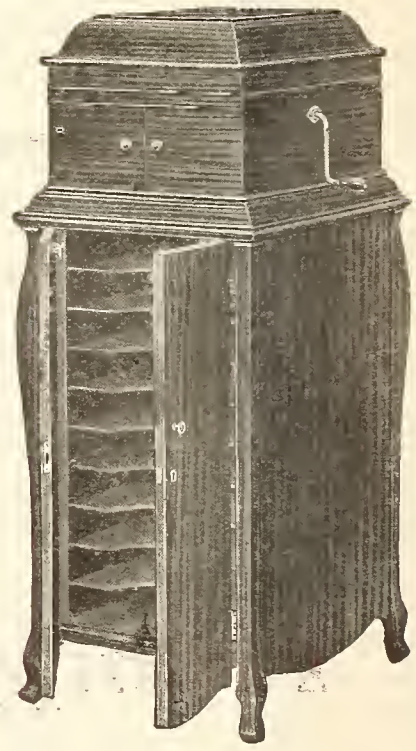


D 83

In all finishes. Specially adapted for use with Columbia 50. Front posts made to follow lines of posts on Columbia 75.

We have attained supremacy in the Cabinet field on account of having paid particular attention to the essentials: Construction, Finish, Adaptability.

Place orders now for your requirements, so that you may have cabinets when the season is at its height.



D 79

In all finishes. Shown with top moulding and shelves. Specially adapted for use with Victrola IX.

Prompt deliveries on all orders. Write for Illustrated Catalogue of complete line

THE GEO. A. LONG CABINET COMPANY

HANOVER, PA.

MAKES GOOD ADVERTISING TEXT

Chicago Agency Uses Section of L. F. Geissler's Speech to Emphasize Success of Victor Co. Policy in Keeping Demand Ahead of Supply—An Example for Other Concerns

So strongly was the Reincke-Ellis Co., advertising agents, Chicago impressed with the speech of L. F. Geissler, general manager of the Victor Talking Machine Co, at the Jobbers' Convention last July, and especially that section of Mr. Geissler's speech outlining the advertising policy of the Victor Co. as being intended to keep the demand far in advance of the supply, that they have prepared and sent out to their clients and prospects a special circular containing an extract from Mr. Geissler's speech and with the following comments: "No one questions the policy of the Victor Co. Everyone agrees this policy made it what it is to-day—one of the soundest institutions in the country. Should we not emulate a policy which has for years kept the demand far in advance of the supply?

"Therefore—now that business is good all of us making money—let us not be satisfied, but prepare for 1917 by spending some of our profits now to insure more for 1917."

OPEN MANY LARGE ACCOUNTS

"During the past few weeks, we have opened quite a number of large accounts in New York City and the metropolitan district," said P. M. Bouton, manager of the W. R. Anderson Co, New York, factory distributor for Domino records. "We refer to these local accounts as they indicate that Domino records are fast getting a foot-hold in all sections of the country. Our dealers tell us that their sales of Domino records are increasing steadily, and that the average purchaser of 35-cent records purchases from $2 to $5 worth at a time, seemingly appreciating the fact that these records represent desirable recordings at a reasonable price. Our sales staff is now organized and in smooth working order.

"We have now in course of preparation an elaborate series of dealer helps which will augment the service we have been giving our representatives the past few months. Window hangers, store-cards, advertising electros, etc., will be included in this publicity matter, all of which we feel sure can be used by the dealer to good advantage."

The Tru-Tone Phonograph Co., Inc., has been chartered under the laws of New York with a capital stock of $1,000,000 to manufacture and deal in phonographs and apparatus.

TIME TO PREPARE

You Are Losing Time, Sales, Money

Unless your Records are filed in the

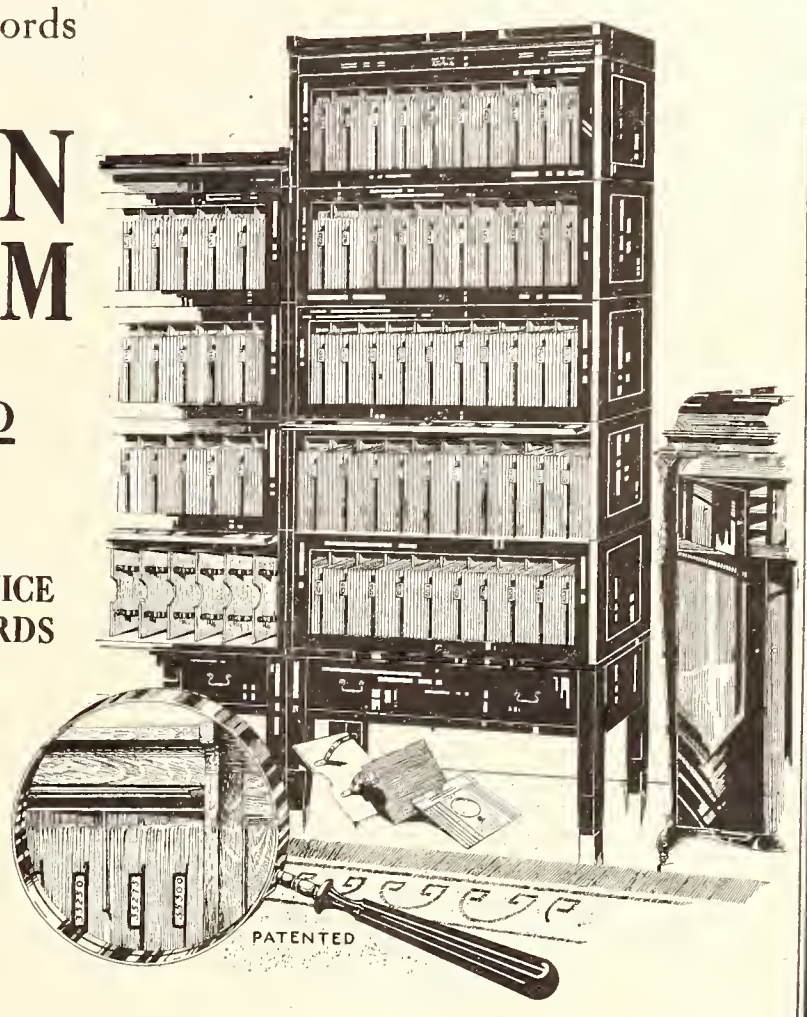
OGDEN SYSTEM

Which is

GUARANTEED TO YOU

by your jobber

A PATENTED DEVICE FOR FILING RECORDS



Patented Features which Can't be used in any other System. A Modern Method of Filing which shows the selling value of every Record. Prevents warping. *Locates any Record instantly.* Thousands of pleased users.

Free to Every Dealer

My New Booklet
A Modern Method of Filing

OGDEN SECTIONAL CABINET CO.
LYNCHBURG, VA.

Model No. 1 for 10" and 12" Records.
Model No. 3 Edison Special.
Model No. 8 for Pathe Records.
Free estimate furnished

AN INTERESTING ISSUE

The Columbia Graphophone Co. is calling the attention of its dealers to the diversity and character of the selections featured in the October supplement. This supplement was prepared with special care, as the Columbia Co. realized that the dealers look forward to the October list as the actual commencement of the fall season in record production. This supplement contains baritone solos, colorature solos, violin solos, quartet selections, symphonic numbers, 'cello solos, popular hits, dance music, ballet music, trio selections, bass solos, contralto solos, comedy selections, chorus numbers, drum and piano duets, orchestral novelties and patriotic music. The artists featured in this supplement include Pablo Casals, Kathleen Parlow, Johannes Sembach, Margaret Keyes, Maggie Teyte, and many others.

"Maps" are included in Pearsall Service

BACK of Pearsall Record Service is the PLAN—the blueprint that charts and anticipates record buying and DELIVERING. This is "map" work.

Scientific buying gives you the records immediately and in the proper quantities.

That's why we are continually crowing about Pearsall Service; this is why Pearsall dealers PREFER it.

October, November and December are the BIG months and your records give the profits. Put in that first order today.

SILAS E. PEARSALL CO.

18 WEST 46th ST., NEAR FIFTH AVE.
NEW YORK

CABINETS for the MANUFACTURER

WE are equipped to turn out the highest grade *Phonograph Cabinets* in large quantities.

These cabinets are made in standard models or designed specially for your *exclusive* use.

NANES ART FURNITURE CO.
GRAND ST. and East River, NEW YORK

CABINETS

WE manufacture a complete line of disc record cabinets in all styles and finishes. These cabinets fit *perfectly* all types of machines and are guaranteed in every particular. Our prices are moderate, enabling you to make a good profit on every sale.

Place your orders *now* for your Fall requirements.

ESCO WAGON ILLUSTRATED
44 inches high; 17 inches wide; 20 inches deep. Fits Victrola IX.

REPORTS GOOD TRADE IN SOUTH

Head of Parker-Gardner Co., of Charlotte, N. C., Visits New York Talking Machine Co.

Among the visitors this week to the offices of the New York Talking Machine Co., New York, Victor distributor, was Mr. Parker, head of the Parker-Gardner Co., Charlotte, N. C., one of the leading furniture houses in the South which handles the Victor line exclusively. Mr. Parker spoke very optimistically of business conditions in his territory, stating that their 1916 sales were far in advance of expectations with every indication of this fall being a banner season.

JULIUS KELLER PLACED IN CHARGE

Jas. Frazee, New York, manufacturer of mica diaphragms, announced this week that Julius Keller had been placed in charge of the entire plant and had also been made head of the experimental laboratory. Mr. Keller is well known among mica experts in this country, and has made a study of the diaphragm, which has aided him considerably in his work.

Julius Keller

Under his direction the Frazee plant is being steadily enlarged so that it is now in a better position to take care of the needs of talking machine manufacturers than it has ever been in the past. "Crystal Edge" mica diaphragms, which are manufactured at the Frezee plant, are being used extensively by manufacturers throughout the country, who are well pleased with the service these diaphragms are rendering.

OLIVER HEADS PRESS COMMITTEE

Fred P. Oliver, vice-president of the Blackman Talking Machine Co., New York, has been appointed chairman of the press committee of the National Association of Talking Machine Jobbers. Mr. Oliver is well qualified to fill this important post, and has already started activities in the association's behalf. J. N. Blackman, president of the Blackman Talking Machine Co., has been reappointed a member of the legislative committee, and will continue his work to further the interests of the Stephens bill.

THE UNITED PHONOGRAPHS CORP.

SHEBOYGAN, WIS., September 8.—Arrangements are being completed for reorganizing the talking machine division of the Lakeside Craft Shop, of this city, into a new firm to be known as the United Phonographs Corporation. The new concern will be in the direct charge of J. G. Osborne.

NEW PLANT FOR J. B. OGDEN

Arranges to Manufacture Cabinets in Lynchburg, Va., to Avoid Delays

Owing to the frequent difficulty in securing prompt shipments from furniture factories making cabinets under contract, J. B. Ogden, manufacturer of the Ogden Sectional Record Cabinet and Dales System, Lynchburg, Va., has arranged for the establishment of a complete cabinet plant in that city, which is expected to be in operation at an early date. Mr. Ogden reports a heavy demand for his sectional filing system, and is at present shipping two new models that are proving very popular, owing to the improvements contained therein.

NUMERICAL COLUMBIA CATALOG

The Columbia Graphophone Co., New York, has just issued its regular numerical catalog of Columbia disc records, containing a list of all selections issued up to and including June, 1916. It is prepared for the use and convenience of Columbia dealers only, and will help Columbia representatives considerably in selling, stocking and ordering records. The records in this catalog are indexed in series, being arranged in consecutive numerical order.

Men who succeed are not magicians, but they have a capacity for hard work. If causes are created, effects must come.

KIPP CO. EMPLOYES ENJOY PICNIC

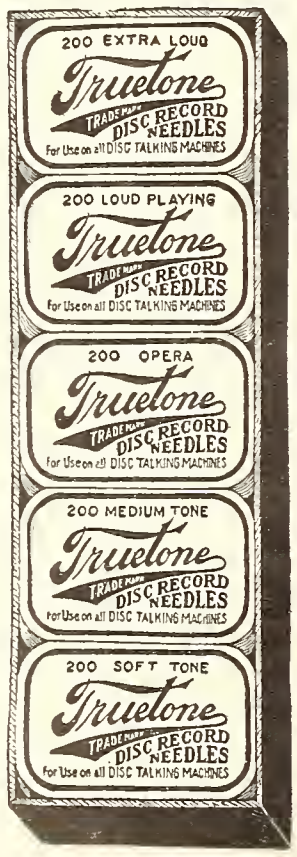
Edison Distributors in Indianapolis Hosts of Their Staff on Recent Outing

INDIANAPOLIS, IND., September 2.—When the weather reached the boiling point here, Walter E. Kipp, president of the Kipp Phonograph Co.,

Group of Kipp Co. Employes

declared Friday, August 25, a holiday and invited all the employes and their families to frolic in Germania Park. The employes included those in the wholesale department and those in the retail department in the Edison Shop.

Of course, there was music furnished by an Edison machine which came in handy for dancing. Then there were games and plenty of eats. The biggest surprise of the day came when a ball team of five men from the wholesale end defeated a team of seven retail men.



Truetone Combination Sets

MADE IN U. S. A.

Five different tones, each tone packed separately. 200 in a metal box, 5 boxes in a convenient container holding 1000 needles, retailing at 75c.

Five of these containers packed in a carton and sent prepaid to dealers anywhere in U. S. for $1.50, and postage on 2½ lbs.

(Cash with order on sample lots)

NEW YORK DISC NEEDLE CO.
110 WORTH STREET, NEW YORK CITY

Truetone TRADE MARK

Highest Grade Ever Made

SEND FOR SAMPLES AND PRICES ON OUR COMPLETE LINE

CANADIAN EDISON DEALERS MEET

First Convention of Edison Dealers in the Dominion Held in Toronto on September 5 and 6, Upon Invitation of the R. S. Williams' Sons Co.—Interesting Program Carried Out

TORONTO, ONT., September 7.—A tone test recital was a fitting climax to the opening day's proceedings of the "First Canadian Edison Dealers' Convention" held in Toronto on Tuesday and Wednesday, September 5 and 6. This was held in the Foresters' Hall on College street, a handsomely appointed auditorium, the seating capacity of which was filled by visiting dealers and their wives. Many of them had for the first time witnessed a tone-test and marvelled at the wonderful Edison re-creation that made it impossible to distinguish the voice of the living singer from the voice emanating from the Edison Diamond Disc. Miss Elizabeth Spencer, of the Edison list of vocalists, with Arthur L. Walsh, violinist, provided the program with, of course, one of the Edison Diamond Disc phonographs.

The convention, which was the idea of the R. S. Williams' Sons Co., Ltd., of this city, was arranged by them, and nothing was left undone to make it a thorough success. In the morning H. G. Stanton, vice-president and general manager of the firm, opened the proceedings with an address of welcome to the delegates who met in the firm's own recital hall. In a short, concise businesslike address he placed the convention at the disposal of the dealers and urged them to take every advantage of this, the first opportunity, ever afforded Edison dealers in Canada to get together and talk over their mutual interests.

Mr. Stanton introduced the chairman of the meeting, B. A. Trestrail, the firm's publicity director.

In the unavoidable absence of Wm. Maxwell, vice-president of the Edison Co., Mr. Leonard represented Mr. Edison.

The open discussion was led by Geo. C. Silzer, of Harger & Blish, Des Moines, Ia., which firm, originally a general music house, dropped all their lines, including pianos, a couple of years ago to give their entire time and energy to the distribution of Edison products.

At 6.30 the convention delegates were the guests of The R. S. Williams & Sons Co., Ltd., at a banquet in the beautiful dining hall of the Ontario Club. Between courses the song sheet, which had been placed at the plate of each guest was requestioned, and led by the inimitable Duncan Cowan, rousing choruses were rendered. A brief musical program was provided by Mr. Cameron, Miss Elizabeth Spencer, Miss Irene Symons and Mr. LeRoy. Charles Musgrave, the latter as accompanist.

The second day of the convention proceedings commenced with a visit to His Majesty's Theatre adjoining the Williams Building, where the film, "The Voice of the Violin," held the audience fascinated. The visitors were entertained to lunch by the R. S. Williams & Sons Co., Ltd., at the Cafe Royal, following which they were driven to the Ontario Legislative building and photographed on the steps of that edifice. After a drive about the city they were taken to the National Exhibition now in progress in Toronto, the greatest of its kind and the most largely attended on the continent. After a visit to the Edison marquee the various delegates scattered to see the sights, unanimously applauding the enterprise and effort of the official and departmental managers of the R. S. Williams & Sons Co., Ltd., that made possible so inspiring a gathering of Canadian Edison dealers.

Outshine 'em All

Are the standard discs at a popular price.

First in the field of popular prices and first in quality.

The only records at a popular price which play as long as the average 10 inch records.

Play on all "universal" tone-arm phonographs.

Entire list is now in our new paper label.

No retail price restriction; at least 50% profit on cost.

Prompt deliveries. First class service.

New catalogue of 200 titles—including the latest popular "hits" and full particulars sent upon application.

Operaphone

(Department 9)

752 Insurance Exchange
Jackson Blvd., Chicago

200 Fifth Avenue
New York City

NEW MANOPHONE SALES MANAGER

P. J. Lynch Appointed This Week by James Manoil Co.—Has Had Wide Experience

Announcement was made this week by the James Manoil Co., manufacturers of the Manophone, with executive offices at 60 Broadway, New York, and factory in Newburgh, of the appointment of P. J. Lynch as general sales manager. Mr. Lynch, has for many years, been connected with large manufacturing interests in an official capacity, and is thoroughly conversant with modern merchandising methods. He has not only had an extensive experience as sales manager, but has traveled for many years, and knows thoroughly the requirements of the trade. He will make his headquarters at the executive offices of the company.

TO SPECIALIZE ON VICTROLAS

With the taking over of the piano department of the Lord & Taylor store, New York, by Chickering & Sons, and other announced changes, the Musical Instrument Sales Co., operating departments in a large number of stores throughout the country, states that practically all the piano business controlled by the company will be liquidated. The company, however, states that it will continue to distribute the Victor product exclusively, specializing in the supervision and operation of talking machine departments in department stores, and will continue to control the talking machine departments in the subsidiary stores of the United Dry Goods Companies as heretofore, together with those in other stores with which the Musical Instrument Sales Co. has been affiliated.

TAKES OVER PIANO DEPARTMENT

Chas. E. Gorham, Inc., who for the past three years has conducted the Columbia Graphophone department in the F. G. Smith piano warerooms at 60 Flatbush avenue, Brooklyn, N. Y., on September 1 also took over the piano department of the store. Leslie H. West is manager of both departments.

SUCCESSFUL OUTING OF TALKING MACHINE MEN, INC.

Over 300 Members and Their Friends Travel to Rye Beach in Automobiles and Indulge in Variety of Amusements, Including Baseball Game, Races, Dancing and a Shore Dinner

The annual outing of the Talking Machine Men, Inc., was held Tuesday last, September 12, at Beach Hill Inn, Rye Beach, N. Y. Three large sightseeing cars filled with members of the association departed from Twenty-third street and Broadway at 1 p. m., traveling to the Beach over the Boston Post road. Three hundred members in all attended, many traveling to the Beach in their own cars.

The feature of the afternoon was a ball game between teams composed of employes of the American Talking Machine Co. and the Blackman Talking Machine Co. on one side and the employes of the New York Talking Machine Co. and the G. T. Williams Co. on the other. The game which was played for a silver cup donated by Secretary Sol Lazarus, ended with a score of 8 to 1 in favor of the New York Talking Machine Co. and G. T. Williams Co. team.

During the afternoon a varied assortment of races were run and the large number of entrants in these affairs denoted the interest of the members and their guests. In the race for members only, Lons W. Bishop, of the Blackman Talking Machine Co., outran all other contestants, and carried off a pearl-handled knife as first prize. In the race for employes only, M. W. Owens, of the New York Talking Machine Co., won a fountain pen as first prize in a close finish.

At 5 p. m. an elaborate dinner was served at the Beach Hill Inn. The dinner consisted of everything that goes to make a shore dinner a success, and as many had taken part in the preceding athletic activities they were prepared to and did do the dinner justice.

After dinner, John E. Hunt, president, announced that contrary to the usual custom they would have a short address from a member of their organization. J. T. Coughlin, vice-president, then addressed the diners, his remarks particularly referring to the need for co-operation among dealers. He reviewed the work of the organization and paid splendid compliments to the officials of the association for their indefatigable labor and for the beneficial results the association had obtained through their efforts.

After the dinner, the floor was quickly cleared and dancing was in order, with many taking advantage of the opportunity. The music furnished by the orchestra was excellent.

The large number of ladies who attended the outing was a source of much gratification to the officers of the association and as for the outing itself it was agreed by all that it was the most successful affair ever held by the association. As President Hunt said, "We had a splendid day, fine weather, large attendance and everyone seemed pleased and happy."

The return to the city was announced at 8 p. m. and the cars started for home shortly after that hour.

REPORT GOOD CABINET TRADE

"During the past few weeks, there has been a very large demand for disc record cabinets from our dealers in all parts of the country," said Miss Elizabeth R. Nanes, secretary and general manager of the Nanes Art Furniture Co., New York, in a chat with The World. "In fact, we have been working to capacity to fill the orders for our various types of record cabinets, and our "Esco wagon" in particular is meeting with great success.

"We have also enlarged our factory facilities to keep pace with the orders being received for phonograph cabinets. Within the last ten days we have signed contracts with several well-known talking-machine concerns who have placed large orders for phonograph cabinets in our standard models, and in accordance with their exclusive designs"

The Sterling Line of Cabinets

TRADE MARK

No. 990, $9.90 No. 950, $9.50 No. 1090, $10.90

The Highest Grade Low Priced Line Now on the Market

THIS new line of cabinets made especially for Victrola IX's is not only fine appearing, substantially built and low priced, but without question the best line now on the market.

These Sterling cabinets will sell on sight and inspection because they have so many good talking points.

Their design embraces what is most modern and distinctive in cabinet designing. Their perfect match and fit make the Victrola and cabinet appear as one unit.

The two on the right of cut have straight moulding and the one on the left, curved, to match the bottom of the Victrola. These mouldings are interchangeable and can be furnished as you desire.

Samples can tell you their story more adequately than we can here. Better order yours at once.

Prepare for your Fall business now. Order samples to-day. If they do not please you, send them back.

Do Not Delay---Place Your Order for Sample Cabinets To-day

IRVING ISAACS
Representative for
Sheboygan Novelty Co.
MARBRIDGE BLDG., N. Y. CITY

Sidewalk Delivery made anywhere in Greater New York

Landay Bros. Inc.
4 Stores
151 West 30th Street New York, N. Y.

Manufacturer:
SHEBOYGAN NOVELTY CO.
Sheboygan, Wisconsin

The Otto Heineman Phonograph Supply Co.

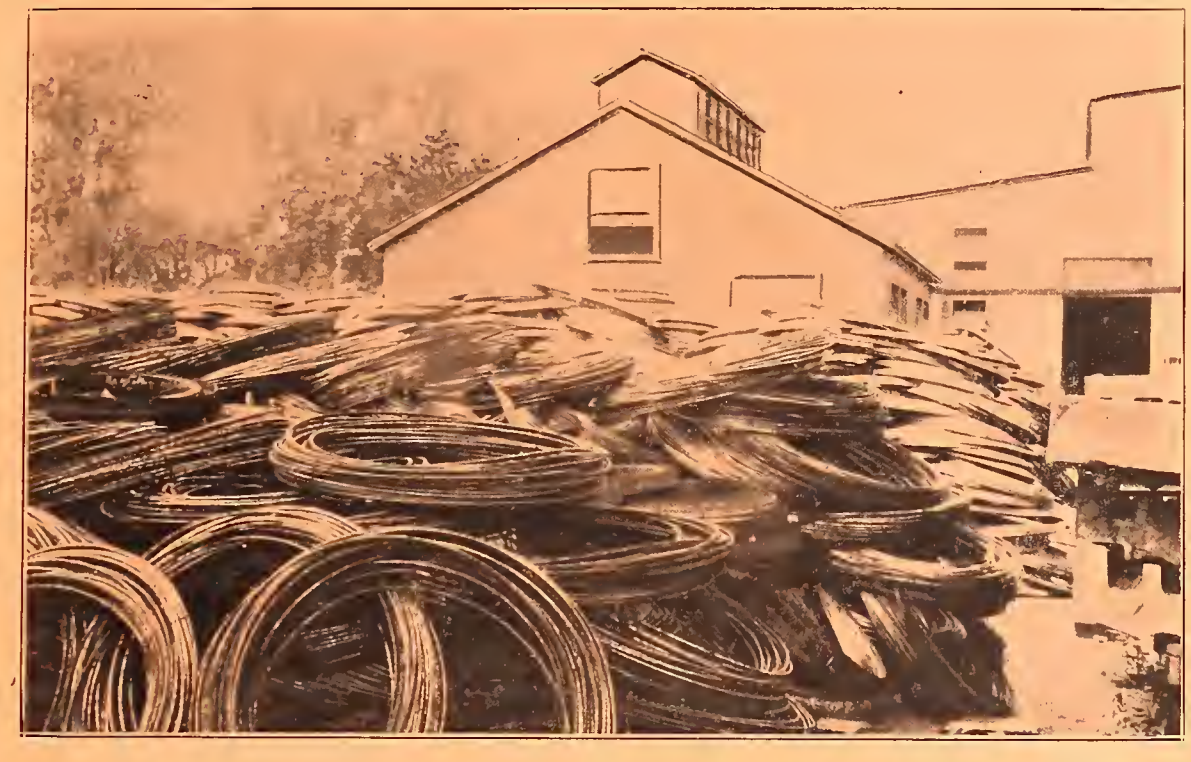
INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORY, ELYRIA, OHIO

One Million Pounds of Spring Steel

for use in making HEINEMAN MOTORS



This vast amount of steel guarantees prompt deliveries.
We are increasing our output daily.
We are at your service for 1917.

Otto Heineman
President

PHONOGRAPH IN THE FIELD OF ART

Public Now Recognizes the Artistic Standing of the Instrument, in Addition to its Musical and Mechanical Features, Declares H. Chamberlain—How the Aeolian-Vocalion Is Being Exploited Most Effectively

"For many years the phonograph has been considered purely as a mechanical product," said H. Chamberlain, of the Aeolian Co.'s advertising department in a recent interview with The World. "The public and the trade had learned to regard the phonograph as the combination of a series of mechanical and scientific inventions and experiments. They recognized its musical qualities, but the public thought of it and the dealers merchandised it from a wholly mechanical, and therefore commercial viewpoint.

"This condition has changed somewhat during the past year or so, and the phonograph is

High-Class Vocalion Advertising

rapidly assuming a prominent position in the field of art. The music loving public is paying closer attention to the artistic developments of the phonograph field, even though they are becoming more familiar with this instrument's scientific and mechanical qualities. The dealer is also following this trend of thought and aiming to place the phonograph he handles on a higher scale from an artistic viewpoint.

"We have encouraged Aeolian-Vocalion dealers to introduce our phonograph to the public as an instrument that is not only perfect mechanically and scientifically, but which embodies true art in every detail. We have followed out this idea in our own publicity and in the suggestions we have offered our dealers, and moreover have made every effort to merchandise the Aeolian-Vocalion in a manner wholly consistent with this idea.

"When the Aeolian-Vocalion was first conceived it was decided to make the mechanical division secondary to the artistic side of the phonograph. The mechanical or scientific perfection of the Aeolian-Vocalion was completed in our experimental laboratory, but the completed instrument was regarded by us from an artistic angle rather than a commercial one.

"In other words, we have endeavored to make the Aeolian-Vocalion a 'different' type of phonograph than that which, for many years, the public has looked upon as a mechanical instrument. Our entire efforts have been made with this object in view, and the results achieved the past year indicate that the Aeolian-Vocalion is being recognized as an instrument of art, musically and architecturally.

"With an instrument that is 'different' the Aeolian-Vocalion dealer is able to present his line to the most desirable class of trade in his territory. He can use different arguments in his sales and advertising talks, and is not held down to the stereotyped forms of talking machine publicity. His window displays can be distinctive and original, and need depend only upon the instruments displayed instead of requiring the use of foreign or artificial display material. The Aeolian-Vocalion dealer, as time goes on, will be in a position to build up a permanent, profitable demand for an instrument that makes an appeal to the very best thoughts in music and art."

The accompanying illustration will give an idea of the artistic character of the national publicity referred to in Mr. Chamberlain's discussion of the artistic possibilities of the Aeolian-Vocalion. This advertisement is appearing in the leading national magazines at the present time, and the unique ideas embodied in this design have served to attract considerable attention from magazine readers.

ERNEST JOHN TO MAKE ADDRESS

Editor of The Voice of the Victor to Speak Before Talking Machine Men, Inc.

The regular monthly meeting of the Talking Machine Men, Inc., will be held September 20, at Keen's Chop House, 70 West Thirty-sixth street. The usual luncheon will be served at 1 p. m., followed by the meeting, which will be opened shortly after 2 o'clock.

Announcements have been sent out by the association requesting as many members as possible to attend, also stating the organization will be addressed by Ernest John, editor of The Voice of the Victor.

ABSORBS STANDARD G. A. CO.

The Kirkman Engineering Corporation has absorbed the Standard Gramaphone Appliance Co., and is now occupying the latter company's plant at 237 Lafayette street, New York. The Kirkman Engineering Corporation will manufacture the many talking machine supplies which the Standard Gramaphone Co. has made for the past six years, and will also turn out a number of electrical products.

Thomas W. Kirkman, general manager of the Kirkman Engineering Corporation, was formerly general manager of the Standard Gramaphone Appliance Co. He has invented a number of important devices the past few years and is thoroughly versed in the mechanical and sales divisions of the phonograph industry.

The Kirkman Engineering Corporation is planning to increase its factory capacity in the near future, and will market several types of phonograph motors.

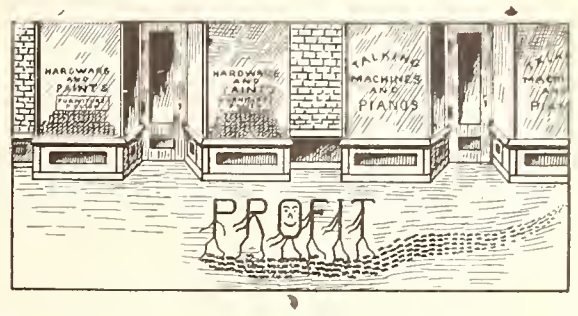
Talking Machine Supplies and Repair Parts

SPECIALTIES: MAIN SPRINGS, GOVERNOR SPRINGS AND SOUND BOX PARTS

THE RENÉ MANUFACTURING CO.

HILLSDALE, NEW JERSEY

Don't Let Mr. Nice Profit Get By Your Door!



Polish for talking machines could be sold by hardware dealers.

Polish made especially for talking machines might better be sold by talking machine dealers.

It's a case of who wants the profits—a question of who is the quickest to investigate.

Piano cases and talking machine cases represent the finest art in veneer cabinet work.

GLORITE
PIANO AND FURNITURE CREAM

was made *especially* for pianos and *talking machines.* That is why it is *the best.* That's why, on a basis of merit, it eliminates competition and makes regular customers.

GLORITE CREAM is the original polish in PASTE form, packed in a collapsible tube. Comes out like shaving cream. Retails for 25c. and 50c. per tube.

It is "THE PRE-DIGESTED VARNISH FOOD"

Things that can injure a good finish, but things that Glorite Cream does *not* contain:

TURPENTINE	BUTTER OF ANTIMONY
LINSEED OIL	CHLORIDE OF LIME
COAL OIL	PARAFFINE
VINEGAR	SHELLAC
ACETIC ACID	WAX

GLORITE CREAM will not injure the most delicate finish; removes grease, dirt, finger marks, covers up scratches, removes that blue, smoky cast, and will remove white marks caused by a hot dish or water, provided varnish is not burned through. In fact, space will not permit us to fully explain the merits. We would rather you try the polish and decide.

It is "THE PRE-DIGESTED VARNISH FOOD"

MASTER MFG. & SPECIALTY CO.

Box 96, Camden, N. J.

(We solicit inquiries from jobbers)

Write at once. Fill out this coupon. Enclose ten cents in stamps for a 25c. tube of Glorite Cream (this amout we credit to you on first order). With the sample we send you details on our big—FALL—FREE GOODS DEALS, advertising matter, and literature to be included with monthly record supplements.

INVESTIGATE NOW!

Name .....

Address .....

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Business opportunities 25c. per line.

POSITION WANTED—Victrola and Talking Machine repairman; fifteen years' experience, also factory experiences, with thorough practical knowledge to correct jumping springs, also proper assembling and adjustment of sound-boxes to bring out roundly the high tones and to produce powerful vocal records without blasting. Address "Expert," care of The Talking Machine World, 373 Fourth Ave., New York.

MANUFACTURING position wanted: Thoroughly experienced man is open to proposition to manufacture disc records. Expert in wax making, electrotyping, and especially in recording the masters. Capable of putting in complete plant. Can improve methods and reduce costs. Experimental work unnecessary. Familiar with all known processes. Experienced in dealing with the patent situation so as not to infringe any valid patents. Address Box 353, care of The Talking Machine World, 373 Fourth Ave., New York.

TALKING moving picture patents. I have patents on a simple and perfect method of obtaining absolute synchronism between the phonograph and moving picture. The process does not interfere with the phonographic reproduction, but permits the use of any known device to obtain the best sound reproducing result. Am open to proposition. Address Box 354, care of The Talking Machine World, 373 Fourth Ave., New York.

WHOLESALE VICTOR distributer needs talking machine salesmen. Address "L. M. R.," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—By a Philadelphia distributor and experienced retail talking machine man to fill an excellent retail position. Address "Excellent," care of The Talking Machine World, 373 Fourth Ave., New York.

FACTORY SUPERINTENDENT WISHES POSITION—Thoroughly experienced executive, is open to offers from the trade. Has increased production and decreased cost in present position. Tone arm, sound box and motor expert. Address "Box 346," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Expert motor mechanic. Must have worked with a motor manufacturer and understand fine points of assembling, elimination of noise, etc. State full particulars. Address "Box No. 352," care of The Talking Machine World, 373 Fourth Ave., New York.

WANTED—One of the oldest record companies in the country has positions open to a thoroughly competent lateral-cut recorder; also a plastic man in its pressing plant. Replies will be considered confidential and should state qualifications, experience and terms. Address "S. S. M.," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Experienced Edison Disc salesman in city of 28,000. Address Harrison's Edison Shop, Richmond, Ind.

WANTED—Victrola manager for one of the leading furniture houses in New York City. Must be thoroughly familiar with the Victor line and be well recommended. Address, with full particulars, "Box 355," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMAN AND MANAGER—Thorough talking machine and advertising experience, 33 years old, is open for a change as manager or assistant. Address "Box 356," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION wanted by a mechanic of 20 years' experience, as assembler, repairman and adjuster of phonographs. Have worked for one of the best firms in New York. Address "Box 357," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Traveling salesman, 12 years' experience, now employed, wishes to make a change; Central West. Best of references. Thorough knowledge of all makes of records, also mechanical experience. Edison line preferred. Address "Box 358," care The Talking Machine World, New York.

POSITION wanted with talking machine house as road man or manager of department; have had 15 years' experience. Address "Box 1357," Detroit, Mich.

A THOROUGHLY capable talking machine man desires a change; 32 years of age; A-1 personality. Will consider only a good place and managerial duties. Five years with present firm. Salary around $50 a week. Replies in confidence. Address "Box 359," care The Talking Machine World, 373 Fourth Ave., New York.

EXPERIENCED repairer on Victrola or talking machine of any description in all their construction, motor and sound box and refinishing case work, desires a situation with a reliable firm, any part in United States. State conditions and salary offered. Address "Box 360," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Position, salesman or manager; 5 years' experience in retail business. Age 24. Would like to make connection with good concern. Address "Box 361," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Good, live salesman, to sell Edison Diamond Disc and Edison Cylinder Phonographs on commission, in city of 17,000 near Boston. Address "Box 362," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—High-grade salesman to handle new line of talking machines that will reproduce any and all records and give most perfect tones. State territory and lines carried. Address S. M. Davis, 5 North Wabash Ave., Chicago, Ill.

WANTED—A young man, 22 to 25 years of age, who is experienced in selling talking machines, preferably the Victor and Columbia lines. Address, with full particulars, C. J. Iannell, Bloomingdale Bros., Fifty-ninth St. and Third Ave., New York.

WANTED—Capable manager for talking machine shop. No "floater," "booze artist" or "hot air merchant" tolerated. Good position for first-class salesman and conscientious worker. Must be O. K. with references and bond. Give full particulars first letter, experience and salary expected. Address J. B. Ogden, Lynchburg, Va.

OUTSIDE SALESMAN WANTED—Man with experience as outside salesman for Victrolas desired by live New York house. State experience, salary, etc. "Box 363," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMAN WANTED—To sell both Victrolas and Kodaks in New York store. Must be thoroughly acquainted with both lines. Address, stating experience and salary desired, "Box 364," care The Talking Machine

POSITION WANTED—Energetic young man, capable of managing Victrola department, wishes position in the East. Address "Box 343," care The Talking Machine World, 373 Fourth Ave., New York City.

MECHANICAL ENGINEER desires position as supervisor of motor, tone arm, sound box production in a plant in New York or nearby territory. Thoroughly experienced. A1 references. Address "Box 344," care The Talking Machine World, 373 Fourth Ave., New York City.

CABINET SUPERINTENDENT desires to make a change. Now connected with one of the largest phonograph manufacturers in this country. Have had twenty-five years' practical cabinet experience, and thoroughly understand cabinet manufacturing, buying and designing in every detail. Address "Competent," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED GOOD SALESMAN—Competent to manage small goods department in music store. Permanent position. Only an experienced man of about 25 to 30 years old will be considered. Goldsmith's Music Store, 69 South High St., Columbus, O.

SALESMAN WANTS POSITION—I am 30 years of age and have seven years' experience as a salesman. Can give the best of references. Address "Box 345," care The Talking Machine World, 373 Fourth Ave., New York City.

VICTOR MAN who thoroughly understands the retail business from every angle desires to join sales staff of Victor distributor. First-class references. Address "Box 348," care The Talking Machine World, 373 Fourth Ave., New York City.

MR. MANUFACTURERS—An all-around experimental inventor of improvements and thorough practical knowledge with a ten-year experience in the talking machine manufacturing line, desires position to take charge of a talking machine manufacturing plant with reliable firm. Will go anywhere. Best of references. Address "Box 340," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Selling ability backed by energy and originality. Young man, 24, three years' experience in all branches, desires connection anywhere. Address "Box 341," care The Talking Machine World, 373 Fourth Ave., New York City.

HIGH-CLASS aggressive man who has had entire charge of Victor distributors, wholesale and retail business, for several years, desires to locate with live concern. Best of references. Address "High Class," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Young man, 26, traveled in South America for talking machine concern, desires position. Speaks Portuguese, Spanish, Bohemian, German and English. Address "Box 342," care The Talking Machine World, 373 Fourth Ave., New York City.

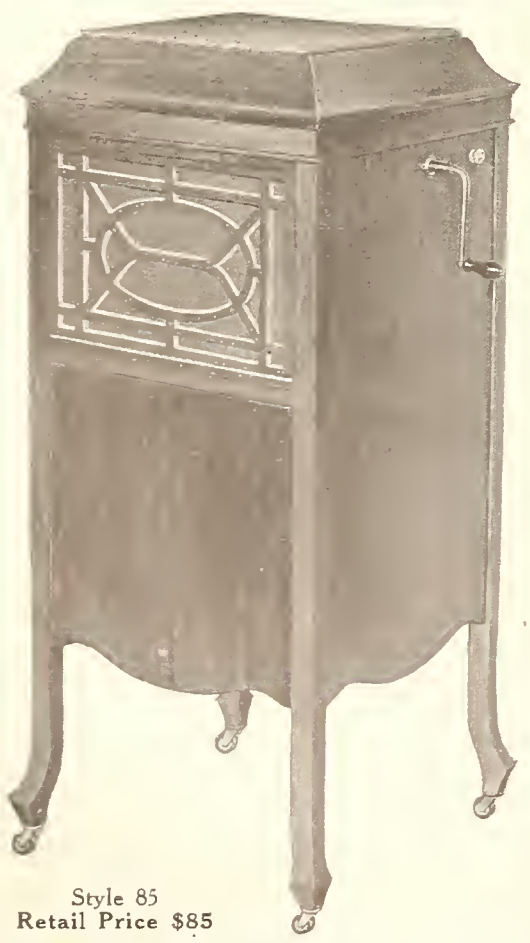
POSITION WANTED as manager of talking machine department. Five years with present employer but want to make change. Age 33, married. Best references. Thoroughly familiar with New York City and Chicago trade. Address "Box 349," care The Talking Machine World, 373 Fourth Ave., New York City.

FIRST-CLASS varnish foreman wishes position with phonograph company manufacturing a high-grade talking machine. "Box 351," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Salesmen to take as a side line on commission, two magnificent types of high-grade, low-priced talking machines, also the best automatic stop on the market, and which can be used for any disc machine. Also a unique sound box of superior tone quality.

Agents wanted throughout the country. Territory given to responsible dealers ordering quantity. Address Sonora Chime Co., 106-108 Reade St., New York.

Why This Line Has Made Good



Style 85
Retail Price $85

The *"National Bluebird"* machines are constructed with the one thought of *quality* first. The motor, tone-arm, sound-box and tone-modifier are the best on the market. The cabinets are distinctive, genuine mahogany and oak being used.

Dealers handling the *"National Bluebird"* line are guaranteed prompt shipments in any quantities. All models are equipped to play all makes of disc records without an extra attachment.

Retail from $50 to $200
Write for Open Territory

National Talking Machine Company, Inc., 118 East 28th St., New York

EXCELLENT VICTOR ADVERTISING

Double Page Spread in Last Week's Saturday Evening Post Attracted Much Attention

The Victor Talking Machine Co. carried in last week's Saturday Evening Post a striking two-page spread which is being used by Victor dealers to excellent advantage as a portion of their window displays. This advertisement was headed, "The greatest endorsement ever given any musical instrument," and the copy and illustrations featured some of the world famous artists who record exclusively for the Victor record library together with their opinions regarding the qualities of Victor records.

Among these artists were Caruso, Melba, Farrar, Sembrich, Gluck, Kreisler, Homer, Scotti, McCormack, and Schumann-Heinck.

"Columbia." A name that has meant more and more with every year that has gone by. And it has been some time since it began to stand for "most"—most in *tone,* most in *value,* most in *popularity.* And most in *profits,* too—don't forget!

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

URGES PASSAGE OF THE WEBB BILL

Measure, Which Has Been Passed by the House, Designed to Help Export Trade

Talking machine men all over the country have been greatly interested in the Webb bill, which was passed by the House recently, and is now before the Senate. This bill provides that American manufacturers may enter into trade combinations for the purpose of standardizing prices and facilitating the opening up of export fields. It is, in reality, an abrogation of the spirit of the Sherman Act, in so far as export trade is concerned. It is a measure which will prove of vast benefit to American manufacturers who seek a wider expansion in foreign fields. Realizing the importance of this bill and the benefit which it will bring to those manufacturers in the talking machine industry who are seeking to enlarge their export business, The Talking Machine World sent the following telegram to President Wilson last week:

"Hon. Woodrow Wilson, Washington, D. C.

"Of over 62,000 laws passed in the various States, more than 50,000 are designed to regulate business in some particular. To this legal restraint must be added the vigorous activities of the Federal Government, under the commerce clause of the Constitution, and yet the business men are the real foundation of the nation, and big business is the backbone of all business. Truly, when the foreign governments and the foreign corporations are working strategically together in combine, as they naturally will be after the world war, the American business men need something more than regulating laws of restraint—they need governmental co-operation, because they must attack world commerce shoulder to shoulder, and arm in arm, if they are to succeed in keeping American commerce prominent in foreign fields. The Webb bill is a really constructive measure, designed to promote American export trade, and we, as a trade journal representing the music industries of the United States, urge you to support the Webb bill. THE TALKING MACHINE WORLD."

In response to the above telegram, Secretary Tumulty, on behalf of President Wilson, wrote: "The Talking Machine World, New York City.

"Gentlemen: The President directs me to acknowledge the receipt of your telegram of August 18, and to say to you that he not only has this matter very much at heart, but has taken an active part in attempting to find the right solution for it. He feels confident that legislation of this sort can be accomplished, if not at this session of Congress, at any rate in time to meet the necessities of the case. Sincerely yours,

"J. H. TUMULTY, Secretary to the President."

The President's response to the telegram sent by this publication is not only a cheering indication that the ultimate enactment of the Webb bill into the Federal statutes is practically assured, but is also practical evidence of the influence which progressive trade papers of the day have upon the larger national questions.

CHICAGO TALKING MEN ORGANIZE

Meet and Form Tentative Association—Will Try to Interest Entire Trade

CHICAGO, ILL., September 12.—At a meeting held to-day in the Kuntz-Remmler restaurant, this city, plans were formed for the organization of the Chicago Talking Machine Association, and the following temporary officers were selected: Oscar J. Kloer, chairman; Thomas R. Johnson, secretary, and Walter Schaaf, treasurer.

A committee of five was appointed to call on the trade generally and ask them to attend a meeting to be called later, at which it is hoped a permanent organization will be formed. Those present other than those mentioned were Adam Schneider, J. B. Ryde, W. B. Roche, O. C. Searles, H. D. Orwig, C. H. Bartholomee, C. L. Davidson, Frank Hood, D. W. McKenzie, F. A. Ruger and Al Bruckner.

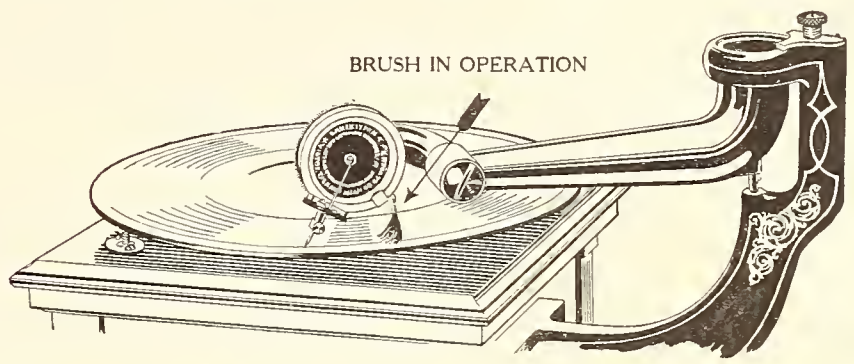
PRICE
Nickel Plated 25c.
Gold Plated 50c.

The Clearrite TRADE MARK RECORD BRUSH

Patented September 26 and October 2, 1906. September 10, 1907.

FOR
VICTOR
EXHIBITION SOUND BOX

BRUSH IN OPERATION



Preserves the Life of Disk Records

Automatically cleans the Record Grooves and gives the needle a clean track to run in. Insures a clear Reproduction and prevents Record getting scratchy. Makes the needle wear better. Dust and dirt in the Record grooves wear the Record out quickly and grind the Needle so it cuts the Record. SAVE THE LIFE OF YOUR RECORDS.

EVERY JOBBER and DEALER should handle these brushes.

Write for SAMPLE and DISCOUNT SHEET

Blackman TALKING MACHINE CO.
97 CHAMBERS ST. NEAR CHURCH ST NEW YORK
Victor Distributors

Pathé

Explore This New, Rich Mine of Music

Pathé European Disc Records

HEAR these remarkable records! Learn why the foremost critics here and abroad acclaim Pathé as the creator of a NEW era in phonographic reproduction.

Pathé Discs are played with a round polished *Ball Shaped Jewel*. This glides over the record smoothly, without ripping, tearing or wearing it. There is no changing of needles with the Pathé method, for the ball shaped jewel wears for years. As it minimizes wear, you can play Pathé Discs a thousand times or more without affecting the music on them!

The Pathé way of *recording* is also different. The "sound grooves" on Pathé Discs are wider than on records of the ordinary kind. The Pathé *Ball Shaped Jewel* comes in closer contact with all the tone vibrations on the Pathé Disc than is possible with records played in any other way. Thus more volume and absolute fidelity to the original are attained.

Hear Europe's Celebrated Artists As Well as America's

Many of these have never been heard in America. La Scala, Milan, that famous "Cradle of Opera"; Covent Garden, London—the Opera Companies of Berlin, Vienna, Paris, Petrograd—know these artists well.

Hear Bardi—Bassi—Burzio—Chenal—Magliulo—Merentie—Montesanto—Noté—Parvis—Scampini—Vaguet—and hundreds of other great artists who can be heard on Pathé Discs only.

A Musical Treat Awaits You

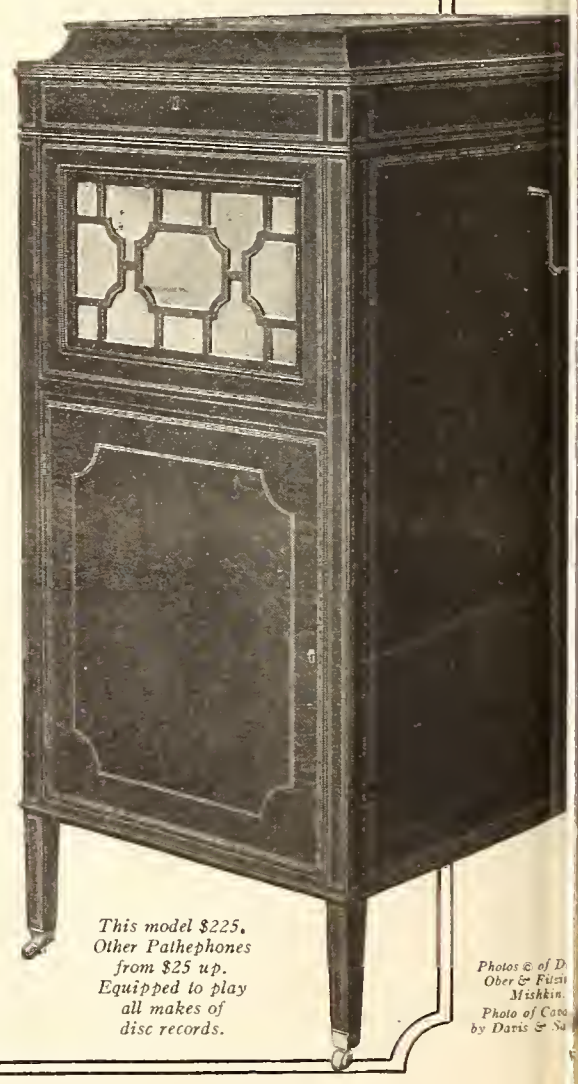
Muratore, acknowledged as the world's greatest lyric tenor; Giorgini, a wonderful voice; Anna Fitziu, the beautiful young American Prima Donna, who won such a sensational success at the Metropolitan Opera House; Didur, marvelous baritone, famous in the title rôle of Boris Godunoff; Thomas Eagan, singer of sweet Irish songs; Lina Cavalieri—Ancona—de Cisneros—Galvany—Journet—Ober—Titta Ruffo—Slezak—Urlus—Weil—are only a small part of the world's famous talent heard at its best from Pathé Discs.

Don't Buy "Half" a Phonograph

Get the Pathephone, which plays *ANY* make of disc record.

"Live" dealers are equipping different makes of phonographs to play Pathé Discs. But you must hear the Pathephone itself, the Pathé Discs played with the Pathé Jeweled Ball, and hear the sound issuing from the Pathé *All Wood "Violin"* Sound Chamber, for then you will become one of the thousands of Pathé enthusiasts.

Pathé Discs 65c to $4.00. Music on both sides, including records of the greatest operatic stars.



This model $225. Other Pathephones from $25 up. Equipped to play all makes of disc records.

Photos & of D Ober & Fitzi Mishkin. Photo of Cave by Davis & Sa

PATHÉ FRÈRES PHONOGRAPH COMPANY, NEW YORK

Pathé Frères Phonograph Company of Canada, Ltd., Toronto, Canada.

National Advertising Like This Helps Pathé Dealers

The Saturday Evening Post full page opposite, is a sample of Pathé advertising.

Note these four points of Pathé greatness:

(1) The Pathé method of Recording and Reproduction.
(2) Pathé Service.
(3) Pathé Artists.
(4) Pathé Advertising.

—the four big things Pathé Dealers can depend upon.

Pathé recordings are made in the great musical centers of the World—not only in New York, but where the best talent is available.

Pathé Recording Studios and Factories are located in Paris, London, Berlin, Vienna, Moscow, Milan and New York. This International repertoire gives the Pathé dealer a tremendous advantage.

Read the Ad on the opposite page. It contains some facts you should know. Write us for further information regarding Pathé Progress and our Dealer Proposition.

PATHÉ FRÈRES PHONOGRAPH COMPANY
29 West 38th Street **NEW YORK**

Pathé Frères Phonograph Co. of Canada, Ltd.
215 Victoria Street, TORONTO, CANADA

"Pathé for Prestige and Progress"

Pathé

O. P. KILBOURN ENTERS FIELD

Joins Traveling Staff of the New York Talking Machine Co.—Valuable Acquisition

O. P. Kilbourn, formerly assistant Pacific Coast manager of the Maxwell Motor Sales Co., with headquarters at San Francisco, has been appointed a member of the traveling staff of the New York Talking Machine Co., New York, exclusively wholesale Victor distributors. Mr.

O. P. Kilbourn

Kilbourn will give particular attention to the dealers in New York State and Pennsylvania, succeeding W. G. Porter, who is now a member of the sales department in New York.

Mr. Kilbourn was appointed to this position because of his sales ability, and the fact that he has worked in close harmony with the dealers in his previous post. In fact, a considerable portion of his activities with the Maxwell Motor Sales Co., consisted of missionary and co-operative work among the company' dealers.

Mr. Kilbourn was retained by the New York Talking Machine Co. a short while ago when he visited the Victor dealers in New York City and the metropolitan district, and offered them the company's assistance in forming definite plans whereby the dealers could secure interest payments on merchandise sold on the instalment plan. He liked this work so well and achieved such pleasing success that arrangements were made whereby he became a member of the company's sales staff.

Keen and aggressive, Mr. Kilbourn represents the ideal type of modern Victor wholesale man, who is willing at all times to co-operate in every way with the dealers in his territory.

ELECTRIC MOTOR PATENTS THORPE APPLIED FOR TALKING MACHINE

THORPE ELECTRIC MOTORS
FOR TALKING MACHINES (Operates on all currents)
WALTER THORPE, Manufacturer, 29 West 34th Street, NEW YORK CITY

TALKING MACHINE MEN, INC., MEET

Local Association, at Last Regular Meeting, Takes Up Many Interesting Questions—Endorse Music-in-the-Home Idea

The monthly meeting of The Talking Machine Men, Inc., was held on August 16 at Keen's Chop House, New York City, at which there were twenty members present and as guests of the association there were several representative of interests allied with the retail business.

President Hunt opened the meeting by introducing Ben Redler, representing the Electrical Phonograph Co., manufacturers of the Phonolamp, a handsome and elaborate electric lamp that has a talking machine in its base. The music from the records goes up the stem of the lamp and is spread about the room by the shade. The dealers discussed the Phonolamp at length and agreed that there should be a market for it.

Charles H. Townsend, representing the New York Evening Mail, was next introduced, and read a paper on "Reaching the Public," after which he introduced Henry W. Hart, editor of the musical page in the Mail.

Mr. Hart spoke of the absence of musical pages in daily papers in the past, but stated that he felt that the Mail's musical department, started not long ago, was already a success, and that they meant to do all in their power to inspire and encourage the general public to have good music in the home. He also said that the Mail intended to syndicate the music section to over a hundred papers throughout the country, thus stimulating interest in musical instruments.

The question of encouraging newspapers in carrying space devoted to music and musical instruments was then referred to the committee on advertising.

Letters addressed to Secretary Lazarus from the larger manufacturers of talking machines were then read showing how the manufacturers were doing all in their power to help the association in operations against the price cutter.

President Hunt, on addressing the meeting regarding making the association a national organization, said that dealers in several different localities were encouraging the association to continue their efforts in that direction.

A motion was made that all the members of the association be encouraged to write to the congressional candidates in their district asking them their views on the Stephens bill. A motion was also passed that the association have drafted a new set of by-laws, same to be presented at the next meeting for adoption.

After much discussion on the sending of records on approval, President Hunt said that while the association was against the practice of sending records on approval, it must be left to the individual dealers to decide on approvals and exchanges.

Advertising again came up for discussion and after much had been heard it was finally voted to refer several specified advertisements to the committee on advertisements to take whatever action was deemed necessary and to report at the next meeting the result of their work.

The meeting was brought to a close by informal talks among the members on general business conditions.

SELLING UNDER DIFFICULTIES

The accompanying photograph will give Columbia dealers in the East an accurate idea of some of the handicaps confronting their Western associates in their pursuit of their daily sales. This picture presents Mr. Johnson, head

How Johnson Supply Co. Sells

of the Johnson Supply Co., of Virginia, Minn., energetic and successful Columbia dealers. In the back of his automobile Mr. Johnson has hitched two wagons, and equipped this way he canvasses the country in the Iron Range, selling and making deliveries of machines on the spot. Mr. Johnson is doing a very successful business among the various nationalities working in the iron mines, many of whom do not speak English.

R. D. Wyckoff, treasurer and general manager of the Emerson Phonograph Co., in a chat with The World this week, stated that the company has a number of surprises in store for its trade this coming season. He stated that the company has signed up a number of good artists and is arranging to produce many novelties in the popular concert, vaudeville, musical comedy and operatic fields. New records in these various classes will be announced shortly.

The Widney Co., Chicago, manufacturers of and dealers in talking machine and piano supplies, have arranged to move to the large building at 320 South Jefferson street, that city.

A new corporation named Harry C. Grove, Inc., has taken over the retail business of the Columbia Graphophone Co., in Washington, D. C., the latter retiring from the retail field.

DEALERS

who wish to handle "The Highest Class Talking Machine in the World," and do a big profitable holiday business are urged to ***write at once*** to

C. W. SNOW & CO.
Syracuse, N. Y.
NEW YORK STATE DISTRIBUTOR

for the instrument which won the highest score for tone quality at the San Francisco Exposition.

Prompt, Careful, and Thoroughly Satisfactory Service

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

OUTING OF NEW YORK TALKING MACHINE CO. FORCES

More Than Sixty Employes of the House and Their Friends Spend Happy Day at Rye Beach—Married Men Display Their Superiority in Athletic Events

The superiority of the married man on the athletic field was conclusively demonstrated last Saturday at the annual outing of the New York Talking Machine Co., Victor distributor, which was held at Beach Hill Inn, Rye Beach, N. Y.

The Single Men's Team—The Winners

The total results of the afternoon games gave the victory to the married men by a score of fifty-two points to thirty-five, notwithstanding that the single men captured the ball game by a score of six to three.

This year's outing of the New York Talking Machine Co. was attended by more than sixty

Arthur D. Geissler and His Three Heirs

of the employes and their friends, and from the time that the two automobile buses left the company's offices until 11 o'clock in the evening when the return journey was made, every detail of the day's festivities was carried out to the entire satisfaction and enjoyment of all present. Credit for the outing's success should be given to W. L. Garber and H. Miller, who were in charge of the outing from its inception.

The party arrived at Beach Hill Inn about 1.30, and after lunch was served preparations were made for the annual baseball game between the company's benedicts and bachelors. This event has been keenly contested the past few years, and although the single men were victors last year, the members of the married men's nine promised to be amply revenged this year.

The teams lined up as follows: Married men: Davin, left field; A. D. Geissler, catcher; Damon, pitcher; Graham, shortstop; Craig, second base; Tolidino, center field; Morey, third base; Kelley and Burns, first base; John Connolly, right field. Single men's team: Miller, shortstop; Johnson, third base; Pyatt, center field; Moore, pitcher; Jerome Connolly, left field; Proceller, catcher; Owens, second base; Porter, first base; Taylor and Matthews, right field. The game was stubbornly contested from start to finish, but through timely batting the bachelors succeeded in putting over five runs in the first inning, and although the bene-

Four Star Athletes—Left to Right: Craig, Damon, Schoonmaker and Owens

dicts threatened to tie the score in many innings they fell short by three runs. Miller, Owens and Porter were the stars for the vic-

The Benedicts' Team

tors, while A. D. Geissler, Damon and Morey played brilliantly for the losing nine.

This year's series of athletic games produced an all-around star athlete in the person of S. B. Schoonmaker, who won four medals for his victories in the high jump, 100-yard dash, standing broad jump and hop, skip and jump. In fact, it was Mr. Schoonmaker's victories that gave the married men high score for the day's sports. Damon was the winner of the shotput, the ladies race was won by Miss Roskamp, and J. J. Davin repeated his last year's victory in the swimming contests. The relay race between two teams representing the married men, and the single men was won by the latter, whose team consisted of W. G. Porter, W. L. Garber, Morris Owens and John Connolly, A. D. Geissler, vice-president of the company, was active in all the afternoon's sports, finishing third in both the standing broad jump, and hop, skip and jump. Morris Owens, also accounted for himself very creditably, finishing second in the 100-yard dash, standing broad jump, and hop, skip and jump. Steve Matthews won the 50-yard dash with ease. Medals were awarded to all the winners.

After the close of the games the employes and their guests adjoined to the Inn, where dinner was served and dancing was the order of the day until 11 o'clock, when the two automobile buses conveyed the party to New York.

Among those present in addition to those mentioned above were: C. Bruno, of C. Bruno & Son, Inc.; M. M. Reinhard, L. L. Davis, E. H. Fontan, D. L. Silverman, O. P. Kilbourn, C. Boos, J. Tolendini, P. O'Brien, E. Flynn, T. Byrne, F. McGrath, I. Shadt, H. Godfrey, M. Gallo, Mrs. George Kelley, Mrs. Clifford, and the Misses Dunn, Haring, Hetherington, Bruns, Donovan, Menig, Eddinger, M. Platz, C. Platz and Weinbauer.

NEW BUILDING FOR EDISON RECORDS

West Orange, N. J., September 5.—Work was started last week on a new six-story fireproof building for Thomas A. Edison, Inc. The new structure will cost $50,000, and will be used for the purpose of storing talking machine records.

PHONOGRAPH LUBRICANT

Ilsley-Doubleday & Co., New York, well-known manufacturers of oils and lubricants, are now packing their phonograph lubricant in four-ounce cans for consumer use. This lubricant is being merchandised through the dealers under the name "Eureka Noiseless Talking Machine Lubricant," and from all indications will be a welcome addition to the dealer's stock of supplies. Ilsley-Doubleday & Co. have for a number of years manufactured phonograph lubricant which is being used by leading talking-machine manufacturers.

KANE INSTRUMENT STANDS

SUBSTANTIALLY CONSTRUCTED—ELEGANTLY FINISHED

Slide under top is a "third hand" for changing records.

The shelf is convenient for record files.

AN ORNAMENT IN ANY HOME

KANE STANDS SELL AS EASILY AS NEEDLES

No. 595

STANDS ARE ADAPTED FOR THE FOLLOWING MACHINES:

No. 594—13¼"x14¼". Victrola IV, Columbia Meteor and smaller.
No. 595—17"x17". Victrola VI, Columbia Eclipse, Jewel.
No. 596—20¼"x24½". Columbia Favorite, Edison A-80.
No. 597—17¼"x20⅞". Victrola VIII and IX.

Rubbed Finishes—Mahogany; Golden, Fumed and Weathered Oak

KANE BLIND AND SCREEN CO., KANE, PENNA.

Appealing
Waltzes
One Steps
Fox Trots
Song Hits

35 Cents Each
Three Records
For $1.00
Send for
New List

NEW AUTUMN RECORDS

The future of the Domino seven-inch, double disc, vertical cut record is assured. The public likes it. It is convenient to handle and carry, it is economical, it has great durability and fidelity of tone.

Are you keeping in step with this rapidly increasing demand for a thoroughly high-grade, popular priced record?

Actual comparison will quickly prove to you that the Domino, retailing at 35 cents or three for $1.00, is the leader in its field.

WHAT MACHINE DO YOU CARRY?

All phonographs having the universal tone-arm play Domino Records correctly. Domino Records can be played on the standard machines not having universal tone-arms with the aid of a simple adapter. This adapter can be instantly attached. After it is attached the Domino Record will give perfect results. A simple turn of the sound-box makes it possible to change from Domino to lateral-cut record or vice versa at once.

DEALER CO-OPERATION

The makers of Domino Records believe that the splendid growth of their business has been directly due to their liberal dealer policy. Novel Domino signs, placards, window material and local newspaper advertising copy have made a very definite and pleasing impression. We consider the merchants' problems as important as our own.

THE SITUATION

The immense number of new phonograph owners offers you a golden opportunity. But, arrangements for your Domino Record supply should be made at once. The Domino catalog, containing one hundred and twenty-six selections and including the new Fall records, is ready. It and the price-list will be sent you on application.

A few State agencies west of the Mississippi are still open and we invite correspondence from established distributors.

THE W. R. ANDERSON COMPANY
220 FIFTH AVENUE NEW YORK

E. R. JOHNSON DISCUSSES STANDARDIZATION OF PRICES

A Remarkably Able Analysis of Business Needs, Wherein it Is Shown That the Standardization of Prices in Any One Line Bearing the Maker's Name Is a Sound, Worthy Business Policy —Public Confidence in Business Is Essential to the Industrial Development of the Nation

Eldridge Reeves Johnson, president of the Victor Talking Machine Co., ranks as one of the leading men in the industrial world to-day, and has given considerable attention to questions of current interest. A recent article of Mr. Johnson's bearing the caption, "A Bad Name," has been issued as a supplement by "The Voice of the Victor," and it is of such exceeding interest to business men in all lines of industry that we take pleasure in reproducing it herewith:

The ill-chosen title, "Price Maintenance," has done the cause of "Fair Trading" a little more harm to date than the total of all effort has accomplished in the matter of educating the public to the fact that the standardization of prices in any one line of articles hearing the same maker's name, is a sound, honest, worthy business policy and not an insidious method of raising and maintaining prices unduly high. A far better title would be "The Standardization of Fair Prices."

From the "Code of Hammurabbi" * to the Sherman law, legislators have been trying to produce laws for the satisfactory regulation of trade, hut it is a hit discouraging when we learn that while there are over 50,000 such laws in active operation in the United States, with many more to come, we are no nearer success than was this old Babylonian king with his wonderful code of over 4,000 years ago.

It is an interesting fact that the oldest trade agreement, which authentic history records, was made in the reign of Hammurabbi between the patriarch Abram and his kinsman Lot. They found that their enterprises were interfering and they divided certain pasture lands between them, thus establishing the following co-operative agreement:

"And Abram said unto Lot, 'Let there be no strife, I pray thee, between me and thee and between my herdmen and thy herdmen for we be brethren. Is not the whole land before thee? Separate thyself, I pray thee, from me; if thou will take the left hand, then I will go to the right, or if thou depart to the right hand, then I will go to the left." Gen. xiii, 8-9.

Could anything have been more fair, sensible or practical? Can we afford to abandon this old policy of fair play? It is not recorded that Hammurabbi ohjected or that the price of mutton was put up, but Abram and Lot could have been called to account under some interpretations of the Sherman law.

No lasting peace in any industry is possible when co-operation is frowned upon as a conspiracy and manufacturers are compelled to fight it out along destructive lines. The ultimate winner (generally the one with the greatest resources), who in the fight reduces or eliminates competition, may eventually find himself charged with maintaining a monopoly.

The Sherman law was put upon the statute hooks a quarter of a century ago, just about the time the United States of America emerged from a purely agricultural country and entered upon its boundless industrial career. Mr. Roosevelt used the law as a curb to the monopolistic enterprises of a certain class of business men with unsound business ideas. It is evident that Mr. Roosevelt never thought the law perfect and, no douht, intended to secure intelligent amendments, but misdirected puhlic opinion took the matter out of his hands and general business has suffered confusion never dreamed of by Roosevelt or the framers of the Sherman law.

Matters are on the mend, but very slowly. Opposition to intelligent interpretation of the Sherman law is very great. Something like consternation prevailed among that clamorous class of people, who believe that nothing is too unreasonable or severe in dealing with the ever-increasing problems of business regulation, when the Supreme Court read into the Sherman law the word "reasonable."

Since the Standard Oil decision, this same class of misinformed people, dangerous, and not to be ignored, because of their number, have raged like hungry wolves deprived of their prey for laws that would overcome everything reasonable in the Sherman law. Every business enterprise, no matter how worthy or how well conducted, must face this unreasonable persecution, once it seeks to improve its business methods, hy departing from the methods of destructive competition of a thousand years ago.

The future of the greatest industrial development that the world in its long history has ever been in a position to achieve is being delayed and threatened with destruction, so far as the United States of America is concerned (Europe, however, is making no such mistake), by selfish, narrow conceptions of trade which have come to us as an inheritance from the Oriental originators of trade. These old, half-civilized ideas still hold a large portion of the public mind in bondage and are still advocated hy misinformed legislators.

The theory they preach is that each purchase must be made a desperately selfish bargain, and the opportunity of indulging in such bargains is looked upon as a sacred, personal right. The right to buy at the lowest figure that the most cunning mind can conspire with circumstances to ring from a fettered industry is still thought good business. Starve, if you must! This is all I will give! Your losses are none of my business! I am not my brother's keeper! Business is business! No sentiment in business, etc.!

The reactionary character of such policies becomes apparent on the slightest thought, but laws and decisions that are so framed as to deprive trade of all the benefits of co-operation, to strengthen the grip of price cutters and sweating practices, that have the effect of increasing the cost of production and forcing down the compensation to both labor and capital, are still urged by a misguided but powerful class of legislators, both national and State. Of course, the real trouble is the lack of public understanding and support in fair trading, and this difficulty can only yield to constant effort in the matter of analyzing and explaining the truth to the public.

Every business man should study John Stuart Mill or Adam Smith and subscribe to several responsible publications which are devoted to Business and Finance, Social and Political Economy, in addition to the regular magazines and newspapers. Business men, as a rule, neglect all educational reading on the subjects of Business and Political Economy.

A membership in the United States Chamber of Commerce will also be useful in the matter of keeping well informed on what Congress is doing. The weekly bulletins furnished to members contain just the kind of condensed information a busy man needs, and it is reliable.

Industry and thrift are in grave danger in the United States of America. Write a short article for a trade paper once in a while on the benefits of the standardization of prices, fair trading, business regulation, taxes, etc. Every honest and intelligent article helps quite a little. The present social and industrial problems can all be worked out with fairness to all.

Scientific treatises can do little good; the general public is still in its A, B, C's. Of course, many understand the meaning of price maintenance, but many still believe that the policy of price maintenance or standardization of prices is a subtle conspiracy to force them to pay the highest possible price for articles sold under such a system. It would seem that the present prices of general commodities would prove the absurdity of such opinions and it would also seem that the present time is the time above all others to point out to the public that, while this is a period of the highest prices ever known, especially in the standard lines of necessities, the articles marketed under so-called price maintenance systems, which are seldom necessities, can still be largely obtained at the regular advertised prices of the last ten years.

It is also evident that in the few cases where prices have been raised on articles that are sold under a system of price maintenance, the increase has been forced by an increase in prices of raw materials that are not sold under the so-called price maintenance policies; in other words, in the lines of goods where the standardization of prices has been achieved, the prices have not risen, but in many other lines that are not regulated by this policy prices have risen to the highest point ever known. Lahor, lumber, iron, brass, copper, leather, shellac, have all increased tremendously, but talking machines, automobiles, watches cameras, etc., are marketed for the same or lower prices.

It did not seem possible two years ago that all these increasing costs could be absorbed in economies, and it has been accomplished largely by increasing turnovers and by improved machinery for manufacturing. This shows how hard concerns who advertise and maintain a standard retail price will fight the dreaded necessity of raising prices. Their regular price is a part of their good will and a change courts disaster unless the change is downward. The effort has been exhaustingly expensive, however, and the future, if it returns a reduced volume of trade, will present a new set of problems harder still to meet. This is proof that the standardization and consistent advertising of prices makes steady and reasonable prices, and that unregulated prices permit violent fluctuations, either too high or too low, with accompanying public inconvenience and industrial losses.

The proper retail prices should be ascertained and fixed at a certain proportion to the cost of production, and no one hut the manufacturer is in a position to ascertain these costs. When prices are too high, the public suffers, but the prosperous public do most of the complaining. When prices are too low, many more suffer, and the poor suffer most because of the curses of lack of employment; namely, hunger, cold, disease and crime.

Fair and remunerative prices must necessarily accompany any lasting prosperity. Prosperity based on high prices is always of short duration. The world will be much better off when some system of co-operative trade agreements becomes the universal practice, as certainly it must sooner or later. The farmer would need no special credit legislation if he were insured a paying price for his product.

Railroads rates are protected and standardized by law. Telegraph and telephone companies are protected in their charges by the circumstances of their organization, as are many other lines of business, such as systems for the distribution of product through sole agents or branches under a common control—mail-order houses, chain stores, leasing contracts, etc. But the greater portion of business has no protection against the worst form of price-cutting. This is unfair; all should have an equal chance to make a fair profit. A farm that does not pay is a public nuisance. A business that does not pay is a danger to public interests.

The automobile business is the best line in which to study modern business tendencies. Because of its unusual rapid development and its youthfulness, it is bound down by no customs or traditions; it has burst forth in less than half a generation from an atom to a giant in the full vigor of youth.

On account of the circumstances of trade, the automobile manufacturers can always control the retail prices of their individual product, but the prices of automobiles, which were very high indeed at first, have not been maintained high, although they have been maintained to a standard fixed by each maker independently.

No reasonable complaint can be made either in the price of automobiles, the wages paid or working conditions in automobile factories. The public gets the automobile that it is willing or able to pay for. Some are high priced and some are astonishingly low priced. Most of them are worth all that is charged and are astonishingly efficient.

The fact is that the general condition of the automobile business from the standpoint of public worthiness is decidedly better as a whole than any other line, and this fact would seem to be an unanswerable argument against the theory that a price which is maintained to a standard fixed by the manufacturer has the effect of maintaining prices unduly high.

The wonderful Ford enterprise pays the highest wages and sells its cars for the lowest prices, but this would he impossible were the company not able to maintain a standard price among its distributing agencies. If the Ford Company could not control its agents, there would soon be developed an internal price war that would most certainly destroy the efficiency of the organization and the economy of production.

The matter of trade regulation in general is a real problem; in its present form it is new in some particulars, and a satisfactory solution is a much more urgent necessity than ever before.

It would seem that we now have sufficient experience to enable us to devise an entirely new set of laws that would take the place of the more than 50,000 Federal and State laws which are causing so much confusion to the business world by their use as a hasis for intolerable persecution. Certainly such an undertaking is worthy of a special commission composed of the greatest thinkers and practical business minds of the world.

It is doubtful, however, if even such an organization could compile a perfectly practical code of laws. Absolute satisfaction can never be accomplished by any set of fixed laws because of the rapidly changing conditions, but certainly a 99 per cent. improvement could be accomplished, and, if such laws were enacted, the enforcement of the same could be intrusted to the Federal Trade Commission or some modification of that organization. The effect of

(Continued on page 62b)

* Khammurabbi-Hammurabhi, the Amraphel of the Old Testament.

"Felt Lined" Khaki Talking Machine Covers

Heavily padded with felt.
We make them up special any size desired.

To insure perfect delivery use the L & H Khaki Cover, Price

$5.00

Note—Talking Machine Jobbers write for our SPECIAL OFFER

LYON & HEALY, Chicago, Ill.

THE STANDARDIZATION OF PRICES

(*Continued from page 62a*)

such a policy would in a few years give fairly satisfactory results—a condition that business is now sorely in need of.

It has been charged that intensified advertising of fixed prices can fool the public into paying more for an article than it is worth; but a firm investing large sums in advertising soon finds that it is creating a demand for its competitors to supply if its prices are not fixed in a reasonable proportion to the cost of production. Very few business men try to fool the public nowadays. Misrepresentation in advertising is a weak, foolisb policy and always brings disaster. Every honest enterprise can be tremendously developed and economized by advertising which increases the turnover at less cost tban by any other method. Many worthy enterprises fail from lack of advertising.

It would seem that a Federal incorporation law for all corporations doing an interstate business, compelling a standard method of estimating costs, keeping accounts and making reports, would simplify the problem of business regulation and gradually establish public confidence in business.

With public confidence in business and business methods once restored, the future industrial development in the United States would be assured and many of the grievous burdens and miseries now eating into the vitality of the nation would be eliminated.

BOLTON BACK FROM UP-STATE TRIP

Reports Very Satisfactory Conditions in That Territory

R. F. Bolton, district manager of the Columbia Graphophone Co., New York, returned late last week from a trip through New York State upon which he visited the Company's wholesale managers in that section, and quite a number of Columbia dealers. He states that the business situation in this territory is unusually gratifying, and that he never found conditions in better shape on any previous trip. Columbia dealers closed a remarkably active summer trade, and are now preparing for a record breaking fall season.

Extensive improvements are being made at the Pasadena Music House, Pasadena, Cal. The interior and exterior are both being remodeled, one of the improvements being a new display room for Victor Victrolas.

NEW LINE OF FILING CABINETS

Globe-Wernicke Co. Places on the Market the "Brown Disc Record Library," Which Has Many Advantages—Protects the Records

CINCINNATI, O., September 8.—The Globe-Wernicke Co., the leading manufacturer of sectional bookcases, filing cabinets, etc., of this city, has just placed on the market a line of new cabinets which are designated as "Brown Disc Record Cabinets." These cabinets were invented by Henry C. Brown, and will be manufactured and marketed exclusively by the Globe-Wernicke Co.

Brown disc record cabinets were designed to harmonize with the various types of Victor table machines such as Victrolas Nos. 4, 6, 8 and 9. The cabinets embody a number of distinctive features which have been generally praised by these Victor jobbers and dealers who have received samples.

In the Brown disc record cabinet the records lie flat absolutely preventing any possibility of warping. They are placed in a vertical position so that they are easily accessible at all times. Each drawer in the Brown disc record cabinet has a capacity of twenty-five records, and is adjustable to either 10-inch or 12-inch record. When the drawer is closed every record lies flat, with pressure of spring on top of stack. When the drawer is extended every record is vertical. The drawers and sliding tracks are steel, and the fronts of the drawers and the outside of the cabinets are mahogany or oak.

TO MAKE ONLY HORNLESS MACHINES

Flemish-Lynn Phonograph Co. to Discontinue Horn Types—Three New Models Ready

The Flemish-Lynn Phonograph Co., Brooklyn, N. Y., announce that they will discontinue the manufacture of phonographs with horn attachments, and in future will concentrate exclusively on hornless machines, ranging in price from $5 to $50. Three styles of these new machines will be ready for delivery shortly.

The large Flemish-Lynn plant at 269 Thirty-seventh street, Brooklyn, has recently undergone a number of important changes and improvements, and a larger space has been acquired in the same building by the company. Every part of the Flemish-Lynn machines are manufactured on the premises with the exception of the cabinets, which are manufactured at the cabinet works controlled by the company at Mexico, N. Y. Negotiations for another cabinet plant are now being carried on. The Brooklyn factory has on hand at the present time enough raw material to make approximately 300,000 machines. This machine was acquired some time ago at a favorable price, before the cost of raw material advanced.

M. B. Baer, president, and H. S. Rochelle, treasurer, of the Flemish-Lynn Co., are now preparing an elaborate sales campaign with the object of introducing and marketing the three new styles of hornless machines.

Mellowtone III

SIZE 17 x 19 x 12½ INCHES

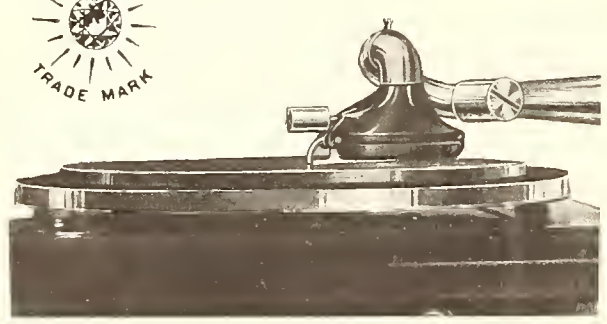
Plays ***four*** ten-inch records at one winding. Plays ***all*** makes of disc records. Handsome in finish and appearance. Beautiful toned.

List Price $15.00

Maximum price to dealers $10.00.
Discounts on application.

The Melophone
TALKING MACHINE COMPANY, INC.,
376-378-380 LAFAYETTE STREET
CITY OF NEW YORK, N.Y.

SUPERSONUS TRADE MARK



Showing Sound-Box in Position for Playing

"Supersonus"

The wonderful new Reproducer fitted with Guaranteed Genuine Diamond Playing Point.

Now Ready for Distribution

Reproduces the famous Edison Diamond Disc Record on the Victor, Columbia and other standard makes of Talking Machines *with results heretofore unequalled, YOU TO BE THE JUDGE.*

"The most wonderful results I have ever heard," is the statement made by people who know.

The "SUPERSONUS" is high-grade in every respect and is not intended to compete with any similar attachment now on the market.

The Progressive Dealer realizes the increasing demand for an attachment that will play the Edison Diamond Disc Records on the Victor, Columbia and other Machines. Here is an instrument that will do it perfectly.

Be Convinced: fill out and mail to us the attached coupon at once.

The Waterbury Instrument Co.
P. O. Box No. 573
Waterbury, Conn.

The Waterbury Instrument Co.
P. O. Box No. 573, Waterbury, Conn.

Gentlemen:
Kindly send on five (5) days' trial one "SUPERSONUS" Reproducer to be used on

_____
(state the kind of machine)

Yours very truly,

Firm Name _____

Individual Name _____

Address _____

_____

ANOTHER MODEL OF OUR 32 STYLES

Retail $35

Oak or Mahogany. Size, 20¼ in. Wide. 20½ in. Deep. 44 in. High. Double spring motor, 12-inch turntable, reversible tone arm, playing all records.

Write for our new eighty-two page catalog

The only one of its kind in America. It contains every essential part of a talking machine. It has over five hundred illustrations of parts and thirty-two different styles of phonographs.

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

MOTORS

Our Experience Guarantees
A Perfect Product

Kirkman Engineering Corporation
237 Lafayette Street, New York

Successors to the STANDARD GRAMAPHONE APPLIANCE CO.

LOUIS MANN NOW MAKING RECORDS

For the Emerson Co.—Mr. Mann Is a Well Known Theatrical Favorite

The Emerson Phonograph Co., New York, announced this week that arrangements had been consummated whereby Louis Mann, the

Louis Mann Making Records

well-known actor, will record exclusively for the Emerson disc record library. Mr. Mann visited the Emerson recording laboratories this week, and his first records will be issued in the very near future.

Louis Mann is one of the most popular actors of the present day, and enjoys a country-wide reputation that has placed him in the front ranks of theatrical favorites. He has been particularly successful in roles requiring the use of dialect, and his Emerson records will include a number of sketches and humorous stories written especially for Mr. Mann in dialect form.

ATTRACTIVE WINDOW HANGER

The Pathé Frères Phonograph Co., New York, has just sent out to its dealers a very attractive window hanger featuring the new Pathé disc record of the selection "Listen to This." This window hanger is very artistically colored and should attract considerable attention if properly displayed.

ANDS KOCH
Manufacturer
KOCH-O-PHONE
Phonographs, Parts, Tone Arms, Sound Boxes, Records, etc.
Write for samples and prices
296 Broadway, New York

FEATURING HAWAIIAN RECORDS

Window Hangers and Catalog of Hawaiian Records Issued by the Victor Co.

A very handsome window hanger and special catalog of Hawaiian records has just been issued by the Victor Talking Machine Co. This literature reaches the trade at a time when it is most desirable for the fall season.

The window hanger presents a remarkably artistic design pertinent to the class of records listed, and the advance catalog of Victor Hawaiian records contains a comprehensive list of every class of Hawaiian music which has become popular during the past year. This Victor library of Hawaiian records has met with a phenomenal sale throughout the country, and there is no doubt but that this special advertising matter will act as a powerful stimulant to these record sales.

In a letter sent out with this literature the Victor Co. said in part: "More money is being made with Hawaiian records than was ever thought possible when this bewitching music was first introduced. Everybody likes this simple melodious music, and the more they hear of it the better they like it. This happens only when some form of music makes its own direct appeal—supplies a natural need that is felt by everybody.

"The demand already exists, it has been growing steadily ever since the first wistful ukulele brought the music of Hawaii to the United States."

APPOINTED GENERAL MANAGER

L. S. McCormick Promoted From Sales to General Manager of Growing Retail Business of Sonora Phonograph Corporation

L. S. McCormick, formerly sales manager of the Sonora Phonograph Corporation, New York, has been appointed general manager of the company's retail business. At the present time, this comprises three stores in New York and one which will open in Philadelphia in October. The last named is a very imposing building of four stories, situated at 1311 Walnut street, and will be devoted entirely to the retail Sonora business. In addition to the stores already mentioned the Sonora Phonograph Corporation has in contemplation the establishment of its own retail warerooms in other cities of like nature.

L. S. McCormick

Mr. McCormick is eminently fitted to occupy the important position he now assumes, as he has had a number of years experience in both the wholesale and retail talking machine business. He is thoroughly familiar with every phase of high grade phonograph merchandising, and will doubtless be very successful in the post of general manager of the Sonora retail business.

Sound Reproduction Co., Inc., announces the

Maestrola

A High Class Talking Machine with Improved Motor. Unique in Every Detail

Now Ready for Delivery

This Company will be pleased to demonstrate the *Maestrola* on request

Retail Price, $10

MAESTROLA Quantity Prices and Terms, and Quotations on Phonograph Motors and Parts upon application. Order NOW for your holiday trade. The large volume of orders on hand and present condition of metal market make this advisable.

SOUND REPRODUCTION CO., Inc., 56 Liberty Street, NEW YORK
Telephone, 6925 Cortlandt

Our Ever Widening Circle
OF
"Helps To Dealers"

They're Winners – Are You Using Them?
Three More Just Added - You Will Want Them
Beautifull Victrola Price Cards
A Handy Record Easel For Window Displays
Our Animated Film Service

CHICAGO TALKING MACHINE COMPANY
WHOLESALE ONLY
12 NO. MICHIGAN AVENUE - - - CHICAGO

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager
HENRY S. KINGWILL, Associate

World Office
Consumers' Bldg., 220 South State St., Chicago
Telephone: Wabash 5774

CHICAGO, ILL., September 11.—August was a month of unusual strain so far as the jobbers were concerned. Added to the already insistent demand for goods in preparation for the fall trade in anticipation of a general shortage, the pressure was tremendously increased the latter part of the month on account of the fear of a railroad strike. The fact that this terror has been averted removes in the minds of the trade the last possible impediment for an enormous season's business, and the only cloud on the horizon is another scarcity of goods, which it is expected will be almost equal to that of last fall, notwithstanding the greatly increased output of the factories. Jobbers are almost wishing that there would be something of a let up in trade as no matter how great the increase in the shipping capacity of the factories the demand gains in a far greater ratio.

The jobbers are in an exceptionally good position so far as record stocks are concerned. It is fortunate that this is so, as the past summer has unquestionably witnessed the largest record business in the history of the West. The many new machines on the market have certainly made no appreciable impression on the regular established concerns. At least, the latter are as far from meeting the supply as in recent years. On the other hand, it has evidently proved an absolute advantage so far as the record business is concerned, as a sufficient number of the new machines have been sold to make their owners a very important factor in the record market.

Local retailers both in the loop and the outlying districts of the city report that August was a most satisfactory month, showing an increase ranging from 15 per cent. to 25 per cent. over the corresponding month of last year, and it will be greatly exceeded by September if the sales continue at the present pace.

Kimball Phonograph on the Market

The first of the new Kimball phonographs to be placed upon the market are now being shown in the retail department of the local store of the W. W. Kimball Co. While the Kimball factory is busily engaged in increasing the output of this new branch of the firm's industries it is quite probable that the company's own dealers will take the entire output of Kimball phonographs for some months to come.

The new machine contains some very distinctive features, the tone arm and amplifier being particularly novel in construction. The latter, to borrow an expression from the automobile trade, might be termed as "free-floating," and as far as operation goes are in one piece. The whole pivots or balances on a horizontal center that is equivalent to the center of the sound amplifying horn. A counterbalance is provided for also. The machine will play either the hill-and-dale or lateral cut records by changing the position of the soundbox and needle. The first models of the lines to be displayed on the floor measure forty-seven inches in height, twenty-two inches in width and twenty-five and one-half inches in depth. Nine albums provide space for 108 records. It is finished in some fine selections of mahogany and oak.

Some New Empire Literature

The Empire Talking Machine Co., 425 South Wabash avenue, this city, is issuing some fine new literature which tells the Empire story not only from the dealer's standpoint, but also for the benefit of the retail buyer. This includes, for the dealer, specially written copy, lay-outs and cuts for newspaper advertising. There is also a new booklet entitled "Dorothy Decides," which tells of a young girl who induces her family to buy an Empire talking machine and why her arguments won. There is also some new motion picture slides and colored window signs.

A. F. Simes a Visitor

A. F. Simes, sales manager of the Victor Electrical Equipment Co., of Boston, Mass., makers of the Veeco Electric Drive, for talking machines, was a visitor to Chicago the latter part of August. Mr. Simes stopped at a number of cities on his way West, and at every point found cordial reception for the Veeco electric motors. While in town the Boston "motor-man" had added several new accounts to his list—some of the orders being for large quantities of motors.

"We find the idea of electric drive is gathering converts every day, and there is no reason why this should not be the case," said Mr. Simes. "The development of modern electricity has carried the small motor far past the experimental stage and the old complaints of trouble now amount to almost nil. This is an electric age we live in, and there is no reason why the electric motor for talking machines should not be universally used within the next few years."

Meagher Enters Retail Buisness

Joseph E. Meagher, Wisconsin representative of the talking machine department of Lyon & Healy, is now a member of the Forbes-Meagher Music Co., which has just bought out the piano and talking machine store of W. H. Aton at Madison, Wis. Mr. Forbes has been manager of the store for Mr. Aton since its inception. They will handle Victor goods exclusively. Mr. Meagher will continue to cover Wisconsin as in the past, leaving the active management of the business at Madison in Mr. Forbes's hands, at least for the present.

W. H. Aton is still a very active factor in the trade, as he will continue his prosperous piano and talking machine business at Baraboo, Wis., which was in existence many years before he opened the branch at Madison a few years ago.

Enlarges Talking Machine Department

E. A. Sayre, a leading druggist of Elkin, Ill., who has handled talking machines on quite a large scale for some years past, has leased another store adjoining his present premises on Grove street. The new quarters will be devoted entirely to his Victor business, and will be attractively fitted up for the purpose.

Occupies New Store

The West Music Co., piano and talking machine dealers of Joliet, Ill., have just moved into their new store in that city. It gives them much larger space and is admirably fitted up. Their Victor business has made a most remarkable increase since the present management took hold.

New Records by the Imperial Quartet

The Imperial Quartet, of this city, leaves today for the Victor laboratory at Camden to make some more records. This will be hailed with joy by the Western dealers who have found the former efforts of this quartet to be unusually good sellers.

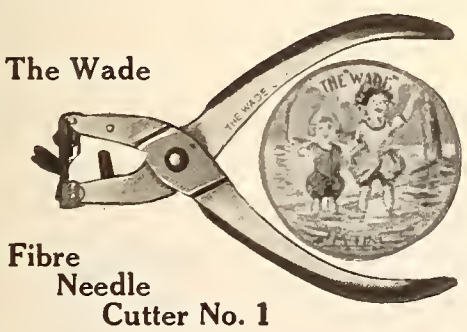
Augurs for Freight Concession

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, leaves today for the factory at Camden. He is accom-

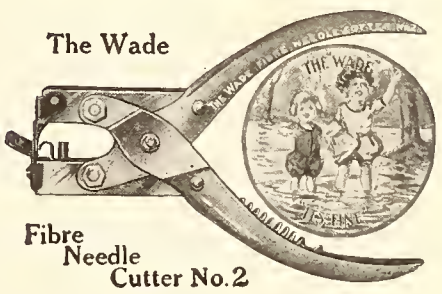
(*Continued on page 67*)

A Few Facts About the

Wade Fibre Needle Cutter



The Wade Fibre Needle Cutter is used in more homes in America than any other needle cutter ever made.

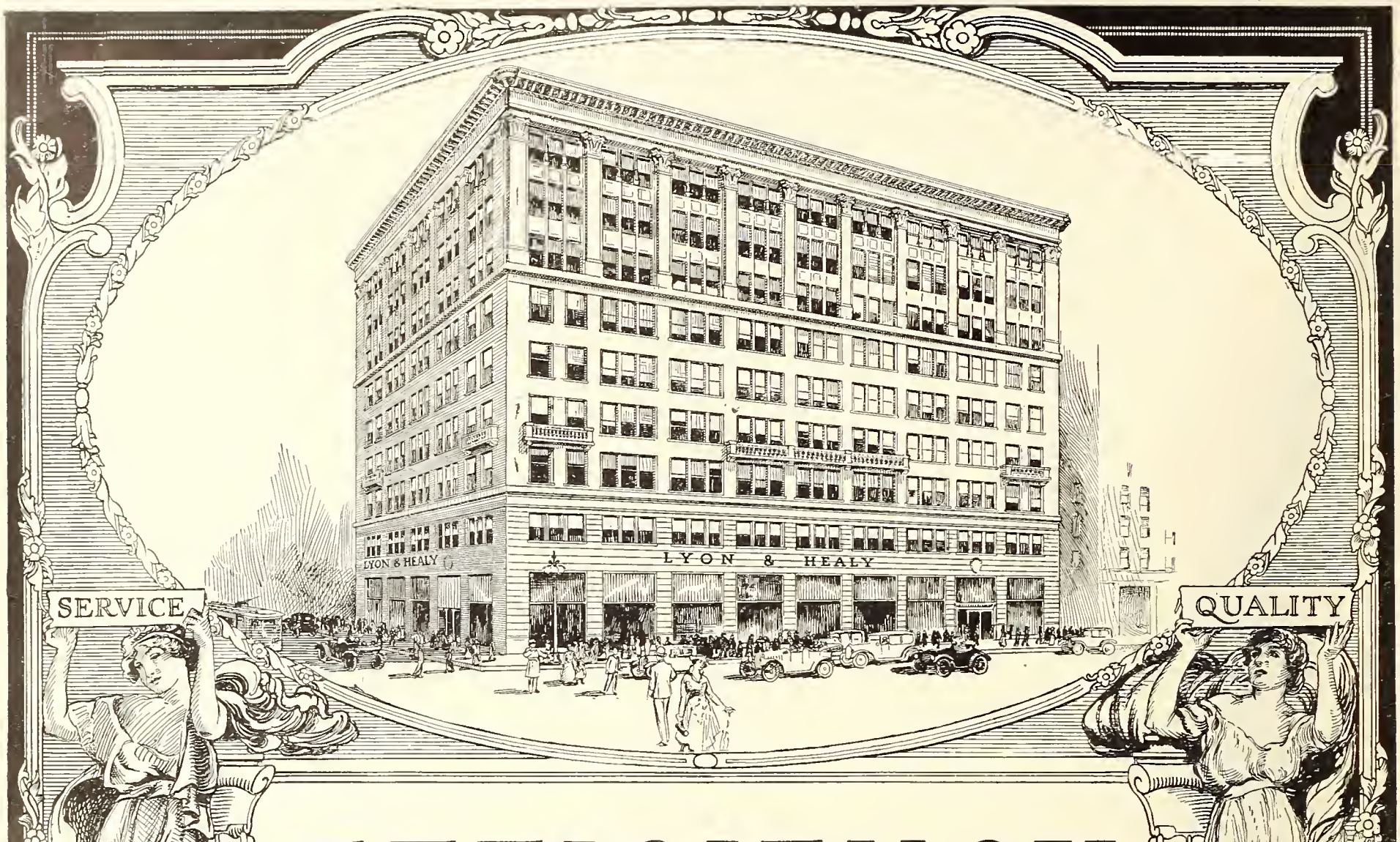


HERE ARE THE REASONS WHY

Because it is the biggest value in fibre needle cutters and is backed by the strongest guarantee.
It is made of the finest Swedish tool steel by expert mechanics.
There are no weak points in the Wade Fibre Needle Cutter.

MADE STRONGEST—WEARS LONGEST

WADE & WADE 3807 Lake Park Avenue CHICAGO, ILL.



EFFICIENCY
FOR YOUR STORE

We are pleased to announce a new idea in the talking machine business. It is the organization of an Efficiency Department for the benefit of the dealer.

Here you will find experts on every phase of the Victrola and Victor Record business. You may consult them and get the benefit of their advice, free.

The experience we have gained while building up the foremost Victrola and Victor Record business in the world will prove valuable to you.

Efficiency men, graduates of our organization, cover the greater part of the U. S. They study local conditions and suggest remedies. They keep track of developments and visit many localities every thirty days. We will be pleased to advise you if your section is covered.

Advertising suggestions and ideas will be given gladly on request, by authorities who have been associated with the talking machine business since its beginning.

If you want Efficiency methods and big business building ideas to promote your sales, write today

LYON & HEALY

Victrola Distributors

CHICAGO

panied by C. R. Fuller, the treasurer of the concern. From Camden they will go to New York, where, on Tuesday next, Mr. Wiswell, in his capacity as chairman of the traffic committee of the National Talking Machine Jobbers' Association, will appear before the official classification committee and present arguments for reduction of the minimum weights on carloads of talking machines, records, parts and accessories from 24,000 to 16,000 pounds. This is a very vital matter to the talking machine trade, as talking machines are so bulky that it is impossible to load them to the required weight in a single car. It is not always possible to supply the deficiency with records, parts and accessories, consequently the jobbers continually find themselves paying freight on from six to eight thousand pounds more than are actually shipped. The same minimum exists in Southern and Western classification territory, and there is little doubt that if the concession is made by the official classification committee, whose jurisdiction covers the territory east of the Mississippi and north of the Ohio, the new rule will ultimately become country wide. The reduced minimum will also make for quicker shipments as carload business is handled by the roads with greater dispatch than L. C. L. shipments.

A Remarkable August

H. A. Yerkes, division superintendent of the Columbia Graphophone Co., says that the reports from the different jobbing centers in the extensive territory under his jurisdiction were of the most encouraging nature. The Chicago office made a remarkably good showing, and Minnesota, Kansas City, Dallas and several of the extreme Western centers reported a 100 per cent. increase.

Mr. Yerkes was enthusiastic over the announcement just made by the Columbia Graphophone Co., that they had secured on an exclusive contract the tenor Lazarro, who is the possesser, he declares, of a voice unrivaled in the operatic world. He has already made four records which will appear in the November supplement, although they will be on sale early in October. A very extensive advertising campaign will be pursued by the Columbia Co. in familiarizing the American public with the phenomenal qualities of Lazarro's voice, which are thoroughly recognized in other countries, although he has yet to make his first appearance in America.

New T. M. Service Features

At the Chicago Talking Machine Co.'s offices all the vacationers have returned from their vacationings and have gotten down to energetic work on the fall campaign.

The talking machine dealers' service will more than maintain its traditional excellence this fall, and the new special service room referred to in last month's World will soon be ready for inspection. Then all the various devices and fixtures planned with the purpose of furthering the interest of the dealer will be on display.

The company is now sending out literature on two new features of their window display service. One is a series of artistically designed price cards, one for each Victor model. There is also a simple and inexpensive record display easel. It is finished in black enamel, folds compactly, when not in use and can be used for either twelve or ten-inch records.

A. D. Geissler spent several days in Chicago last week and expressed himself as highly pleased with business both in the West and East.

Make Record Records

Lyon & Healy are having the biggest Victor record business in the history of the house, and recent experiences show that they anticipated and fully prepared for it. They recently received from a far Western dealer an order for 1,738 records of 588 different numbers. It was filled with a shortage of only thirteen records of five numbers.

Department H is putting greater stress than ever on their efficiency department this fall and are prepared to send men to aid dealers in systematizing their stock and improving their service.

They have developed efficient forms for charging goods, keeping track of records on approval, etc., and are always prepared to furnish helpful suggestions on window displays and on advertising. They are just sending to their dealers a new sure record order book. Among other features it dispenses with the bother of envelopes. The dealer simply makes out his order, tears it out, folds it, stamps and mails it.

"Electric Victrola Month"

Lyon & Healy are featuring electric Victrolas by means of large space in the dailies announcing "Electric Victrola Month," and by some particularly forceful window displays. Their first announcement appeared in the Herald Tuesday of this week, and three motor driven Victrolas were sold as a result of that single ad.

Noon recitals were given in connection with the regular Victor concerts by Marconi Bros., the famous accordion trio, who are now producing records for the Victor Co. in conjunction with Pietro Deiro. This feature was announced in the dailies and the recital hall was not able to accommodate the crowds who responded.

Edison Exploitation

C. E. Goodwin, manager of the Phonograph Co., announces that Miss Marie Kaiser will give a series of tone tests in conjunction with the reproduction of her records in the Chicago Edison zone, beginning October 16, and ending November 5.

August proved the biggest month in the history of the company in point of shipments of Edison disc phonographs.

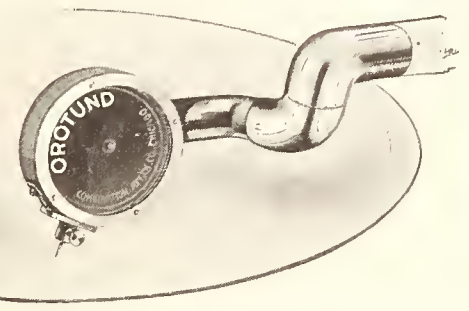
Increase Local Playerphone Plant

The local shipping warerooms of the Playerphone Talking Machine Co., at 21-23 South Wabash avenue, have been increased by the addition of another floor, making the total space available for local shipping facilities 16,000 square feet. The move was necessitated by the rapidly growing business of the concern and the big fall business that is now assured. The two big plants where the Playerphone talking machines are made are also working at top speed in anticipation of a busy autumn.

A unique record is being set by the Playerphone Co. in its distributing department, for it now has eight jobbers each of which is rated at from a half to a million dollars.

"The last word" in re-creation of music. Produced by the

"Orotund" Sound-Box



Dealers should handle the "Orotund" outfits to make their machines universal in playing all records.
Sample price to dealers $3.50, cash with order.
Please mention make of machine when ordering.

COMBINATION ATTACHMENT CO.
524 Republic Bldg. CHICAGO, ILL.

Balance Cover Co. in New Plant

J. L. Abbott, of the Chicago Hinged Cover Support & Balance Co., has announced the opening of the company's new factory at 2242-2246 West Sixty-ninth street, where ample machinery has been installed which will considerably increase the output.

F. E. Levanseler, president, and A. E. Trexler, superintendent of the plant, are now making arrangements for the installation of a large nickel-plating plant. When that is accomplished every part of the hinged cover support and balance will be made in the company's own factory.

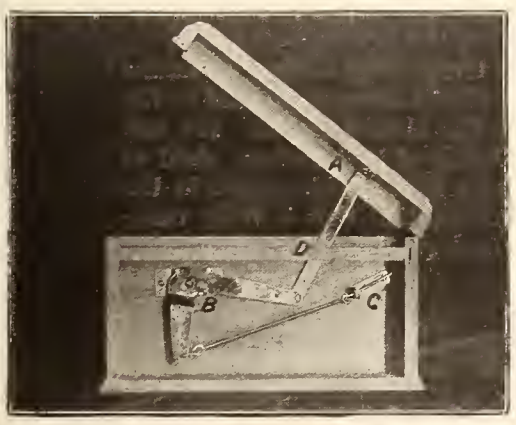
Six Best Sellers

The six best sellers in Victor records this month were, "Tales of Hoffmann-Barcarolle," McCormack-Kreisler; "Hallelujah Chorus" and "Funeral March"; "Pussyfoot March" and "Bull Frog Blues"; "Have a Heart" and "Welcome Honey to Your Old Plantation Home"; "You're a Dangerous Girl" and "I'm Going Way Back Home and Have a Wonderful Time"; and "Pretty Baby" and "When You Drop Off at Cairo, Illinois."

The Columbia best sellers included. "You're a Dangerous Girl," and "On the Old Dominion Line"; "Hill and Dale," and "Daly's Recl"; "If

(*Continued on page 69*)

A Great Feature and a Talking Point



The Cover Without a Catch
The Cover That Needs No Catch.

That is Unequalled for Sales-Effectiveness is the

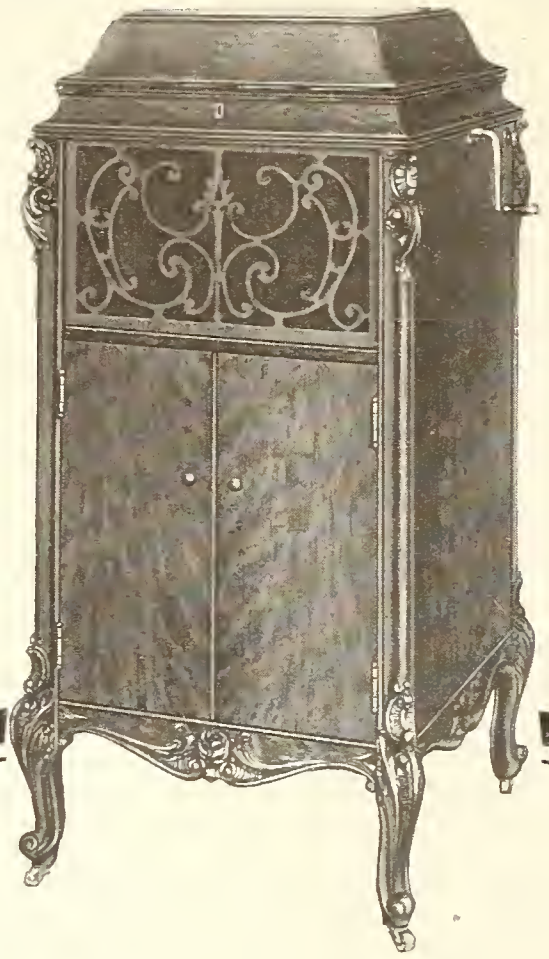
Chicago Hinged Cover Support and Balance

MANUFACTURERS who are hunting for distinctive advantages cannot afford to overlook this. Inexpensive, safe and easily applied.

The weight of the cover reacting against itself through simple mechanical principles prevents its falling and breaking itself and fingers. Leaves hands free to adjust records.

Send for Detailed Information

THE CHICAGO HINGED COVER SUPPORT & BALANCE CO., 144 S. Wabash Ave., CHICAGO



Big Dealers Everywhere Have Swung Into Line

The Brunswick Phonograph is a big success right now. Big concerns all over the country have taken the agency for this great instrument. And the volume of advance orders is growing by the minute. Open territory is growing scarcer. But for those who act quickly, there is still some left. The

Brunswick Phonograph and Pathé Records

mean steady, permanent business for the far-sighted dealers who have secured their share of our first limited allotment. They are in a position to meet the selling opportunity that will be created by our fall and winter advertising campaign.

This campaign will be full of whalebone and ginger. It is being prepared now. When it breaks, there will be a big stir and brisk trading. You can cash in on it big—if you *will*. The time for preparation is *now*.

The Brunswick Phonograph means tremendous *value*. It means a wonderful saving for your customers. That's because we lead in the production of first-class cabinet work in the United States. We cut, mill and season *all* the wood we use. Think of that saving. Add to our manufacturing facilities, the wonderful Pathé achievement in the perfection of records and you have a combination that is truly unassailable. Write or wire for particulars *to-day*.

The Brunswick-Balke-Collender Co.

Dept. 204 623-633 S. Wabash Avenue CHICAGO

The Empire Proposition Is a Big Winner

Great interest and enthusiasm has been aroused among dealers everywhere regarding the EMPIRE Talking Machine. Not only are old dealers changing to the quicker-selling EMPIRE—but dealers who have never handled Talking Machines before are taking on the EMPIRE line and making it a profitable department. That is because the EMPIRE has opened up a newer, wider field for Talking Machine sales through its unusual and striking improvements.

HERE ARE SOME OF THE WINNING FEATURES

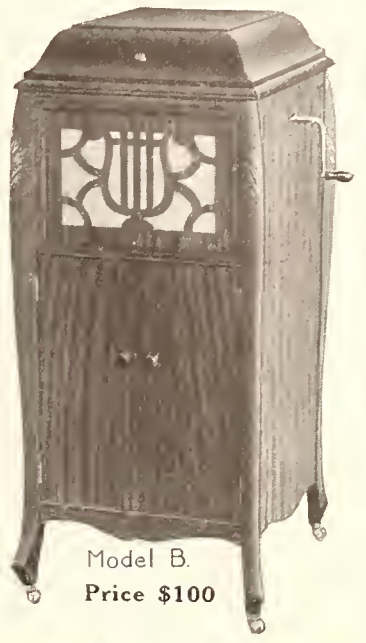
The Empire plays any record.
The Empire has a Perfect Automatic Stop.
The Empire designs are strikingly original.
The Empire has a wonderful Tone Modifier.
The Empire Tonal Quality is clearest, strongest, sweetest.
The Empire covers have "a support without a catch."
The Empire is unsurpassed in workmanship and finish.

Empire

—the Machine that Plays any Record

We have a splendid proposition for you, including a complete and original campaign of dealer helps—our new and beautiful catalog describing the complete Empire Line is ready—the catalog and full information will come to you by return mail without obligating you in any way if you say the word. **Our exclusive territory plan** makes it necessary for anyone interested to get in touch with us quickly.

EMPIRE TALKING MACHINE CO.
John H. Steinmetz, President
Some Valuable Jobbing Territory Still Open
429 S. Wabash Ave., Chicago



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 67)

I Knock the 'L' Out of Kelly," and "The Greatest Battle Song of All"; "Down Where the Swanee River Flows," and "I Sent My Wife to the Thousand Isles"; "Missouri Waltz," and "The Waltz We Love"; and "Do You Remember?" and "A Perfect Day."

The six best sellers this month in the Edison library were: "Hilo March," Hawaiian Guitars, and "Medley of Hawaiian Airs"; "If I Knock the 'L' Out of Kelly," and "Since Mother Goes to Movie Shows"; "Oh, Promise Me," and "Sweetest Story Ever Told"; "American Fantasie," and "National Emblem March"; "I Want All the World to Know," and "Rackety Coo"; and "Monologo," and "Amour! Veins aider ma failblesse."

Turntable Felts

The Widney Co., of this city, are meeting with marked success in that department of their business devoted to furnishing talking machine manufacturers with felt turntable coverings, bumpers, etc. They have been fortunate in securing ample stocks of felts especially suitable for these purposes and have on hand a large stock of standard sizes in various colors, with which they are able to make prompt deliveries. Manufacturers of talking machines are invited to visit the company's modern plant in the Patton Building at 161 West Harrison street, and familiarize themselves with the superior facilities enjoyed by the company.

New Columbia Dealers

Eller & Kogan have just opened a talking machine store at 2702 West Division street. They will handle Columbia goods exclusively.

Kennedy Furniture Co. have established a Columbia department at their store on Twelfth street, near Fortieth. The success of the graphophone department in Kennedy's other stores has induced them to get their share of the business in this populous locality.

The Chicago office of the Columbia Graphophone Co. has also made arrangements with the Espenheim Co., an important Milwaukee concern, by which they will open a Columbia graphophone department. E. B. Fryer will give his personal attention to this branch of the business.

The Lincoln avenue store of the Fish Furniture Co. has also added a Columbia department. Several attractive booths are now being constructed.

Stradivara Making Progress

That the "Stradivara" phonograph is making rapid progress in the Middle West, is evidenced by the pile of orders to be seen on the desk of Elmon Armstrong, Western representative of the company, whose office is at room 1500, Republic Building, Chicago.

Mr. Armstrong is one of the veterans of the music trade, and it is not surprising that his experience and wide acquaintance, combined with the Stradivara machine, should result in big sales.

New Space for Vitanola Co.

Another entire floor has been taken over by the Vitanola Co., in the building located at 208 South Wabash avenue. This addition comprises almost 10,000 square feet of space, and will prove to be of great service during the fall rush that is already making its coming felt.

Both H. T. and S. S. Schiff are doing considerable night work already in connection with the work of new agency appointments, and dealers who are planning a big campaign during the coming months with the Vitanola lines.

New Location Proves Desirable

The new location of the McCauley & Nevers talking machine shop is proving to be a good one. The concern which was formerly located at 116 North Fifth avenue, is now at 157 West Madison street, where it exclusively enjoys the patronage of that busy section of the "Loop." The company moved into its new store a little over a month ago, and the August sales of machines and records are almost double the amount sold at the old address during August of last year.

Edward Nevers, Jr., has been enjoying a vacation in the East, and in his absence his partner, George W. McCauley, was in charge. Both of them look for a very busy fall, and are making plans to meet it. The concern handles both the Victor and Edison lines.

Abelowitz a Visitor

A visitor to Chicago recently, who is widely known in the talking machine trade, was Chester I. Abelowitz, manager of the talking machine department of A. Herz, Terre Haute, Ind.

Mr. Abelowitz had been in the East visiting his father, who is one of the oldest dealers in New York, and had also been spending much time at the Victor factories at Camden, N. J. In referring to his visit at the big Victor plant Mr. Abelowitz remarked, "It is simply a stupendous thing. Thousands upon thousands of men and women each doing his work in a most efficient fashion—wonderful machines that seem to be of almost human intelligence—all this makes one ask himself 'where do they all come from?' And yet when the holidays come on we will be wondering where they have all gone. Personally, I look to see the biggest talking machine business that the firm of A. Herz ever enjoyed, and I will be badly disappointed if we do not break all records both in machines and record sales. We are preparing for it by moving our entire department from the fourth to main floor, where we will have a lot of additional floor space and six more booths. Our sales force will also be considerably enlarged. I am planning some recitals for the purpose of quickening interest, and these will be held in our tea room on the fourth floor. Admission will be by ticket as in our previous concerts. All styles are selling well, but the X.'s, XI.'s and XIV.'s are particularly popular. We are also selling a lot of foreign records."

In this connection it is interesting to note that Mr. Abelowitz speaks five foreign languages, German, Bohemian, Russian, Polish and Slavic. Perhaps this is one reason why foreign records count for so much in Mr. Abelowitz's department.

Mozart Phonograph Co. Organized

The Mozart Phonograph Co., which is capitalized at $10,000, has been organized to manufacture talking machines in this city. The officers are Edmund L. Brunswick, president; T. Proulx, vice-president, and C. A. Golding, secretary and treasurer. The line will be distinguished by several features, including a 19½-inch throat or sound chamber. The sound chamber will be below the record compartments. The machines will be driven by both electric and spring motors, and they will play either lateral cut or the hill-and-dale types of records. Four styles, which are priced at $75, $100, $150 and $200, are now being placed upon the market. In all probability this will be added to before long.

"Our cabinets are so designed," said Mr. Brunswick. "As to make possible a throat which has a minimum amount of vibrating surface and the maximum amount of sound amplifying space. Our office for the present will

(*Continued on page* 71)

For REPAIR PARTS
OF ALL KINDS WRITE ME
at my new location
180 North Dearborn St.
CHICAGO
Repair parts bought and sold.
Expert Repairing a Specialty.
Charles Bryan

"GOVERNORS"

Guaranteed to be perfectly balanced and smooth running.

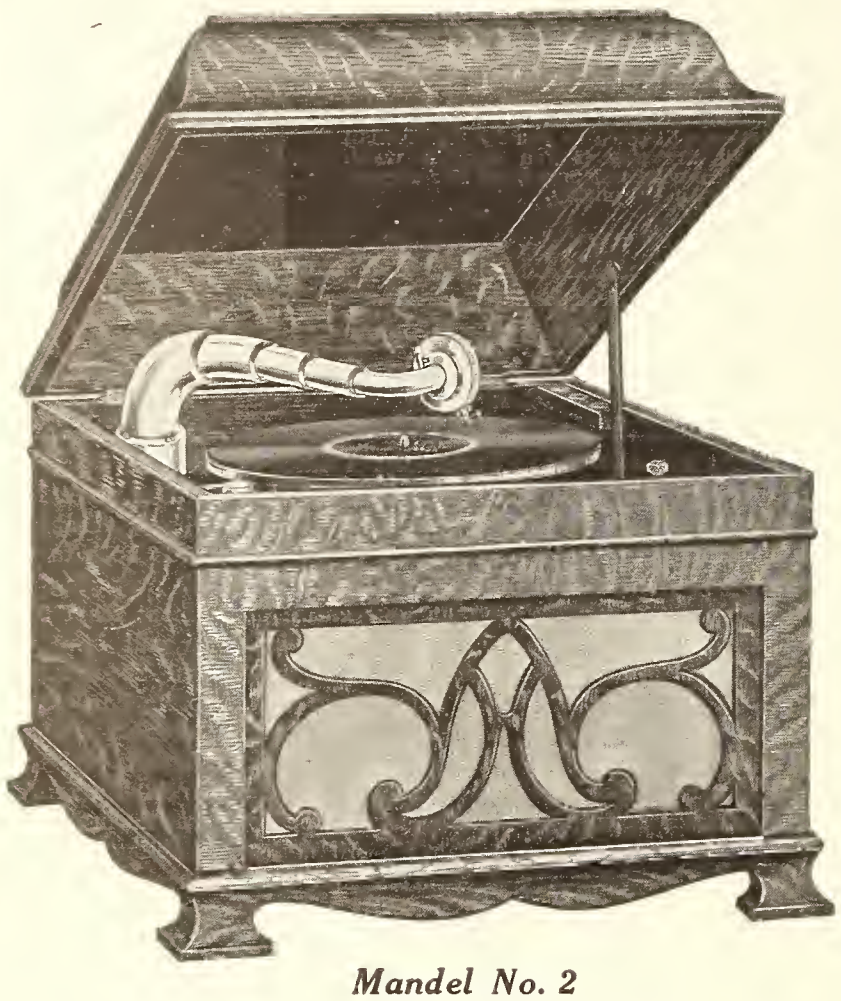
Small and large screw machine products, Punch press work, and assembling.

Our factory is fully equipped for all kinds of metal products. Contract work exclusively.

Quotations on receipt of samples or blue prints.

Chicago Metal Products Co.
501 South Jefferson Street CHICAGO, ILL.

Easy Sales and 100% Profit



Mandel No. 2

on the

MANDEL Line

Dealers—here's your opportunity to connect up with the livest phonograph proposition on the market to-day. Get this straight.

1st—We've got competition beaten on quality.

2nd—Our goods sell for half the price of others.

3rd—You make 100% on each sale.

What does this mean to you?

It means (1) that with the Mandel Line you would get your share of phonograph business on sheer merit, on quality of the phonograph itself. No better-looking, better-playing phonograph has ever been built.

It means (2) that the Mandel retail price of $35 will certainly draw a lot of trade your way. People are now asked to pay $50 to $75 for Table Models not one bit better—they will come to you to save money.

It means (3) that the large margin of profit (100%) and the large number of sales will give you greater returns in actual CASH PROFITS than anything else you could tie up with.

Best Proposition Ever Put Up to the Dealer

Look this proposition squarely in the face. With these facts before you, you cannot afford to pass it by. We make it easy for you to accept. Just write us that you are interested and we'll immediately mail you full particulars of our free trial offer. We'll gladly send you either one or both of the models shown here for a free demonstration without obligation to you. Let the MANDEL Phonograph play and talk for itself. Compare it with any machine in design, general appearance and tone quality—even with phonographs costing double the money, and then decide whether or not you want to handle our line.

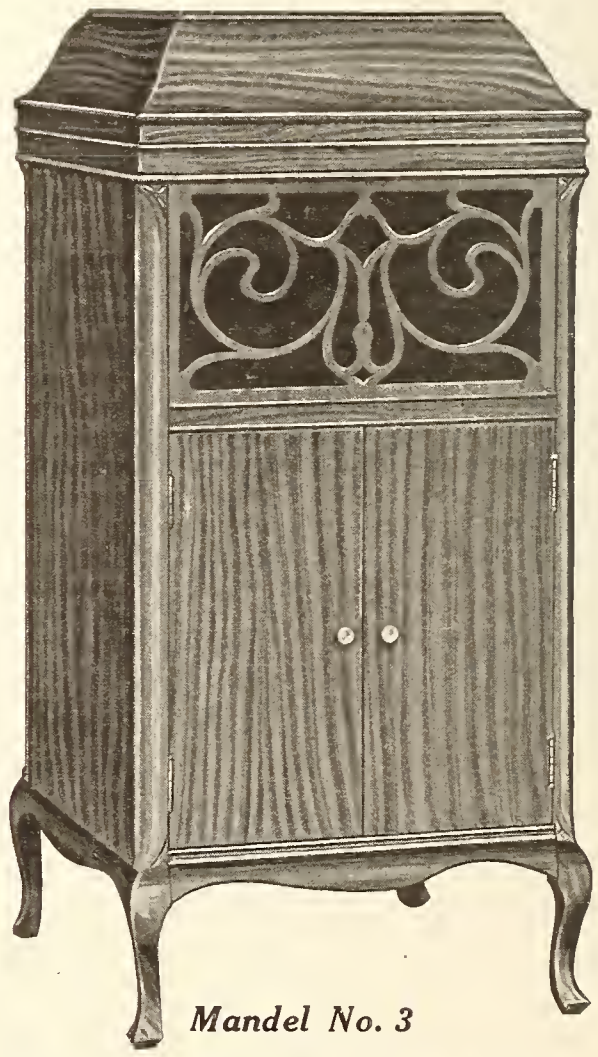
The Mandel Table Model, No. 2—regular retail value $50 to $75. The Mandel retail price only $35.

The Mandel Floor Model, No. 3—regular retail value $150 to $200. The Mandel retail price only $100.

Both these phonographs answer the demand for a high-grade phonograph at a low price. This is your chance to get in on the ground floor. It opens BIG SALES opportunities that you can't afford to pass up.

Write For Free Trial Offer Today—SURE

This offer comes direct from us, the manufacturer. We employ no salesman, no jobbers. Saving on selling costs enables us to quote you rock-bottom prices which net you 100% profit on our line. Write for full particulars at once. This is undoubtedly the Greatest Factory-to-Dealer phonograph proposition ever made and merits your instant consideration.



Mandel No. 3

The Mandel Manufacturing Co.

501-511 S. Laflin Street **Dept. H.** **CHICAGO, ILL.**

be at 14 West Washington street, Chicago.

Automatic Brake Meets With Big Response

J. F. Green, manager of the Perfect Automatic Brake Co., of Chicago, reports big sales on the stop which his concern has placed upon the market. "Following our announcement in the August World we received responses from all over the country," said he, "which shows that the market is more than ready for an automatic brake that is as simple and inexpensive as we offer. We have been obliged in numerous cases to ask the patience of those interested, but we are making deliveries as fast as possible and increasing our output."

Remarkable Columbia Display

The initial window display of Columbia Grafonolas made by the great Chicago department store of Mandel Bros., who, as reported in last month's World, have inaugurated a Columbia department—their first venture in the

Mandel Bros.' Columbia Display

talking machine line—has attracted much attention and praise. From all reports the department is proving a remarkable success from the start, and the pulling power of the Columbia line is evidenced by this fact, although they have not as yet indulged in much space in the papers. The department is located on the ninth floor of the big store, and yet business is developing at a rate that has convinced Mandel Bros. that their decision was an excellent one, judging from the progress made under somewhat adverse conditions.

Flentye on Ohio Trip

H. L. Flentye, of Erb & Flentye, local representatives of the Klanke Furniture Co., of Piqua, O., leaves for a trip through Ohio the coming week. While at Piqua, Mr. Flentye will spend much time at the Klanke factory with J. C. Ullery, sales manager.

Messrs. Erb and Flentye have been quietly handling the Klanke Bros. line for some months from their offices in the People's Life Building in Chicago.

Brunswick Phonograph Shipments

The Brunswick-Balke-Collender Co. has made its initial shipments to dealers within the past two weeks and expects by October 1 to be in a position to supply initial stock orders from the various agents it has established and will establish. The past month the company has gotten in nice shape in its new ground floor warerooms at 611 Wabash avenue, which will be devoted exclusively to Brunswick phonographs and Pathé records. There are five handsome demonstration rooms and visiting dealers can now inspect the entire line of cabinet machines, ranging from $60 to $105 the retail price. W. A. Gardner is in charge.

New FlexiFile Warerooms

The FlexiFile Sales Co. has moved from the offices on the third floor of the Webster Building to fine ground floor warerooms in the same building at 327 South LaSalle street. Here it has an excellent showing of the FlexiFile record cabinets.

Victor Agency for New Cable Store

The Cable Piano Co., which represents the retail department of the Cable Company, is adding two stores to its piano warerooms at the corner of Jackson boulevard and Wabash avenue, and open a handsome talking machine department, handling the Victor line. The new space is adjoining the present quarters and is on the Jackson boulevard side. This will give the Victor representation on three of the four famous "music corners" of Chicago. Lyon & Healy is directly across Jackson boulevard and the Talking Machine Shops is on the northwest corner. Percy A. Kimberley, who is in charge of the present retail piano store, will also manage the talking machine department.

$1,000 Machine on Display

The $1,000 machine of the Sonora Phonograph Corporation has been received at the local offices of the Sonora Co. and Manager Thomas R. Johnson is proudly exhibiting it to numerous visitors. It is a very handsome piece of work and possesses a beautiful tone.

Mr. Johnson reports August as being "great and September greater," with prospects for the balance of the year as record breaking.

One of the visitors to the Sonora offices recently was Mr. Bull, in charge of the Sonora department of the Werve Furniture Co., of Kenosha, Wis.

W. W. Kimball Store Relinquishes Victor

The local retail department of the W. W. Kimball Co., which occupies the southwest corner of Jackson boulevard and Wabash avenue, has relinquished its Victor agency. The company will continue to handle the Columbia, Pathé and the new Kimball phonograph. Manager Cullen will continue in charge.

Brings Out Electric Motor

William R. Everett, Western representative of the Crescent Talking Machine Co., is at work on an electric motor for talking machines. Mr. Everett says that his new product will operate on either a direct or alternating current or storage battery. He also says that it cannot heat or burn out and that a 10 per cent. difference in line voltage makes less than 1 per cent. difference in the speed of the motor.

Mr. Everett is enjoying good sales with the Crescent line, but has been somewhat hampered in getting all the goods he requires. Deliveries, however, have been improving rapidly and he hopes to take care of all his customers very shortly.

Majestic in New Retail Store

C. A. Hartman, of the new Majestic Phono-

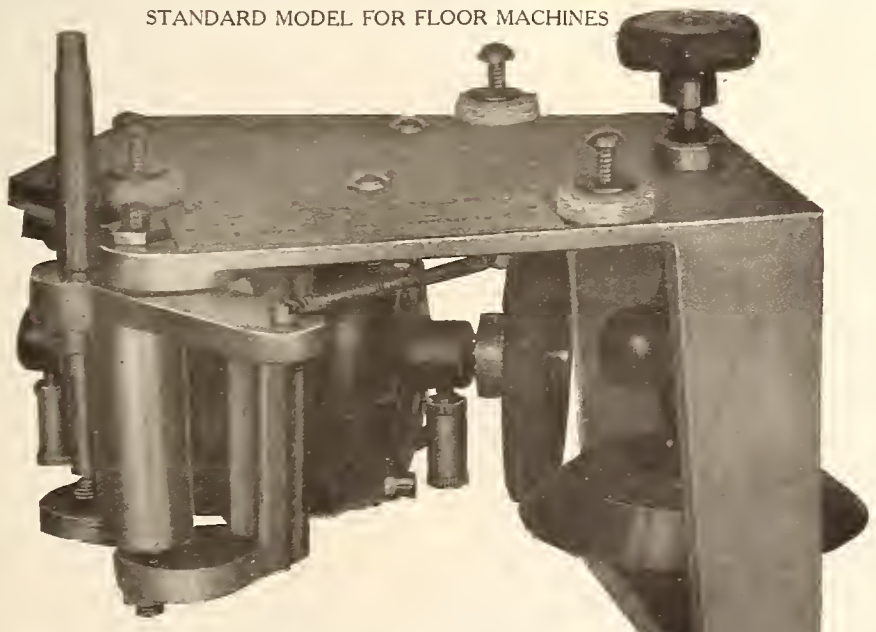
(Continued on page 72)

The Electrophone Motor

"No Phonograph Is Better Than Its Motor"

A New Electric Phonograph Motor Built on a New Principle

STANDARD MODEL FOR FLOOR MACHINES



ELECTROPHONE motors are furnished complete with 12 inch turn table, Universal Electric motor, operating on all currents, electrical switches, silk wire, speed regulator, felt and steel washers. Finished in black enamel. Nickel finish extra.

After months of experimenting, testing, and redesigning, we now offer a truly perfect Electric Phonograph Motor.

Realizing the demand for a high grade electric drive, we have aimed to produce a motor simple in design and operation, of sound mechanical construction and permanent reliability. The ELECTROPHONE motor is not a "make-shift" copied over night from the ordinary spring motor. A new principle has been brought into play—a principle that is a proven success, and certain to make for a BETTER motor.

You, Mr. Phonograph Manufacturer, appreciate only too well the importance of the motor used, and the difficulty in obtaining a really satisfactory motor. Study the illustration opposite.

Compare the ELECTROPHONE motor with others you have seen. Here's simplicity itself. No gears, no noise. No springs; self-adjusting drive wheels; ball bearing throughout. No fine adjustments, nothing to get out of order. In short, we have eliminated the "trouble makers."

You, who have had experience in buying phonograph motors (and keeping them running), investigate for yourself the advantages to be found only in the ELECTROPHONE motor.

For Further Particulars Address

CHICAGO METAL PRODUCTS COMPANY

501-517 South Jefferson Street **CHICAGO, ILLINOIS**

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 71)

graph Co., has made arrangements whereby the company is opening a handsome retail establishment at 15 East Adams street. These are the quarters formerly occupied by the Pathé-Pathephone Shop. The yearly rental is said to be $7,000. Oscar J. Kloer will be in charge.

The company is busily engaged in bringing out the new style machines which were designed for the company by M. Herbert. Mr. Herbert is noted as being the designer of the interior of the residence of Charles A. Schwab, the multimillionaire steel magnate.

Rothschild's Department Increased

The talking machine department of Rothschild & Co. has been enlarged recently by the addition of considerable floor space, and the installation of new booths. Manager Dvorak arranged for the additional facilities in anticipation of a greatly increased fall business.

What's the Remedy?

One of the most ambitious of Chicago talking machine dealers sold a large machine recently to a party he had been "chasing" for almost a year. The buyer was a choleric old gentleman of the sort that is quick to anger and quick to cancel orders. He selected thirty records to be delivered with the machine. To the consternation of the dealer it curiously enough happened that only four of the thirty records were in stock, while it was impossible to secure the missing twenty-six from the distributor. The dealer delivered the machine, however, and sent a salesman out with the four records. As was anticipated, the old gentleman "went up in the air," but the salesman put on the most soothing of the records that he had brought out and meanwhile calmed the irate purchaser as best he could. Whether it was the salesman's diplomatic arguments, or the mellow notes of a 'cello selection is not known, but at last the customer was mollified, and he decided to keep the machine.

The dealer wrote a hot letter to the manufacturer, and the manufacturer wrote back why it was that stocks were so low and gave an imposing array of facts and figures on increased production. Everybody blames everyone else when the real fault of the situation lies in the fact that the talking machine business is one of the most prosperous of the American industries.

Six Best Pathé Sellers

The six best Pathé sellers the past month were: "The Maja and the Nightingale" from "Goyescas," and "Ave Maria" (Gounod); La Juive, "Rachael, quand der Seigneur," and Mignon, "Air do Titania;" "My Own Iona" and "Waikiki Mermaid;" "Lo, Hear the Gentle Lark" and "The Fairy Flute;" "If I Find the Girl" and "My Grandfather's Girl;" "There's a Quaker Down in Quaker Town" and "Morning, Noon and Night."

Completing Sales Organization

The Brunswick-Balke-Collender Co. are rapidly getting their wholesale organization for the distributing of Brunswick phonographs and Pathé records in working order. Will Davenport, who has been in charge of the selling end of the phonograph department, states that the various branch houses are now receiving jobbing stocks of Pathé records and that it will not be long before samples, at least of the Brunswick phonographs, will be on exhibition at all the branches. Stock shipments to dealers will commence about October 1.

A. J. Kendrick, well known in the talking machine trade, and until recently covering the Pacific Coast territory for the Victor Co., has been made Central Western sales manager for the phonograph department of the Brunswick-Balke-Collender Co. He will travel from Chicago and will cover the territory from Canada south and from Pittsburgh to the Mississippi. He is now posting up on the line and will leave on his initial trip in about ten days.

R. J. Waters, who has been covering Western territory for the Pathé Frères, will be Western sales manager, making his headquarters at the Kansas City branch of the Brunswick-Balke-Collender Co.

J. F. Brophy, well known in the Eastern trade, will cover that territory for the Brunswick-Balke-Collender Co., making his headquarters at the New York office.

Personals and Visitors

E. B. Bartlett, vice-president of the W. W. Kimball Co., who was one of the prime movers in bringing out the Kimball phonograph, has returned from a vacation spent at Lockhyrst Beach, on Lake Winnebago, Wis.

H. H. Schwenker, traveling mechanic for the Victor Co., is in Chicago on one of his Western trips made with a view of instructing jobbers and dealers in regard to repair work and Victor goods.

T. B. Stone, of the retail machine sales department of Lyon & Healy, leaves on the 15th for a two weeks' vacation to be spent in the East and which will include a visit to the Victor factory.

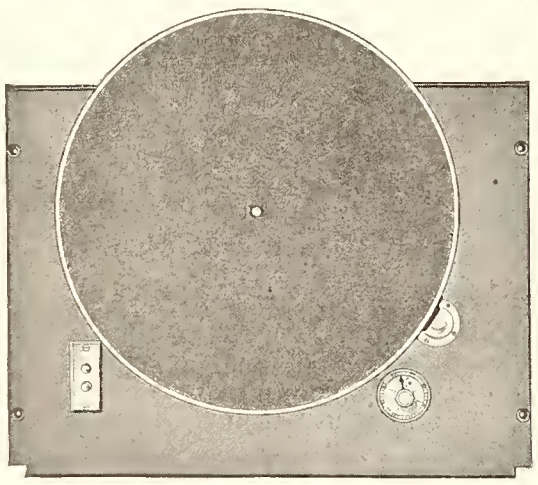
W. F. Stanke, manager of the New Orleans branch of the Columbia Graphophone Co., paid a visit to the Chicago office this week on his return home from a vacation in the northern lake region.

Among the recent visiting dealers were Ray Bannon, Morris, Ill., and W. H. Aton, Baraboo, Wis.

G. P. Ellis, of the Chicago Talking Machine Co., has just returned from a vacation spent at Grand Beach, Mich.

Mr. Miller, recently appointed special Victor traveler for Wisconsin, visited the Chicago jobbers this week.

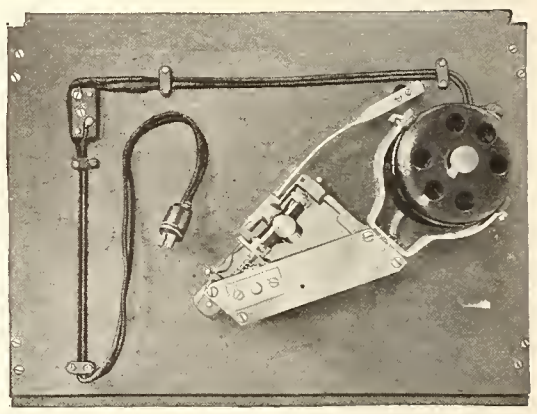
A. G. Kunde, well known Columbia jobber of Milwaukee, accompanied by his wife and



Top View

Its Strength
is in
Its Simplicity

Electric motors for phonographs must be simple and *reliable*



Bottom View
Showing method of mounting on motor board

The "PLAY-RITE" Motor is Built to Last

Eliminates spring trouble and bother of winding.
It will not break down.
Costs less than one cent per week to run.
Will not burn out or blow fuse.
Variation in current does not affect its speed.
Its price is not much more than a good spring motor.

Push the button to play
Push the button to stop
} It's the 20th Century Way

This Universal Tone-Arm will play any record

The "PLAY-RITE" Universal Tone-Arm
is the one Tone-Arm that is superior to all others both in operation and durability
We Sell High-Grade ***SPRING MOTORS*** *also*

American Phono-Parts Company
208 South Wabash Avenue **Chicago**

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 72)

family, spent Sunday with C. F. Baer, manager of the Chicago office of the Columbia Co., at the latter's attractive new summer home on Lake Catherine, near Antioch, Ill.

George W. Lyle, sales agent for the Domestic Talking Machine Corporation, of Philadelphia, was a visitor to Chicago in the course of a visit to some of the larger Western centers.

L. E. Noble, assistant manager of the wholesale talking machine department of the Rudolph Wurlitzer Co., has returned from a trip to the East, which included a trip to the Victor factory.

Local offices of the Piqua Cabinet Co., at Piqua, O., have been arranged for by Sales Manager R. E. Babylon at Room 1312, 130 North Fifth avenue.

Harry W. Carey, of the wholesale forces of the Vocalion division of the Aeolian Co., was a recent visitor to Chicago.

Herbert P. Gibbs, who travels for the talking machine department of the Chicago branch of the Rudolph Wurlitzer Co., is the proud father of a new boy who arrived at his home in Oak Park.

William R. Martin, district representative of the Sonora Phonograph Corporation, is on a trip through Wisconsin and Minnesota.

Concern Discontinues

The Franklin Sales Co., 28 South Fifth avenue, makers and distributors of talking machines, has discontinued.

Increase Magnola Manufacturing Facilities

An extensive addition is now being made to the big plant of the M. Schulz Co. to provide additional facilities for the Magnola Talking Machine Co., manufacturer of Magnola talking machines, which is officered by the same experienced men as the M. Schulz Co. Additional stories will be built on the main plant, furnishing 25,000 additional square feet of space. This will be used almost entirely for the finishing department for Magnola cabinets. President Otto Schulz has every reason to be gratified with the reception which the Magnola talking machines received in the trade. The new styles now ready for shipment have some additional features which have received the enthusiastic approval of those who have seen them, both as to architectural appearance and tonal qualities.

Pathé Happenings

"Things are picking up with a whoop," said Harry K. O'Neill, of the State street Pathephone Shops. "We sold more goods in the first three days after Labor Day than in the entire first half of the month of August, and sales are continuing to come faster all the time. We are preparing for a big fall trade and have just completed the installation of six additional demonstrating booths on our mezzanine floor."

The Chicago office of the Pathé distributing division of the Hallet & Davis Piano Co., at 17 North Wabash avenue, has now been thoroughly established by Frank J. Bowers and R. O. Ainslie. A large stock has been received and is much in evidence at the local office in the Shops Building. The latter is in addition to the principal stocks held in the local warehouse. Hugh McGreal and M. L. Barber are now actively traveling out of these offices, and Mr. Bowers has made numerous trips.

One of the recent visitors to the offices was Max Bigel, of J. Bigel & Sons, Pathé dealers of Manitowoc, Wis.

OPEN DEPARTMENT IN FT. WAYNE

Wolf & Desauer Give Extensive Space to Victrolas and Records—Edward F. Ginsberg in Charge as Manager—Well Experienced

FORT WAYNE, IND., September 9.—Wolf & Desauer, the large department store of this city, have just opened an exclusive Victrola department which will occupy extensive space on the main floor of the present building. They are

Edward F. Ginsberg

also working on plans for a new store in which the Victor department will have still larger main floor quarters with twelve private demonstration booths. The manager of the department is Edward F. Ginsberg, an energetic young talking machine man who came to Fort Wayne after a most successful career in the Eastern trade. He was last connected with Landay Bros.' Thirty-fourth street store in New York, where he made a remarkable sales record. His decision to come to Fort Wayne was the conclusion of a pretty romance which ended in his marriage to one of the city's fair daughters. He wished to ratify the young woman's natural desire to remain in her home town, and consequently set to work to make a position for himself here in the talking machine field. He succeeded in interesting Wolf & Desauer, and from the manner in which the business is starting off the concern will have no cause to regret their decision.

PATENTS COVER FIBRE NEEDLES

Have Been Successful in Keeping Market Free From Imitations to Date—Marketing Needles That Are Claimed to Come From Japan

CHICAGO, ILL., September 5.—It was inevitable that the wonderful success of the fibre needle should sooner or later cause imitations to appear. The United States patents issued to F. D. Hall and assigned to the B. & H. Fibre Manufacturing Co. are very comprehensive, and have hitherto kept the market free from competitive products. However, the temptation seems to have been too great to be resisted and some needles purporting to come from Japan have recently made their way on the American market. They have been offered in a quiet sort of way, however, and a large proportion of jobbers and dealers are not aware of their presence. They have not been sold in sufficient quantities to make them a menace to the B. & H. Co.'s business, but President Hall states that their quality is so inferior that he wished the trade generally to know that an effort to foist a spurious and totally unsatisfactory article on the market is being made in order that the reputation of the genuine fibre needle suffer no injury.

In one case where these goods were offered it is understood the direct statement was made that the goods were an infringement on the Hall patents, and that the purchaser would not be guaranteed against legal proceedings.

The factory of the B. & H. Fibre Manufacturing Co. is now undergoing a general cleaning and thorough overhauling preparatory to placing on the market under their own name the fibre needles so well known in the trade.

Eureka Noiseless Talking Machine Lubricant

The Perfect Lubricant for all Makes and Styles of Phonographs and Talking Machines

PUT UP IN FOUR OUNCE CANS TO RETAIL AT TWENTY-FIVE CENTS EACH

Write for Special Discounts

Manufactured by

ILSLEY-DOUBLEDAY & CO.

Established 1853

229-231 FRONT STREET NEW YORK, N. Y.

DELEGATES INSPECT VICTOR PLANT

CAMDEN, N. J., September 14.—The delegates to the Atlantic Deeper Waterways Association are due to arrive here to-morrow morning, and will spend the entire day in Camden and vicinity, inspecting the new waterworks at Morris station, and other points of interest. In the morning the delegates will make a tour of the Victor Talking Machine Co.'s plant, where the processes of making talking machines and records will be explained to them.

The Vista Phonograph Corporation, of Chicago, Ill., was recently incorporated for the purpose of manufacturing and dealing in talking machines and accessories. The capitalization of the new concern is $15,000, the incorporators being Emil Rheinhold, Nathan Jerlaw and Hamilton Moses.

This is Personal to YOU

If I could come into your store today and have a few minutes' talk with you, I feel certain you would soon be doing a great deal bigger business than you are now.

I am not talking from hearsay or on theory. I have been the means of increasing the net profits of many retailers in furniture and other lines several thousands of dollars a year,—and with no increase in overhead expenses or at any risk to them.

I am the president of the Playerphone Talking Machine Company.

The Playerphone is one of the highest quality cabinet talking machines made. No limit has been placed on money or human skill to make the Playerphone the *best* instrument of its kind in existence. And I sincerely believe it is. It plays *all* makes of disc records, without complicated change of parts.

And I am selling the Playerphone in a new way,—a way which will interest *you*,—because you can make from $1,000 to $5,000 extra net profit selling the Playerphone, between now and Christmas. And this new way allows *every* one of your customers to buy a Playerphone without financial strain, and doesn't involve any risk of investment on your part.

I *know* it,—I can cite you plenty of cases, personally, if you'll give me the chance.

Besides the profit, the Playerphone is a handsome addition and wonderful attraction to your store,—bringing in lots of extra trade besides your regular customers.

Write me today,—sure. You'll never regret it.

Better yet,—come to Chicago and pay me a visit. If you then decide to handle the Playerphone, I'll refund your traveling expenses. That's how sure I am of what the Playerphone will do for *you*.

D. W. McKenzie
President
The Playerphone Talking Machine Co.
General Offices and Show Rooms
Republic Bldg. Chicago

If You Can't Come, Use This Coupon Today.

D. W. McKenzie.
The Playerphone Co.,
Republic Bldg., Chicago.

Send me full particulars, prices and terms for deferred payments on Playerphones at once.

Name .....
Business .....
Address .....

Watching the Music Come Out

"Ooo! You can just SEE the music come out!"

The Little Girl Is Almost Right!!

You *can* "see the music come out"—Almost—from a MAGNIFICENT MAGNOLA!

Magnola Tone *reflecting* construction attends to that. No cramped, smothered sounds are emitted from the MAGNOLA tone-chamber

Yet this is only one of the many features that make the name

Magnola Talking Machine

one to be remembered. It is new: but watch it GROW!

Tone Reflecting System—makes *clear* reproduction.

Tone Graduator—controls *volume* of tone at will.

Universal Sound-Box—plays *every type* of disc record.

Cases designed in *pure period styles*—Real adaptations by an eminent designer of art furniture.

Highest quality piano finish and workmanship—Reflecting the practice of a house long celebrated as makers of good pianos.

Send for descriptive literature and get in touch with us TO-DAY

MAGNOLA TALKING MACHINE COMPANY

711 MILWAUKEE AVE. OTTO SCHULZ, President **CHICAGO, ILL.**

KIESELHORST PIANO CO. TAKE ON THE VICTOR LINE

Every Piano House in Saint Louis Now Handling Talking Machines Exeepting Conroy Co. —Outlook Could Hardly Be Better—Silverstone's Edison Publieity—Inereased Demand for Aeolian-Vocalion—August a Great Month With the Columbia Co.

St. Louis, Mo., September 8.—To say that the talking machine business is good in St. Louis is a commonplace. The writer has written this statement truthfully every month for eight or nine years—with the exception of one or two months in the fall of 1914. It is better to measure the prosperity of the business in St. Louis by the new stores, that is the big downtown stores that go into the business with the intention of making money and which take up the line because they see in it great possibilities.

So this month we announce the step forward by saying that the Kieselhorst Piano Co. has become an exclusive Victor shop. Of course, that does not mean that the piano line will be given up, but that in company with the Mason & Hamlin line, Apollo players, Kimballs, etc., will be sold only the Victor talking machines and records.

To those of the readers who know E. A. Kieselhorst, it is not necessary to explain that this is a triumph for the talking machine. Mr. Kieselhorst is above all a business man. He takes up only such lines as he is convinced are good from a business standpoint. Also he goes deeply into any mercantile situation before he takes it up. It can be taken for granted that he has canvassed the talking machine situation with the utmost thoroughness before he went into it. He has weighed everything and has convinced himself that the talking machine business is as worthy of his attention as $1,000 grand pianos or $1,500 players.

Also Mr. Kieselhorst announces as he is entering the business that he will sell records on a strictly business plan, and that he will not avail himself of the custom now authorized by the Talking Machine Dealers' Association of requiring a customer to make returns on records taken out in twenty-four hours and to retain 25 per cent. of them.

The Kieselhorst warerooms are now entertaining the workingmen who will erect five booths that will be in keeping with the Kieselhorst way of doing things. These booths will contain the very latest ideas and conveniences. They are being erected on plans that have been very carefully considered from all angles. Mr. Kieselhorst has had as his aid in making his plans E. C. Rauth, vice-president of The Koerber-Brenner Music Co., Victor jobbers, who sold the opening stock to Mr. Kieselhorst and has been lending him his best advice. If wide experience, study and observation will do it, the Kieselhorst preparations should be the best for Mr. Rauth, who is president of the National Association of Talking Machine Jobbers, has examined all kinds and is not a novice at arranging plants.

The Kieselhorst entry draws attention to several rather surprising things in connection with the talking machine trade. One is that on the Kieselhorst block there are two large establishments selling the Victor line, Kieselhorst and the Smith-Reis Piano Co. Across the street, facing this block, is Aeolian Hall, selling Vocalions, Columbias and Columbia records; next door is the Thiebes Piano Co., selling Victors, Edisons and Columbias and all three kinds of records, next door again is the Columbia retail and wholesale store, and two doors west is the Pathephone shop. So talking machines are bearing a large proportion of the rent in this downtown section.

Also it is noted that there is now but one important piano house that does not sell talking machines, The Conroy Piano Co. It is rather strange that this is the case, for P. E. Conroy, president of the Conroy Co., is often referred to as "the father of the talking machine in St. Louis." Years ago when Mr. Edison had a practical monopoly of the market with his cylinder machine, Mr. Conroy represented that company here. He in time sold out to Mark Silverstone, who now represents the Edison line. Mr. Conroy's energy made quite a hit with Mr. Edison, who never fails to ask St. Louisians when he meets them: "How is my friend Pat Conroy?" Other talking machine dealers are making books on how long it will be until The Conroy Co. announces that it has taken on a talking machine line.

R. H. Gordon, master of the Pathephone shop, reports some very good business since he has established himself in his street level store. He has received an adequate stock of machines and has set himself to the task of organizing a sales force. He has some of the men out and will add to as rapidly as he can get suitable applicants.

L. Z. Bond, recently credit manager of the Columbia Co., has joined the Pathé staff.

Chas. Staffleback, manager of the talking machine department of Hellrung & Grimm, the heaviest Pathé retail distributors, has joined the Talking Machine Dealers' Association, and also has his business running smoothly in his new demonstration rooms. He finds the record business is much more easily handled under the new arrangement, although his former arrangement was the best possible outside of the booth system.

Mark Silverstone, president of the Silverstone Music Co., Edison jobbers, is continuing his series of advertisements in which remarks are made about Edison machines in his penmanship reproduced under his picture. One of the recent remarks was: "Would you like your favorite artist to come into your home and sing like a talking machine, or would you like a talking machine to come into your home and sing like your favorite artist?"

Mr. Silverstone is busy preparing for his next tone test on Edison day, at which time he also will entertain his dealers. There will be a business consultation, a banquet and a general good time. Marie Rappold will be the attraction at the tone test, and already there are inquiries as to tickets. The test will be held at the Victoria Theatre.

Mr. Silverstone made two trips last month to visit meetings of dealers. He wanted to see how other jobbers conducted them. He first went to Kansas City, where The Phonograph Co. had a meeting of dealers of that vicinity. Then to Des Moines.

The Shapleigh Hardware Co., of this city, announce a new phonograph that will sell for about $5. The sponsors say that the machine is to be sold chiefly for premium buisness.

At Aeolian Hall Manager Chrisler expresses himself as being very well pleased with the Vocalion business reports made to him since he arrived from Indianapolis. E. W. Guttenberg, manager of the Vocalion department since P. L. Hallahan returned to the pianos, says that he is going to permit the stock of machines he is able to obtain his only limit in selling. The present demand, he says, is running to the higher priced machines, and despite liberal shipments, he always has stock problems.

Manager Irby Reid says that August was the best month's business ever put on the books in the Columbia warerooms here, holiday rushes not excepted. Retail sales manager Phillipps says that in both machines and records, the August business was exceptional. The late song hits, he says, are coming through rapidly and are meeting with an enthusiastic reception.

"We have written some excellent new accounts," said Mr. Reid. "These have been in the smaller cities where there is an excellent opportunity, and we have obtained excellent representatives. Types of these are the Hunt Bros. Furniture Co., at Dyersburg and Humbolt, Tenn., and The Goetz Piano Co., at Moberly, Mo. Our business has developed so heavily that we have found it necessary to add a traveler to our staff, and J. J. Bennett will handle the territory east of the Mississippi. The new man will handle Missouri and Arkansas.

Owing to the increased business being done in the talking machine department of the Stix, Baer & Fuller Dry Goods Co., where Victor and Edison machines are handled, they are building six more sound-proof rooms, which gives them a total of seventeen rooms. This department, which is located in conjunction with the piano section of the business, is one of the finest in the country.

INSTALL FIVE NEW BOOTHS

Roemmelle Bros., talking machine and sporting goods dealers, at 2616 Jamaica avenue, Brooklyn, N. Y., enjoyed such a heavy increase in their Victrola business that they have found it necessary to install five additional sound-proof booths to take care of their trade.

The ROWLAND Sound Regulator

The simplest yet most efficient device of Sound Control for Talking Machines. No mechanical skill or knowledge required for attaching or operating.

RETAIL PRICE:

Nickel Plated Regulator - - - - - - - - - - - $1.00

22 Karat Gold Plated Regulator - - - - - - - $1.50

Usual trade discounts to authorized jobbers and dealers

Sample To Dealers, 50c.

Apply for Exclusive Territory

The Rowland Sound Regulator Co.

261 Broadway **New York**

INSTANTLY

You Find the Record You Want in

Brown's Disc Record Cabinet

Quick finding of a record is what the owner of a talking machine wants

Your Customer Also Wants

a cabinet in which the records can LIE FLAT—FREE FROM WARPING AND PROTECTED FROM SCRATCHING, all of which exclusive features Brown's Disc Record Cabinet affords.

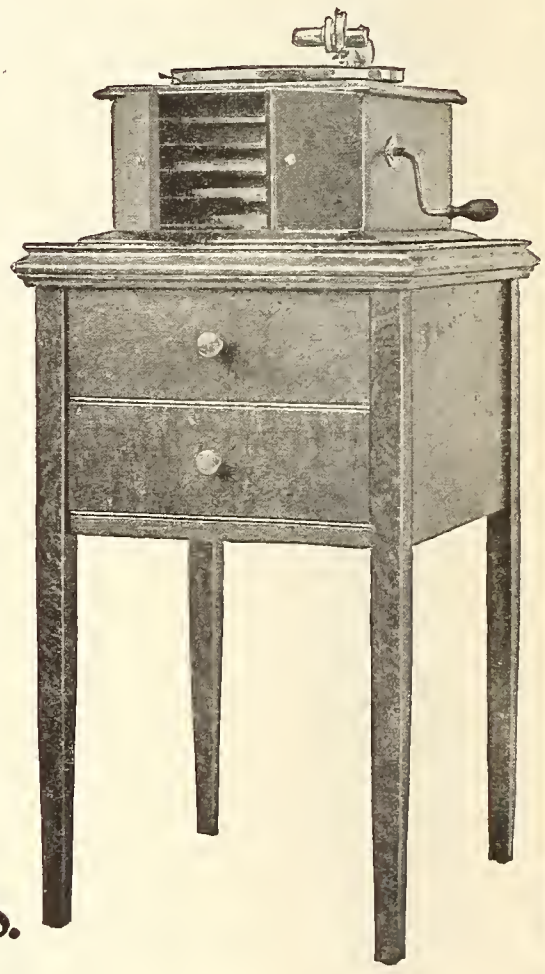
The inventor of this cabinet, having thousands of records in his home, began years ago studying the question of properly housing disc records.

He has discovered two fundamental principles: First, that to be instantly accessible, a Disc Record must be in a vertical position; second, that to prevent warping, the records should lie flat. He concluded that a Globe-Wernicke filing index in a flat drawer which could be dropped to a vertical position was obviously the one proper method to make finding a disc record really enjoyable.

So in Brown's Disc Record Cabinet you have combined the results of many years' experimenting on the part of a talking machine expert and the thirty-five years' experience with filing devices and "Built to Endure" cabinet construction on the part of the Globe-Wernicke Company.

In Brown's Disc Record Cabinet you have the two fundamental principles combined which will not be found in any other cabinet.

Brown's Disc Record Cabinet makes all other types of music cabinets obsolete.

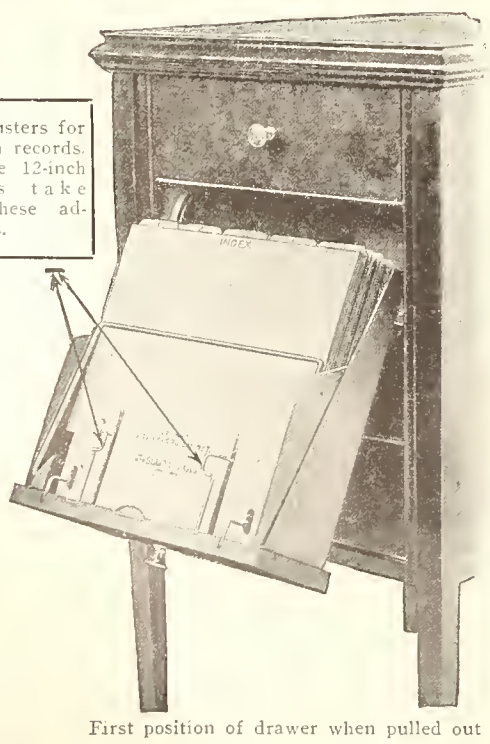


Write for NET prices

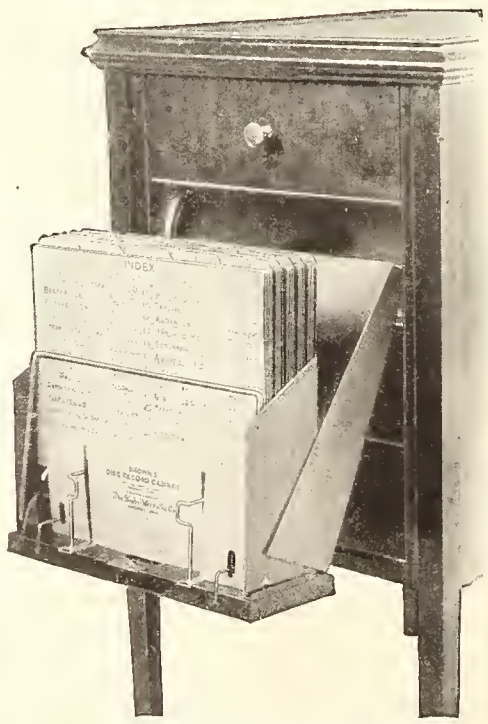
The Globe-Wernicke Co.

NEW YORK
BOSTON
PHILADELPHIA
CINCINNATI
CHICAGO
ST. LOUIS
WASHINGTON

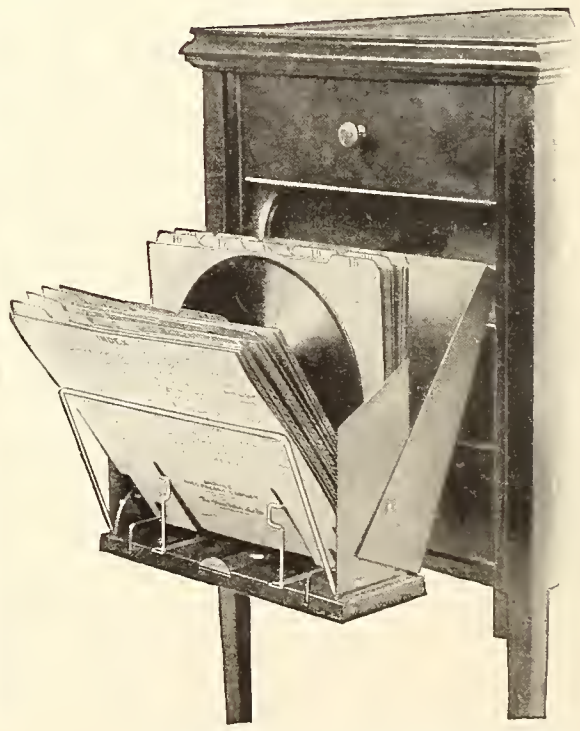
Adjusters for 10-inch records. To file 12-inch records take out these adjusters.



First position of drawer when pulled out



Second position of drawer with records vertical under pressure of spring



Third position of drawer with spring pressure released and every record instantly accessible

CONNECTICUT ASSOCIATION IS ALIVE

Organization Which Has Voted to Admit Talking Machine Men to Membership Stands High in Music Trade of That State—Some Details

As was announced in The Talking Machine World the Connecticut Piano Dealers' Association at their last annual meeting held in Hartford in April, voted to admit the talking machine dealers of the State as members of the association. The Connecticut Piano Dealers' Association is a live organization and has high standing in the music trade, and for the benefit of the talking machine men may desire to take advantage of the opportunity to join the association, the following bit of association history supplied by Rudolph Steinert, secretary, will prove of interest:

"We organized about ten years ago, celebrating our tenth anniversary at our recent meeting last April. It is customary for us to have an annual meeting and banquet each year, which has been largely attended both by the members of the Connecticut piano trade and by members of the trade in general whom we frequently have as guests and visitors. We have open discussion and frequently have passed votes and resolutions in a number of ways that have helped general trade conditions in our vicinity, and we find that our dealers have abided largely by the resolutions and votes that have been passed. We do not make our resolutions compulsory, as that has been one thing we have tried to avoid ever since we formed, and I personally believe it is a reason our association stands almost alone in the country. We have discussed allowances on 'trade-ins.' It is customary for all Connecticut dealers to charge interest on time. Local associations are now considering charging interest on talking machine trades. We did away with the gift of piano scarfs some years ago.

"When we formed we were largely made up of piano and music dealers, but since then the talking machine dealers are so many that we voted at our last meeting, to invite them to become members of our association.

"The present officers of the Connecticut Piano Dealers' Association are: President, Max B. Leichter, New Haven, Conn.; vice-president,

M. B. Leichter, the President

A. P. McCoy, Waterbury, Conn.; treasurer, Willian Beers, Hartford, Conn.: and secretary, Rudolph Steinert, New Haven, Conn.

"Executive committee: A. C. Andrews, Willimantic, Conn.; J. F. Gill, Meriden, Conn.; Lyman Payne, Middletown, Conn.; Alfred Fox, Bridgeport, Conn.; A. B. Clinton, New Haven, Conn.; and L. A. Wheeler, Hartford, Conn."

The Thompson Music Shop, of 198 Main street, Hackensack, N. J., is having splendid success with the Edison Diamond Disc phonograph.

GREAT BUSINESS EXPANSION

Reported by the Artophone Co., of St. Louis—Increase of 1,500 Per Cent.—Occupying its New Quarters—Using New Motor

St. Louis, Mo., September 6.—The Artophone Co., of this city, has announced that its business has increased 1,500 per cent., as compared with its sales totals a few months ago, a record which it has every reason to view with pride. The company has just moved into its new six-story building at 1113 Olive street, and has extended an invitation to all members of the talking-machine trade to make this building their headquarters when visiting the "Mound City."

The company has also announced the perfection of a new, powerful motor which is being included as part of the equipment of all Artophone models. Other new features include a new tone-arm and sound-box, a laminated sound-producing wood horn and a tone modifier.

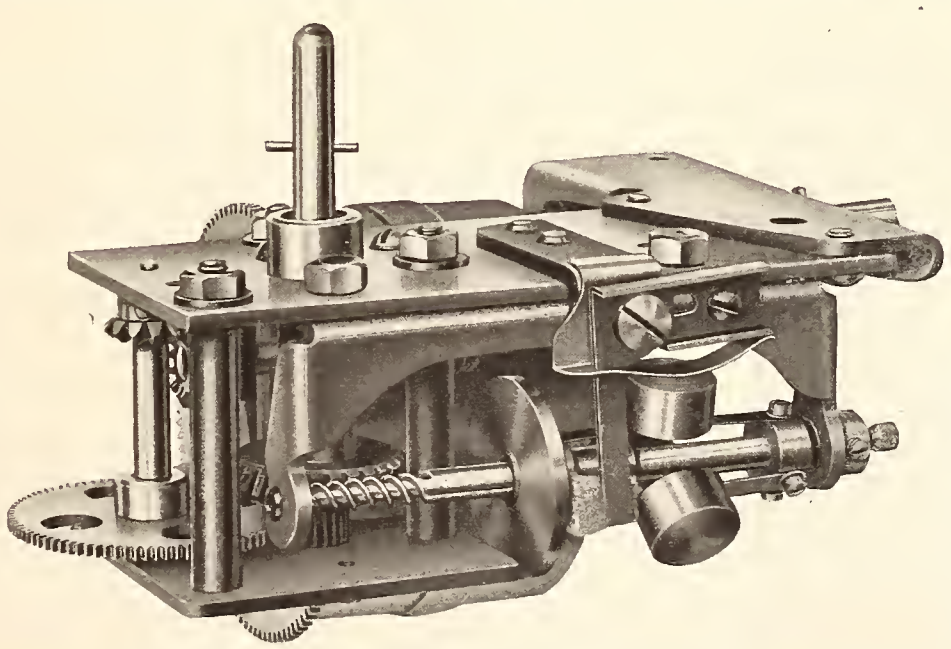
A considerable portion of the company's success may be attributed to the executive ability and untiring energy of Robt. H. Cone, Jr., president of the company, who has been associated with a number of prominent piano houses, and is thoroughly conversant with all phases of the talking-machine industry.

WILL BE AN AID TO DEALERS

The advertising department of the Columbia Co. has just announced that it has prepared cuts of the illustrations used in national Columbia publicity for one and two column newspaper use. These cuts will be furnished to the dealers free of charge, and their use will enable Columbia representatives to greatly enhance the value of the Columbia advertising campaign now carried on in over three hundred daily papers throughout the country.

The Pflughoeft Hartnup Co., of Hobart, Ind., has taken over the Victor Victrola agency formerly held by C. W. Spencer.

MEISSELBACH MOTORS



This is the No. 10 Meisselbach Motor—furnished with a speed indicator and dial and worm driven governor. Will play two 12" or three 10" lateral cut records. Silent winding.

No. 9 Meisselbach Motor is the same as the No. 10 except that it has no speed indicator and dial—furnished with a side regulating screw.

The name *Meisselbach* speaks for the highest quality in motor construction, embracing skill in workmanship and the best grade of materials. Machines built with Meisselbach motors are built to last.

In succeeding issues of this paper, illustrations and descriptions of all the models of Meisselbach motors will be shown. We also manufacture Tone Arms, Sound Boxes and other parts.

Immediate delivery. Prices on application.

A. F. Meisselbach & Bro., Newark, N. J.

REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

[This department of The Talking Machine World which was started with the April issue, is designed for the service of all classes of our readers, including those who make, and those who sell, talking machines. A talking machine out of order often reflects both upon the maker and dealer, and yet frequently the trouble is so slight that the simple knowledge of repairs will permit of the machine being put into proper running order, quickly and practically without expense. In the large cities talking machine repair shops are, of course, available, but this department should prove of particular value to the out-of-town talking machine men.

Andrew H. Dodin, who conducts this department, has a wide and enviable reputation as a repairer of talking machines and conducts an exclusive talking machine repair shop at 25 East Fourteenth street, New York. Tell him your troubles through The World and he will help you if possible. The service is free.—Editor.]

THE EXHIBITION SOUND BOX

I am going to take up in detail the assembling of the Victor Exhibition Sound Box, which is without doubt the best of all sound boxes now used by the Victor Co. We will imagine that we are sitting at a desk and have before us the parts and tools necessary to build a complete sound box. The part numbers which I use are from the Victor catalogs for tools and Exhibition sound box parts.

You will notice that we need very few tools for sound box work; in fact, only about nine are required:

1. A small screwdriver, which you can get at any hardware store.

2. A jeweler's screwdriver—supplied by the Victor Co.—Part No. 1486. Having it magnetized will save you the loss of many screws—and also many minutes of time—for, until you have tried, you have no idea how long it can take you to place the little diaphragm screw into position with a screwdriver that has not been magnetized.

3. A diaphragm piercer—supplied by the Victor Co.—Part No. 1487. This is made a size smaller in diameter than the diaphragm screw, so that after piercing hole in diaphragm, you can tap same with 00x112 tap, and be assured that when you place diaphragm screw in position you will have as tight a connection as possible.

4. A small lock nut wrench—supplied by the Victor Co.—Part No. 1846. There is nothing you can use to take the place of this little wrench, for if you try using a small pair of pliers you will surely smash the edges of the nuts and in some cases you will break the needle arm springs.

5. 00x112 tap—for threading hole in diaphragm and in needle arm—supplied by the Victor Co.

6. 1x56 tap—for threading hole for needle set screw—supplied by the Victor Co.

7. A small box of wax—Supplied by the Victor Co.—Part No. 804-A. I particularly request you to use this wax, which is a mixture of rosin and wax in just the proper proportion to run evenly and make an air-tight joint on needle arm screw.

8. A small machinist's hammer, which you can get at any hardware store.

9. A small alcohol lamp.

Also a small piece of wire for waxing, and a little white shellac.

Now to go ahead with our sound box. We will first take and examine closely each of the twenty-three parts of which it is made:

1. The front or cap ring—part No. 311-ANG—made of brass and plated. On the bottom you notice two little knife-edge points, called fulcrum points, on which the needle bar rocks. At right angles to the ring are two little tabs drilled for the needle arm spring screws—part No. 485-Blue. See that these tabs are straight and that fulcrum points are filed perfectly even.

2. The rubber insulators—part No. 304-PF—of which two are used. These should be of good rubber, with no cracks. They are 5¼ inches long and about ⅛ of an inch in diameter.

3. The mica or diaphragm—part No. 414—should be perfectly clear, without cracks or air spaces.

4. The metal back—part No. 761-BN—made of brass and enameled black for the nickel-plated boxes and plated for the gold sound boxes.

5. The needle arms and set screw—parts No. 312-D and No. 1228-Blue. Be sure that needle screw fits good and snug in the hole and be sure that hole in toe of arm for diaphragm screw is tapped free of any obstructions.

6. The arm springs—part No. 487-Blue—of which we use two. See that they are not cracked and that they are bent exactly alike.

7. The two screws for fastening springs to needle arm—part No. 496-Blue.

8. The two needle arm spring screws—part No. 485-Blue. Try them in the holes on tabs of cap ring and see that they screw in easily.

9. The two lock nuts—part No. 78-WN—for locking spring screws tight so that position of needle arm cannot be changed when it has been correctly set.

10. Diaphragm screw—part No. 471.

11. Diaphragm screw washer—part No. 1030—which prevents forcing the head of diaphragm screw through the mica.

12. The three screws for fastening metal back to cap ring—part No. 485-Blue.

13. The rubber back—part No. 719-A.

14. The two screws for fastening rubber back into position—part No. 594-WN.

Now that you have become familiar with each part and know that they are all in perfect condition, we will go ahead and assemble our box in the proper way.

First, place an insulator in the cap ring in such a position as to bring the joint directly under the bar of the needle arm. Put a little shellac around the top of the insulator to hold diaphragm in place—never use glue or mucilage. Put diaphragm in place—be sure that it is held firmly to the insulator by the shellac and be positive that its edge does not touch the cap at any spot.

If diaphragm touches cap ring at any place it will almost always cause a blast or false note,

Crescent TRADE Silver tone MARK Products

Style No. 12 .. .. $75.00

Four New "CRESCENT" Models

We have four new and exclusive designs now ready for the fall season.

Is your stock up to date?

If not, ask for details now of the following distributors:

LOUIS WOLF & CO.
221 4th Avenue
New York City

LOUIS WOLF & CO.
1319 Michigan Avenue
Chicago, Ill.

CRESCENT SALES CO.
Providence,
R. I.

SCHILLING PIANO CO.
112 W. 23d Street
New York City

CRESCENT SALES CO.
23 E. Jackson Blvd.
Chicago, Ill.

Whatever your requirements may be—Phonographs, Equipments, Attachments, Accessories—"Crescent Products" will serve you best.

Crescent Talking Machine Co.

89 CHAMBERS STREET NEW YORK CITY

so always be sure to shellac it in its proper position so that it does not touch. It is of great importance if you want the best results.

Now place the second insulator into position, the joint being placed on the opposite side of the cap ring to that of the other insulator. Put on metal back and set in the three screws which hold it in place—as tight as possible.

Take the needle arm and put on the springs at right angles to the arm, setting up the screws good and tight. Put the spring screws in springs and screw lock nuts into position. Now the needle arm is ready to set in place on the cap ring.

Put the two slots on the needle bar over the fulcrum points, screw in the two needle arm spring screws as evenly as possible, so that needle arm rests firmly on fulcrum points without any side motion.

The toe of the needle arm should clear the surface of the diaphragm about 1/1,000 of an inch. To get this distance with any degree of accuracy, hold box firmly in left hand and tap end of needle arm gently with finger nail of forefinger of right hand. If needle arm toe rests on diaphragm, result will be a heavy muffled sound (screw in on bottom tension screw); if needle arm toe is too far away from diaphragm, result will be no sound (screw in on top tension screw). When needle arm is in such position that the least move of the top tension screw to the right will, when tapped, result in a heavy muffled sound your adjustment will be correct and the toe of the arm will be found to clear the surface of the diaphragm about 1/1,000 of an inch.

The lock nuts on tension screws are now screwed up tight against the cap ring to prevent the position of the needle arm being changed.

Hold box in left hand with forefinger, pressing needle arm against diaphragm. Take piercing tool and pierce hole through diaphragm, letting point of piercer pass through tap hole in toe of needle arm. Then take 00x112 tap and run through diaphragm and needle arm toe holes to clear them of any obstructions.

Place diaphragm screw with its paper washer in position—which will pull needle arm toe down tight to surface of diaphragm.

Heating waxing wire, take a little wax and put a drop over the head of diaphragm screw and also over toe of needle arm.

Put on rubber back with its two screws, place needle set screw in needle arm and our sound box is complete and ready to be tested.

Causes for rattle and blast in sound boxes may be from any of the following defects in parts or in assembling: Old insulators—no life in the rubber; needle arm loose on fulcrum points; springs on needle arm loose; diaphragm not shellaced to insulators; needle arm not set at right tension; diaphragm screw loose or wax cracked and loose.

I am sure that you will agree with me that the assembling of an Exhibition sound box is very easy, and if each part is placed in its proper relation to the others (first being sure that each part is in itself absolutely right) no one should have any difficulty in repairing, adjusting or assembling them.

DISPLAYS AT ROCHESTER FAIR

Pianos and Talking Machines Well Represented at Annual Exposition Held in That City

ROCHESTER, N. Y., September 9.—There are quite a number of exhibits of talking machines and pianos at the Rochester Exposition and Horse Show held here this week.

Among the most attractive booths was that of Griffin & Bailey in which both pianos and talking machines were shown. A feature of the exhibit was the display of Columbia Grafonolas. The company's warerooms are at 98 North Clinton avenue. This concern also had an exhibit at the Rockport County Fair.

Another prominent booth was that of Ropelt & Pritchard, of 29 Elm street. This concern displayed the Ropelt & Sons pianos and players.

Gibbons & Stone, of 178 East Main street, had a corner booth which was arranged very artistically. In addition to pianos this concern displayed the entire line of Victor Victrolas.

The booth of Rankin Bros. was entirely enclosed in glass and there was shown therein several Decker & Sons pianos. A talking machine of local make was also shown.

RECORD LIST DISPLAY

Some New Ideas Embodied in the Products of Universal Fixture Corporation

The Universal Fixture Corporation, of New York City, is showing real vigor in its campaign to bring the dealer to a full realization of the possibilities in having record lists properly displayed. A new fixture has just been put out which holds the list of the month and which stands upright in the store window. The list itself stands on two short steel legs, set in a steel frame, and is kept in the upright position by a V-shaped metal leg which serves as a rear prop. The whole window stand display fixture is finished in baked-on black and matches the other bulletin display fixtures put out by this concern.

This company has also just issued a cleverly illustrated folder which brings out some rather convincing arguments relative to the company's swinging fixture that holds twelve monthly record lists. "Why hide last month's list when the new one appears?" is the catchy phrase used to bring out the "lies flat" feature of the Universal fixture.

NEW MANAGER FOR HENGERER CO.

BUFFALO, N. Y., September 9.—The William Hengerer Co., this city, recently made a change in its talking machine department and has installed Herbert A. Brennan as manager. Mr. Brennan has had considerable experience in the trade, having traveled for Thos. A. Edison, Inc., and having been connected at one time with Landay Bros., New York.

Makes any Phonograph Electric

This powerful little motor is the latest and best phonograph improvement ever brought out. It makes any phonograph electric, instantly with all the convenience and benefits of an electric machine. It does away with constant winding and rewinding and prevents the spoiling of a selection by the spring running down suddenly.

$12.50 List Price

Arnold PHONOMOTOR

Appeals to Every Phonograph Owner

This remarkable device is in big demand by phonograph lovers and meets a ready sale at a good, substantial profit. It is very simple to use and put in operation. Simply let the spring run down and take out the handle. Then set the Arnold Phonomotor so its soft rubber drive pulley touches the metal disc turn-table. Attach the plug to any electric light socket. Simply press the button and the record plays. When selection is finished, press the button again and the record stops—no cranking—no winding or rewinding.

ATTACHES OR DETACHES INSTANTLY

Does Not Harm or Deface Machine

There is absolutely no danger—no need to fear harming or defacing the phonograph, because there is nothing to alter or change. The Arnold Phonomotor operates without permanent attachment.

It is made by a firm who have made small motors for over 15 years and is the result of years of study to perfect a phonograph motor that would render the best possible reproduction of any selection of any kind. It is fully guaranteed.

We are specialists in the manufacture of small motors and invite responses from concerns who are in the market for small motors.

ARNOLD ELECTRIC CO.

1425 12th St. RACINE, WIS.

Nationally Advertised in *Saturday Evening Post* *Literary Digest*

The Arnold Phonomotor is advertised extensively in these two big advertising mediums, also in other periodicals. Phonograph owners have long wanted just such a device. The demand is there for a small motor like this. You can surely sell them to every one of your phonograph customers.

Mail this Coupon for Dealer's Offer

ARNOLD ELECTRIC CO.,
1425 12th St., Racine, Wis.

Please send your dealers' offer on Arnold Phonomotor—booklet, and dealers' discounts.

.....

Agency for .....

....

Columbia Records TRADE MARK Note the Notes

Lucy Gates — another Columbia acquisition! The distinguished and brilliant coloratura soprano presents Grieg's setting of Ibsen's "Solveig's Song" as her first interesting offering.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

NEW EDISON DEALERS' ASSOCIATION FOR MILWAUKEE

Plans Now Under Way for Formation of Such an Organization—Edward Schuster & Co. Department Improved—Fire Wrecks Waltham Factory—New Stores Recently Opened —Various Lines That Are Popular—Flanner-Hafsoos Co. Celebrates Anniversary

MILWAUKEE, WIS., September 5.—August talking machine business in Milwaukee reached a considerably larger volume than that of a year ago for the same month, and due to the influences responsible for this increase, the trade at this time is looking forward to a brisk fall and winter season. Stocks have been reduced more rapidly than factories have been able to replenish them, and in some quarters apprehension is expressed over a possible shortage when the holiday trade gets into full swing. It is considered fortunate that records are coming through much more freely, which compensates in a measure for the dearth of machines. Nevertheless, the demand for records has been so great that there is no large surplus and the movement is none too large.

The Badger Talking Machine Co., Victor jobber for Wisconsin and Upper Michigan, has had one of the best summer seasons in its history. Officials of the company are anticipating a shortage of machines if the present demand is maintained, together with the seasonal acceleration.

The Edison Shop, State distributor of the Edison line, is fostering the new association of Edison dealers in Milwaukee, the principal object of which is to minimize the exchange evil in record business. H. W. Gausewitz, of the Edison Shop, is secretary of the association, and is meeting with much success in carrying out plans to improve the state of business.

Edward Schuster & Co. department stores have completed a general improvement scheme affecting all of the three big stores. Under the direction of Theodore G. Lehrner, manager of the talking machine department for all stores, the Victor shops in each store have been remodeled and enlarged. In the Third street store, the department has been moved from the third to the fourth floor, where considerable additional space has been released. The new equipment includes six large demonstrating booths. Five new booths have been installed in the Twelfth street store, in charge of J. H. Becker, and the department in the Mitchell street establishment has been augmented by the installation of seven booths.

The output of Imperial talking machines, the product of the Waltham and Netzow piano interests, has suffered a considerable reduction by reason of a conflagration in the big piano and talking machine plant at First and Becker streets on August 27. The building was damaged only $15,000, but the stock of raw and finished goods, fixtures, etc., were damaged from $100,000 to $125,000. The damage was mostly from water from the sprinkler system and the city fire streams. The company carried $186,500 of insurance. Adjustments are being made by the underwriters at this time, and it is hoped that by September 15, work can be undertaken on the rehabilitation of the plant.

A new talking machine store has been added to our already large list during the past month, when the Waldheim Co. took occupancy of its new ten-story building, 120 by 120 feet in size, at 206-212 West Water street. The company is the largest house furnisher in Wisconsin. Stanley V. Waldheim is manager of the talking machine department, which handles the Columbia exclusively.

The Kimball phonograph made its appearance at the local store of the W. W. Kimball Co. shortly after announcement was made that the Kimball Co. had made an important connection with the Pathé interests. The piano store has been rearranged to make room for a talking machine department of considerable size.

"August business was better than the average," said L. C. Parker, manager of the Victrola department at Gimbel Bros., to The World representative. "We have been sold out several times during July and August, and as we anticipate a large demand during the coming four months, we are praying that the factory will not be caught short-handed."

The Badger Talking Machine Shop is arranging for its fall and winter activities and will soon open its concert and recital hall, a feature made possible by the removal to the present location several months ago. Manager R. H. Zinke is introducing numerous innovations in Victor retailing, among them the promotion of piano accompaniments to Victor records. Competent instructors will be on hand at all times to teach customers the fine art of bringing the piano into perfect harmony with grand opera and other records. Mr. Zinke also is responsible for numerous attractive displays in the show windows. One of these included a setting of the accordion used by Peitro, who makes Victor records with Marconi Bros., who appeared at the Crystal a week or two ago. The Marconis gave daily concerts at the Badger shop each afternoon during their week's stay in Milwaukee.

The Musictrola, the product of Passow & Sons, Chicago, is getting a strong representation in the Wisconsin territory through the efforts of the Gether Piano Co., of this city.

T. W. Abell, the new manager of the Wisconsin and Upper Michigan territory of the Premier Talking Machine Co., with headquarters at 220 West Water street, is proving himself to be a fit successor to Park Adams, who was promoted to the position of manager of the new Detroit branch on August 1. Mr. Abell reports that wholesale as well as retail business is being well maintained.

Paul F. Seeger, manager of the talking machine department at Edmund Gram's, 414-416 Milwaukee street, which handles the Aeolian-Vocalion and Columbia, recently had the honor of being the guest of Arthur Shattuck, the famous pianist, on board his palatial steam yacht, "Mignon," while Mr. Shattuck was cruising in waters near Wisconsin, of which State he is a native.

Howard Shartle, of the Victor record department, spent a few days here last week as the guest of the Badger Talking Machine Co., Victor jobber.

The Flanner-Hafsoos Music House, which represents the Edison, is celebrating its twenty-fifth anniversary or silver jubilee at this time. The business was founded in September, 1891, by the late Joseph Flanner. The present organization is headed by Eric S. Hafsoos and Florian F. Flanner, the latter being manager of the Edison division.

A. G. Kunde, Wisconsin jobber for the Columbia line, is one of the most optimistic men in the trade, due to the advances Columbia business has made in recent months. Mr. Kunde's retailers also are in an enthusiastic frame of mind, he says, because of the large volume of transactions already made and in prospect.

D. G. Wilk, Victor dealer at Random Lake, Wis., was a caller at the Badger Talking Machine Co., Milwaukee, during last week and left a nice order for machines and records.

The Wisconsin Seating Co., New London, Wis., is now producing 100 cabinets for the Edison interest each working day. The production will be increased just as rapidly as additional help is available.

The Boston Furniture & Uundertaking Co., Stevens Point, Wis., has installed two new demonstrating booths of the large type. One

(*Continued on page 82*)

PERSONAL SERVICE

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

Why not communicate at once with us?

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

Louis Mann Goes on Record

Louis Mann is America's greatest character comedian and one of Broadway's leading stars. His clever dialect and remarkably humorous stories have brought ripples of laughter all along the Great White Way—the country's center of amusement.

We illustrate a scene in the office of the Emerson Phonograph Company, showing Louis Mann in the serious act of signing a contract to make Emerson Records exclusively. These records promise to become among the best sellers of our list of hits.

Cohen At The Telephone

is the title of Mr. Mann's first Emerson production. It will be released shortly.

Emerson 25c Double Discs

have become a firmly established standard in the Phonograph business, and have proved an instant source of profit to all dealers who carry them.

Emerson Double Disc Records play three-fourths the time of a standard 10-inch record. They can be played on all but one positive feed machine, without extra attachments.

The fall season is here—now is the time to place your first order. The investment is small, the turnover is quick, the profits are big.

Attach that coupon to your letterhead and mail it to us now! →

Emerson Phonograph Co., Inc.

Dept. D, 3 West 35th Street New York

THE EMERSON PHONOGRAPH CO. Inc.,
DEPT. D, 3 WEST 35th ST. NEW YORK

Gentlemen:

Kindly send me at once complete details of your proposition and list of new Emerson Hits.

Name _____

City _____

State _____

NEWS FROM MILWAUKEE TRADE

(*Continued from page 80*)

is constructed to represent a cottage of the early English period and is 18 by 7 feet in size, partitioned into two rooms, 79 by 9 feet. The booths are equipped with 16-inch electric fans, giving a change of air every two minutes.

The Hoeffler Piano Manufacturing Co., of this city, has concluded its initial campaign in behalf of the Starr phonograph throughout the Wisconsin territory and will institute a fall and winter drive within a few weeks' time.

John Schoonmaker, manager of the Victrola department at the Boston Store, has just returned from his vacation, spent at Cedar Lake, Wis., and supervising the finishing touches of the work of remodeling and enlarging the department in preparation for a brisk fall and holiday trade.

The Story & Clark Piano Co., which retails the Columbia, announces that it will discontinue its Milwaukee and Minneapolis branches, and maintain only the collection departments in these cities. George H. Eucker, manager of both stores, will leave Milwaukee shortly to assume the position of manager of the Story & Clark retail interests in New York.

Four new demonstrating booths have been installed in the Victrola department of the J. B. Bradford Piano Co., 411 Broadway.

Charles J. Orth, 274 West Water street, the Sonora representative, has undertaken an advertising campaign of large proportions to start in his fall business. July and August proved to be good business months in spite of the numerous hot spells.

G. H. Miller, the new Wisconsin traveling representative of the Victor Co., assumed his duties during the past week. Mr. Miller will make the Badger store, 135 Second street, his terminal headquarters.

The Kreiter Piano Co., 181 Third street, a Pathé retailer, says business has been eminently satisfactory during August, and is enlarging its stock to be adequately prepared for a heavy trade durig the coming four months.

TO REVISE OPERAPHONE CATALOG

All Operaphone Records to Bear Two Selections of the Same Type—Preparing for an Active Fall—Important Deal Closed

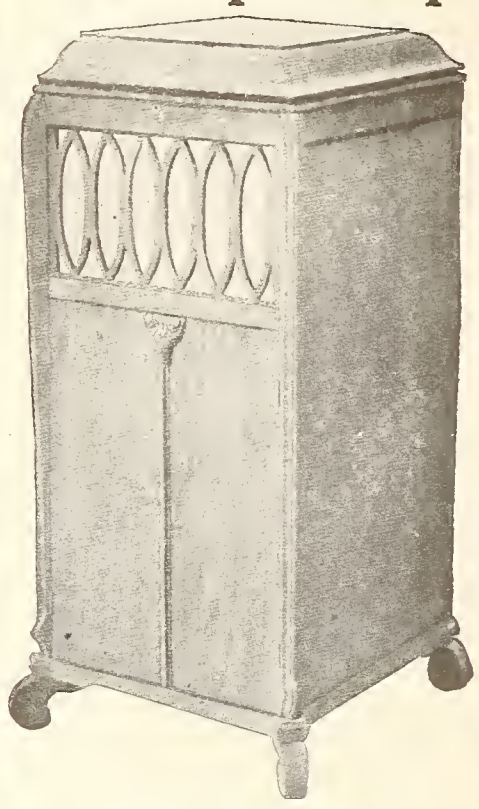
In completing preparations for its fall campaign, the Operaphone Manufacturing Corp. has arranged to revise its entire record catalog and supply all records in future with paper labels, the labels being black and printed in gold. The new labels are very attractive and cause the name of Operaphone to stand out prominently. In the earlier records the plan was followed of backing up vocal selections with instrumental numbers, and popular songs with semi-classic or vice versa. Under the new arrangement, selections will be backed up on the record with other numbers of the same type, thus each record will have two vocal selections or two instrumental selections as the case may be.

In announcing the revision of its record list, the Operaphone Corp. states that while the advertised price of Operaphone records will remain at 35 cents there will be no price restriction enforced but that the dealer may sell records at what price he sees fit, the margin of profit being large even should the record be sold for a quarter.

"We are looking forward to an unusually successful fall and winter," declared George Thoms, head of the company, and are well prepared to meet the demand. Our pressing plant has a capacity of over 200,000 records per month and improvements have also been made in our recording laboratory. We have also perfected very satisfactory distributing arrangements."

The Operaphone Corp. recently closed a deal with the Frank W. Williams Co., Chicago, the big mail order jobbing house, to feature Operaphone records in connection with the machines put out by that company. It is expected that the Williams Co. will take close to 50,000 records monthly.

Prompt Shipments Guaranteed



SAVOY—Style 65

Mahogany, Highest Grade Finish. Size on Casters, 48 Inches High, 22 Inches Wide, and 23 Inches Deep. Double Spring Wormgear Motor, 12-Inch Turntable.

The SAVOY

line of machines, retailing at **$15** to **$85,** gives double value to the public—bigger discounts to the dealer.

All models are equipped with a reversible reproducer, playing all makes of records without any attachment. All machines guaranteed in every particular.

Write for Dealer Proposition

SAVOY GRAMOPHONE CO.

530 Cherry Street, New York

MARKET NEW LINE OF PHONOGRAPHS

Rishell Phonograph Co. Enter Talking Machine Trade With Large Line of Machines—House Experienced in Cabinet Manufacture

The Rishell Phonograph Co., with executive offices and factories in Williamsport, Pa., have placed on the market a complete line of phonographs which are now being displayed at the company's show rooms in New York, Chicago, Philadelphia and Columbus. These phonographs have been in course of perfection for more than a year, as the company was desirous of offering their dealers a line which would be entirely satisfactory to themselves and their patrons.

Rishell phonographs are manufactured by the J. K. Rishell Furniture Co., of Williamsport, Pa, one of the country's leading manufacturers of dining and bed room suits and dining tables. J. K. Rishell, president of the Rishell Phonograph Co., and Ralph T. Smith, secretary, occupy the same position in the J. K. Rishell Furniture Co. This latter company had been in business forty-nine years, employing nearly 500 workmen, and occupying two large factories.

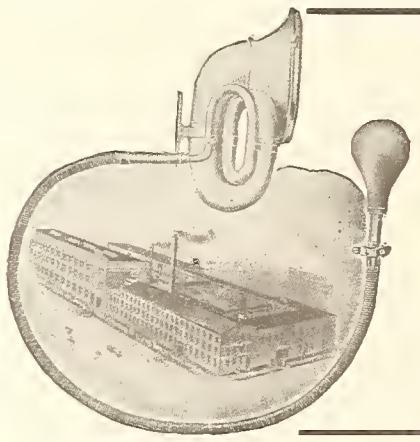
The company in the past manufactured cabinets for a number of the leading manufacturers, and the experience gleaned from this manufacturing has been an important factor in the production of Rishell phonographs, which embody several important patents.

A complete line of all the different styles of Rishell phonographs in all woods will be carried at the various show rooms, and representatives will cover the territory adjacent to each one of these show rooms. It is the company's intention to cater to the same class of trade with its phonographs as it has sold for many years in the furniture industry.

VISITING TRADE IN MIDDLE WEST

J. H. Roos, general manager of the National Talking Machine Co., New York, left Thursday for a two weeks' trip through the Middle West. Mr. Roos will introduce to the dealers in this territory the "National Bluebird" machines which the company placed on the market a few months ago.

These products are meeting with popular favor, and quite a number of desirable accounts have been opened by Mr. Roos and his sales staff during the past few weeks.



TONE ARMS
TURNTABLES

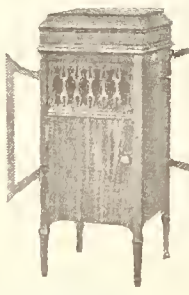
For many years we have been the only manufacturers of good metal phonograph horns. and recently we have added equipment for making Tone Arms and Turntables of highest quality.

These products are made to your specifications only. Ask for estimates.

Phonograph HORNS

Standard Metal Mfg. Co.

227 CHESTNUT STREET NEWARK, N. J.



THE PREMIER CABINET CO.

Makers and Distributors of the

Premier

TALKING MACHINES *and* CABINETS

CHICAGO, ILL.
WILLIAMSPORT, PA
GOSHEN, IND

Williamsport, Pa.

The Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORY, ELYRIA, OHIO

More Than

7,000,000

Motors

of the

Heineman Type

Are in Use in All Parts of the World

Does this not convince you that

is the world's

Standard Phonograph Motor?

Otto Heineman
President

TALKING MACHINE EULOGIZED IN HEARST EDITORIAL

Particularly Strong Endorsement of the Standing of the Talking Machine in the Home—"To-day the Home Without an Instrument to Reproduce Voices of Artists Is Like a Home Without a Library"—New Inventions Place Music of Highest Quality Within Reach of All

That the educational campaigns being carried on by the talking machine companies are having the effect of increasing public appreciation of the higher musical value of the talking machine and of giving that instrument a more important standing in the eyes of those who write for and control the daily newspapers was strongly emphasized by an editorial published in the New York Evening Journal and other Hearst papers throughout the country recently. The editorial written by Arthur Brisbane was headed "The Machine That Talks and Sings Is the Voice of the Home," with the sub-head "To-day the House Without an Instrument to Reproduce the Voices of Artists, the Genius of Musicians, Is Like a House Without a Library." The text of the editorial was as follows:

"The machine that reproduces the human voice, musical instruments, all music, and dramatic power, is to the human race a discovery as great as the printing press, which gave us the printing of cheap books.

"The extraordinary inventions for artistic automatic piano playing are equally valuable and marvellous in their benefits to the race, in their spreading of education.

"The work of the greatest musicians, and the technical skill of the greatest artists can be reproduced at will, adding to the production the player's own temperament and feeling—without undergoing the long years of tedious, painful preparation and study, and without undergoing the torture of imperfect performance.

"The machine that reproduces the human voice and the machine that reproduces the piano recitals of the greatest artists of this age, are the greatest intellectual triumphs of this age. They mean more to the human race even than the flying machine or the wireless telegraph. For those are mechanical instruments, dealing only with the physical problems and the physical part of man. The marvellous inventions that put the musician's genius and the artistic talent of the professional performer within the reach of all are aids to the human intellect—and those are the most important of all aids.

"The self-respecting man would scarcely admit that he lives in a house without books.

"Just as great a misfortune—greater, even, for young people and for children—is to live in a house without the modern miracle of art, the machine that talks and sings, the piano that contains within itself, or the machine that gives a voice to the millions of pianos that are dumb because none in the household can make them speak.

"In ancient days few men—only the rich—could own good books.

"Each book was written by hand, illustrated by hand. Men traveled thousands of miles to visit the library, and the burning of a library was a misfortune for the whole of civilization.

"To-day the poorest man may own the greatest books. The intellectual genius of all ages is on the shelf, asking only to be taken and made part of the owner.

"As it was with books and the thoughts of the greatest writers, so it was, until recently, with music and the genius of the great musician.

"Music was for the few. Year after year of painful study was necessary to enable the individual to reproduce, even in a faulty manner, the creations of genius.

"Concerts and operas were few and expensive. The knowledge of the best music throughout this country was practically nil.

"To-day, thanks to the invention of the machine that speaks, not only the greatest music, but the greatest musicians, singers and players of musical instruments, are at the command of every family, of every mother and father, of every child.

"It is impossible to predict the wonderful results that will come to the human race in a few generations from this making of good music universal.

"Wherever the father and mother will it, the children may hear from their infancy the works of genius, the greatest composers, the most wonderful artists.

"Painful labor and the unsatisfactory results of musical study are done away with.

"The genius of Beethoven, the dramatic power and voice of the greatest artists, are at hand on your shelf, like the poems of Shakespeare—and great personality is added to the beauty of the music.

"There are many presents, useful and otherwise, that may be appropriately given.

"But for the home that lacks the singing and talking machine, with an equipment of good records, music gay and light, music serious and noble, there is but one gift to be thought of

"The greatest addition to the education of man since the days of Gutenberg is the machine that does for music what the printing press did for books and knowledge. If you haven't in your house a machine that makes all music and all artists your own, get one.

"If the friend to whom you mean to give a present lacks the modern machine of civilization, give him one, or give him a better one than he has.

"A man would feel himself disgraced if one, entering his house, should ask: 'Have you a book in this house?' The answer would be: 'Do you suppose that we are not civilized?'

"The house in which there is no machine to interpret musical genius and artistic genius is just as far from the latest civilization as the house in which there are no books."

INSTALL COLUMBIA DEPARTMENT

NIAGARA FALLS, N. Y., August 28.—The Arnson Furniture Co., of 1522 Main street, recently purchased a complete stock of Columbia Grafonolas and Columbia double disc records, and have installed a special department in their store for the extensive featuring of this line of talking machines.

You can get the FASTEST or the SLOWEST Service from ALBANY

FASTEST—either by express or messenger deliveries

SLOWEST—by Erie Canal Boats—and in addition, there are medium, slow or quick facilities.

But the fact remains that
YOU GET THE GOODS with

GATELY-HAIRE Albany Service

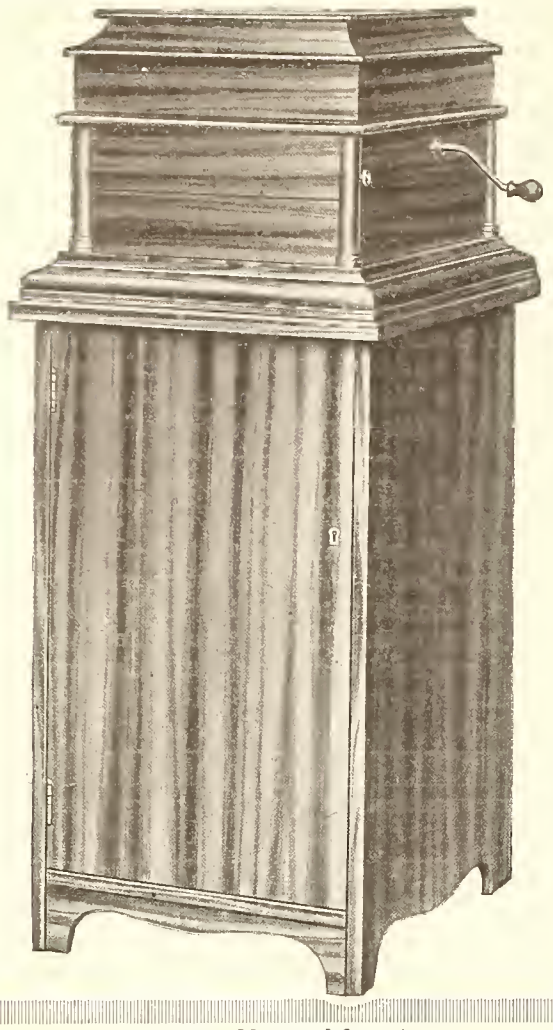
for it is getting goods HOW you want them that counts in the end.

The GATELY-HAIRE CO., Inc.

JOHN L. GATELY, President

ALBANY

— FOR CAPITAL SERVICE —



No. 498. Vertical Interior
For Columbia "Favorite"
Height, 32 in. Width, 19 in. Depth, 22 in. Holds 240 records.
Mahogany Front—Golden Quartered Oak Front
Average weight, crated, 80 pounds.
[If horizontal shelving is desired, order No. 1498.]
[When felt interior is wanted, order No. 498F.]

UDELL
Cabinets

For Records

play a leading part in the sale of a talking machine outfit. This is true because a machine and a library of records *without* a Udell Record Cabinet are *not* complete.

Put it up to your customer and ask him where he is going to file his records. Of course, people buy what they see—so have several in your store. You not only get the profit on the cabinet but you are making a better record buyer. The importance of that cannot be overstated. A better record buyer because he takes some pride in the care and filing of his records. He knows just what he has because of the system used in filing.

The large capacity of a *Udell Record Cabinet* makes a consumer want to fill it up.

Yes, it's a mighty good proposition for *you* to push *Udell* cabinets.

You can get pictures and prices by writing to

The Udell Works
1204 West 28th Street
Indianapolis, Ind.

READ THIS, YOU FISHERMEN

J. A. Erickson, Piano Man of Deland, Fla., Tells a Story About Some Real Fishing in His Part of the Country—Listens Good

DELAND, FLA., August 28.—J. A. Erickson, who handles the Starr pianos and player-pianos, as well as a line of talking machines in this city, has just returned from a trip to Daytona, Port Orange, Coronado and other nearby points, and did some excellent business. He has put in a large stock of instruments and declared that the fall prospects are excellent, particularly in view of a large orange crop that would bring good prices. A bumper crop of corn averaging from twenty-five to eighty bushels an acre will also mean that the farmers will have money to spend.

Mr. Erickson declares that the fish stories published in the trade papers about the catches of piano men in the North pale into insignificance when compared with Florida fishing. He states that F. M. Curry, one of his friends, while fishing in a small lake recently landed five fish in three casts, getting doubles twice and a single once, the five fish totalling twenty-six and one-half pounds; on the first strike, using the Dowagiac five-cluster minnow, a three and one-half pounder struck and an eight pounder was also hooked before the line could be reeled in. Two more fish, weighing five and one-half and six and one-half pounds respectively were landed in a similar manner in the second cast, while the third cast brought in a three pounder.

For the benefit of the unbelievers, Mr. Curry swore to the fact before a notary public and had his picture taken with the fish.

DEATH OF EMIL E. HERTER

Was Chief Mechanical Engineer for Thos. A. Edison for Over Thirty Years

Emil E. Herter, who for almost thirty years was Thomas A. Edison's chief mechanical engineer in the laboratory at West Orange, N. J., and who had worked on many of Mr. Edison's most important inventions, including the phonograph, died on Wednesday of last week at the Orange Memorial Hospital. He was fifty-nine years old.

TALKING MACHINE EXPORTS

The Figures for June Presented—Exports Show Increase for the Month

WASHINGTON, D. C., August 28.—In the summary of the exports and imports of the commerce of the United States for the month of June, 1916 (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following figures relating to talking machines and supplies are set forth:

Talking machines to the number of 5,447, valued at $116,840, were exported for June, 1916, as compared with 3,889 talking machines, valued at $97,488, sent abroad in the same month of 1915. The total exports of records and supplies for June were valued at $71,987, as compared with $68,790 in June, 1915. For the twelve months 42,266 talking machines were exported, valued at $1,198,655 in 1916, and 36,880, valued at $794,011, in 1915, while records and supplies valued at $939,782 were sent abroad during 1916 as against $769,098 in 1915.

C. L. PRICE WITH ORMES CO.

Clarence L. Price, who has been connected with the Victor Talking Machine Co. for a number of years, has resigned his position to become general manager for the Ormes Co., of New York City, which does a jobbing business in talking machines, besides conducting several retail stores.

F. H. Connelly has been appointed manager of the Victor department of William Knabe & Co., 437 Fifth avenue, New York, one of the largest talking machine departments in the local trade. Mr. Connelly is achieving very pleasing results in his new post.

BELIEVE IN QUICK DELIVERIES

Home Music Co., Lancaster, Pa., Use Auto Service for Delivering Grafonola

The Home Music Co., Columbia dealers in Lancaster, Pa., believe that prompt delivery is among the important factors in a successful

Delivery Auto of Home Music Co.

business, and therefore make it a point to get the Grafonola into the homes as soon as possible after a sale is made. The accompanying photograph shows one of the delivery cars used by the Home Music Co., the new Grafonola being placed therein.

BROOKS MFG. CO. IN THE FIELD

SAGINAW, MICH., September 6.—The Brooks Manufacturing Co., of this city, one of America's oldest and largest makers of high-grade furniture, has just placed on the market the "Brooks Cabinet Phonograph," which will be sold through dealers exclusively. This machine will retail at $100, and especial attention was paid to making its cabinet representative of the standing of the Brooks Manufacturing Co. in the furniture industry.

Harry Davis and Otto Paschkes, formerly associated with the Consolidated Phono Parts Corporation, New York, have announced the formation of a new concern to be known as the Presto Phono Parts Corporation, with which they are now actively connected.

BUY YOUR
SAPPHIRE NEEDLES
WHILE PRICES ARE LOW

Prices are advancing rapidly on jewel points, so stock up today. We have a tremendous stock of needles at low prices, and can guarantee immediate delivery.

Supertone supplies are made right and are the ideal needles for securing good music.

Don't delay but write today for prices

Supertone Talking Machine Co.
8 West 20th Street NEW YORK

60 YEARS' EXPERIENCE
PATENTS
TRADE MARKS
DESIGNS
COPYRIGHTS &C.
Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents.
Patents taken through Munn & Co. receive *special notice*, without charge, in the
Scientific American.
A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, $3 a year; four months, $1. Sold by all newsdealers.
MUNN & Co. 361 Broadway, New York
Branch Office, 625 F St., Washington, D. C.

EXPANSION IN LOS ANGELES

Talking Machine Houses Open New Quarters and Add to Equipment in Anticipation of Heavy Trade to Come—Musical Record Co.'s Fine Window Display—Some Personal Items

Los Angeles, Cal., September 2.—The Los Angeles trade has found August to be a very profitable month. In one or two instances the August sales have equaled and possibly surpassed those of July. The trade here has no complaint to make on a month usually the slowest of the summer. It is already very evident that the dealers expect a boom in the fall as several of the firms are enlarging their machine and record departments in preparation. One feature of interest to local dealers is the success of the local musical comedy production, "Canary Cottage." There has been an insistent call for records from this delightful little skit, and it is very gratifying to note that the Victor Co. has issued two of the song hits, which threaten to eclipse the sale of the "So Long Letty" records. "So Long Letty," by the way, is another very successful Los Angeles production.

The Andrews Talking Machine Co., who recently moved into their new store on Broadway, between Third and Fourth streets, express themselves as being well pleased with the change. They will hold their formal opening sometime this month, when their many old friends will be glad to welcome them in their new home.

Barker Bros. intend to more than double their present capacity by adding to their present department all of the space which is now occupied by their china and crockery departments. This space will be divided into twenty-two new record rooms, with a record alley running back of all the rooms.

At the George Birkel Co. establishment arrangements are being made to accommodate more record customers. The space on the third floor, which has formerly been used for pianos and organs, will be utilized for Victor machines and record customers.

The Wiley B. Allen Co. reports a splendid August, surpassing even its July business. This company handles the Victor and Columbia lines.

Manager Bonell, of the local Pathé shops, is expecting a big fall rush as the new model Pathé machine goes on the market the first of September.

The Music Record Co. offers one of the most artistic and attractive windows seen in the city in some time. In one window is a display describing "Canary Cottage," with a background painted by Robinson, the famous illustrator of the Saturday Evening Post covers. The window is arranged with miniature canary birds, apparently in flight, and with small cats and frogs in marching array, with another background by Robinson, illustrating the "Bull Frog Blues" and the "Pussyfoot Rag," two September record hits.

Riccardo Martin, the great American tenor, with his family, have been guests in this city for the past three weeks. Mr. Martin is a great favorite here, not only through his records, but also from his appearances here during the past season with the Boston Grand Opera Co.

Sol. Bargman, for the past few months manager of the Riverside branch of the Southern California Music Co., of this city, has resigned and gone into the moving picture film business. Mr. Bargman is not new to the film business, having been engaged in this line before his connection with the Southern California Music Co.

CRESSEY & ALLEN
PORTLAND
"Cement Your Profits with Portland Service."
YOU do not realize how near Portland is until you try C & A Service. It is an efficient service, based upon a Standard Record Stock, adequate transportation facilities, and a courtesy that makes the casual buyer a permanent one.
CRESSEY & ALLEN
PORTLAND, MAINE

PATHE SALES SHOW GREAT GAINS

In a chat with The Review this week, H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., New York, stated that the company's sales totals for the month of August were far beyond expectations, showing a tremendous gain over last year. The company's factories are working to capacity, and judging from the reports of Pathé distributors throughout the country the coming season will be a record breaking one.

VICTOR CO. ISSUES WARNING

The Victor Co. has issued the following letter to its dealers:

"Our attention has been called to the fact that manufacturers of other talking machines are endeavoring to purchase Victrola cases from Victor dealers for the purpose of reshipping their product therein. Our dealers will readily admit the impropriety of such an act and we beg that you will be careful not to dispose of Victrola boxes without first carefully removing the words 'Victor,' or 'Victrola' or 'His Master's Voice' trade-mark therefrom."

J. J. DAVIN A SURF RIDING EXPERT

Riding a surf board at Belmar, N. J., is excellent preparation for handling fall Victor business, according to the reports of J. J. Davin, traveling representative for the New York Talking Machine Co., New York, Victor distributor, who spent the greater portion of his fortnight's vacation in this manner.

J. J. Davin Wave Riding

Mr. Davin, who is an expert swimmer and diver, learned the art of surf board riding at Honolulu, and when he reached Belmar a few weeks ago succeeded in securing a board that defied the elements and was a huge success. As Mr. Davin's idea was not copyrighted the bathers of Belmar followed his example and more than seventy-five surf board riders voted this form of amusement the ideal aquatic sport.

PLACE YOUR ORDER FOR VICTOR RECORDS
FOR YOUR FALL NEEDS—NOW
PUSH VICTOR RECORDS
AMERICAN SERVICE FROM OUR LARGE VICTOR RECORD STOCK COMBINED WITH YOUR ORDERS, WILL MAKE PROFITS AND SATISFIED CUSTOMERS
AMERICAN TALKING MACHINE COMPANY
368 LIVINGSTON ST. BROOKLYN, N. Y.

Columbia Records TRADE MARK Note the Notes

Prove it by Number A5844! Anyone who thinks a whole symphony orchestra is impossible of recording ought to hear Grieg's tone-masterpiece, "Spring", the initial Columbia recording of the Chicago Symphony Orchestra.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

PREPAREDNESS IN BALTIMORE

Talking Machine Houses Making Strenuous Efforts to Secure Sufficient Stocks of Machines and Records to Keep in Sight of Orders—The Hub to Handle Victors Exclusively

BALTIMORE, MD., September 5.—Baltimore talking machine distributors and dealers freely predict that this fall and winter will be the greatest in the history of the talking machine. They not only base this belief upon the fact that a large amount of business was done during the summer, but upon the way things are moving at the present time, and the only thing now causing the talking machine men any worry is that they fear they will not be able to get sufficient machines to meet the great demand.

Dealers realize that the demand for machines is going to be great and are making preparations to meet it. They are after the distributors but many of them are not getting what they want, for the simple reason that some of the distributors are short themselves and are unable to get as many machines as they could use. But they are getting a fairly good supply—much better than the beginning of last fall and many of them are much pleased because of this improvement. The record sales are picking up in the same proportion as the machines.

An announcement which came rather as a surprise was made on August 30 by C. B. Noon, of the Hub, which recently opened a large talking machine and piano department in the store formerly occupied by the Sanders & Stayman Co. This house now handles nothing but the Victor machines and records, having put the machines on sale the first of this month. Both the Edison and Columbia machines, which have been handled by the house for some time before it went into the present building, will not be handled in the future. Mr. Noon is very much pleased with the Victrola outlook and predicts a large business this fall and winter. He has put in an excellent record stock. Management of the Victrola department has been placed in the hands of H. C. MacGilpin.

It is feared that not enough machines will be available to meet the demand upon Cohen & Hughes. This house now has a large number of orders on file waiting to be filled and there are hundreds of orders to be filled before the Christmas rush, which is expected to be wonderful this year. It is predicted that this year's business with this firm will show an improvement of at least 50 per cent. over the business done last year.

One day last week Cohen & Hughes received a single shipment consisting of 300 Victrolas. Many of them were taken to the store but were sent right out again. Others were not removed from the station, but redirected and sent to the dealers.

Henry Eisenbrandt, of H. R. Eisenbrandt Sons, Inc., also Victor distributors, says the coming season will be a remarkable one. His only fear is that they will be short of machines. Mr. Eisenbrandt has paid several visits to the factory in Camden recently. He is now ready for the rush and looks for it to be a big one. A number of improvements are being made in the Victrola department. Two new booths have just been installed and it is understood that more may be added later. There are now six large booths and the store is a very attractive one. The retail business has kept up remarkably well during the summer.

W. C. Roberts, manager of E. F. Droop & Sons Co., also distributor of the Victor goods, is enthusiastic over the outlook and over the business being done now and what has been done during the summer. He is also much pleased over the fact that he is getting more machines than he did this time last year. He has no doubt, however, that he will have plenty of calls for each machine he gets in.

Manager Roberts, accompanied by Mrs. Roberts and his son, recently returned from an extended automobile tour through the North. The trip was made in Mr. Roberts' seven-passenger car and not a single mishap occurred during the entire trip. The party toured through New York State and up into Canada. Mr. Roberts says that the trip did him a world of good. While away Mr. Roberts paid some attention to trade conditions and he says that the outlook through the North is very good.

Holiday business in the sweltering summer months! This is what has been done by the Columbia Co.'s distributing department in this city. A. J. Heath, the local manager, is much pleased with the way things have been going and looks for a phenomenal amount of business this fall. In fact, the house is rushed almost to capacity. Mr. Heath states that he has never seen anything like it. S. C. Cooke, assistant to Mr. Heath, has just returned from his vacation.

Good business in the Aeolian-Vocalion is being done by the Sanders & Stayman Co. in this city, Aeolian representatives. W. B. Turlington, manager of the house, looks for a big amount of fall business as the Vocalion is proving itself to be a much-talked-of machine. With the new location the Sanders & Stayman Co. will be able to handle an immense business.

WORKING FOR STEPHENS BILL

Victor Talking Machine Co. Sends Letter to Victor Dealers Urging Them to Take an Active Part in Supporting Measure

CAMDEN, N. J., August 28.—The Victor Talking Machine Co. has just issued a circular letter to Victor dealers, enclosing four papers, containing the latest developments regarding the Stephens bill, together with a long list of prominent industrial firms which are in favor of the bill. The letter urges all dealers to do whatever they can to aid the passage of the price-maintenance measure, and points out the necessity for individual action in every community if the bill is to become a law.

John M. Dean Corporation
Putnam, Conn.

Manufacturers of

Talking Machine NEEDLES

Dean Service covers every essential need in talking machine needles. Needles furnished in bulk or in special packages. Quality needles only.

THE TRADE IN THE SOUTH

PROGRESS OF CORLEY CO. ANNEX

Structure Now Building Will Give Company 25,000 Square Feet Additional Floor Space for Storage of Victor Goods

RICHMOND, VA., September 4.—Work is progressing rapidly on the construction of the new annex of the Corley Co., the energetic Victor distributors of this city, and it will be under roof before many weeks. When completed the new building will give the company 25,000 square feet additional floor space, which has been made necessary by the tremendous increase in its wholesale Victor business throughout the Southern territory. The accompanying photograph taken late last month gives some idea of the progress of the work.

Starting Work on Corley Building

There is no littleness, no sordidness, about business in these days. It is as picturesque as the most wonderful art; as romantic as the most fictional romance ever written; as imaginative as the greatest symphony in music.

NOTHING WRONG WITH THE SOUTH

Talking Machine Trade Below the Mason and Dixon Line—Keeping Up With Dealers in Other Sections in Preparing for Big Business That Is to Come—Good Financial Prospects

RICHMOND, VA., September 5.—The conditions that are said to prevail in the talking machine trade throughout the country generally also exist among the distributors and dealers throughout the South and Southeast, according to reports that come from these sections. So uniform are the reports of the various trade factors that they could sign a mimeographed statement reciting that the summer business has been unusually good, and that the prospects for fall were the best ever, and still find that it fitted their individual cases.

Of course, there is a shortage of machines, rather serious on certain styles, but this shortage is to be looked forward to just as regularly as death and taxes and simply means that though manufacturing and distributing facilities have increased enormously, the demand has increased even more rapidly.

General conditions are such as to back up consistently the prophesies regarding a record breaking fall for the talking machine trade in this section. Although the Government reports a shortage in the cotton crop, the rapid rise in cotton prices that followed the announcement would mean that there will be as much if not more money in circulation as in previous years, some of which money the talking machine men should get. Then, too, the farmers in the South have adopted the system of diversified crops and have not put all their eggs in the cotton basket, for instance. This also augurs well for the future.

GOOD REPORT FROM BIRMINGHAM

The Talking Machine Co., of That City, Stocking Up in Anticipation of Big Fall Demand

BIRMINGHAM, ALA., September 5.—The Talking Machine Co., of this city, handling both the Edison and Victor lines as jobber and distributor, makes a most satisfactory report regarding conditions. A. R. Boone, head of the company, is well known in the local trade, having been connected with the Williams Music House for a number of years. Mr. Boone states that although the dealers in any of the popular lines will probably be unable to get all the special records and special styles of machines they want for fall and holiday trade, this company is nevertheless stocking up to the limit with a view to reducing possible shortage to a minimum.

INCORPORATED IN ALABAMA

MONTGOMERY, ALA., September 5.—The Jesse French & Sons Piano Co., of Alabama, with headquarters here, has been incorporated with a capital stock of $5,000 by L. O. Parsons, Myron E. Milliken and Jesse French, Jr. The company will engage in selling musical instruments in Alabama and will include talking machines as well as pianos in their line.

NEW BUILDING FILLS THE BILL

BIRMINGHAM, ALA., September 7.—The Hood-Wheeler Furniture Co., which handles the Columbia line here finds that its new five-story building, which was occupied some time ago, just fills the bill for meeting demands of the growing business. The provisions made for the stocking and display of Columbia Grafonolas and records are particularly satisfactory.

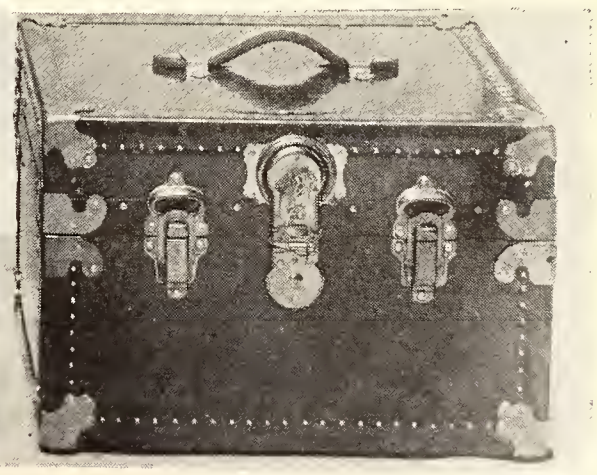
"A Winner of Trade—Where-ever Displayed"

Corley Victrola Carrying Case

Sells like "hot cakes"—every owner of a Victrola IV will want one! Will increase your sales of machines. Pays the dealer a good profit! As handy to carry as a suit case—as strong and durable as a trunk.

Fills a Long-Felt Want!

Extra well made from three-ply veneer; covered with hard fibre, including bottom. Inside measurements, 17½" long, 13¼" wide, 11" deep. Fibre bound, heavy steel brassed trimmings, excelsior lock; strap hinges, bolts, cloth lined. Fitted with blocks to hold Victrola in place when traveling.



Be First

to reap the profits from this big seller. Sample case $5.00. In lots of 6 or more, $4.50. Immediate shipment made.

The Corley Company INC.

The Victor House of Dixieland—Distributors

213 East Broad Street, Richmond, Va.

CORLEY VICTOR

Service is Supreme in the South!

THE STORY OF THE TONE TESTS

Some Interesting Details Regarding the Origination and Carrying Out of the Idea for Giving the Public a New Conception of Possibilities of the Edison Diamond Disc Phonograph

Much interest has been manifested by the trade and musical world in the "tone tests" which have been such a successful feature in connection with the exploitation of the new

© Mishkin, N. Y.

Anna Case Reed Miller

Edison disc phonographs and records. In this connection the following illuminating facts supplied by Thos. A. Edison, Inc., make interesting and timely reading:

"In February, 1915, Anna Case, the prima donna of the Metropolitan Opera, stepped into the store of an Edison dealer in Des Moines, Ia., where she was engaged to give a recital in the evening. Miss Case is one of the most noted and popular of Edison artists and her interest in the New Edison and Edison Re-Creations often leads her into the stores of dealers in cities where she sings. As it happened, the Des Moines merchant just had received some new records of the voice of Miss Case—Re-Creations that even the singer had

Julia Heinrich Marie Rappold

not heard. One was placed on the instrument and the superb voice that has charmed the most critical audiences in America flooded the demonstration room with its silvery tones. Miss Case, delighted with the Re-Creation, commenced to hum in unison with it and then sang with it. So perfect was the blending of the two voices that the small audience was fairly astounded and Miss Case was urged to make the experiment with other Re-Creations of her voice. She did this several times, proving that her living voice and the Edison Re-Creation of her voice could not be distinguished one from the other.

"Such was the beginning of the now famous tone test for phonographs—a test that first was made on the New Edison and that promises to become the most potent of all forces in convincing the world that the absolute Re-Creation of the human voice can be secured through the medium of the phonograph. The origin and the development of the tone test, and the manner in which this work will be carried on during the coming winter, is of interest and importance to every dealer engaged in the merchandising of phonographs as well as to people who have only a general interest in music. It is interesting because it is one of the romances of big business—it is important because it is a radical departure from any sales or advertising method that ever was used in the exploitation of the phonograph. It eliminates the necessity for asserting and re-asserting the

Arthur Middleton Alice Verlet

merits of the New Edison and it gives those who are interested in the phonograph an opportunity to be convinced through the medium of their own senses that the phonograph will produce music that has all the qualities of the living voice.

Value Unrecognized at First

"It is seldom that a notable discovery of any kind is appraised at its true value when first made. Although comments on the experiments made by Miss Case in Des Moines reached the Edison offices at Orange, N. J., it was not at once appreciated that a tremendous value was inherent in the ability of the New Edison to match the voice of a living singer. In fact, the incident was almost forgotten and the tone test might never have been developed if, in June of the same year, Christine Miller had not discovered that her voice on a Re-Creation was identical with her living voice, and that she could gain the most entrancing effects by singing in company with it, following the melody of the Re-Creation or singing a duet in which she carried a harmonizing melody. An Eastern Edison jobber happened to learn of the work that Miss Miller was doing and he thought that perhaps a public recital of this kind might attract attention by reason of the prominence of Miss Miller and the novelty of the demonstration.

"So he tried it, without any attempt to organize it or gain as much benefit as possible from it, and the results were startling. Music critics, in commenting on the performance, asserted that they could not distinguish between the voice of the singer and the voice of the instrument. They heralded the New Edison as a marvelous new instrument and they lavished encomiums on it. So great was the success of the first recital of this kind that others were given with equally valuable results. The sponsor of these tests in which Christine Miller appeared was so optimistic regarding the possibilities of this form of demonstrating that he impressed it upon the Edison authorities and they arranged for some similar demonstrations in which Miss Miller participated. As a result, some active and vigorous work was done in

Christine Miller Hardy Williamson

the organization of a tone test department, headed by Verdi V. B. Fuller, and in the preparation for an organized campaign along this line.

Work Done Last Winter

"The organized work commenced in Septem-

REPAIRS

All Makes of Talking Machines Repaired Promptly and Efficiently

TALKING MACHINE REPAIR AND SALES CORPORATION
ANDREW H. DODIN, President
25 East 14th Street New York
TELEPHONE, STUYVESANT 292

Favorite No. 20A

Golden Oak, 14½ x 14½ x 6½ in., with strong motor that plays two 10 in. records with one winding.

FOR A LIMITED TIME ONLY

We Offer for Immediate Acceptance

Dealers—Here Is Your Opportunity

Favorite No. 10

In small quantities - - - - $4.25
In lots of 50 or more - - - - 4.00

Favorite No. 20A

In small quantities - - - - - $6.25
In lots of 50 or more - - - - 5.75

Above prices F. O. B. New York.

Dealers without rating remit cash with order. Exclusive territory open to "live wire" dealers. Try our FAVORITE needles, loud, medium and soft, ten thousand $3.00.

Favorite No. 10

Mahogany, highly polished. Size 14 x 14 x 6 in. With strong motor that plays two 10 in. records with one winding. Extra loud tone.

FAVORITE TALKING MACHINE CO., 438 Broadway, New York

ber, 1915, and after a few tone tests had been given and the results of them made public, an insistent demand for the services of Edison artists at such demonstrations was felt. With only a small organization, approximately 250 tone tests were given through the winter, in various musical centers of the United States, and it is estimated that fully 200,000 people heard noted Edison artists match their living voices with the Re-Creations of their voices. The publicity that resulted was tremendous. Not since it was first announced from Menlo Park that Thomas A. Edison had invented a machine that talked, was so much attention turned toward the phonograph. Papers throughout the country gave liberally of their space in heralding the achievement of the Re-Creation of the human voice, all because of the fact that the tone tests actually were demonstrating the merits of the new instrument.

"In every city where tone tests were held, the music critics agreed that the New Edison actually could Re-Create the human voice and that it was impossible to distinguish between the instrument and the voice of the singer. It was not only critics in the smaller centers who were lavish in their praise of the New Edison. In New York, Boston and other noted musical centers, leading critics were frank and emphatic in their praise. All of this praise, all of the space that was freely givn by newspapers, was secured only as a result of the novel tone test method of demonstration. The limited organization made possible only a limited number of tone tests last winter, but, even with this handicap, they brought the New Edison to the attention of practically every music lover of the United States and Canada. The furore they created wherever they were held made the New Edison the dominant topic of conversation for the time being and thousands of people who were unable to attend the test recitals were impressed with the merits of the instrument by hearing their friends discuss it.

"In a few short months tone tests brought about a tremendous demand for the New Edison. So beneficial were they proving that many dealers wished to hold them during the summer. But many difficulties that the warm weather brought made it impracticable to continue them. The artists who were engaged in the work, for the most part, did not wish to sing during the summer months. Most artists demand a long and restful vacation. They require it in order to keep up with the strenuous work they must do during the winter. The tone test work, requiring constant and fatiguing travel, was not in accordance with their ideas of rest and, although efforts were made to make some arrangements by which the requests of dealers could be met, it finally was decided that it would be best for all concerned to suspend the work during the summer and renew activities in the fall.

Preparations During Summer

"Although no tests have been given since June, the work of booking them and arranging for the itineraries of the artists who will make them during the winter has continued without cessation and the renewal of activity along this line will commence in September. At a conservative estimate, between 750 and 1,000 tone tests will be given during the coming winter and, with the work now completely standardized, a high degree of efficiency will be attained in each of them. The list of artists who will engage in this work this season is an impressive one. It includes Marie Rappold, Anna Case, Julia Heinrich, Elizabeth Spencer, Marie Kaiser, Helen Clark, Ida Gardner, Carolina Lazzari, Adelaide Fischer, Thomas Chalmers, Arthur Middleton, Reed Miller, Glen Ellison and others. Under the plans that have been evolved during the summer the coming tone tests will be conducted on a high artistic plane, and everything possible will be done to surround the affairs with the atmosphere of dignity that they deserve.

Will Raise Musical Standard

"It is evident that the New Edison tone tests are going to be influential in raising the musical standard of America. They are going to take artists of renown into places where otherwise they would not go. Hundreds of thousands of people will have their interest in the best kind of music stimulated as a result of the opportunities presented them to hear and see famous operatic and concert singers. And, more than this, they are going to have the last trace of skepticism regarding the possibilities of the New Edison removed. They are going to be finally and thoroughly convinced that, through the medium of the phonograph, they can hear songs just as lovely, musical and expressive, as they could hear at the Metropolitan Opera. The results of the comparatively few tone tests that have been given in the past have given a hint of the tremendous value of the work that has been planned for the future."

A CASE OF JUDGMENT

Sound judgment has been used in the making of Atlas Cases even to the most minute detail.

Sound judgment has influenced manufacturers so that now over 75% of the cabinet machines manufactured in the United States are shipped in

Atlas Packing Cases

(3-ply veneer—clear spruce cleats)

Let us explain how these cases will save you money. Write us today

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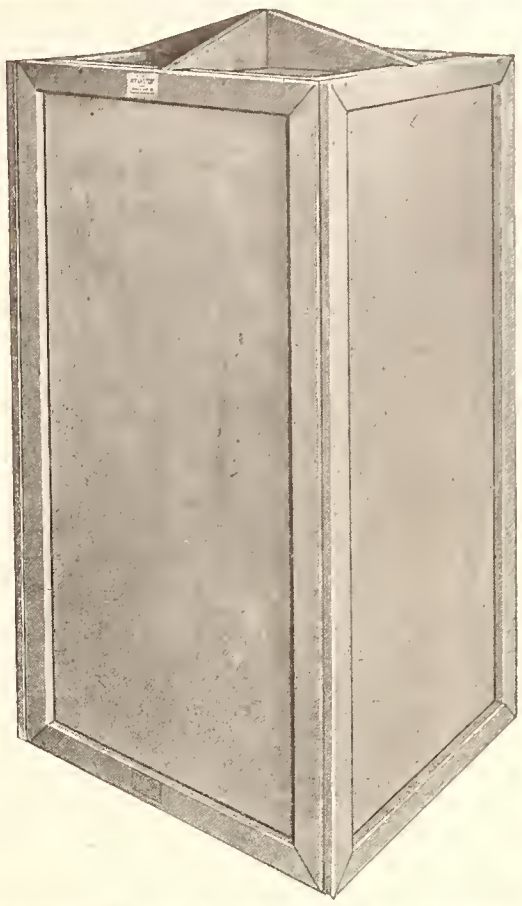
MONTGOMERY CENTER VERMONT



OPEN BRANCH IN SAN FRANCISCO

The Emerson Phonograph Co., New York, has opened up a branch office at 681 Market street, San Francisco, Cal., with C. A. Adou as local manager. This is the second branch office opened by the company in the past month or two, headquarters in Chicago having been established only a few weeks ago. The officers of the Emerson Co. are co-operating with their dealers and establishing these branch offices in order to give maximum service in the delivery of Emerson records.

NEW MACHINE IN CANADA

HAMILTON, ONT., September 1.—The Newbigging Cabinet Co., Ltd., this city, who are well known in the trade through having supplied talking machine record cabinets for a number of years, are now marketing a new machine of their own called the "Clarion Musicphone," which includes a number of new features.

You Get 16 Steam Railroads with TOLEDO Victor Service

First of all—RELIABILITY
Second—DELIVERY-BILITY

These railroads operate 23 lines; there are 8 interurban electric lines chasing all over Ohio, Indiana and Michigan, 3 steamship lines and a big fleet of freight steamers ply on the water.

You can see that TOLEDO is ready for work; you will see that Whitney & Currier Service is right when you send that first "test" order.

THE WHITNEY & CURRIER CO.

VICTOR Distributors

TOLEDO, OHIO

And Pablo Casals. Casals, the Peerless. "The Greatest Artist That Draws a Bow To-day." Can you imagine a bigger attraction than a new record by him in the Columbia list?

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

RECRUITING SALES FORCES FOR FALL IN CINCINNATI

Talking Machine Houses Preparing for Busy Season—New Line for Baldwin Co.—Columbia Business Surpasses All Expectations—News of the Vacationists—The Situation from the Victor Standpoint—Art Style Vocalions Well Received—General News of Interest

CINCINNATI, O., September 6.—Satisfactory conditions are reported all along the line in this territory. Buying of machines is normal for this time of the year, and the record sales are above the average. Most of the managers are giving their attention towards recruiting sales forces. Another year, it is believed, will find a crop of young men who are willing to make the talking machine field a life vocation. To-day, so far as Cincinnati is concerned, there is too much drifting.

R. J. Whelen, manager of the local Columbia store, says business surpasses all expectations. "Shipments are beginning to come in more promptly from the factory, and were it not for a freight congestion everywhere we would be in very good shape for stock, with the exception of the smallest types, but this is not a great drawback, as the greatest demand these days is for the larger type Grafonolas. We are greatly pleased with our record business, which continues to 'boom,' and altogether we have had a phenomenal year."

Mr. Whelen further stated that he spent a few days in Cedar Point the latter part of the month in attendance at a convention of the Columbia managers in this district for the purpose of getting acquainted and discussing ways and means for the betterment of the district.

S. H. Nichols, Columbia district manager, spent a few days in Cincinnati for the purpose of making certain changes in the Cincinnati store to handle the increased business.

Vocalion Manager Byars, of the Aeolian Co., has just returned from a two weeks' vacation. Between motoring through southern Ohio and a number of hours spent with his favorite authors he returns to his post thoroughly rested and fresh for the fall business. He says his forces are now organizing for a big offensive, and before September is past the Vocalion forces will be ready for a great campaign.

A Philadelphia-made machine is now being handled by The Baldwin Co.'s Fourth street wareroom. Two sizes have been listed, and it is believed that the company will gradually enter this new field. As stated some time ago the Middle West stores of Steinway & Sons will take on the Clayola. This is expected to make its appearance in Cincinnati this month.

Another of the handsome art styles has just been received. This one is the Style "M" Vocalion and is attracting considerable attention at the local Aeolian store.

Manager Dittrich, of the Rudolph Wurlitzer Co., gives the following impression of the situation from a Victor standpoint:

"The month of August was the banner month of the year at least as far as wholesale business was concerned. Never before in the history of our concern were the wholesale orders so far in excess of the average. We judge that our previous estimate of the coming fall business was far short of the mark, although we had allowed for a vast increase.

"Just what will happen when the real demand begins will form the basis of some interesting conjectures. All the dealers have not placed their fall orders, and the vast number of Victrolas on order now will be greatly augmented when the laggards begin to feel the demand. We will all do as much business as the factory output will make possible, and it is for the wise dealer to begin right now to push his record business so that he will be able to benefit thereby when he finds that the supply of Victrolas is inadequate to the demand.

"With the cool weather of the last few days record business was stimulated greatly. We are putting in new booths and the entire ground floor of the Wurlitzer Building will be devoted to record selling as even the desks of the salesmen are being removed to make room for more record selling space."

I. H. Dittrich, manager of the Victrola department, recently made a flying trip to the Victor factory to consult with the different department heads. The tremendous activity at that immense plant is in absolute accord with the feverish effort on the part of the dealers to cover their needs in advance of the rush season, and there is no doubt but that every thing physically possible is being done to meet the great crisis that will come with the holiday season.

"The Middle West is the place for business and opportunity" is the declaration of Vice-President A. O. Peterson, of the Phonograph Co., who has returned from a two months' vacation spent on the Pacific Coast. One of his early callers was H. S. Hutchinson, of Hutchinson-Wamser Co., Portsmouth, O., who spent a day picking out supplies for the fall season. The Phonograph Co. is again receiving increased supplies of records.

The Starr Co.'s troubles anent phonograph supplies are over, according to Manager Pauling. Part of the new factory is in full operation.

BUFFALO

RAILROAD — EXPRESS — STEAMSHIP

Look at the list of railroads running out of Buffalo: New York Central, West Shore, Lake Shore, Nickel Plate, Wabash, Erie, Pennsylvania, Lackawanna, Grand Trunk, Michigan Central, Lehigh, B. R. & P. and B. & S.

Four express companies will give you a complete service: American, National, Adams & Wells-Fargo.

Boat lines touch a great many cities, on the Lakes, and Andrews' Service can catch any boat on fifteen minutes' notice.

Doesn't it stand to reason that we mean what we say when we remark: Andrews' Victor Service is ***Fast*** and ***Complete.***

W. D. Andrews, Buffalo, N. Y.

ANDREWS

PROGRESSIVE DEALERS IN COHOES

COHOES, N. Y., September 4.—The beautiful new and exclusive Victrola parlors of Peltier Bros., in this city, are a splendid example of what two aggressive young business men can accomplish with good taste and a commercial instinct. It is one of the neatest and most attractively arranged Victor establishments between Troy, N. Y., and the Canadian border. The remarkable and steady growth of their business may be attributed to indomitable spirit, being not contented with results and ever enthusiastic regarding the future. Men of such calibre deserve success.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Review of the Present Conditions in Force Regarding the Importation and Exportation of Talking Machines—American Trade to Be Treated Separately—Some Relief for British Manufacturers—Plans for Pathé Frères' London Factory Still Uncompleted—What Is Offered in the Newest Record Lists—Export Trade on the Increase—William B. Manson Killed in Action—Preparing for After the War—"His Master's Voice"—Records of New Production Music—The Present Copyright Situation—Musical Demands at the Front—Some Interesting Claims for Exemption.

LONDON, E. C., ENGLAND. September 5.—Since penning my previous report from this side there has been made public the terms and conditions of the official sanction for the importation under license of musical instrument parts and accessories. The whole ground has been pretty fully covered in these columns, and American, French, Italian, Swiss and other non-enemy manufacturers, will, therefore, have gleaned a pretty good idea of just how things stand. This renders unnecessary the publication in full of the official correspondence from the Board of Trade. It will, however, be interesting reading to all those affected or otherwise interested in the importation or exportation of musical instrument parts, etc., if I give a brief resumé of the exact conditions in force. The position then is:

(A) The licenses granted will be only temporary.

(B) To import motors and other indispensable accessories up to 50 per cent. of the orders placed with Swiss manufacturers before the 22d of March last.

(C) His Majesty's customs have been given a general license to admit all parcel post consignments (presumably from any neutral source), which makes it unnecessary to apply specially for individual licenses for particular consignments under this head.

(D) American trade is treated separately, and permits will be obtainable through the music trade defense committee (M. E. Ricketts, secretary), for the importation of accessories, etc., up to a total not exceding 124 tons per month.

(E) With regard to France, licenses are not obtainable from the above committee; application should be made to the Board of Trade, Import Restrictions Department, 10 Glace Edouard 7th, Paris.

Although minor questions may be expected to arise from time to time out of the foregoing, the trade now knows just where it stands, and can make its plans accordingly. Upon inqury, I find that the partial removal of the official ban against the gramophone trade, has given general satisfaction. Short of meeting the full demands of the committee, the Government has done the next best thing which, under all circumstances, must be accepted as final. Questions may, of course, crop up that will provide occasion for further small concession here and there, and in view of the official consideration with which our trade requirements have been met, it is to be anticipated that liberal treatment will be accorded any small representations which the trade committee may in the future find it necessary to suggest.

The question whether or not under these licenses sufficient goods will be obtainable for the satisfaction of this next season's demands, is one which I think must be answered in the negative—with reservation. It naturally depends upon conditions outside the influence or sphere of the gramophone trade conditions too numerous to mention in detail, but which, taken as a whole, present a somewhat formidable prospect. If, however, consideration is taken of the particular sources or channels of retail gramophone trade during war-time, we find that bulk sales emanate from the great industrial class which is left at home to provide the ammunition for our lads at the front. Among that class money is fairly plentiful, and after making reasonable allowance for investments in war loan stock, and expenditure upon other essential objects, there is left a percentage for much-needed recreation, which it may be fairly assumed mainly takes the form of musical entertainment of a gramophone nature. The removal of the official embargo will permit us to continue to provide mental refreshment for the shell-toilers, whose appreciation resulted in an exhaustion of machine supplies last season. If the same demand exists this year, and I am sure it will, judging by present indications, there is good reason to think that even under the amelioration of the imports prohibition, the available supply of machines will be insufficient to fully satisfy the demand.

It is also to be observed that the call for high-class instruments is quite good, circumstances considered. It will be a little more difficult to meet this class of trade than perhaps that of the cheaper category.

Pathé Frères London Plans

A recent interview with Messrs. Pathé Frères, this city, elicited the information that their plans for the opening up of a factory in London

(*Continued on page 92*)

"His Master's Voice" *Copyrigh*

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Aktieselskah, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañia del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktieholaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petershurg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain :

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durhan; Ivan H. Haarhurger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimherley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salishury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

We do not rely on giant advertisements for Sales—We depend on intrinsic Merit alone.

No amount of advertising can increase the value of

WINNER RECORDS:

("The World's Super-Disc")

They outwear all others.

Only up-to-date songs and selections recorded.

Winners leave the dealer a generous margin of profit.

THEY SELL ON THEIR MERITS

Independent LIVE REPRESENTATIVES WANTED—in U. S. and British Colonies

Write the manufacturers for Trade Terms

THE WINNER RECORD CO., Ltd.

Willowbrook Grove, Camberwell, London, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 91)

had not sufficiently matured to make any further announcement, outside that previously reported. There are many difficulties in the way of starting adequately, a suitable and fully equipped factory at the present time, but I am assured that what the company have in contemplation will go into effect just as soon as opportunity favors. In the matter of machine supplies, Messrs. Pathé are not so badly off as some manufacturers, and it is hoped to meet a reasonable demand from the trade fairly promptly this next season. There may be some little difficulty with regard to sufficient supplies of records in view of the season's requirements, but the trade may rest content that its interests will be looked after as closely as circumstances will permit.

Some Well-Chosen Records Represented

No less than nineteen well-chosen records, thirty-eight titles, are itemized on the September Zonophone list. They include many of the current musical items and not a few of the songs composed and published during the Victorian era, and which by sheer good merit have earned a niche in our hearts for all time. As instance, one may mention: "Won't You Buy My Pretty Flowers?" "The Song That Reached My Heart," "Ho! Jolly Jenkins," "The Garden of Sleep," "'Till I Awake," etc. The complete list offers something for every time and sentiment, and therefore will make an exceptionally wide appeal.

Growth of Export Trade

Despite war times and the difficulties in the way of cultivating an increase of trade with our colonies, it is satisfactory to note that British manufacturers are really handling the record export trade with remarkable celerity. One prominent firm in this regard is the Sound Recording Co., Ltd., of Swallow street, Piccadilly, London, whose work in the direction indicated is particularly enterprising. Their policy is not so much to supply what they may want to sell, as it is to meet the exact requirements of individual buyers oversea. What you want is therefore the keynote of this company's success. Go right ahead then, and ask them for anything you may want in records and rest assured that it won't be the company's fault if you are not fully satisfied in regard to quality and price!

An Interesting "Guardsman" List

Of interest to Colonial and other oversea traders must be the extreme sales quality of the various records itemized on the latest "Guardsman" list. Current musical issues of topical popularity, old standard favorites, military marches, solo-instrumental numbers, good comics, etc., go to make up just such a program of "sellers" that delight the hearts and improve the bank balances of the company's large army of dealers. The Invicta officials have consistently set themselves to cater for the requirements of our friends abroad, and they in consequence are registering an increase of trade every month.

Death of Wm. B. Manson

This terrible war continues to take its toll of our best and bravest. News is just to hand of the death of William Braithwaite Manson, only son of William Manson, manager of the Zonophone Co., who was in the London Scottish, and was killed in action during the big British attack on July 1. He was a general favorite and had already taken great honors in his musical career. In his first year at the Academy he won three bronze medals and a special prize, consisting of the full orchestral scores of famous works, and in his second year he gained the Blue Ribbon of the Academy—the Charles Lucas prize—which is considered a magnificent achievement for a second term student. In common with the wide-spread regret felt in the trade at the early termination of such a promising career, The World begs respectfully to tender to Mr. Manson its heartfelt sympathy.

Prepare for "After the War"

The proposals embodied in general agreement at the Allies' Trade Conference in Paris, the full details of which have been published throughout the world, were framed after very serious and close analysis of the many problems likely to exist after the war. This conference was an intelligent endeavor to anticipate events, and its findings will go far to protect our industries against undue competition on the part of nations with which we are now at war, when they are once again free to exercise their full influence in world markets. In the House of Commons recently the reported purchase at Leipzig Fair of large quantities of goods for England, early after-war delivery being doubtless a condition of purchase, was mentioned by Sir John Lonsdale, who asked the president of the Board of Trade to take all necessary steps to prevent British firms from entering into any such contracts.

Are Inseparable Companions

London's newest musical productions and His Master's Voice continue to remain inseparable

Treasurers of the Trade

IT'S easier to get custom than to *keep* it, but you can ensure keeping your customers by repairing their machines only with

REYNO CARBO
MAINSPRINGS AND PARTS

The Reyno Carbo Mainspring is made by special process and is free from flaw and sag. It's made in all sizes, hook eye or loop, and warranted to give satisfaction always. There's no way of getting the *best*, unless you say REYNO when ordering.

W.H. Reynolds (1915) Ltd., 45, City Road, London, E.C.

Mr. DEALER: You Will Be SHORT OF RECORDS This Season!

You lost business last season through the demand exceeding the supply. Don't let it happen again.

Get into touch with us right away, and make sure of your stock for the busiest Fall trade you've ever had.

Our Records are ***better,*** our Prices are ***better,*** and our Deliveries are ***surer*** than any brand you've ever handled.

All enquiries to:—The Manufacturers

THE INVICTA RECORD CO., Ltd., 1 New Inn Yard, London, E. C., England ***Cables***

FROM OUR LONDON HEADQUARTERS—(Continued from page 92)

companions. The Revue craze is still rising and one thing after another is published and staged with varying degrees of success. It requires the foresight and wisdom of a Genii to gauge in advance what prospect of success is likely to result. All the greater credit is therefore due to the "H. M. V." musical directorate for the remarkable way in which it steers clear of costly failures. Some productions are only tolerable successes, but most on the "H. M. V." list have well justified the huge expense involved in securing for recording purposes the services of the original artists. A further batch of new issues under the Revue category is announced, and these records will in due course come into the light of newspaper and other publicity sales-creating propaganda.

The "His Master's Voice" record supplement for this month bespeaks a close measurement of public requirements. It is full of a wide variety of vocal and musical numbers which will make a special appeal to the great record public.

Melville Gideon for Columbia

One of our leading lights among composers of popular music, Melville Gideon, was largely responsible for the recent ragtime craze, and has more successes to his name than it is possible to narrate. He makes his bow on records this month on Columbia in the dual role of composer and singer of two tuneful numbers, "The Loving To-to-lo" and "My Honolulu Girl." Here we have aural proof that if he can write a good song, he can also sing it well, and these are his two latest successes, given with that easy style that makes him such a favorite with his audiences.

Technical Instruction Undertaken

Since the war the science of the English piano industry has developed. The L. C. C. opened classes for apprentices, and as these have been successful and are attracting an increasing number of pupils, the classes are to be removed from the Camden School of Art to larger premises at the Northern Polytechnic.

Excellent Export Figures

Our export trade figures continue to be most satisfactory. The July returns issued by the Board of Trade, show that exports are £11,601,000 higher than the figure for the corresponding month of 1915 at £46,323,000, which is the third highest monthly total since the war, and considerably above the figures for some months prior to the outbreak. Turning to imports, we find an increase of only £1,048,000, as compared with July of last year, at £76,772,000, so that the balance of trade has gone still further in our favor.

A Columbia Bunch of Topical Hits

Many eyes will be focussed on one particular group of records in the Columbia September list as embodying vast potentialities. For the benefit of those on the lookout for these "very latest" we enumerate them for ready reference: "The Bing Boys," both waltz and two-step; "Underneath the Stars," as a fox-trot and also as an instrumental trio; "Down Home in Tennessee" as a one-step; "Mr. Manhattan," vocal numbers: "Piccadilly" and "'Twas in September." The first record of numbers from the new musical play, "Very Good Eddie," namely, "Some Sort of Somebody" and "On the Shore at Le-Lei-Wi."

Mme. Clara Butt's Oratorio Record

Madame Clara Butt, on the Columbia this month, takes us into the realm of oratorio, with a beautiful rendering of Mendelssohn's "O Rest in the Lord." It is a record in which every word—every note—tells!

The Copyright Situation

In view of discussion of the new Trading with the Enemy (copyright) Act, which became law a week ago, it may be noted that Lord Stanmore stated in the House of Lords that in the opinion of the Law Officers of the Crown works, published in Austria and Germany during the war, are not covered by the copyright conventions. In that case, therefore, the copyright outside those countries vested in nobody. The act vests the rights in the Public Trustee, and he added: "This arrangement will strengthen our powers of bargaining for proper treatment of British authors in Germany after the war." Any money received by the Public Trustee as the owner of the copyright is to be retained till the end of the war, when its disposal will be decided.

Gervase Elwes Joins Columbia

Gervase Elwes, the tenor who has made a reputation for high artistic achievements, has joined the Columbia ranks. He is a valuable addition to record-making artists.

Columbia "Roll of Honor"

We are informed of casualties to the following members of the Columbia Wandsworth factory staff among those serving with the colors: Sergt. Major D. G. C. Hawker is a wounded prisoner in the hands of the Germans. W. T. Dixon, a member of the office staff at Wandsworth, was bombed in the face and has lost an eye. Tom Woods, an office junior, got a bullet in the leg and a shrapnel wound in the chest. Both these latter have recovered and expect to join their regiments immediately. So far no casualties have been reported to members of the Clerkenwell road staff serving with the forces.

Music Needed at the Front

Speaking of the lack of music at the front (we thought there were plenty of gramophones and records there, by the way—Ed.), a Tommy at the front complains that "music is what I miss; there's too little variety in the noises. It's always a crash, a bang, a whistle, a wail or a hiss. Now my idea is that each shell should have attached to it a gramophone record and needle, and as the shell revolves hurtling through the air, the music would amuse and entertain vastly—to say nothing of holding the enemy so entranced that he would never seek to escape the thing. One can easily suggest appropriate songs. What of 'I'm Longing for My Air Folk,' 'You Made Me Love You.' You could have a salvo playing 'See them shuffling Along,' and a whiz-bang might give 'Hitchy-Koo' instead of its infernal bang-bang. On a clear night you could work off your spare 9.2's in couples on 'The Moon Has Raised Her Lamp Above.' And in a big bombardment I don't see why we shouldn't charm them with Wagner's 'Meistersingers.' There's not enough originality about the ordnance people."

Winner Co.'s Fine Program

A very fine program of record titles is issued by the Winner Co. this month, comprising picked selections from an extremely wide range of music. The famous "Happy Day" revue, which draws crowds daily to Daly's Theatre, is the "star" turn on the current list. It comprises four records, bearing eight of the best numbers from this happy work, all excellently recorded by the Daly's Theatre Orchestra. "Yours to the End" and "England" are rendered as cornet solos by W. Morrow, accompanied by the theatre orchestra, which combination of talent results in the production unique in recording quality and musical merit.

Special attention, too, may be centered upon the character sketches—"Spotty" and "'Erbert, A.B.," by F. C. Hennequin, whose very faithful presentments are recorded wonderfully well on Winner No. 3016. Another fine record is No. 3021 by the Band of H. M. Irish Guards, and two gems go to the credit of The Elliotts, comedians of true rollicking flavor. Billy Merson, too, is laid under contribution again this month. The songs chosen are "Chinese Tango Trot" and "Back to My Home in the Mountains," which only need to be heard to be appreciated and—sold. The records mentioned are obviously well calculated to attract an army of buyers, but there are many other equally good value items on the list under review, and over-sea traders should therefore write the company direct for full lists, terms of trading, etc.

Reports Good Trade Prospects

Information from W. H. Reynolds (1915), concerning trade and its prospects, makes good reading, especially to those dealers who may at any time have experienced a little difficulty in obtaining various goods. This firm still claims the reputation of being known as the leading house for quality lines at lowest prices, and some endorsement of this is found in the persistent influx of orders for spare parts and other gramophone accessories. A specialty is the Reyno Carbo Process mainspring, well made in all sizes and strengths. Each is packed in oil paper, separately in a strong carton, so that the risk of damage in transit is reduced to a minimum. In all other accessories a good stock is kept, prices in some, if not most instances, running very keen. Of machines, the company offers a wide selection. Special arrangements

(*Continued on page* 94)

THE EDISON-BELL
VELVET-FACE (VF) RECORD
DOUBLE-SIDED—NEEDLE-CUT—10 inch and 12 inch
IS THE SUPREME EFFORT OF GRAMOPHONIC ART

10 inch
2/6
12 inch
4/—

There are no faulty VF's, as Every Record has to pass a crucial test before it is released for sale. The production is of the highest quality. The Titles and Subjects recorded are by the most prominent artists in the Gramophone world.

If your jobber doesn't stock them, try our Direct Service. It will pay you both for quality and price. For full particulars, Wholesale and Retail, apply to

J. E. HOUGH, Ltd., Edison Bell Works, Glengall Rd., Peckham, London, England

REG. TRADE MARK

Gramophone Records

Special Points for Overseas Keen Houses

"A British Firm of Repute"
"Offers Close Quotations"
"5000 'Five Thousand' Lots and Up"

Address: **EXPORT MANAGER**
SOUND RECORDING COMPANY, LIMITED
Swallow Street, Piccadilly, London, England
CABLES:—"GRAMMAVOX, LONDON"

POINTS

- Repertoire, nearly 2000 Titles.
- Hundreds of Superb Bands and Orchestrals.
- Lightning Shipments under Export Licenses.
- Packing by Experts.
- Special Labels if Required.
- Real Rock Quotations.
- F. O. B. London or Port of Entry.
- The Finest 10 inch Needle Cut in the Market.

FROM OUR LONDON HEADQUARTERS—(Continued from page 93)

have been completed whereby Messrs. Reynolds will be able to satisfactorily handle the individual wants of dealers, as to style, design, etc. It should be noted that with the great increase of export trade, this company has set itself to cater for every market on the right lines, machines being so constructed as to withstand extreme temperatures.

Reveal Some Interesting Data

Among recent cases of interest which have come before the different Tribunals set up for the purpose of considering appeals by men who it is suggested would be of more use in trade employment than in the army are the following: M. E. Ricketts, British sales manager of The Gramophone Co., Ltd., and described as representative to the Board of Trade of the musical trades of the United Kingdom. This case presents a gratifying instance of the prospect of capturing German trade, and in consequence the Tribunal granted conditional exemption to Mr. Ricketts. Since the outbreak of war, Mr. Ricketts told the Tribunal, the British music trade had captured half of the German trade. It was simply a matter of organization. Immediately the metal factories were released from war work the trade would be able to go ahead still further and with great rapidity.

Another instance of a similar nature was that of the claim for exemption by Albert Barton, director of the Invicta Record Co., Ltd. Mr. Barton stated that since the war and the difficulty in getting goods from Germany the gramophone records export trade had increased enormously. In the sixteen months to April the company did £1,983 of business, but since then they had done £450 a month, and the trade was steadily increasing. Fifty per cent. of the trade went to the United States, Mr. Barton giving instances of particular consignments which go to prove that our American cousins fully appreciate the record production of this house. Exemption was granted until December 31.

"Some" Columbia Score With "Some"

The really successful revues of to-day can be counted on the fingers of one hand. Prominent among them is the phenomenally popular "Bing Boys" at the Alhambra, while the Hippodrome "Joy-Land" has had a run that speaks for itself. Now has come along another surprise in the shape of Harry Grattan's revue "Some" (More Samples) at the Vaudeville Theatre, which is one of the most conspicuous of successes.

"Some" is an irresponsible melange of melody and merriment and has all the advantages of a cast of sparkling artists, who exhibit a liveliness of movement and a vocal charm that keep their audience on the tip-toe of expectation. Credit is due the Columbia Co. for the first issue of five tuneful numbers.

A "Record" Offer

TEN thousand job records, all brand new and British made, 10" double-sided, 50% songs and 50% bands—and the price, $1.50 a dozen, f. o. b. Who'll be the wise man to snatch them up? Don't be too long thinking about it. Wire to-day!

¶ Write for our New Season's List, which contains some astounding offers.

W. H. Reynolds (1915) Ltd., 45, City Road, London, E.C.

CAN SUE ALIEN CORPORATIONS

The Court of Appeals has decided that a foreign corporation having office room in New York State for the transaction of business is subject to the service of summons and complaint in an action field here and that it must answer to such process. The question submitted to the court covered the ground mentioned and asked in addition whether such service was due process of law under the provisions of the 14th Amendment of the Constitution.

Two actions were begun against the Hocking Valley Railway Co. for the recovery on a contract guaranteeing the payment of principal and interest of certain coupons issued by the Kanawha & Hocking Coal & Coke Co. A motion was made by the defendants to set aside the service on the ground that it was a foreign corporation and therefore without the jurisdiction of the courts of this State and was in violation of the section of the Constitution referred to.

This motion was denied. During the investigation it was learned that the Chespeake & Ohio Railway Co. was the principal owner of the defendant's capital stock, that it maintained a suite of offices in this city, and that a part of the suite was used by the defendant for the transaction of its business. The defendant's stock, it was also learned, was transferred here, and the interest on bonds and various obligations not paid directly by the treasurer were paid through the fiscal agents, J. P. Morgan & Co. The opinion of the court, written by Judge Hiscock, said in part:

"No precise rules can be formulated by which to determine in each case whether a foreign corporation is doing business in a State. This question must largely be decided by the particular facts in each case. But, of course, there are certain undisputed general principles which may be applied to such a question. The fact that the corporation is conducting the principal part of its business in the State of its incorporation does not prevent it from so prosecuting its business in another State as to bring it within the character of a corporation doing business in the latter State."

EBONITIS LIMITED

MANUFACTURERS OF PLASTIC MATERIAL

Manufactureros de materias primas

FOR
para

GRAMOPHONE RECORDS

los discos de Gramophone

QUOTATIONS GIVEN. ADDRESS
Se envian precios. Direccion

EBONITIS LIMITED, Willowbrook Grove, Peckham, London, S. E.
ENGLAND

EDISON FILM IN GREAT DEMAND

"The Voice of the Violin" Proves Very Popular Throughout the Middle West

CHICAGO, ILL., September 5.—"The Voice of the Violin," an advertising film featuring the new Edison, is having a big run in the Middle West, where it is being shown at some of the best houses in the territory. Even during the torrid spell that made the outdoors so attractive in the latter part of July, the picture drew crowds wherever it was shown. It is so successful in attracting audiences and the public is so well pleased with it that in many cases proprietors of theatres ask for a re-booking, and reports received at Thomas A. Edison, Inc., in Orange, N. J., show that the picture is proving very attractive in spreading the propaganda of music's re-creation.

A number of dealers in the Chicago zone have not only made arrangements to have the picture exhibited at their local theatres, but have had it advertised to good advantage. The picture herewith shows how the Starland Theatre of Michigan City, Ind., secured publicity for the offering. The photograph of the motor truck bearing the advertising banner was taken in front of the store of Fawley & Abbott, Edison dealers in Michigan City. A salesman accompanied the reel on its progress through the Chicago zone and some of the reports sent in by him indicate the favor with which the picture is viewed by both motion picture house proprietors and the people who see it.

Here are a few extracts from the records kept by the Edison representative who was on the ground wherever the picture recently has been shown:

"Wednesday, July 19—'The Voice of the Violin' making a big hit in spite of the sizzling weather. The biggest hit was in South Bend, Ind. The Auditorium, the exclusive theatre of the town, has tabooed advertising matter of all kinds, both films and slides. The proprietor, however, is such an Edison fan that he let us get by with five runs, including all the slides.

"Thursday, July 20—'The Voice of the Violin' at Crystal Theatre, Ligonier, Ind. House has exceptional facilities for high class pictures and music. Three runs. Much applause at appearance of Mr. Edison in film and after Anna Case Re-Creation. Want the picture again.

"Friday, July 21—'The Voice of the Violin' at Princess Theatre, Kendallville, Ind. Good response and big house. Boosting by people who saw afternoon show, telling their friends."

Featuring "The Voice of the Violin"

A WHISTLE THAT WINS NOTICE

BRIDGEPORT, CONN., September 5.—The American Graphophone Co. (Columbia Co.) has just installed a new whistle in its factory which measures six feet in height and one foot in diameter. Its voice is deep and hoarse, and the sound of its blast carries easily throughout all sections of Bridgeport. It is the type of warning signal carried by many of the huge trans-Atlantic liners. In that it can be heard so easily and because its tone is so different from the ordinary factory whistle, it has been suggested that it be used as a fire warning.

WE ARE
PRE PARED
To Fill
Your Order
Without Delay

Avail Yourself of Our

SPECIAL SAMPLE OFFER

WM. F. NYE New Bedford, Mass

HANDSOME MANOPHONE CATALOG

Attractive Booklet Now Being Sent to Trade by the James Manoil Co.—Special Mention of Many Individual Constructive Features

A most comprehensive catalog has just been issued by the James Manoil Co., 60 Broadway, New York City, showing the various styles of the Manophone which are now being manufactured in the company's plant at Newburgh, N. Y. The color scheme of the cover is lavender and white, the name Manophone being embossed in white over an embossed reproduction of a cabinet of one of the new machines. The border decorations of each page are artistic and symbolic of music.

The two center pages of the booklet are devoted to a reproduction of the photograph of Miss Lucile Lawrence, prima donna soprano, and a letter in which she has enthusiastically endorsed the Manophone. One page is devoted to the tone arm of the Manophone, there being illustrations reproduced, showing its position when playing lateral cut records and also when playing vertical cut records. On another page the Manophone motor is illustrated. On the inside back cover is a reproduction of a certificate of guarantee which goes with every Manophone that is sold. The styles of cabinets shown are No. 1,000, No. 750, No. 500, No. 300, No. 15.

W. B. Martin is opening a new talking machine store at 1000 Main street, Richmond, Ind. He was formerly located at 1021 Main street, but his increasing business necessitated the change. He has one of the most complete exclusive Victrola stores in Indiana outside of Indianapolis.

ESTABLISHED 1868

EDWARD B. JORDAN & CO., Inc.

127-135 DEGRAW ST.—36-60 TIFFANY PL., BROOKLYN, N. Y.

Talking Machine Cabinet Manufacturers

We made the first talking machine cabinets created in this country, and we have specialized in this particular line ever since.

We will submit special designs of talking machine or record cabinets, or quote you from blue prints or samples. We manufacture to order only.

Columbia Records TRADE MARK Note the Notes

Surface, tone, recording, reproduction—big names, new artists, quantity, variety—you have plenty of things to talk about in the October list of Columbia Records, the "Greatest List of Great Records Ever Issued."

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

NEW PATHE FACTORY READY SOON

Expected That New Brooklyn Plant Will Be Under Cover by October 1—Present Demand Very Heavy—Extra Space Badly Needed

H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., stated last week that work was progressing rapidly on the company's new factory at Grand and Flushing avenues, Brooklyn. Building operations are going on night and day and it is hoped to have the new structure under cover by October 1. The plant when completed will be used for the manufacture of motors and records. Meanwhile it is declared that the demand for the Pathé product, especially in view of the recent important deals put through with prominent concerns to feature those records, has almost swamped the company temporarily.

Mr. McMenimen was laid up for several days recently as the result of an attack of ptomaine poisoning, but managed to fight off the attack successfully.

C. E. Gore, one of the Pathé salesmen, is at present making a tour of the South from Memphis to New Orleans by automobile, and is interesting a number of new dealers in the Pathé goods.

C. W. Cosgrove, of the Innes store, Wichita, Kans., who recently opened a talking machine department, handling the Edison Diamond Disc phonograph, reports that he is doing a good business in Edison machines and records.

DOEHLER SERVICE PLEASES

A Letter Which Demonstrates Efficiency of This House in Domains of Die-Casting

Among the prominent houses in the industry stands the Doehler Die-Casting Co. with three modern factories at Brooklyn, N. Y.; Newark, N. J., and Toledo, O., with general offices at Brooklyn. The house has been established for a number of years, pioneers in the die-casting industry, and is doing a great deal towards greater efficiency in not only the production of its die-castings, but also by particular attention to the production problems of the manufacturers.

This is particularly true with its relation to the talking-machine field, in which die-castings are extensively used for tone arms and sound boxes. Being delivered ready for plating and assembling without any machining being required the economies affected by the utilization of die-casting in preference to certain other production methods are quite obvious.

Doehler service is being utilized by some of the most prominent manufacturers in the production of their tone arms and sound boxes. A recent letter from the Crescent Co. tells more perhaps about the value of Doehler service, because it is based on practical achievements.

Wm. E. Hoschke, president of the Crescent Talking Machine Co., wrote to the Doehler Co. as follows "Upon moving into our new offices, we wish to take the opportunity to express our appreciation not only of the quality of the merchandise which you have delivered to us during the years we have done business with you, but also the excellent service and untiring efforts which all the members of your company who have anything to do with our parts, have given us during this time. Our greatest desire is to build a phonograph which at all times stands for quality, and excellent workmanship, and we count upon your co-operation in the future, as we know that in your line, your product is unexcelled, and also let you know that we appreciate your prompt deliveries, and unvarying quality during a period when some other manufacturers are taking advantage of the difficulties due to the unsettled market conditions."

One of the Doehler Specialties

CONTEST TO GET PROSPECTS

Vernon Music Co., Los Angeles, Enlist Aid of Children, with Much Success

Los Angeles, Cal., September 1.—The Vernon Music Co., of 4409 Central avenue, this city, recently carried on a very successful contest among children in that section of the city for the purpose of securing Victrola prospects. Cards were issued to the children for distribution among their friends. Every card turned into the store by a visitor, no matter whether they made a purchase or not, counted as one vote for the child who had given it out. When the contest closed the child with the most votes was given a prize. The contest aroused much interest and brought in a number of prospects.

DEMAND KEEPS AHEAD OF SUPPLY

Over-Sold Condition of Columbia Co.'s Plant Chief Worry of Sales Staff

In discussing current conditions with the Columbia Graphophone Co., James T. Bradt, general sales manager, declared that the chief trouble with the sales department was the oversold condition in which the company finds itself, and which keeps the salesmen busy explaining to dealers why they can't get the goods they want. "There has been 100 per cent. increase in our output and it is still increasing, but yet cannot keep up with the demand," said Mr. Bradt, "which is due largely to a more general public appreciation of music reproducing machines of all kinds."

Sapphire Needles

Jewel Points

for the reproduction of hill and dale cut records.

Samples

Full Tone - - - 30c each
Half Tone - - - 35c each

Special prices in dozen, hundred and thousand lots.

A. F. Meisselbach & Bro.
Congress Street NEWARK, N. J

"MAGNET" DECALCOMANIE NAMEPLATES FOR TALKING MACHINE CABINETS ETC.

From the DORAN CO. 45 MICHIGAN AVE. Phone-Main 4156 DETROIT

SOLD BY HURTEAU, WILLIAMS & CO. MONTREAL — OTTAWA

Kunkel Piano Co. BALTIMORE

We can furnish the same or similar style as shown herewith, according to the price scale given below.

	250	500	1000
Gold letters, black edged	$12	$15	$20
Black letters, solid gold background, with fancy border	$16	$20	$25

Samples upon application.

GEO. A. SMITH & CO., Inc.
136 Liberty Street, New York, N.Y.

FROM THE PHONOGRAPH CO. 1240 HURON ROAD (ENTIRE THIRD FLOOR) PHONES - PROSPECT 2140 - CENT 1406 CLEVELAND

SOLD BY WALTER D. MOSES & CO. Oldest Music House in VA. and N.C. 103 E. BROAD STREET RICHMOND, VA.

SOLD BY J. E. STRATFORD AUGUSTA, GA.

MONTREAL TRADE VERY ACTIVE

Summer Business Excellent, with Fine Prospects for Coming Months—Vacations for All Employes of Berliner Gramophone Co.—Higher Priced Machines Have the Call—How Cheaper Machines Help Build Business

MONTREAL, CANADA, September 2.—Trade conditions in the talking machine field locally during the summer months, which is generally looked upon as the dullest period of the year, have been unusually brisk and the dealers are now winding up in grand style. There are excellent indications at present that the fall trade is going to start in earlier than ever and that this season is going to be a hummer.

Every employe of the Berliner Gramophone Co., Ltd., is this year receiving holidays with full pay. Each employe who has been with the firm for a year receives a two weeks' vacation, while those with less than a year's service to their credit receive one day for each month of their employment. That appreciation of the firm's generosity will be reflected in the quality and quantity of their employes' work is the logical result of this consideration for them.

The annual outing of this firm was held on August 12, to Lavaltrie. The entire factory was closed down and also the retail stores, so that every employe and the families of the employes could join in one great family excursion. The steamer "Three Rivers" was chartered for the occasion.

The higher priced models of Victor product seem to predominate these days at the retail stores of the Berliner Gramophone Co., Ltd., which is a sure sign of better business, because a year ago Victors of lesser cost were the favorites. The company for the present is not taking on any more dealers, the reason being their inability to adequately fill the large orders of their present trade.

The Canadian Graphophone Co., wholesale Columbia distributor, in the Province of Quebec, has added five new soundproof demonstrating rooms in its main floor, making a total of seven in all, and has, in addition, installed four trial rooms in the basement for the demonstrating of foreign records, as the company finds they are somewhat of a noisy nature and for this reason are entirely separate from the English and French department. Here is carried an immense stock of records, as when it is taken into consideration that in Montreal there is a population of 100,000 foreigners and a large number of records must be carried in stock in order to cater to their wants.

Owing to the shortage of machines this firm had the past week to turn down an order for $600. The company states that it is not opening up any new accounts at present, preferring to satisfy and hold what they already have.

H. A. Brown, of the Berliner Gramophone Co., Ltd., was a recent visitor to Boston.

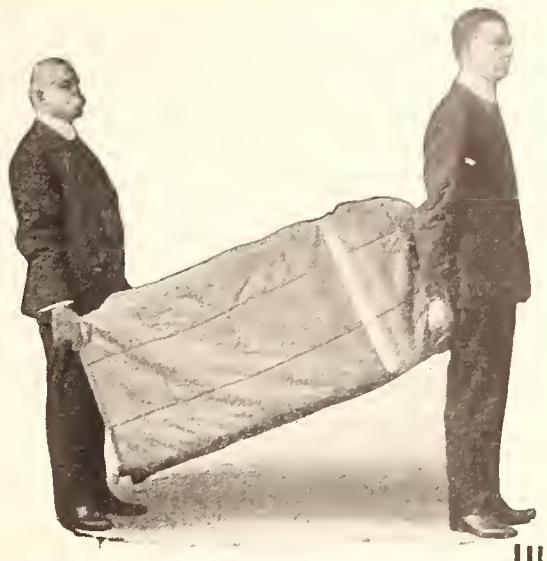
Philip E. Layton, of Layton Bros., and Henry Hamlet, wareroom and advertising manager of this firm, attended the convention of Canadian Edison dealers in Toronto this week.

Wm. Lee, Ltd., contends that the sale of the New Edison Diamond Disc is still forging ahead. The only complaint they have to make is that the supply does not keep up with the demand. They are making a leader of this machine. Columbia product, which is likewise given able representation, also measures up well in volume of sales. The entire catalog of both products is carried in stock.

Layton Bros., Edison and Columbia dealers, in order to show the progress made in connection with their new phonograph department, recently ran in all the local dailies an advertisement showing an illustration of the same in course of construction. When completed, which it is expected will be in the course of a couple of weeks, their de luxe soundproof demonstrating rooms, perfectly ventilated, will solve the problem of record selections.

"That numerous talking machine purchasers are taking with avidity to the fifty-seven varieties or more of the new machines now making their appearance on the Canadian market, is seemingly noticeable," said a leading dealer to your correspondent. "This all means 'grist to the mill,' inasmuch as the more cheap machines there are on the market of unknown quantity, the more machines we will sell of standard make and reputation, and the better for the makers that are spending their money in newspaper publicity. Again the makers of inferior machines create for us a good demand for records. To sum up the situation briefly it only means the educating of the public to acquiring a machine of national reputation and prestige. Now, continued the firm in question, do not for a minute take away the impression that I am knocking the cheap machines; by cheap, I mean types of talkers that come and go, here to-day and gone to-morrow, as at the price they seemingly answer the purpose for the time being, at any rate. A man you know when buying an automobile usually starts in to learn with a moderate priced car, and when he gets thoroughly conversant with the running of it, will not, naturally, be satisfied until he gets something better; so it is with the cheap talker," concluded the speaker.

LANSING



Khaki Moving Covers

will enable you to deliver your phonographs free of blemishes of all kinds.

No. 3 Carrying Strap Shown in Cut, $1.00

THESE covers are made of Government Khaki, interlined with heavy felt or cotton, fleece-lined, quilted and properly manufactured. Perfect protection in all weather.

GRADE B $5.00

GRADE A $7.50

Carrying Straps Extra

Use the Lansing Khaki Moving Cover and your delivery troubles will be over.

Write for booklet

E. H. LANSING
611 Washington St. BOSTON

POLITICAL RECORDS THE LATEST

Candidates for the Presidency Will Make Records for Talking Machines

WASHINGTON, D. C., September 4.—According to the latest plans of both the Democratic and Republican national committees, talking machine records will be used extensively during the coming campaign to reach persons who cannot attend political meetings where the Presidential candidates will speak. Mr. Hughes has already made a number of talking machine records, which are intended for reproduction at a popular price. President Wilson has not yet made any records, but he will be urged to do so and he is expected to accede to the request. By this plan the two candidates may be heard by thousands of people who may never get within one hundred miles of either one.

THE VICTOR IN PORTO RICO

Strongly Advertised by Two Live Dealers on That Island

In the August issue of "The Review," the journal of the West Indies, published in Porto Rico and devoted to general news, two of the four and a half pages of advertising was about Victor talking machines. One of the ads on the back cover was that of Henry W. Dooley & Co., 5 Tetuan street, San Juan, Porto Rico, and with stores in Arecibo, Mayaguez and Cuayama. Another page ad devoted to Victor goods is that of Sanchez Morales & Co., with stores in San Juan, Ponce and Mayaguez, a pretty good showing for one paper.

The Phonograph Finance Co., Cleveland, O., has been incorporated with a capital stock of $5,000 by John H. Price, Philip Crum, E. E. Maynard, B. L. Polcar and C. D. Sutton.

WOULDN'T BE WITHOUT THE WORLD

The William A. Conklin Piano Co. at 731 Greenfield avenue, Milwaukee, Wis., report an unusually good business for the Columbia line of Grafonolas and records which they handle in addition to pianos, player-pianos and sheet music. Mr. Conklin says: "I am a subscriber to The Talking Machine World, and let the world know it that I wouldn't be without The Talking Machine World for a minute."

The Columbia Graphophone Co. has leased an entire loft in the building at 739 South Broadway, Los Angeles, Cal., for a long term.

UKULELES

The biggest sellers in the small musical instrument business. Why handle poorly constructed, inferior-toned imitations when you can get at similar prices the beautifully toned

Genuine Hawaiian Gold Medal Instruments

Hand made throughout of old, thoroughly seasoned native Hawaiian Koa, superior to any other wood in tone quality. Send for wholesale price list.

SHERMAN, CLAY & CO.
163 KEARNY ST. SAN FRANCISCO
Largest Distributors of Hawaiian Instruments in the World

Hardware for Talking Machine Cabinets

Lid Supports, Tone Rods, Needle Cups, Knobs, Continuous Hinges, Etc.

Write for Samples and Prices

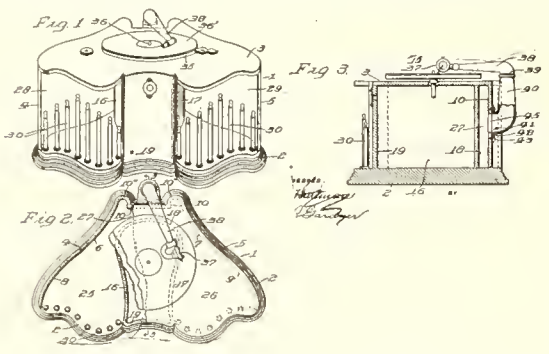
WEBER-KNAPP COMPANY
JAMESTOWN, NEW YORK

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., September 6.—TALKING MACHINE.—Carl Schroeter, Berlin, Germany, assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,185,945.

The main objects of this invention are to provide an improved talking machine of simple, compact and efficient construction; to provide improved sound amplifying means.

In the accompanying drawings, Fig. 1 is a perspective view of a talking machine constructed in accordance with this invention; Fig.



2 a fragmentary top plan view partially in horizontal section of the same; and Fig. 3 a fragmentary side elevation, partly in vertical central longitudinal section on line 3—3 of Fig. 2.

TALKING MACHINE.—John C. English, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,185,988.

The main objects of this invention are to provide in a talking machine, an improved sound box arm and mounting therefor, and to provide improved sound amplifying means. In the accompanying drawings, Fig. 1 is a fragmentary vertical longitudinal section on line 1—1 of

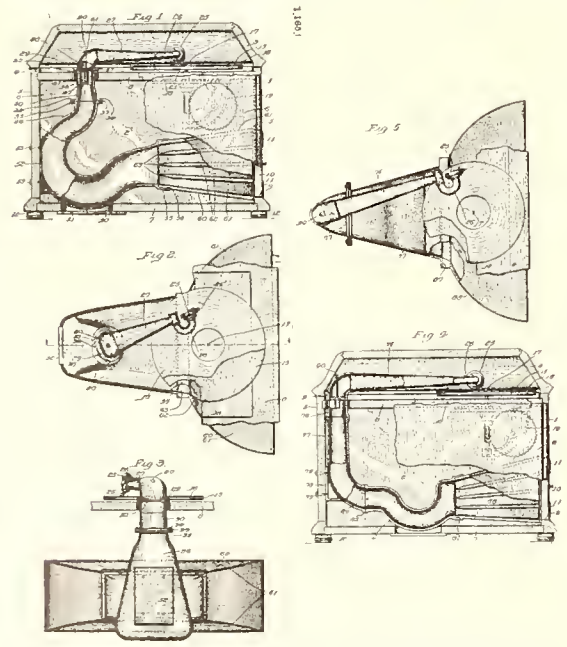
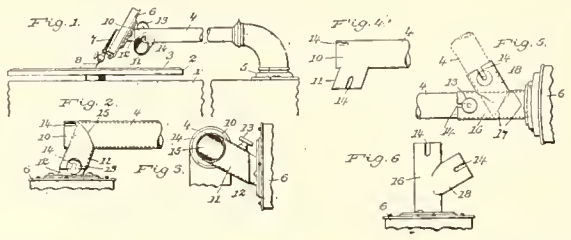


Fig. 2, of a talking machine constructed in accordance with this invention; Fig. 2 is a fragmentary top plan view of the same; Fig. 3 a fragmentary rear end elevation of the same; Fig. 4 a fragmentary vertical longitudinal section of a modified form of this invention, and Fig. 5 a fragmentary plan view partly in horizontal section of the same.

TALKING MACHINE.—C. L. Hibbard, Philadelphia, Pa., assignor of one-half to Frederic W. Hager, same place. Patent No. 1,186,190.

This invention relates generally to talking machines and has particular reference to a connection between the tone arm and sound box, by which the latter may be readily and conveniently set to co-operate with either the "zig-zag" or the "hill and dale" type of record. Its specific features are set forth in detail in the illustrations herewith.

In the drawings, Fig. 1 is a view in elevation showing the preferred form of connection in use, the sound box being arranged for reproducing from a "hill and dale" record. Fig. 2 is an enlarged detail plan view, showing the sound box shifted for use with a "zig-zag" type of record. Fig. 3 is a front view thereof, and Fig. 4 illustrates the shaped end of the tone arm with which the sound box is adapted to be coupled or connected. Fig. 5 is a plan view of a modification, in which the sound box is shown



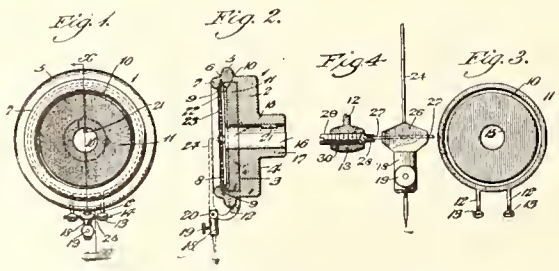
in position to co-operate with a "hill and dale" record, and Fig. 6, is a smaller plan view, showing the sound box as it would be arranged to reproduce from a "zig-zag" type of record.

SOUND BOX FOR TALKING MACHINE.—Alva D. Jones, Philadelphia, Pa. Patent No. 1,188,080.

In accordance with the present invention, the entire sound box body is constructed of a single piece of rubber or similar material, which is produced by casting or molding, the main body portion of the box being preferably thickened and hardened, and having attached thereto by an annular, resilient, integral hinge, a front annular bead which overhangs and encircles the diaphragm seat, said bead being softer or semi-cured with reference to the sound box body, which latter is harder or cured to a harder degree than said front annual bead containing the diaphragm seat, and there is also simultaneously cast within the hardened body portion of said box a metallic plate having a gasket receiving groove and projecting lugs for co-operation with the stylus bar and its adjuncts, whereby a device is cheaply produced having peculiar reasonant qualities, and wherein any surface sounds or metallic or scratchy noises are eliminated or absorbed in the sound box body, the resultant device having peculiar reasonant qualities which closely resemble the action of the human throat or palate in reproducing sounds.

To the above ends this invention consists of a novel construction of a sound box composed of rubber or similar material, wherein the body portion is thickened and cured to the requisite degree of hardness, said body portion having cast therein a plate, said body portion having also integral therewith or secured to the front portion thereof, an annual bead encircling and overhanging the diaphragm, the material of which said bead is composed being softer than said sound box body, whereby the requisite capacity for vibration of the diaphragm at its outer and intermediate portions is provided.

It further consists of a novel construction of sound box having a body of rubber or similar material which is fully cured so as to be in a hardened or resonant condition, and having a metallic plate cast therein to co-act with the diaphragm, while the outer front portion of the box which encircles and overhangs the diaphragm, as well as the rearwardly extending neck or attaching member, is softer than said sound box body. It further consists of a novel method of casting a sound box. For the purpose of illustrating the invention, there are



shown in the accompanying drawing certain forms which are at present preferred, since the same will give in practice satisfactory and reliable results.

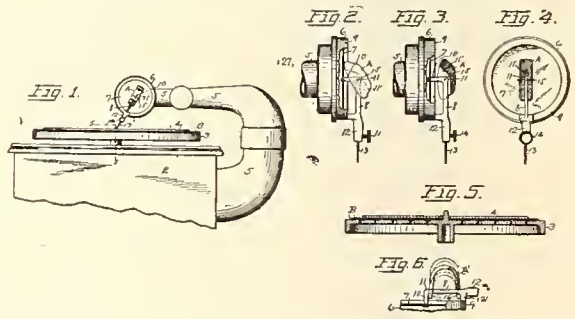
Figure 1 represents a front elevation of a sound box embodying this invention. Fig. 2 represents a section on line x—x Fig. 1. Fig. 3 represents a front elevation of the metallic plate and its lugs in detached position. Fig. 4 represents on an enlarged scale a front elevation, partly in section, of the jewel bearing for the stylus bar.

TONE PURIFIER.—Chas. P. Marshall, Watertown, N. Y. Patent No. 1,189,152.

This invention relates to tone purifiers, designed for use in connection with talking machines generally, and the invention relates particularly to a device of the class for attachment to the reproducers of talking machines, wherein the well known vibration bars or members are employed for conducting the sound vibrations from the needle to the reproducing diaphragms.

The object of the present invention is to provide novel and simple means for improving—rendering clear, pure and natural—the sounds of voices, music and the like, reproduced by talking machines, by eliminating practically all buzzing, yawling and reediness, which are caused chiefly by an excess of the high harmonic waves mingling with the predominant notes (original sound waves) and their proper harmonics as incorporated in the records.

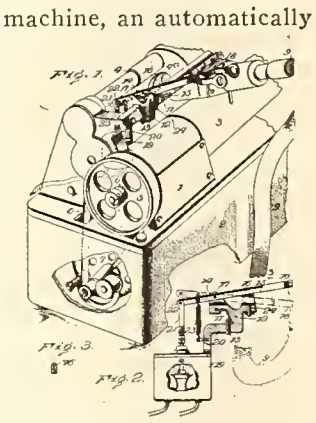
Fig. 1 is an elevation view of the reproducing part of a talking machine; showing tone purifier applied thereto. Fig. 2 is an enlarged side elevation of the transmitter showing one member of tone purifier pivotally applied to the vibration bar; the said member also engaging the diaphragm. Fig. 3 is a similar view; showing the said member disengaged from the diaphragm. Fig. 4 is a front face view of the transmitter. Fig. 5 is a central vertical section, taken on line 5—5 of Fig. 1; showing the second



member or part of the tone purifier interposed between the record and the revolving disk. Fig. 6 is a view; showing a modification of the purifier member applied to the vibration bar.

TALKING MACHINE AND ATTACHMENT THEREFOR.—Frank L. Capps, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 1,188,728.

The invention relates particularly to talking machines adapted for office use in the dictating of correspondence and the like. The object is to provide, in a machine of this class or as an attachment for such a machine, an automatically acting mechanism for starting and stopping the motor as the mouth piece of the speaking tube is moved into or out of operative position.



Of the drawing, Fig. 1 is a perspective view showing some of the principal parts of a talking machine embodying the invention; Fig. 2 is a fragmentary detail view partly in section and party in elevation showing the parts to which the invention especially relates; Fig. 3 is a retail sectional view taken along the line 3—3 of Fig. 2.

SOUND REPRODUCING MECHANISM.—William Rotter and Richard S. Arthur, Newark, N. J. Patent No. 1,188,682.

The objects of this invention are to provide an improved sound reproducing apparatus for use more particularly with dolls and other toys for making the doll appear to talk; to enable the sound reproducing apparatus to be conveniently operated and controlled, and records to be readily and easily changed; to provide means for positively moving the record return mechanism

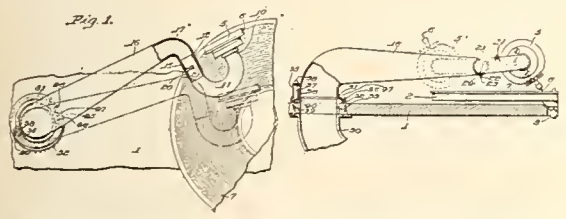
out of the way of the record for removing and replacing the same; to provide means for positively releasing the record return mechanism when starting the machine if it has already operated, and means for positively throwing in the record return mechanism upon starting the machine, if it has not already operated; to provide improved means for releasing the brake spring from its detent relation to the brake arm to stop the machine; to provide a simple and convenient repeat attachment; to provide a reproducer in which the sapphire holder is attached directly to the diaphragm; to provide means arranged centrally of the diaphragm for regulating its tension; to locate the slot and pin connection between the diaphragm holder and its casing in the neck of the reproducer, and to obtain other advantages and results as may be brought out in the above description.

TALKING MACHINE.—John C. English, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,188,744.

This invention relates to talking machines, and more particularly to an improved tone arm and mounting therefore, and to an improved connection between a tone arm and a sound box.

The main objects of this invention are to provide a compact, simple and inexpensive mounting for a tone arm; to provide an improved connection between a sound box and a tone arm whereby the sound box may be inverted into an inoperative position to rest close to a turn table.

In the accompanying drawings, Figure 1 is a fragmentary top plan view, partly in horizontal section, of a talking machine constructed

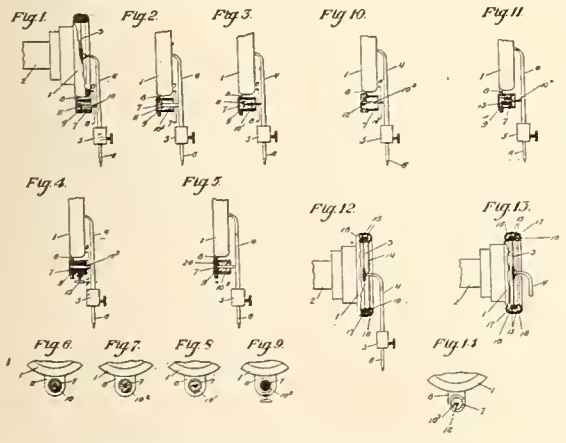


in accordance with this invention; and Fig. 2 a fragmentary side elevation partly in vertical section of the same.

SOUND REPRODUCING MACHINE.—Patrick B. Delany, South Orange, N. J. Patent No. 1,190,249.

This invention relates to phonographs or talking machines and to the production of records therefor. Its object is to improve the quality of the musical tones or vocal utterances and to improve the behavior of the apparatus in other respects.

In the accompanyiny drawings: Figures 1, 2, 3, 4 and 5 are respectively elevations partly in section, somewhat diagrammatic, illustrating a reproducer head and needle arm with improvements applied thereto; Fig. 6 is a section on the line 6—6 of Fig. 1; Fig. 7, a section on the line 7—7 of Fig. 2; Fig. 8, a section on the line 8—8, of Fig. 3; Fig. 9, a section on the line 9—9, of Fig. 4; Fig. 10, a view similar to Fig. 1 showing a modification; Fig. 11, a like view showing a further modification; Fig. 12, a like view show-

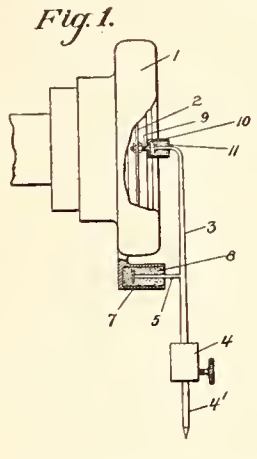


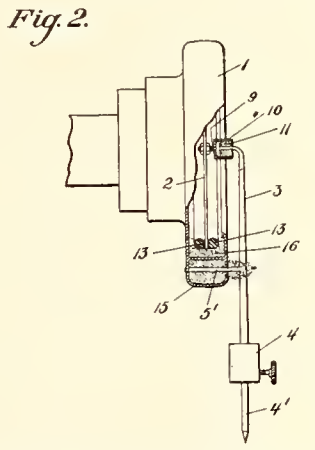
ing a modification in the reproducer head; Fig. 13, a transverse section through the reproducer head showing a manner of holding the reproducer disc; Fig. 14, a section of the line 14—14, of Fig. 10.

TALKING MACHINE RECORDER AND REPRODUCER.—Patrick B. Delany, South Orange, N. J. Patent No. 1,190,636.

This invention is designed to eliminate scratching or scraping noise from the record and to so improve the quality of recordations and reproductions. It is well known that even the smoothest surface revolving under the needle will produce quite a loud or observable noise emitted by the horn or amplifier. It has been found that this is largely due to the metallic vibrating arm connecting the record and the diaphragm of the sound box. Vibrating arms of wood, bone or any hard substance will produce this effect to a modified degree. It has been sought to remedy such defect by rubber and other vibration deadening materials interposed at the point of contact between the vibrating arm and the diaphragm, but on account of the elasticity of such materials, or for other reasons, the tone of reproduction has been greatly lowered and modified and, owing to the instability of such materials, particularly under pressure, the instruments soon become out of adjustment or order. A plan has been devised whereby metallic connection between the record and diaphragm is entirely severed without appreciable loss of force but with marked suppression of the objectionable scraping sound, the result being a pure and faithful reproduction.

The object of this invention is attained by dividing the vibrating arm, preferably between





the diaphragm and the bend in the upper part of the arm, and seating or embedding the adjacent ends in a mass of material of suitable density and stability to carry the major or sound producing vibrations, and yet of such character as to suppress or eliminate objectionable extraneous, incidental and minor vibrations that produce the extraneous or scraping sounds in the tones produced by the diaphragm. The material of such mass may be a single material or a compound material composed, for instance, of rubber, asphaltum, tar, waxes of various kinds, etc., or compounds of any two or more of such simple materials.

In the accompanying drawing, Fig. 1 is an elevation partly in section; and Fig. 2 a like view showing a modification.

TONE ARM FOR TALKING MACHINES AND THE LIKE.—Oscar J. Clair, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,190,728.

In the construction of talking machines, it is generally customary to provide the same with tone arms, frequently of the tapering type, to the outer or free end of which is suitably attached the sound box or other reproducing means, the inner end of the tone arm, which in the tapering variety of arm is also the large end, being adapted to communicate with the horn or other amplifying means employed.

To permit of the free movement of the tone arm across the surface of the sound record, it is not unusual to mount the elbow thereof at the end communicating with the horn, bracket or other sound amplifying means upon a vertical spindle extending from said fixed end longitudinally through the elbow and suitably mounted in a fixed relation with the casing or other stationary part of the talking machine.

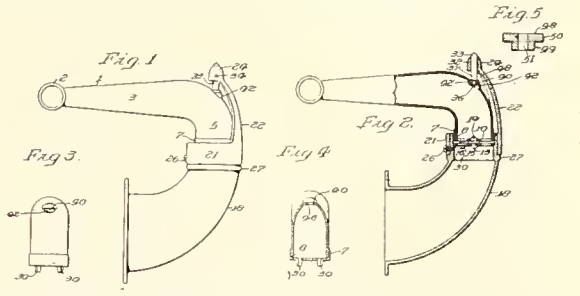
Tone arms are generally constructed with a substantially right angled bend or elbow adjacent that end thereof which communicates with the horn or other sound amplifying means, and a hole is usually provided through the outer surface of the elbow for the reception of such spindle. A suitable lug or similar projection is usually soldered or brazed on the exterior surface of the elbow at the point where the said hole is to be, in order to provide a thickness of metal at said point sufficient to form an adequate bearing for said spindle. As the spindle usually extends through this opening and throughout the length of the elbow from said opening to the end of the arm communicating with the sound reproducing means, unless most carefully constructed there is liable to be a slight play or looseness between the spindle bearings therefor, with the result that the tone arm is set into a state of vibration during the reproduction of sound thereby causing an undesirable rattle or buzzing. In such constructions as have been above referred to it is also difficult to properly position the lower end of the spindle into the opening therefore in the upper end of the bracket or support when once the spindle has been withdrawn or removed for any purpose.

The principal objects of the invention are to do away with the necessity for the employment of such a spindle and to so modify the shape of the tone arm itself as to provide a suitable substantially flat bearing surface or shoulder integral with the arm itself to co-operate with one of a pair of short pivotal studs which do not extend into or through the elbow when in position.

Other objects of this invention are to provide a construction in which the two separated or spaced studs may be readily adjusted toward and away from each other to provide for a snug engagement between the tone arm and the studs upon which it is mounted to swing with a view of preventing any jarring or rattling of the parts during the reproduction of sound.

Other objects of this invention are to provide a tone arm which shall be neat in appearance and inexpensive to construct, and which shall do away with the necessity of soldering or otherwise securing an unsightly external projection upon the outer curved surface of the elbow and which is liable to detract from the smooth, symmetrical appearance of the elbow. Further objects of the invention are to reduce the cost of manufacturing tone arms; to provide a tone arm in which the spindle is eliminated having a bearing which shall be substantially, and for all practical purposes, integral therewith, and which shall not be liable to separate therefrom through rough usage or careless handling.

Still further objects of this invention are to provide an improved mounting for the tone arm



which shall permit of the free movement of the tone arm in a horizontal plane, while preventing any movement of the tone arm in a vertical direction; which may be readily assembled or disassembled, and in which the tone arm may be easily and quickly removed or replaced without the use of special tools.

In the accompanying drawing, Figure 1 is a side elevation of a tone arm constructed in accordance with the invention and in operative position upon its hollow supporting bracket, the latter being removed from a talking machine, and Fig. 2 is a central vertical section of a tone arm and bracket similar to that shown in Fig. 1; Fig. 3 is an end elevation of the tone arm removed from the supporting bracket; Fig. 4 is a similar view thereof partially in central vertical section, the section being taken along the axial line of that portion of the tone arm communicating with the sound amplifying means, and Fig. 5 is an enlarged view of a detail of the device in central vertical section of the tone arm in question.

RECORD BULLETINS FOR OCTOBER, 1916.

VICTOR TALKING MACHINE CO

POPULAR SONGS FOR OCTOBER

18108 Morning, Noon and Night (Billy Johnson-James White) .....Morton Harvey 10
If You Don't Want Me Send Me to My Ma (Cecil Mack-Chris. Smith)...Morton Harvey 10
18110 Oh! How She Could Yacki Hacki Wicki Wacki Woo (That's Love in Honolulu) (Murphy-McCarron-A. Von Tilzer)..Collins and Harlan 10
Come on to Nashville, Tennessee (Walter Donaldson) .....Collins and Harlan 10
18111 Ireland Must Be Heaven, for My Mother Came From There (McCarthy-Johnson-Fischer), Charles Harrison 10
All Erin is Calling Mavourneen (Katherin Ward-Goeffrey O'Hara).....Charles Harrison 10
18112 She Is the Sunshine of Virginia (Ballard-Macdonald-Harry Carroll), Albert Campbell-Henry Burr 10
Turn Back the Universe and Give Me Yesterday (J. Keirn Brennan-Ernest R. Ball), Harry Macdonough and Orpheus Quartet 10
18113 On the South Sea Isle (H. Von Tilzer) (with Hawaiian Guitars by Louise and Ferera. Sterling Trio 10
Down Honolulu Way (Dempsey-Burtnett-Burke).....Alice Green-Raymond Dixon 10
18114 Honolulu Lou (Song of Hawaii) (Harold Robe), Albert Campbell-Henry Burr 10
I Lost My Heart in Honolulu (Will D. Cobb-Gus Edwards).Charles Harrison-Herbert Stuart 10
18120 Bachelor Days (from "Ziegfeld Follies"—1916) (Gene Buck-Louis A. Hirsch).Peerless Quartet 10
Welcome, Honey, to Your Old Plantation Home (Yellen-Gumble). (Banjo by Fred Van Eps).....Peerless Quartet 10
18125 Gila, Galah, Galoo (Arthur Fields-Walter Donovan.....Avon Comedy Four 10
Old Bill Baker (from "Very Good Eddie") (Ring Lardner-Jerome D. Kern).....M. J. O'Connell 10
18126 When the Black Sheep Comes Home (Irving Berlin.....Avon Comedy Four 10
Songs of Yesterday (Chas. K. Harris), Avon Comedy Four 10

DANCE RECORDS

18109 American Jubilee—Fox-trot (A Patriotic Rag) (Claypoole) .....Conway's Band 10
Siss-Boom-Ah!—One-step (Chester W. Smith), Conway's Band 10
18115 Introduce Me—Fox-trot (Kaufman), Conway's Band 10
The Skyscraper—One-step (Chester W. Smith), Conway's Band 10
35572 In the Beautiful Seaside Air—Medley One-step. "In the Beautiful Seaside Air"—"We're Too Old to Go to You"—"Do What Your Mother Did"—"Keep a Place Down in Your Heart for Ireland" .....Conway's Band 12
They Made It Twice as Nice as Paradise and They Called it Dixieland—Fox-trot. "They Made it Twice as Nice as Paradise"—"Come Back to Arizona"—"You'll Always be the Same Sweet Baby"—"Down Honolulu Way," Conway's Band 12
35579 If I Knock the "L" Out of Kelly—Medley Waltz (from "Step This Way") introducing "By the Sad Luana Shore" (Grant-Goetz), Victor Military Band 12
Canary Cottage—Medley One-step (Earl Carroll). "It's Always Orange Day in California"—"That Syncopated Harp"—"Old Man Methusalah" .....Victor Military Band 12

MISCELLANEOUS INSTRUMENTAL RECORDS

18058 Serenade Falet, Imperial Russian Balalaika Court Orchestra 10
Toreador et Andalouse (from "Bal Costume") (Rubinstein), Imperial Russian Balalaika Court Orchestra 10
18090 Kamehameha (King Kamehameha's favorite Melody) (Hawaiian Guitars), Helen Louise-Frank-Ferera 10
Waikiki Mermaid Medley (Hawaiian Guitars), Helen Louise-Frank Ferera 10
18116 Daly's Reel—One-step and Buck Dance (Jos. M. Daly). (Banjo Solo).....Fred Van Eps 10
Medley of Southern Melodies (Banjo Solo). "Massa's in de Cold, Cold Ground"—"Essence Dance"—"Kingdom Coming"—"Golden Slippers"—"Carve dat 'Possum"....Fred Van Eps 10
18117 Lanette—Waltz Caprice (Henton). (Saxophone Solo with Conway's Band)..H. Benne Henton 10
Slidus Trombonus (A Trombone Comedy) (Lake) .....Conway's Band 10
18118 Hello, Hawaii, How Are You—Medley Fox-trot (Accordion Solo). Introducing "Yaaka Hula Hickey Dula".....Pietro 10
By Heck—Fox-trot (Accordion Solo)....Pietro 10
18124 Fifth Symphony (Beethoven). 1st Movement—Allegro con hrio—Part 1, Victor Concert Orchestra 10
Fifth Symphony (Beethoven). 1st Movement—Allegro con hrio—Part 2, Victor Concert Orchestra 10
18127 Old Folks at Home (Swanee River) (Foster). (Violin-'Cello-Harp) .....Venetian Trio 10
My Old Kentucky Home (Foster). (Violin-Harp-Flute) .....Neapolitan Trio 10
35565 Thousand and One Night—Waltz (Las Mil y Una Noches—Vals) (Johann Strauss), Hurtado Bros. Royal Marimba Band 12
Blue Waves Waltz (Olas Azules—Vals) (Valverde)....Hurtado Bros. Royal Marimba Band 12
35574 Goyescas—Intermezzo (Granados), McKee's Orchestra 12
Extase (Ecstasy) (Thome)...McKee's Orchestra 12

VOCAL RECORDS

18099 Plain Old Kitchen Chap (Farmer Jones Prefers a Corner by the Kitchen Stove to the "Best Room") (from Holman Day's "Up in Maine").....Charles Ross Taggart 10
The Stock in the "Tie-Up" (Farmer Jones Talks on Cow Comfort (from Holman Day's "Up in Maine") .....Charles Ross Taggart 10
18131 Since Maggie Dooley Learned the Hooley-Hooley (Leslie-Kalmar-Meyer).....Marguerite Farrell 10
Come On and Baby Me (Lewis-Young-Meyer), Marguerite Farrell 10
35573 Favorite College Songs—Chorus, "Vive l'Amour"—Duet with Chorus, "The Spanish Cavalier" (W. D. Hendrickson) "Solomon Levi" (Fred Seaver)—Chorus, "The Bull-Dog"—Solo and Chorus, "Son of a Gamholier"—Solo and Chorus, Oh, My Darling Clementine" (Percy Montrose)—Chorus, "Jingle Bells"—Solo and Chorus, "Give Me the Waltz" (C. E. Pratt). Victor Male Chorus 12
Songs of Good Fellowship—Chorus, "A Stein Song" (Hovey-Bullard)—Quartet, "Heidelberg" (Luders)—Chorus, "Budweiser's a Friend of Mine" (Bryan-Furth)—Solo, "Down Deep Within the Cellar" (Oxenford)—Chorus, "For He's a Jolly Good Fellow"—Chorus, "Good-Night, Ladies" and "We Won't Go Home 'Till Morning"—Chorus, "Auld Lang Syne" .....Victor Male Chorus 12
17987 Coronach (from Sir Walter Scott's "Lady of the Lake") (Schubert). (Woodwind accomp.), Olive Kline-Elizabeth Wheeler-Marguerite Dunlap 10
Soldier, Rest (from Sir Walter Scott's "Lady of the Lake")' (E. R. Kroeger). (Harp accompaniment.....Olive Kline-Elsie Baker 10
18123 Come and Trip It As You Go (from Milton's "L'Allegro") (Handel), Raymond Dixon and Lyric Quartet 10
Haste Thee, Nymph (from Milton's "L'Allegro") (Handel)..Raymond Dixon and Lyric Quartet 10
35576 The Heavens Resound (Beethoven), Victor Oratorio Chorus 12
Fidelio—Prisoners' Chorus ("Oh What Delight") (Beethoven) .....Victor Male Chorus 12

BLUE AND PURPLE LABEL RECORDS

45091 Evelyn (from "Pom Pom") (Anne Caldwell-Hugo Felix) .....Mizzi Hajos 10
In the Dark (from "Pom Pom") (Anne Caldwell-Hugo Felix) .....Mizzi Hajos 10
60142 She Is My Rosie (Harper-Lauder).Harry Lauder 10

RED SEAL RECORDS

ENRICO CARUSO, *Tenor—Neapolitan*
88560 Santa Lucia (Neapolitan Folk Song)..... 12

JULIA CULP, *Contralto—In German*
(Pianoforte by Coenraad V. Bos)
64553 Immer leiser wird mein Schlummer (Lighter is My Slumber).....Hermann Lingg-Brahms 10

EMMY DESTINN, *Soprano*—MARIA DUCHENE, *Contralto—In French*
88529 Pique Dame—O viens mon doux berger (Queen of Spades—My Dear Shepherd)..Tschaikowsky 12

GERALDINE FARRAR, *Soprano*
87253 Thy Dear Eyes.....Homer N. Bartlett 10

MABEL GARRISON, *Soprano—In Italian*
74488 Voce di Primavera—Valse (Voice of Spring), Johann Strauss 12

ALMA GLUCK, *Soprano—In German*
64589 Still wie die Nacht (Calm as the Night)...Bohm 10

FRIEDA HEMPEL, *Soprano—In English*
(With String Quartet and Harp)
87250 Melody in F (Vocal version, "Voices of the Woods") .....Rubinstein 10

LOUISE HOMER, *Contralto*
87260 Flee as a Bird.....Mrs. M. S. B. Dana 10

MARRCEL JOURNET, *Bass—In French*
64585 Chant de Guerre Cosaque (Cossack War Song), Massenet 10

FRITZ KREISLER, *Violinist*
(With String Quartet)
64601 Adagietto (from "L'Arlesienne").....Bizet 10

GIOVANNI MARTINELLI, *Tenor—In Italian*
74483 Lucia—Fra poco a me ricovero (Farewell to Earth) .....Donizetti 12

JOHN MCCORMACK, *Tenor—In English*
64599 Then You'll Remember Me (from "Bohemian Girl") .....Balfe 10

MAUD POWELL, *Violinist*
(Pianoforte by A. Loesser)
74494 Humoresque .....Dvorak 12

EVAN WILLIAMS, *Tenor*
74477 Face to Face.....Herbert Johnson 12

EFREM ZIMBALIST, *Violinist*
64576 Serenade (Op. 15, No. 1).....Moszkowski 10

COLUMBIA GRAPHOPHONE CO.

DOUBLE-DISC BLUE-LABEL RECORDS

A2064 I'm Saving Up the Means to Get to New Orleans (de Costa). Orch. accompaniment, Al. Jolson, comedian 10
Nigger Blues (White). Tenor solo, orch. accompaniment.....George O'Connor

Popular Hits of the Day

A2070 When Uncle Sammy Leads the Band (Von Tilzer). Tenor and Baritone Duet, orch. accompaniment.....Billy Burton-Herbert Stuart 10
My Country I Hear You Calling Me (Dreyer). Tenor Solo, orch. accompaniment..Henry Burr 10
A2069 Pretty Baby (Jackson and Van Alstyne). Baritone and Tenor Duet, orch. accompaniment, Arthur Collins-Byron G. Harlan 10
Honest Injun (Von Tilzer). Baritone and Tenor Duet, orch. accompaniment, Arthur Collins-Byron G. Harlan 10
A2062 On Lake Champlain (Gumble). Orch. accompaniment.....Sterling Trio 10
Bachelor Days (Hirsch). Orch. accompaniment, Peerless Quartette 10
A2059 When the Sun Goes Down in Romany (My Heart Goes Roaming Back to You) (Grant). Soprano and Baritone Duet, orch. accompaniment.....Elizabeth Brice-Charles King 10
My Own Iona (Friedland and Morgan). Soprano and Baritone Duet, accompanied by flute and guitars.....Elizabeth Brice-Charles King 10
A2060 Down Honolulu Way (Burtnett and Burke). Orch. accompaniment.....Peerless Quartette 10
Back to My Sunny Honoloo (Honolulu) (Fuiks). Tenor and Baritone Duet, orch. accompaniment...James Reed-James F. Harrison 10
A2061 At the End of a Beautiful Day (Perrins). Tenor Solo, orch. accomp.....Ernest Aldwell 10
I've Lost You, So Why Should I Care (Howard). Tenor Solo, orch. accompaniment, Henry Burr 10
A2063 This Great Big World Owes Me a Loving (Von Tilzer). Soprano and Tenor Duet, orch. accomp....Marguerite Farrell-M. J. O'Connell 10
I'm Gonna Make Hay While the Sun Shines In Virginia (Gottler). Soprano Solo, orch. accompaniment.....Gladys Wilbur 10
A2067 She Is the Sunshine of Virginia (Carroll). First and Second Tenor Duet, orch. accomp., Albert Campbell-Henry Burr 10
Moonshine Sally (Santley). First Tenor and Second Tenor Duet, orch. accomp., Albert Campbell-Henry Burr 10
A2068 The Whole World Loves a Lover (Whiting). Soprano-Tenor Duet, orch. accomp., Grace Nash-Henry Burr 10
Ireland Must Be Heaven (McCarthy, Johnson and Fischer). Tenor Solo, orch. accomp., De Los Becker 10

DOUBLE-DISC RECORDS

Dance Records of the Month

A5850 They're on Their Way to Mexico (Berlin). One-step.....Prince's Band 12
When Uncle Sammy Leads the Band, introducing "That's the Meaning of Ireland" (Von Tilzer). One-step.....Prince's Band 12
A5852 I Didn't Know That Lovin' Was So Good, introducing "Come on to Nashville, Tennessee" (Von Tilzer and Donaldson). Fox-trot, Prince's Band 12
Honky Tonky (McCarron and Smith). One-step, Prince's Band 12
A5851 Pretty Baby, introducing "What Are You Going to Do Tomorrow Evening?" (Jackson, Van Alstyne and Gumble). Fox-trot..Prince's Band 12
Walkin' the Dog (Brooks and Shrigley). Fox-trot.....Prince's Band 12
A5853 Pierrot and Pierrette (Edwards). Waltz, Prince's Orchestra 12
Rosemary Waltzes (Merle Von Hagen). Waltz, Prince's Orchestra 12
A5854 Nigger Blues (Le Roy White). Fox-trot, Prince's Band 12
Joe Turner Blues, introducing "The Yellow Dog Rag" (W. C. Handy). Fox-trot..Prince's Band 12
A5832 Drink to Me Only With Thine Eyes (arranged by W. H. Squire). 'Cello Solo. Hamilton Harty at the Piano.....W. H. Squire 12
Silver Threads Among the Gold (Danks-Squire). 'Cello Solo, Hamilton Harty at the Piano, W. H. Squire 12
A5848 National Emblem March (Bagley).Prince's Band 12
Stars and Stripes Forever March (Sousa), Prince's Band 12
A2065 Marching Through Georgia (Arranged by Maurice Smith).....Prince's Band 10
Off to War—Medley of Patriotic Airs (Arranged by Maurice Smith). Introducing "Soldier's Farewell" and "Tramp, Tramp, Tramp, Prince's Band and Columbia Stellar Quartette 10

BLUE-LABEL DOUBLE-DISC RECORDS

A2055 There's a Long, Long Trail (Stoddard, King and Elliott). Unaccompanied..Broadway Quartette 10
Can't Yo' Heah Me Callin' (Caroline)? (Gardner and Roma). Unaccompanied, Broadway Quartette 10
A2052 Canzonetta (Herbert).....Prince's Orchestra 10
Extase D'Amour (Roze).....Prince's Orchestra 10
A2049 O Loving Heart Trust On (Gottschalk). Violin, 'Cello and Piano.....Taylor Trio 10
Oh Promise Me (deKoven). Violin, 'Cello and Piano .....Taylor Trio 10
A2058 Uncle Tom (Frey). One-step. Drum and Piano Duet.....Howard Kopp and Samuel Jospe 10
Yaaka Hula Hickey Dula (Goetz, Young and Wendling-Meyer). Drum and Piano Duet, Howard Kopp and Samuel Jospe 10
A2051 When the Corn Is Waving, Annie Dear (Blamphin).....Columbia Stellar Quartette 10
Old Black Joe (Foster), Columbia Stellar Quartette 10
A2048 Beautiful Isle of Somewhere (Fearis), Columbia Stellar Quartette 10
Home of the Soul (Phillips). Double String Quartette accomp...Columbia Mixed Quartette 10
A2054 A Southern Wedding (Lotter). Humorous Sketch.....Prince's Orchestra 10
Woodland Echoes (Damare). Piccolo Solo, orch. accompaniment.....Marshall P. Lufsky 10
A2056 You're the Best Little Mother That God Ever Made (Ball). Tenor Solo, orch. accomp., Orville Harrold 10
My Wonderful Love for Thee (Ball). Tenor Solo, orch. accomp.....Orville Harrold 10
A5833 Stabat Mater—Cujus Animam (Rossini). O Lord, Vouchsafe Thy Loving Kindness. Tenor Solo, in Latin, with orch...Charles W. Harrison 12
Stabat Mater—Inflammatus (Rossini). To Thy Holy Care. In English with orchestra, Columbia Oratorio Chorus 12
A5846 'Tis But a Little Faded Flower (Thomas). Contralto Solo, orch. accomp...Margaret Keyes 12
Fiddle and I (Goodeve). Contralto Solo, orch. accompaniment .....Margaret Keyes 12
A5849 Star Spangled Banner (Key). Baritone Solo, orch. accomp.....Franklin Adams 12
Sword of Bunker Hill (Covert). Baritone Solo, orch. accomp.....Franklin Adams 12

SYMPHONY DOUBLE-DISC RECORDS

Frank Gittelson, American Violin Genius, Exclusive Columbia Artist

A2029 Cavatina (Raff). Violin Solo. Chas. A. Prince at the Piano.....Frank Gittelson 10
Melodie (Tschaikowsky). Opus 42, No. 3. Violin Solo. Chas. A. Prince at the Piano, Frank Gittelson 10
A2066 Spielmannsleben No. I (Lorleberg). "Minstrel's Life." Basso Solo, in German, with orch., Otto Goritz 10
Spielmannslehen No. II (Lorleberg). "Minstrel's Life." Basso Solo, in German, with orch.....Otto Goritz 10
A2053 The Trumpeter of Sakkingen (Messler). Est Hat Nicht Sollen Sein (It Was Not So to Be). Baritone Solo, in German, with Cornet obhligato, orch. accomp.....Robert Leonhardt 10
O Schöne Zeit, O Selge Zeit (Goetz). (Oh Happy Days, Oh Days So Dear). Baritone Solo, in German, with orch..Robert Leonhardt 10
A5855 I Am Longing for You (Marshall). Baritone Solo, orch. accomp.....Graham Marr 12
Uncle Ned Foster. Baritone Solo, orch. accomp., Graham Marr and Columbia Stellar Quartette 12

Stupendous Recordings by Entire Chicago Symphony Orchestra

A5844 Wedding March (Mendelssohn). Frederick Stock, conductor. Chicago Symphony Orchestra 12
Spring (Grieg). Frederick Stock, conductor, Chicago Symphony Orchestra 12
A5845 Carnaval—(1) Preamhule, (2) Valse Noble, (3) Coquette (Schumann). Serge de Diaghileff's Russia Ballet Orchestra from the Metropolitan Opera House, New York. Ernest Ansermet, conductor 12
Carnaval—(1) Reconnaissance, (2) Paganini, (3) Valse, (4) Aveu (Schumann). Serge de Diaghileff's Russian Ballet Orchestra from the Metropolitan Opera House, New York, Ernest Ansermet, conductor 12
A5847 Spanish Dance (Granados-Casals). 'Cello Solo. Charles A. Baker at the Piano....Pablo Casals 12
Cantilena from Concerto in A Minor (Goltermann). Opus 14. 'Cello Solo, with orch. accomp.....Pablo Casals 12
A5834 Oft in the Stilly Night (Arranged by Stevenson). Soprano Solo, orch. accomp. Maggie Teyte 12
Home Sweet Home (Bishop). Soprano Solo, orch. accomp.....Maggie Teyte 12
A5843 Thais (Massenet). Meditation. Violin Solo. Chas. A. Prince at the Piano. Kathleen Parlow 12
Andante from Concerto in E Minor (Mendelssohn). Violin Solo, orch. accomp., Kathleen Parlow 12
A5840 Solveig's Song (Grieg). Soprano Solo, orch. accomp.....Lucy Gates 12
Swiss Echo Song (Eckert). Soprano Solo, orch. accomp.....Lucy Gates 12
A5842 Siegfried. Nothung! Nothung! Neidliches Schwert. (Sword Song). "Nothung! Nothung! Conquering Sword" (Wagner). Tenor Solo, in German, with orch..Johannes Sembach 12
Der Freischütz. Durch Die Wälder (Thro' the Forest) (Weber). Tenor Solo, in German, with orch.....Johannes Sembach 12

PATHE FRERES PHONOGRAPH CO.

64004 Manon—"Ah, fuyez, douce image" (Massenet), Lucien Muratore, Operatic Tenor, orch. accomp. 12
Magali, "Chanson Provencal" (Mistral), Lucien Muratore 12
62012 Tosca, Vissi d'Arte (Prayer of Tosca), (Love and Music) (Puccini), Anna Fitziu, Operatic Soprano, orch. accomp. 12
Il Bacio (The Kiss) (Arditi), Valse, Anna Fitziu, Operatic Soprano, orch. accomp. 12
52005 The Green Hills of Ireland (Shields and del Riego), Marie Narelle, Soprano, orch. accomp. 12
O, Native Music (MacCarthy). (Old Irish Air), Marie Narelle, Soprano, orch. accomp. 12

NEW OPERATIC AND IMPORTANT VOCAL RECORDS

52006 The Rosary (Nevin and Rogers). Baritone Solo, orch. accomp.....Hugh Allan 12
Little Grey Home in the West (Lohr). Baritone Solo, orch. accomp.....Hugh Allan 12
62015 Die Walkure. "Winterstuerme" (Siegmund's Love Song). Orch. accomp.....Carl Burrian 12
Der Freischutz, "Durch die Walder." Orch. accomp.....Carl Burrian 12
62017 Hosanna de Paques (Granier). Noté, orch. accomp. 12
Sancta Maria (Hymne) (Faire), Noté, orch. accomp. 12

NEW BETTER CLASS VOCAL RECORDS

20013 Out Here in God's Garden (Harold Jenner). Baritone Solo, orch. accomp...George Glover 10½
Alice, Where Art Thou (Ascher). Tenor Solo, orch. accomp.....John Bardsley 10½
20017 The Hymns My Mother Used to Sing (Langford). Contralto and Baritone Duet, orch. accomp.....Alice Craven-Arthur George 10½
Flowers O' the Forest (Old Scottish Melody). Contralto Solo, Piano accomp...Helen Blain 10½
35043 Abide With Me (Lyte-Monk). Unaccompanied. Pathé Male Quartette 12
Sun of My Soul (Horsley).....Church Choir 12
40044 Molly Brannigan (Stanford). Baritone Solo. Piano accomp.....Wallace Cox 12
The Little Irish Girl (Tescbemacher-Lohr). Baritone Solo, orch. accomp....Wallace Cox 12

NEW "DE LUXE" DANCE RECORDS

20022 Pretty Baby (Kahn, Jackson and Van Alstyne). Fox-trot...American Republic Band 10½
Listen to This (Kaufman). One-step, American Republic Band 10½
20023 Rooster Fox-trot (Bennett), American Republic Band 10½
Uncle Tom (Frey). One-step, American Republic Band 10½
20024 Love Me at Twilight (Grant). Fox-trot, American Republic Band 10½
Missouri Waltz (Knight, Logan and Eppel), American Republic Band 10½

CATCHY AND INTERESTING BANJO DUETS

35071 Banjo Capers. Banjo Duet, Olly Oakley and Joe Morley 12
The Palladium. Banjo Duet, Olly Oakley and Joe Morley 12

POPULAR VOCAL HITS OF THE MONTH

20014 Lull Me to Sleep (Kerr and Barron). Tenor Solo, orcb. accomp.....Root Langdon 10½
You Are All That I Dreamed You Would Be, Tenor Solo, orch. accomp.....Henry Burr 10½
20015 The Road That Leads to You (Bernard Granville). Tenor Solo, orch. accomp. Henry Burr 10½
Think of Me (Bernard Granville). Soprano Solo, orch. accomp.....Mary Ryan 10½
20016 Bouncing at the Rubber Ball (Lewis and Erdman). Baritone Solo, orch. accomp., Louis J. Winsch 10½
Trouble (Collins and Terry). Orcb. accomp., Jack Charman 10½
20025 Pretty Baby (Kahn, Jackson and Van Alstyne). Tenor Solo, orch. accomp. Henry Burr 10½
We've Been Married Just One Year (Muir). Orch. accomp....Daisy Taylor-Jack Charman 10½
35070 My Mother's Rosary (Lewis and Meyer). Soprano Solo, orch. accomp.....Mary Ryan 12
A Savannah Lullaby.....Ada Forrest 12
35072 The Bride and Groom (Branen and Lange). Descriptive. Baritone Solo, orch. accomp., Joe Remington 12
The Bachelor Ship (Richards). Harry Reynolds 12

NEW HAWAIIAN NOVELTIES

20011 That Hula Hula, from "Stop, Look and Listen" (Irving Berlin). Campbell and Burr, Louise and Ferera Hawaiian Orchestra accomp. 10½
I Want to Go Back to Honolulu (Cunha and Warren). Alfred Alexander, Tenor, Louise and Ferera Hawaiian Orcbestra accomp. 10½
35021 Palakiko March, Louise and Ferera Hawaiian Troupe 12
Honi Kana, Louise and Ferera Hawaiian Troupe 12

NEW CHANSONS SUNG IN FRENCH

30346 C'est d' la Jeunesse (Ch. Jardin), par Junka, avec Orchestra 12
Notre Nid D'Amour (R. Georges). Souvenir, par Junka.....avec Orchestra 12
30347 L'Homme Qui Rit (Gauwin). Chanson par Resca.....avec Orchestra 12
Ah, Le Beau Reve (Gauwin and Doris). Melodie-Valse, Cbante par Resca, avec Orchestra 12
30354 En passant devant ta maison (Christine). Par Henri Leoni.....avec Orchestra 12
Je sais que vous etes jolie (Love with a Capital L) (Christine). par Henri Leoni, avec Orchestra 12
30362 Grain de Beaute (Scotto), Chansonnette grivoise, par Nitta Jo.....avec Orchestra 12
Vien a qui (Terrier-Valsien). Chansonnette grivoise, par Nitta Jo.....avec Orchestra 12

MISCELLANEOUS NOVELTIES

35042 Casey at the Dentist (Hunting), Russell E. Hunting 12
Our Boarder (Joe Welch). Hebrew Dialect, Joe Welch, Comedian 12
35067 The Battle of the Marne (Hunting), Russell E. Hunting 12
A Church Service on the Battlefield (Hunting). Russell E. Hunting 12
35074 The Old Man and Jim (Riley), Russell E. Hunting 12
Lincoln's Gettysburg Address (Lincoln), Harry E. Humphrey 12
40045 Ah, fors e' lui, from "La Traviata" (Verdi), Soprano Solo, Piano accomp. Olga Paradofska 12
Oh, Promise Me, from "Robin Hood" (De Koven). Soprano Solo, Piano accomp., Olga Paradofska 12
40048 Quartette from "Rigoletto" (Verdi-Liszt). Alado Paradofska, Boy Pianist 12
En Automne (Moszkowski). Alado Paradofska, Boy Pianist 12

EDISON BLUE AMBEROL RECORDS

28243 O Schöne Zeit, o sel'ge Zeit! (Carl Götze). Tenor Solo, in German, orch. accomp., Jacques Urlus
28244 Spring Morning (H. Lane Wilson). Soprano Solo, orch. accomp.....Julia Heinrich
28242 Wenn die Schwalben heimwarts zieh'n (Franz Abt). Soprano and Tenor Duet, in German, orch. accomp....Marie Rappold and Jacques Urlus

REGULAR LIST

2969 Down Where the Swanee River Flows (Albert Von Tilzer). Tenor Solo, orch. accomp., George Wilton Ballard and Chorus
2975 Shades of Night (Friedland-Franklin). Soprano and Tenor Duet, orch. accomp., Elizabeth Spencer and Walter Van Brunt
2973 Way Down in Borneo-o-o-o (Al. Piantadosi). Tenor Solo, orch. accomp.....Leonard T. Chick
2974 You're a Dangerous Girl (Jimmie Monaco). Contralto and Baritone Duet, orch. accomp., Helen Clark and Joseph A. Phillips

SONGS AND BALLADS

2970 Dublin Mary Brown (May Hill). Tenor Solo, orch. accomp.....Irving Kaufman and Chorus
2980 Stormy Sea of Love (Harry Carroll). Tenor Solo, orch. accomp.....Irving Kaufman

BANDS AND ORCHESTRAS

2985 Marche Indienne (Hindoo March) (A. Sellenick).....Creatore and His Band
2971 On the Beach—Medley..Waikiki Hawaiian Orchestra
2967 Walkin' the Dog—Fox-trot (Brooks-Shrigley). For Dancing.....National Promenade Band
2966 Waters of Venice Waltz (Albert Von Tilzer). For Dancing.....Jaudas' Society Orchestra

SONGS OF HAWAII

2964 Fair Hawaii (James Fulton Kutz). Soprano and Tenor Duet, orch. accomp, Gladys Rice and Walter Van Brunt
2982 I Left Her on the Beach at Honolulu (Louis A. Hirsch). Tenor Solo, orch. accomp., Walter Van Brunt and Chorus
2978 I Lost My Heart in Honolulu (Will D. Cobb). Tenor Solo, orch. accomp., George Wilton Ballard and Chorus
2972 Luana Lou (Dave Stamper). Tenor Solo, orch. accomp.....Walter Van Brunt
2965 Oh! How She Could Yacki Hacki Wicki Wacki Woo (That's Love in Honolu) (A. Von Tilzer). Orch. accomp., Arthur Collins and Byron G. Harlan

WITH THE FUNMAKERS

2981 Hospital Patients—Coon Sketch. Billy Gordon and James Marlowe
2976 Lily and the Frog (Abe Olman). Orch. accomp., Arthur Collins and Byron G. Harlan
2979 When Priscilla Tries to Reach High C (Harry Von Tilzer). Orch. accomp., Ada Jones and Billy Murray

TWO VOCAL CLASSICS

2983 For All Eternity (Angelo Mascheroni). Tenor Solo, with orch.....James Harrod
2977 La Paloma (The Dove) (Yradier). Baritone Solo, orch. accomp..Thomas Chalmers and Chorus

A PATRIOTIC INNOVATION

2984 Our National Song—The Star Spangled Banner (Descriptive).....Harry E. Humphrey and Choir Boys of St. Ignatius Loyola

A SNAPPY BANJO SOLO

2968 Gay Gossoon (Edwin F. Kendall). Banjo Solo, orch. accomp.....Vess L. Ossman

EMERSON PHONOGRAPH CO.

5106 Oh Promise Me (R. De Koven). Tenor Solo, accomp. hy orch.....Henry Burr
5107 Morning, Noon and Night (James White). Tenor Solo, accomp. by piano.....Morton Harvey
5109 Stars and Stripes Forever, March (John Philip Sousa).....Emerson Military Band
5110 Out of the Cradle Into My Heart (L. Wolfe Gilbert). Tenor Solo, accomp. hy piano, Morton Harvey
5111 If You Don't Want Me, Send Me to My Ma (Chris. Smith). Tenor Solo, accomp. by piano, Morton Harvey
5112 Mighty Lak a Rose (Ethelbert Nevin). Tenor Solo. accomp. by orch.....Henry Burr
5113 Old Kentucky Home (Stephen Foster). Tenor Solo, accomp. by orch.....Henry Burr
5116 She Is My Rose (Harry Lauder). Accomp. by orch.....Evan Davies
5117 Grandfather's Girl. Baritone Solo...Morton Harvey
Pretty Baby. Fox-trot.....Emerson Military Band
You're a Dangerous Girl. Baritone Solo, Morton Harvey
5118 On the Beach at Wai-Ki-Ki. Baritone Solo, Piano and Ukelele accomp.....Morton Harvey
5119 I Left Her on the Beach at Honolulu. Baritone Solo, Piano and Ukalele accomp..Morton Harvey
772 Doughie the Baker (Harry Lauder and Neil McFadyen). Accomp. by orch.....Evan Davies
Sbe Is My Rose (Harry Lauder). Accomp. hy orch.....Evan Davies
773 Old Kentucky Home (Stephen Foster). Tenor Solo, accomp. by orch.....Henry Burr
Old Black Joe (Stephen Foster). Tenor Solo, accomp. by orch.....Henry Burr
769 The Swan (Saint Saens). Violin Solo, accomp. by piano.....Alberto Bachmann
Barcarolle (from the Tales of Hoffman). Rialto Orchestra .....J. Offenbach
766 1863, Part I. Emerson Military Band..E. C. Calvin
1863, Part 2. Emerson Military Band..E. C. Calvin
767 Stars and Stripes Forever, March (John Philip Sousa).....Emerson Military Band
Down South (W. H. Myddleton), Emerson Military Band
771 Mighty Lak a Rose (Ethelbert Nevin). Tenor Solo, accomp. by orch.....Henry Burr
When You and I Were Young, Maggie (J. A. Butterfield). Tenor Solo.....Henry Burr
770 Harry Lauder Medley, Part 1.....Evan Davies
Harry Lauder Medley, Part 2.....Evan Davies
Sweet Sixteen. Cornet Solo.....James Lufsky
Prettie Birdie. Piccolo Solo.....James Lufsky
Cohen at the Telephone. Louis Mann's Telephone Story.....Louis Mann
Cohen on Astronomy. Louis Mann's Astonomer Story .....Louis Mann
Bugle Call Rag.....Emerson Military Band
Under the Ramhling Roses..Emerson Military Band
774 Loveland, Beautiful Land of Love. Baritone Solo .....Morton Harvey
I Left Her on the Beach at Honolulu. Baritone Solo .....Morton Harvey
Grandfather's Girl. Baritone Solo..Morton Harvey
Dangerous Girl. Baritone Solo.....Morton Harvey

KEEPS THE DEALERS HUSTLING

M. M. Blackman Goes Right After the Edison Dealers in the Kansas City Territory and With Excellent Results in the Matter of Sales

KANSAS CITY, Mo., September 5.—M. M. Blackman, manager of the Edison Shop, this city, not only keeps on the jump himself but endeavors to keep the dealers in his territory full of energy. Besides personal visits Mr. Blackman keeps after his dealers through the medium of the mails, and sends out some snappy letters. In a letter sent to the dealers a month or so ago Mr. Blackman emphasized the possibilities of doing summer business in phonographs and said in part:

"It is easy to stand off and criticize. One never gets anywhere that way. Unless you have actually tried out and disproven the methods listed below which these dealers have found successful, it is useless and senseless to say: 'It can't be done in my town.' It makes me tired to go into a store of a dealer whose eyes are no more open to Edison possibilities than the eyes of a one day kitten and have him say to me: 'That's all right for the big town but I've got the hardest community to deal with in seventeen States. It can't be done.'

"Just think! One 250 sale per month would be $3,000 gross business per year. Then throw in a few 50's, 200's and 100's and see where you come out.

"Are you using any or all of the following publicity measures: Evening serenade plan, lawn concerts, church concerts, lodge concerts, interlocking advertising, Edison monthly circularizing.

"Are you using the following means of selling: Personal calls outside of the store, telephone calls asking people to come in and hear, calls upon owners to get new prospects, home demonstrations of the new Edison.

"If you are not doing these things you can know positively that your Edison business might be increased from 100 to 500 per cent. If others can get such results as listed above in their territories, you can do as well or better in yours."

READY REFERENCE OF GENERAL SUPPLIES

DEALERS
Send for our "Trial Proposition" on the Regina Hexaphone—the latest and best paying popular priced coin-operated instrument for use in public places.
THE REGINA CO.
211 Marbridge Bldg., 34th St. and Broadway, New York City
Manufacturers of Regina Music Boxes; Reginaphones; Coin-operated Mandolin Orchestrions; Vacuum Cleaners and other specialties.

NEEDLES
WE MANUFACTURE
Diamond needles for Edison
Sapphire needles for Edison
Sapphire needles for Pathe
in stock ready for delivery
MERMOD & CO., 505 5th Ave., N. Y.

Keep Your Record Stock with
THE Heise SYSTEM TRADE MARK
Costs about $2.00 for 250 records for 50 years
Send for 20-page catalog
THE SYRACUSE WIRE WORKS,
SYRACUSE NEW YORK

Leading Jobbers of Talking Machines in America

SERVICE FIRST
EXCLUSIVE VICTOR JOBBERS
WHOLESALE ONLY
Standard Talking Machine Co.
PITTSBURGH, PA.

Victor Exclusively
EASTERN TALKING MACHINE CO.
177 Tremont Street, Boston
VICTOR DISTRIBUTORS

Sherman, Clay & Co.
San Francisco, Los Angeles, Portland, Seattle, Spokane
PACIFIC COAST DISTRIBUTORS
Victrolas and Victor Records, Steinway Pianos, Pianola Pianos, Holton Band Instruments

Southern Victor Dealers
Largest Stock VICTROLAS and RECORDS.
Prompt Shipment and Low Freight Rates.
WALTER D. MOSES & CO.
Oldest Music House in Virginia or North Carolina.
RICHMOND, VA.

OLIVER DITSON COMPANY
BOSTON
Largest VICTOR Talking Machine Distributors East of Chicago.
Creators of "The Fastest Victor Service." Let us tell you more about our service.

The Chicago Edison Jobber
The perfection of musical Instruments—**THE EDISON** diamond disc **PHONOGRAPH**—with **EDISON** double disc records.
THE PERFECTION OF SERVICE—Our Service.
The Perfection of advertising for the dealer—Our plan.
The PHONOGRAPH CO.
229 So. Wabash Ave., CHICAGO

W. J. DYER & BRO.
Saint Paul, Minn.
VICTOR & EDISON
Distributors
Quick Service for all points in the Northwest. Machines, Records, Supplies.

1856 WURLITZER 1916
VICTOR
DISTRIBUTORS
VICTORS EXCLUSIVELY
We make a specialty of getting the order out on time—every time.
The Rudolph Wurlitzer Co.
CINCINNATI AND CHICAGO
Two points of supply; order from the nearer

GATELY-HAIRE CO., Inc.
If it's Victor, we have it
We have it if it's Victor
ALBANY, N. Y.

The PERRY B. WHITSIT CO.
Distributors of
Victrolas and Victor Records
COLUMBUS, OHIO

Pathephone
PACIFIC COAST DISTRIBUTORS
322 Post Street San Francisco

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure to have your card in this department of The Talking Machine World.

ADDITION FOR EDISON PLANT

Large New Three Story Structure to be Used for Record Storage and Shipping Purposes—Necessitated by Blue Amberol Demand

The rapid increase in the demand for Edison phonographs and records that has developed in the past few months has made imperative an expansion of the manufacturing and storage facilities at the great Orange, N. J. plant and it recently was announced by the management that arrangements for the erection of an additional building have been completed. The proposed structure will be used for record storing and shipping purposes and it will relieve the congestion that has developed in other buildings because of the lack of adequate storage rooms. It will be of cement and steel construction, three stories in height, sixty-nine feet wide by 221 feet in length. The contract calls for completion of the work about October 15.

The new building will replace a one-story structure erected after the great fire of December, 1915, that nearly destroyed the Edison plant. It was adequate for the purpose it was designed for until several months ago when an extensive national advertising campaign on the New Edison was started, and the owners of Amberolas and other cylinder instruments commenced to appreciate the perfection of the Blue Amberol record. The increase in business that followed the advertising made the manufacturing and storage facilities at the Orange plant absolutely inadequate within a comparatively short time. It was necessary to use storage and shipping room space that was needed for manufacturing purposes and, in addition to this, temporary structures had to be constructed in the vicinity of the plant.

NEW COLUMBIA CATALOG

Full Line of Electric Models Described in Latest Booklet

The Columbia Graphophone Co. has just issued a very attractive booklet featuring the complete line of Columbia electric Grafonolas. This booklet is artistically illustrated, large-sized pictures of the various electric Grafonolas being shown. The first page of this booklet briefly calls attention to the fact that the Columbia electric Grafonola operates perfectly on any current, whether direct or alternating, is adaptable to any voltage; may be attached to any socket, and can be depended upon to give continuous, silent, effective service under any and all conditions. The complete lines of Columbia electric Grafonolas comprise five machines, retailing at $125, $135, $175, $225 and $350.

NEW QUARTERS IN SALISBURY, MD.

SALISBURY, MD., August 7.—The Salisbury Music & Specialty Co. has opened elaborate quarters in this city at 102 Dock street, corner of Main, for the exploitation of the Victor line of talking machines and records. The new store is equipped with two sound-proof demonstrating booths and other modern conveniences.

The New Jacjectic Phonograph Co. has been incorporated under the laws of Delaware to manufacture phonographs, discs, cylinders and sound records. The capital stock of the company is $500,000.

A store at 22 East 125th street, New York, has been leased to a phonograph company, who will install a large line of machines and records.

SHOWING THE WAY TO THE DEALER

Victor Co. Gives Some Good Advice on Local Advertising and the Wisdom of Following Out the Policy of Publicity as Laid Down

In a letter accompanying proofs of the Victor advertisements in the newspapers of the country for the current month, and sent to the Victor dealers, the company says regarding advertising:

"The successful officer is the man who, in leading his men into battle, doesn't order them to go where he won't go himself, and you may be very sure that you will be safe in following our lead by using big spaces of your own to tell your own local public how well you can supply them with Victrolas and Victor records.

"Read these advance proofs carefully. They are designed and built to reach everybody—the Victrola prospect, the enthusiastic record customer and the record customer who needs a special stimulation, but of course it's up to you to get your own share of the resulting business."

NEW AMBEROLA FOLDER ISSUED

A four-page folder that suggests very forcibly the pleasure that an Amberola will afford in the home has been issued by the advertising department of Thos. A. Edison, Inc., for the benefit of the dealers. The folder is printed in two colors, red and blue, and the numerous features of the Amberola are well set forth. The folder is 8½ x 5½ inches in size, and is specially adapted for mailing purposes.

Edward Allington, Jr., will open a new Pathé Pathephone Shop on Stephenson street, Freeport, Ill., early this month.

The big selling months—October, November, December—are HERE!

IF YOU are not already selling phonographs it will be well for you to consider the matter carefully *at once.* Phonographs are in great demand and are profitable for you to sell.

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

"THE Highest Class Talking Machine in the World" is the machine for you to handle. It is the famous instrument which won the highest score for tone quality at the Panama Pacific Exposition.

SONORA'S many exclusive patented features are unique and important and account for its remarkable superiority. It is extensively, steadily, and aggressively advertised.

WRITE us today regarding the Sonora agency in your *territory.* And if you're in New York, or Chicago, or San Francisco, don't fail to call on us in person. The Sonora, because of demonstrated merit, really sells itself.

TEN WONDERFUL MODELS

$45	$60	$75	$100	$150
$175	$190	$225	$350	$1000

"THE SUPREME"

SONORA PHONOGRAPH CORPORATION

GEORGE E. BRIGHTSON, Pres.

MAIN OFFICES AND SALESROOMS
57 Reade Street, NEW YORK

MID-WESTERN OFFICE
320 So. Wabash Ave., Chicago, Ill.

WESTERN OFFICE
344 Geary St., San Francisco, Cal.

CHIPPENDALE
Official Laboratory Model

Are You A Merchant?

Anyone can keep a store, but it requires ability above the average to be a merchant, and the compensation is in accordance.

Edison dealers must be above the average in order to be accepted. They are then coached along the most successful merchandising lines (developed from the concentrated experience of thousands of successful Edison merchants).

The results are seen in an ever expanding business and ever increasing profits.

Thomas A. Edison, Inc.

279 Lakeside Ave. ORANGE, N. J.

ADAM
Model C200

SHERATON
Model C150

MODERNE
Model A100

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS

CALIFORNIA
Los Angeles—Diamond Disc Distributing Co.
San Francisco—Pacific Phonograph Co.

COLORADO
Denver—Denver Dry Goods Co.

CONNECTICUT
New Haven—Pardee-Eilenberger Co.

GEORGIA
Atlanta—Phonographs, Inc.

ILLINOIS
Chicago—The Phonograph Co.

INDIANA
Indianapolis—Kipp Phonograph Co.

IOWA
Des Moines—Harger & Blish.
Sioux City—Harger & Blish.

LOUISIANA
New Orleans—Diamond Music Co., Inc.

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.

MICHIGAN
Detroit—Phonograph Co., of Detroit.

MINNESOTA
Minneapolis—Laurence H. Lucker.

MISSOURI
Kansas City—The Phonograph Co. of Kansas City.
St. Louis—Silverstone Music Co.

MONTANA
Helena—Montana Phonograph Co.

NEBRASKA
Omaha—Shultz Bros.

NEW YORK
Albany—American Phonograph Co.
New York—The Phonograph Corp. of Manhattan.
Syracuse—Frank E. Bolway & Son, Inc.

OHIO
Cincinnati—The Phonograph Co.
Cleveland—The Phonograph Co.

OREGON
Portland—Pacific Phonograph Co.

PENNSYLVANIA
Philadelphia—Girard Phonograph Co.
Pittsburgh—Buehn Phonograph Co.
Williamsport—W. A. Myers.

TEXAS
Dallas — Texas-Oklahoma Phonograph Co.
El Paso—El Paso Phonograph Co., Inc.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—C. B. Haynes & Co.

WASHINGTON
Seattle—Pacific Phonograph Co., N.W.
Spokane—Pacific Phonograph Co.

WISCONSIN
Milwaukee—The Phonograph Co. of Milwaukee.

CANADA
Montreal—R. S. Williams & Sons Co., Ltd.
St. John—W. H. Thorne & Co., Ltd
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Calgary—R. S. Williams & Sons Co., Ltd.

VOL. XII. NO. 10. PER YEAR, ONE DOLLAR

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

Published Each Month by Estate of Edward Lyman Bill at 373 Fourth Ave., New York, October 15, 1916

The best-known trade mark in the world

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

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 2, 1879.

What do you know about a phonograph?

1—Will it play all types of disc records without makeshift additions? *Sonora will.*

2—Is its motor efficient? *Sonora's motor* made in Switzerland runs, per winding, about twice as long as any other.

3—Does the sound box contain materials that will deteriorate with age? *Sonora's doesn't.*

4—Does the sound amplifier form a clear unblurred tone? *Sonora's does, due to its unique patented construction.*

5—Is the tone control at the sound source—the correct place, and does it merely reduce the volume of sound and not the quality? *Sonora's is and does.*

6—Is the envelope filing system such as to make the locating of records a matter of an instant? *Sonora's is.*

7—Has the machine an effective, reliable automatic stop? *Sonora has.*

8—Is the cabinet work beautiful, finished perfectly on all sides with graceful bulge curved lines? The answer is *"yes"* for Sonora.

9—Is there a motor meter to tell how many more records the motor will play without rewinding? *There is on Sonora.*

10—What is the opinion of authorities regarding the instrument? At the Panama Pacific Exposition, Sonora won the highest score for tone quality.

Sonora is demonstratedly the Highest Class Talking Machine in the World. The public wants it. It is the best selling proposition you can find anywhere. If you're interested in selling Sonoras write us today regarding an agency in your vicinity.

Each machine guaranteed one year

"THE SUPREME"

TEN WONDERFUL MODELS

$45	$60	$75	$100	$150
$175	$190	$225	$350	$1000

SONORA PHONOGRAPH CORPORATION

GEORGE E. BRIGHTSON, Pres.

Main Offices and Salesrooms
57 Reade Street, NEW YORK

Mid-Western Office
320 So. Wabash Ave., Chicago, Ill.

Western Office
344 Geary St., San Francisco, Cal.

The Talking Machine World

Vol. 12. No. 10 New York, October 15, 1916 Price Twenty Cents

SALESMANSHIP IS A SELLING OF ONE'S VIEWPOINT

Substantial Reasons Why Salesmen Should Be Encouraged to Know Their Line and Be Well Acquainted With the Various Processes of Manufacturing

Salesmanship in its broader sense is essentially the selling of one's viewpoint—the ability to start with the other man's point of view and lead his mind to the desired end. When an individual endeavors to influence another to adopt a certain mental attitude or to take the desired action, he is practicing salesmanship. In this broad sense, every one can profit by a knowledge of the principles of salesmanship and successful selling methods, and it is largely through such knowledge as this that so many of our most able business executives have risen from the selling ranks.

The advertising manager must sell his board of directors on the advocacy of an advertising campaign. The corporation treasurer must sell the bank on his proposition when he goes to borrow funds. The great lawyer, pleading before a jury, is simply trying to sell that jury his point of view. Every man, then, has a vital interest in that knowledge of the human mind and that practice of persuasion in which lies the essence of salesmanship.

The employer is often to blame for one defect in his salesmen. Employers need to take the salesmen more into their confidence, and see that they know the constructive features of their goods as thoroughly, if possible, as the employers themselves. Salesmen should have the opportunity of acquainting themselves freely with the processes of manufacture. They should not be strangers to the factory. Their interest should be stimulated, and their knowledge increased. They cannot approach the ideal until they know far more, practically, of the goods they are selling, and this they cannot learn unless their employers give them a chance.

A thorough knowledge of the line he is handling will do more than any one other thing to give the talking machine salesman the correct selling viewpoint. If his knowledge is merely superficial, and is confined to a few glittering generalities concerning handsome cases and excellence of tone, it is small wonder that the difficult prospect, the prospect who really must be "sold," slips away without leaving his name on the order blank.

When the salesman thoroughly understands the talking machine which he is endeavoring to sell, and knows its qualities sufficiently well to enable him not only to demonstrate its good points but to prove why they are good, he is well fortified against failure.

The talking machine salesman who knows his line, and who is enthusiastic concerning it, will be enabled to impart that same enthusiasm to his prospect, which in turn can be made a powerful lever for a speedy and satisfactory sale.

TALKING MACHINES IN SWITZERLAND

German and French Concerns Control Greater Part of Trade in That Country—Some American Machines and Records Sold There

WASHINGTON, D. C., October 3.—According to U. S. Consul Walter H. Schulz, of Berne, there are some very strong Swiss concerns producing phonographs, but German products have a very large sale. Phonograph parts are manufactured extensively in and near Geneva. The greatest concern is the Deutsche Gramophon Gesellschaft, at Berlin, represented in this district by Kaiser & Co., Marktgasse, Berne. No discs are manufactured in Switzerland. All come from France and Germany.

Current machine prices are: German (American) makes from $32 to $350; German, $8 to $120; Swiss, $7 to $100; French, $10 to $110. German, French and Belgian discs are on the market at 40 cents to $1.50. Since the war started prices have increased 15 per cent.

The German Gramophon Co., of Berlin, and Pathé, of Paris, have the largest share of the trade. The German imports, including German-made American machines, amounted, in 1914, to $47,828, and French imports to $15,488, while the direct American imports were valued at $1,752.

Phonographs without horns have the widest sale, but the demand has been reduced by the war. Orders are regularly executed by Germany, however. Twenty to 35 per cent. is granted to dealers on phonographs and discs. France is a keen competitor in the disc trade. The duty on phonographs, according to the Swiss customs tariff No. 955, is $3.86 per two hundred and twenty pounds.

CHALMERS CO. REARRANGE STORE

The Chalmers Co., 879 Broad street, Newark, N. J., exclusive Victor dealers, have recently completed the rearrangement of the entire store. In the rear four new demonstration booths have been added, and the whole interior has been redecorated. H. B. Merrit, manager of the warerooms, has added Wm. Dane and H. H. Jones to his sales staff. Mr. Dane was formerly connected with the L. Grunewald Co., New Orleans.

TO HANDLE COLUMBIA IN DENVER

American Furniture Co. Leases Additional Quarters for New Department

DENVER, COLO., October 4.—The American Furniture Co., 1542 Lawrence street, this city, has leased the second floor of the Colonial Trust Co. Building, at Sixteenth and Lawrence street, as an addition to its present quarters and will use the space for a department devoted to the display and sale of the Columbia Grafonola, for which the company has secured the agency.

EDITORIAL MAKES GOOD AD COPY

Adopted by Talking Machine Dealers in Many Sections—Albert Leon's Clever Advertising

When Arthur Brisbane, editor of the New York Evening Journal, wrote his recent editorial around the fact that "The Machine That Talks and Sings Is the Voice of the Home," he apparently did a great thing for the talking machine trade, and the live dealers were quick to take advantage of it. The editorial has been reproduced in full in a number of different forms, one of the most effective treatments being that of Albert Leon, Victrola and furniture dealer of Perth Amboy, N. J., who reproduced the editorial in full size in connection with his Victor advertisement running down the adjoining three columns. It was a piece of publicity which could not be overlooked.

NEW QUARTERS IN SALEM, O.

The W. G. Fawcett Co., Salem, O., is now located in new quarters on Main street, that city. The company handles a large line of talking machines and records.

KNOWN BY HIS ACTS

When you find a salesman who keeps his stock in nice shape, goods well displayed, everything in its proper place, and showcases nicely arranged, you make up your mind that that man is useful and will succeed.

The Donald Co., Newark, N. J., has arranged to install an exclusive Columbia Grafonola department.

JOINS U. S. CHAMBER OF COMMERCE

National Association of Talking Machine Jobbers Becomes Affiliated With That Prominent Organization—J. N. Blackman Appointed National Councillor—An Important Move

From now on the National Association of Talking Machine Jobbers will have a voice in the Chamber of Commerce of the United States, the most representative business organization in the country. According to a notification received by Secretary Wiswell from Elliot H. Goodwin, of Washington, D. C., general secretary of the National Chamber, the National Association of Talking Machine Jobbers has been formally elected to membership to the central body, which already numbers over seven hundred commercial organizations and represents upwards of 300,000 business men. Not only every State in the Union and our outlying possessions are represented, but the principal American Chambers of Commerce abroad.

Closely following its election to the National Chamber, the president of the National Association of Talking Machine Jobbers appointed J. Newcomb Blackman, of New York, national councillor. Mr. Blackman will serve as the connecting link between his organization and the National Chamber. This is an office of consequence inasmuch as the councillors, individually and as a body, act as advisors on the policies of the chamber and have other important functions to perform.

Hereafter when policies affecting our commerce are under discussion by the Federal authorities, the National Association of Talking Machine Jobbers will have a chance to express itself inasmuch as one of the main purposes of the Chamber of Commerce of the United States is to focus business sentiment. From time to time referenda are sent out by the National Chamber, for the purpose of ascertaining for the benefit of Congress and the President, business opinion prevailing throughout the country on questions of immediate and widespread importance.

In fact, the National Association of Talking Machine Jobbers expects to secure much assistance from the National Chamber in many ways. It will receive a weekly general bulletin, which probably contains the freshest and most reliable news of its kind to be secured from any source. The information is along the line of commercial opportunities and of development in different Federal bureaus and departments.

In addition to this there will be a legislative bulletin which follows the progress of all legislation introduced in Congress affecting business and commerce.

All members receive regularly the official publication of the National Chamber, The Nation's Business, which from month to month contains a fund of information on business and economic subjects.

In addition to the privilege of membership included in the direct service as outlined above, members also have the right of utilizing the information bureau of the chamber maintained at the national headquarters to obtain information on matters which may happen to be of direct interest to them.

This amounts virtually to the National Association of Talking Machine jobbers having a special Washington representative.

The Chamber of Commerce of the United States aims to make more available and more useful to all business men the work of the various Federal bureaus at Washington. The activities of the consular service, the bureau of foreign and domestic commerce, the bureau of standards, the census bureau, the bureau of chemistry and many others are thus made to aid materially the projects of business interests of the country.

REGULATING THE RECORD APPROVAL EVIL

Some Interesting Hints and Suggestions on that Important Matter Offered at the Recent Edison Dealers' Convention Which Was Held in Toronto

TORONTO, ONT., October 4.—At the recent convention of Canadian Edison dealers held in this city last month a subject which was most cleverly handled was that of the record approval problems and their solution.

"The greatest evil in this business is the approval plan on records," was the conviction of J. D. Ford, manager of the R. S. Williams & Sons Co., Ltd., phonograph department. "You must positively have a regulation by which to work your approval system. Don't allow your clerks or yourself to say to a customer, 'You can take some records for a few days, return them when you feel like it.' Never give a customer the idea that you are going to give him that service.

"Acquaint him with the fact, as we do in our retail department, that we have an approval system, and if his credit is good, allow him to take some records on approval for forty-eight hours. We have to know and have a pretty good reason before we will take those records back after the forty-eight hours are up, and another thing—there are only two rules—one is that the records be returned within forty-eight hours, and another is that the records must not all be brought back. We stipulate that the customer must keep not less than one-third of the records taken on approval. With these two stipulations you can always be positive that your approval system and your stock will always be right.

"In sending records out on approval, it is wise to keep a list of the number of the records, not merely the class or price of them, and check them off when returned. If you don't check them off you will find yourself wondering where the old records in your stock came from.

"Make a blacklist of the persons who will not live up to your rules, and if there are any other dealers in your town to whom you think they might go telephone them. We have had people go the rounds of seven or eight dealers and finally come back to us.

"One of the solutions of the approval evil is to have a salesman call at the customer's house with a bundle of new records. Have him play them over and sell the records right in the home. We are doing this in Toronto.

"With approbation done away with, as we are trying to do in Toronto, you can become more efficient salesmen in the way of selling records, you will become better acquainted with your catalog, with the artists and with the tastes of the customers. Instead of a customer taking home one-third of the records and returning two-thirds he will come to your store and hear the records played and you will double your sales."

TO HANDLE VICTROLAS EXCLUSIVELY

A. E. Schweiger, Inc., to Devote Entire Four-Story Building to That Line

A. E. Schweiger, Inc., talking machine dealers of 1525 Broadway, Brooklyn, N. Y., announce that beginning October 1 they will handle Victrolas exclusively in their entire building comprising four floors and fourteen demonstration booths. The booths are of strictly up-to-date construction, and handsomely decorated and furnished. The house carries a complete assortment of Victrolas in large quantities, together with 15,000 Victor records.

ENLARGE HAHNE & CO. DEPARTMENT

Plans have been completed for enlarging the Victor department of Hahne & Co., Newark, N. J. When completed a total of thirty demonstration rooms will be at the service of prospective purchasers. The large auditorium is also being prepared to be used for public demonstrations, Joseph A. O'Donnell, manager of the department, planning for the biggest season in years.

"MUSICAL ANESTHESIA" THE LATEST

Talking Machine Music Occupies Minds of Indianapolis School Children While Physicians Inoculate Them Against Typhoid

INDIANAPOLIS, IND., October 5.—The talking machine in the schools has a new meaning for the pupils in the public schools of this city, for they have had a new experience with "Musical Anesthesia." Before the school term opened physicians began the work of inoculating the pupils against typhoid fever, and at one school two hundred and sixty pupils were lined up in the auditorium for treatment. A talking machine was brought into use, and while the room resounded with stirring music the physicians worked rapidly. The children were so interested in the music that not one shrank from the treatment.

John Owens, head of the well-known retail Victor firm of Owens & Beers, 81 Chambers street, New York, is receiving the congratulations of his many friends in the trade upon the arrival at his home recently of an eight and a half-pound baby girl, the first Owens heir.

"THE MOST VALUABLE MEDIUM"

THE MANOPHONE
JAMES MANOIL COMPANY
INCORPORATED
EXECUTIVE OFFICE: 60 BROADWAY

NEW YORK, September 21, 1916.

Editor, The Talking Machine World.

Dear Sir: We are appreciative of the splendid results accruing to us from our various advertisements in The Talking Machine World, which is beyond question of doubt the most valuable medium among the journals devoted to the phonographic trade.

We cannot endorse your paper or its policy too strongly. The conduct and management of it are typical of the finest in trade journalism, and it has our hearty endorsement.. Very truly yours,

JAMES MANOIL CO., INC.,
(Signed) P. J. LYNCH, General Sales Manager.

ANOTHER "WORLD" ENTHUSIAST

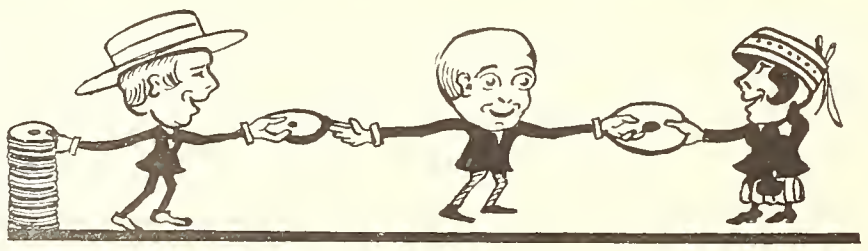
Frank L. Diefenderfer, of the Metropolitan Phonograph Co., Reading, Pa., writing to The Talking Machine World under date of September 20, says in part, "I find this paper so important that I absorb every bit of information immediately upon receipt and insist upon all my people doing likewise. I really can't express in value what your publication is worth to me. Under these circumstances the only thing I can do is to renew our subscription when the present one runs out."

OPENS BRANCH IN BROOKLYN

Leon Brick, of 1808 Pitkin avenue, Brooklyn, one of the oldest Columbia dealers of that city, has opened a branch store at 1542 Pitkin avenue, where the Edison Diamond Disc and the Pathé phonographs are featured. The store is elaborately decorated and is equipped with two sound-proof demonstrating rooms. The business is conducted under the name of The East New York Edison Phonograph Shop. M. B. Brick, who has been with his father for the past twelve years, is manager, and Wm. S. Hutz, assistant manager.

THE CHANCE TO MAKE CASH SALES

R. H. Morris, general manager of the American Talking Machine Co., Brooklyn, N. Y., says the outlook for fall business was never better, both with the distributors and dealers. Mr. Morris says the shortage in machines this fall would be felt everywhere, but if the dealer will insist upon large cash payments he will be able to dispose of all his machines advantageously.



JOBBER —— to —— DEALER —— to —— PUBLIC

EASTERN VICTOR SERVICE

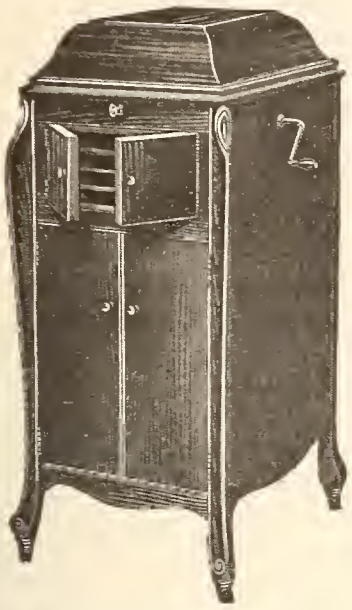
The wide-awake dealer knows the public won't come in to buy simply because he has got the goods at a PARTICULAR time. The wise dealer knows he MUST HAVE the goods WHENEVER customers come in.

The dealer making a MAXIMUM of sales has got to have a jobber behind him who delivers COMPLETE orders and ON TIME. You want attention of this sort the next few months. Why not make us prove you can get it from

The Eastern Talking Machine Co.

177 TREMONT STREET, BOSTON, MASS.

Largest Exclusive Victor Distributors in the East



Victrola XI, $100
Mahogany or oak

Victrola VI, $25
Oak

Victrola IX, $50
Oak

Victrola XVI, $200
Victrola XVI, electric, $250
Mahogany or oak

"Will there be a Victrola in your home this Christmas?"

We do the questioning—in our advertising which reaches every part of the country.

People do the answering—by going to the stores of Victor dealers everywhere.

You do the business—demonstrate the Victrola and turn the prospect into a customer.

This is going to be a big Victrola Christmas. Be sure to get *your* share.

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

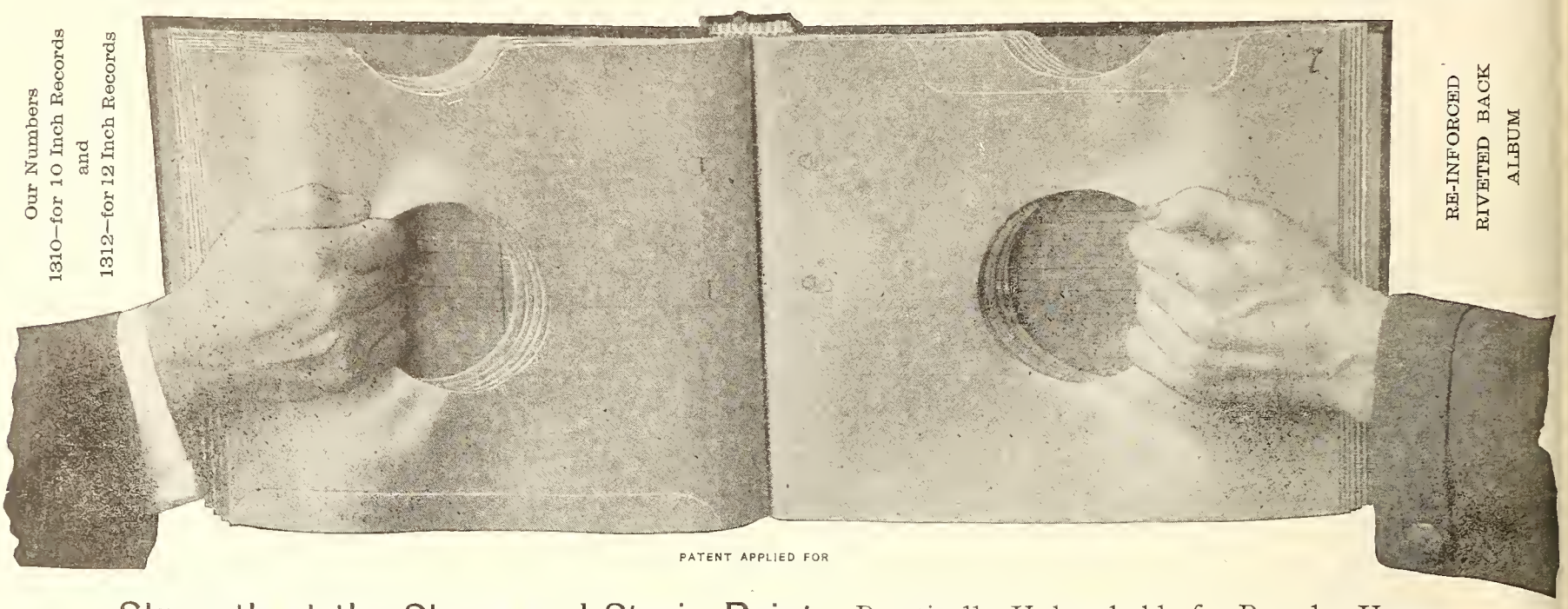
Important warning. Victor Records can be safely and satisfactorily played only with *Victor Needles or Tungs-tone Stylus* on Victors or Victrolas. Victor Records cannot be safely played on machines with jeweled or other reproducing points.

Victor Distributors

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

THE PULLING TEST—THE STRENGTH IS THERE

THE STRONGEST ALBUM MADE *AT ANYWHERE NEAR ITS LOW PRICE*



Strength at the Stress and Strain Point. Practically Unbreakable for Regular Usage.

THE WELL-KNOWN "NATIONAL" RECORD ALBUMS ARE ALWAYS THE LEADERS

THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

These Albums will pay for themselves in a short time by preserving Records. When full the Albums are flat and even like books. They will fit in a library cabinet or book case, or they will lie flat on one another.

We manufacture disc Record Albums containing 12 pockets to fit the Victrola cabinets Nos. X and XI. We also make Albums containing 17 pockets. With the indexes they are a complete system for filing all disc Records.

For durability, finish and artistic design, our Albums have no equal. They are made in the most substantial manner by skilled workmen. We sell our superb Albums at big discounts to meet competition. Shall we quote prices?

THESE ALBUMS ARE THE BEST FOR VICTOR, COLUMBIA AND ALL OTHER DISC RECORDS

NATIONAL PUBLISHING CO., 239 S. AMERICAN ST., PHILADELPHIA, PA.

SHARTLE NEW VICTOR CREDIT MAN

Promoted to New and Important Post Upon Retirement of F. K. Dolbeer to Enter New Field—The Official Announcement

The members of the talking machine trade will learn with surprise, mingled with regret, of the retirement of Frank K. Dolbeer, as credit manager for the Victor Talking Machine Co., which post he has held for several years, and before which he was for many years sales manager for the phonograph division of Thomas A. Edison, Inc.

Mr. Dolbeer, who will become connected with a Western concern not identified with the talking machine business, will be succeeded as credit manager of the Victor Co., by Howard J. Shartle, of the record department, who needs no introduction to Victor distributors.

The formal announcement of Mr. Dolbeer's retirement was sent out last week by the Victor Talking Machine Co. to its distributors in a letter bearing the signature of Louis F. Geissler, general manager of the company, and in which he said:

"We announce with regret the retirement on the first proximo of F. K. Dolbeer, from the position of credit manager of this company for the purpose of assuming a responsible position with another manufacturing concern located in the West, but which is not identified with the talking machine industry, and, in this connection, we know that our distributors will feel pleased that the opportunity for advancement is given to an old employe, although a young man, Howard J. Shartle, whom you have all met in connection with his duties in the record department.

"Mr. Shartle will not relinquish entirely his interest in your record department, and, in his dual capacity, we are sure that he will continue to do his utmost to serve your best interests."

TO HANDLE STARR PHONOGRAPHS

The Starr Phonograph Sales Co., 62 West Forty-fifth street, New York, the local wholesale representatives of the Starr phonograph, made a number of satisfying connections recently, and the agency for the Starr phonograph has been placed with the following concerns, among others: H. Bersin, 21 Second avenue, New York; Sturz Bros., 142 Lincoln avenue, New York; Morris Sandler, 1805 Pitkin avenue, Brooklyn, N. Y.; F. L. Matthews, 446 Nostrand avenue, Brooklyn, and the Albert Music Co., White Plains, N. Y., all of them piano houses.

Kirk, Geary & Co., wholesale druggists, of Sacramento, Cal., announce that they have discontinued the sale of talking machines.

ATTRACTIVE JAMAICA STORE

Is That Conducted by Mrs. M. B. Kaplan, in the Progressive Long Island Town

One of the many successful Victor establishments in the metropolitan district is the Victor store conducted by Mrs. M. B. Kaplan, at 310

The Wareroom of M. B. Kaplan

Fulton street, Jamaica, L. I. Through her efforts, Mrs. Kaplan has been successful in building up a large Victor trade all over Long Island. She has made it a point to carry a complete stock of Victor records, and caters to the many automobilists who pass through Long Island and stop at this store to buy records. Mrs. Kaplan's warerooms are attractively arranged and furnished and every convenience is offered to patrons to assist them in purchasing records or selecting machines.

THE VOCALION IN RACINE, WIS.

RACINE, WIS., September 23.—The Aeolian-Vocalion has made its formal bow to the Racine public with the opening of the new music store of Edward Matausek at 610-612 South Main street, in the Badger Building. Mr. Matausek represents all of the pianos and other instruments represented by the Edmund Gram Piano House, Milwaukee, distributor for the greater part of Wisconsin for the Steinway, Steck, Weber, Everett and Aeolian Pianola.

NYACCO

METAL BACK ALBUMS

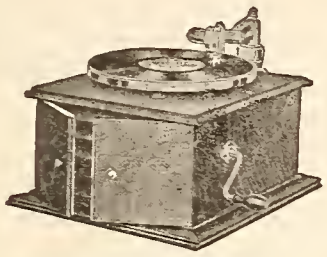
Give 300% More Service Than Any Other Album

THEY ARE PATENTED

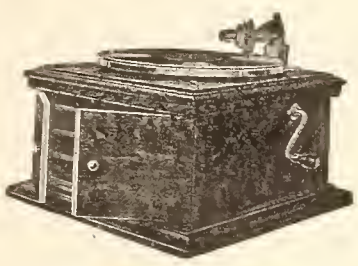
No other album like it has been or can be manufactured

Send for Sample

NEW YORK ALBUM & CARD CO., 23 Lispenard St, New York



Victrola IV, $15
Oak



Victrola VI, $25
Oak

Victrola VIII, $40
Oak

Victrola IX, $50
Mahogany or oak

"Will there be a Victrola in your home this Christmas?"

The big question that gives impetus to your holiday business.

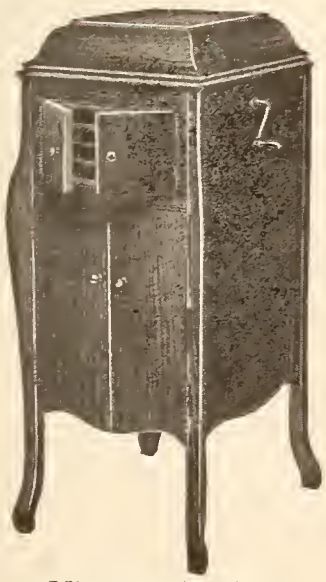
An all-important question for thousands of people all over the country—and for you.

Back of it is the force of Victor advertising, creating the greatest Victor holiday business ever known.

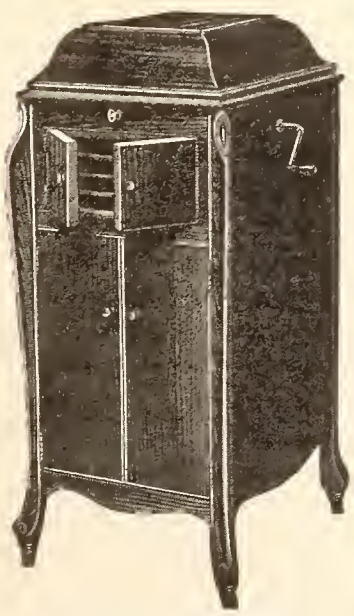
Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors

Important warning. Victor Records can be safely and satisfactorily played only with *Victor Needles or Tungs-tone Stylus* on Victors or Victrolas. Victor Records cannot be safely played on machines with jeweled or other reproducing points.

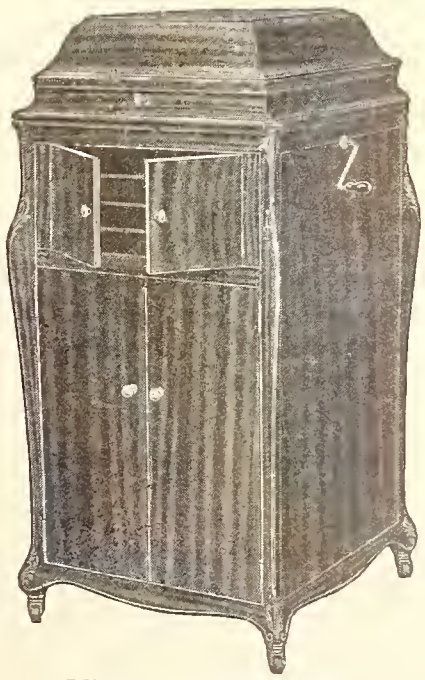


Victrola X, $75
Mahogany or oak



Victrola XI, $100
Mahogany or oak

Victrola XIV, $150
Mahogany or oak



Victrola XVI, $200
Victrola XVI, electric, $250
Mahogany or oak

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

PUBLISHED BY THE ESTATE OF EDWARD LYMAN BILL
(C. L. Bill, Executrix.)

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Long Distance Telephones—Numbers 5982-5983 Madison Sq.
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NEW YORK, OCTOBER 15, 1916

THE shortage of machines and records in the talking machine trade has become an old story, and it is expected every year just as regularly as the holiday season. Now, however, there comes the cry of a shortage in salesmen, experienced purveyors of talking machines and records who actually sell goods instead of simply filling orders. As one Western manager puts it: "We can get plenty of men for that matter, who can sell enough $15 and $25 machines and 75-cent records to pay their expenses, but we do not consider that they are making good. What we are looking for are the men who can sell machines priced at $100 up and the records by noted artists. That's what we call salesmanship."

The theory of the managers is that the general public does not hesitate about paying several hundred dollars for a piano or player-piano, and, therefore, should not be encouraged to select only the cheapest in talking machines. Those who see the advertisements of the leading talking machine companies learn to look for accurate reproduction, tone values, and in fact the very best of music from the talking machine. It stands to reason that the better the machine, the more value has been put into its construction, and the more likely it is that the reproduction will measure up to expectations.

The talking machine trade has grown by leaps and bounds. It has spread out so fast that there has been no time to develop a surplus of trained men or even a sufficient supply to meet normal requirements, and it has been, therefore, necessary to pad out sales staffs with young men or girls whose chief qualifications are their ability to remember record numbers and titles, so that they could supply them without delay. What is wanted now are men who can convince the prospective purchaser that there is such a thing as variation in talking machine quality, and that there are legitimate reasons for buying $100, $150 or $200 instruments rather than the $15 or $25 machines of the same make first contemplated.

The talking machine salesman to-day cannot assume the take-it-or-leave-it attitude. He has to understand the features of the different makes and be able to offer logical arguments why his particular machine is well worth the money asked for. In other words, he must have the ability to back up and profit by the millions of dollars worth of advertising that has been instrumental in bringing the business within his grasp. Giving the customer what he asks for isn't salesmanship, but selling him something better than he first intended to buy does mark the salesman.

WITH the possible exception of the automobile trade, there is no line of business in the country wherein dealers have the advantage of such a vast amount of advertising as is the case in the talking machine trade.

In 1916 alone the advertising appropriations of three of the big companies were in excess of $4,000,000, and one concern displayed its unbounded faith in the value of enormous advertising expenditures by adding a mere matter of $650,000 to the appropriation of 1915 to keep things moving smoothly.

Four million dollars may not be much when you say it quickly, but it is that $4,000,000 and the millions that have gone before it which have in a score of years brought the talking machine from obscurity to the point where it is one of the best known products in the world to-day.

Millions of dollars have not alone served to introduce the talking machine, but have enabled it, under intelligent direction, to overcome antagonism of the strongest sort.

Advertising has placed the talking machine in the homes of the most discerning—has made it almost a necessity for even the most noted artists and educators. All this has been done by advertising. But this would amount to nothing if the product had not been improved. New ways have been devised for using the talking machine and accompanying records, but it was advertising which told those who should be most interested of its wonderful development.

It interested them to a point where they were not only willing to see and be convinced, but remained to buy and endorse. All this has been done by the men who have produced and developed the talking machine and records, and for the most part it has been done for the benefit of those who have chosen to sell them.

In the final analysis it seems beyond belief that the talking machine dealer should be so indifferent to what the manufacturers have done for the trade and the public, that he fails to profit by that advertising to the utmost.

Undoubtedly a great majority of the dealers believe in advertising and its local application, but there are some who believe that the manufacturers should do all the work, and that all the retailer need do is to hand out the goods. That sort of dealer is a hindrance rather than a help to the trade at large.

What are you doing, Mr. Dealer, to hook up your store with the advertising of the product you handle? Are you making use of every bit of advertising literature that reaches you? Are you hanging up the signs and the placards? Are you arranging the window displays as suggested?

Are you forcing the public to realize that the machines and records they see advertised in every magazine of prominence are to be found in your store?

If you are not doing this, you are simply acting the clerk, not the dealer.

There are so many ways of advertising talking machines that it seems almost a waste of space to reiterate. There are recitals; there is the following up of prospects personally and with literature, and there is also that much neglected avenue of publicity, the local newspaper. Its efficacy may be illustrated in this wise: the merchant or manufacturer with little freight to handle, takes care of that freight through the regular railroad shed, but when the volume of freight increases he finds it pays to run a sidetrack to his establishment. The local advertising of the dealer is that side track. Naturally advertising carries the demand to every city, town and hamlet in the country, and its effect remains in the main depot, the magazine, or daily newspaper, unless the dealer takes some steps to transfer that effect to his own benefit. His own advertising hooked up with that of the manufacturer accomplishes this end. It is the side track that brings the demand from the main line right into his store.

Instead of the manufacturer using little quarter column cards and requiring the dealer to use half or full pages to market the product successfully, the position is exactly reversed, the manufacturer uses the half pages and the little card of the dealer puts on the finishing touch.

Think this over for the holidays. Don't let the local prospects wonder where they can buy talking machines and records, but have your store so impressed upon their minds that the advertisement of the particular line you handle, in the maga-

zine, or even mention of the name, brings a picture of your store to the mind's eye of the prospect.

ONE of the many interesting features in The Talking Machine World last month was the article by Eldridge R. Johnson, president of the Victor Talking Machine Co., on the standardization of fair prices, which we trust received the most careful reading and consideration by every man in the trade who has any interest in those things which are a constructive force in business to-day.

The standardization of prices and the maintenance of those prices, once standardized, have been discussed frequently and at length in these columns, yet the subject is by no means exhausted.

This is an age of standardization. The great automobile industry could not have reached the high state of expansion which it enjoys were it not for the fact that every automobile which is being made in this country to-day, no matter what the type or the price, is built along certain fundamental, standardized lines. Each car differs from every other in minor details, yet the engine, the magneto, the gears, the transmission, the real essentials of the car, are all constructed on the same general principle—all based on certain standard and standardized models which have been proven the best, and which, once proven, have been maintained. In the leading industries of the country at the present day, the campaign for standardization is under way. Business men realize its importance and value.

Now, if standardization is a good thing, as it would seem reasonably certain from the experience of men in leading industries, why should the same principle not be applied to prices? Why should the manufacturer making a brand of goods of uniform quality, backed with advertising, national or otherwise, which has created a constantly growing demand for the same, not be allowed to set a fair retail value on those goods and insist that they be purveyed to the public at that price—no more, no less?

It can be stated, without successful contradiction, that sentiment in this country is overwhelmingly in favor of price standardization and maintenance, yet it has required a tremendous effort on the part of those public-spirited men who are fostering the cause of price maintenance to bring it to the point where it has been crystalized in the form of the Stephens bill, which will come up again before Congress at its next session. This effort has been necessary because of the lack of interest shown by the average business man in those things which are removed ever so little out of his immediate ken.

It is because of this laxity of interest shown by the average man in the vitally important economic questions of the day that the efforts of men like Eldridge R. Johnson become all the more conspicuous. Long before the Stephens bill was introduced into Congress, Mr. Johnson was doing his utmost to create an active interest in the theory now represented by this bill. And his efforts were not actuated by a motive of selfishness. The Victor Co. has standardized its prices, and has maintained those prices successfully ever since the inception of its business. Its thorough organization, and efficient methods, will enable it to continue such standardization and maintenance. The Stephens bill will not enable the Victor Co. to do anything it is not doing to-day, nor will the concern gain a single new customer, or dispose of one additional record, merely because the Stephens bill is enacted into law.

Why, then, should men like those at the head of the Victor organization interest themselves in something which will bring them no direct benefit?

Simply because they are sufficiently far-sighted, sufficiently broad-minded, to realize that the principle of price standardization, if once generally applied, will make for greater efficiency in business, better methods of production, distribution, and retailing, with a consequent benefit to producer and consumer alike. They have sufficient interest in the nation at large, and in those who, like themselves, compose that nation, to do whatever lies within their power to make economic conditions better, more stable, more genuinely and lastingly prosperous. Therefore, men of the type of Eldridge R. Johnson are interesting themselves in the bigger questions which are entering into our present-day commercial life, and are seeking through their efforts to solve the problems and overcome the difficulties which stand between us and the ultimate goal of prosperity.

Every business man has not the power which comes to one at the head of a world-wide organization, yet every man, no matter how humble his station in life, or how small the scale on which his business may be conducted, has a certain power which he can use towards helping solve the economic problems confronting us to-day. And if each business man worthy of the name will but follow the splendid example set by those men who are taking the lead in attempting to solve these problems, there will speedily come into being an era of business life and conditions which will result in greater prosperity and larger achievements than this day and generation has ever known.

WE are in receipt of many commendatory letters from talking machine dealers and salesmen throughout the country regarding the various articles which have appeared in The World recently bearing upon the constructive features of talking machines, as evidenced in the department devoted to repairs and the articles elucidating certain problems, which while simple and readily solved by the man who has been in the trade for some time, cause some trouble to the newcomer. The aim, of course, is to enable the salesman and the dealer to possess a broader understanding of the business, to the end that they may have more than a cursory knowledge of the various types of machines and records on the market.

RECORDS!

¶ Is your record stock complete?

¶ Victor dealers have an opportunity to "clean up" on their record business this fall, provided their stocks are in good shape.

Pearsall Record Service

Will enable you to show substantial gains in your record sales. Our record stock is complete in every department; we are shipping orders the same day they are received, and, in short, we can help you boom record sales.

SILAS E. PEARSALL CO., VICTOR DISTRIBUTORS, **18 W. 46th St., NEW YORK**

NOTICE

¶ Commencing with January, 1917, the retail price of **"B. & H."** fibre needles will be $4.00 per thousand, or 40 cents per package of 100.

¶ Commencing on the 20th of this month (October), we will allow, on above price, usual discounts on all orders received from jobbers and, through them, to dealers.

¶ In justice to all concerned, we deem it only fair to postpone, for three months, a reduction in the present retail price of 50 cents per 100.

¶ **The B. & H. Fibre Company** have manufactured fibre needles since 1907. During the past six years the **Victor Talking Machine Company** have been sole distributors of our needles, which are known as "VICTOR" fibre needles.

¶ "COLUMBIA" fibre needles are also protected by our patents.

¶ Improved machinery and better facilities for manufacturing the fibre needle enables us to reduce the cost and at the same time turn out a better article than was ever offered in this line before.

Write for Sample

B. & H. Fibre Mfg. Co.

33 and 35 W. KINZIE STREET CHICAGO, ILL.

Columbia Records *and* Lazaro! The best-known name in the world of music and the most marvelous operatic tenor of the day. A winning combination, if ever there was one!

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

WINDOW DISPLAYS IN AUSTRALIA

Allen & Co. Prove That Talking Machine Dealers in That Country Are Not Far Behind Their Yankee Contemporaries

That talking machine dealers in Australia are not in any way behind the times in the matter of window displays of their products is indicated by the accompanying picture, which

Allen & Co's Attractive Window

shows the special display of "His Master's Voice" records, made by Allen & Co., Proprietary Ltd., Melbourne, Australia.

Allen & Co. handle "His Master's Voice," Columbia and other makes of records with considerable success, devoting an entire section of their store to that line of the business. The company were pioneers in the talking machine business in Australia, being among the first to order the original small Columbia graphophone, which they sold in large quantities.

PLANNING AGGRESSIVE CAMPAIGNS

Shelton Electric Co. Planning to Feature Shelton Motor Very Energetically

With the advent of the fall season, the Shelton Electric Co., New York, manufacturer of the Shelton electric motor, is planning an aggressive campaign on behalf of its motor. Since the first of the year this motor has been placed in the hands of dealers in practically every city of any importance, and thousands of talking-machine owners have expressed their satisfaction with its many merits. The Shelton electric motor operates on either D. C. or A. C. current, and interferes in no way whatever with the spring motor mechanism of the talking-machine, as either mode of operation may be used as desired.

FAKE VICTROLAS IN NEW SWINDLE

Victim of Itinerant Dealer Discovers Fraud and District Attorney Takes Action—Seller Now Held Under Bail for Trial

Some weeks ago Frank R. Stone, a United States immigration inspector, decided to buy a talking machine. At that time Charles E. Ackron, of 254 Stuyvesant street, Brooklyn, was advertising in The Brooklyn Chat and The New York Telegram his willingness to "sacrifice" a $200 Victrola for $60, states the New York Tribune. Stone saw the advertisement and communicated with Ackron.

"It's a shame," said the latter, "but I've got to let the machine go. It belongs to my daughter. She bought it a couple of months ago, and it's as good as new. Now she's come to live with me, and there's a talking machine in the house already. So what can I do?"

Stone bought the machine. This week he had Ackron in the magistrates' court in Brooklyn before Judge McGuire. He had found long since that the machine was not a Victrola, and in conjunction with the Kings County District Attorney's office was prepared to prosecute Ackron under Section 423 of the Penal Code. This section prescribes a punishment for false and misleading advertising.

It is alleged by Stone that the instrument is the product of a New York concern, and, it is asserted, does not appear to be made for a legitimate market, for Ackron is a dealer, and the daughter with the extra phonograph a myth. Many other persons, Tribune investigators have learned, are selling the same machine by similar methods.

There were several persons in court who, like Stone, had paid $60 to Ackron for his "daughter's Victrola." One of them, John Magnus, joined in the prosecution. The others held themselves in readiness to testify against Ackron, from whom they had vainly sought a refund when his deceptions were discovered. Among the prospective witnesses were Mrs. A. J. Booth, of 723 McDonald street, Brooklyn, who said the $60 she gave Ackron represented the entire savings of her daughter, a stenographer, and W. A. Black, a claim agent for the B. R. T.

Judge McGuire continued the case for a week, holding Ackron in $3,500 bail. He was unable to get a bondsman, and was therefore kept in custody.

TO MAKE AND MARKET THE VICSONIA

The Vicsonia Manufacturing Co., Inc., 313 East 134th street, has filed articles of incorporation with the Secretary of State of New York, the capital stock of the new concern being $5,000 and the directors Thomas P. Carolan, William J. Sess, Walter M. Seymour and Harriet G. Carolan. The new corporation will take over the manufacture and sale of the Vicsonia reproducer and really represents the reorganization of the Vicsonia Manufacturing Co. Officers of the new corporation will be elected shortly.

LANSING

Khaki Moving Covers

will enable you to deliver your phonographs free of blemishes of all kinds.

No. 3 Carrying Strap Shown in Cut, $1.00

THESE covers are made of Government Khaki, interlined with heavy felt or cotton, fleece-lined, quilted and properly manufactured. Perfect protection in all weather.

GRADE B $5.00

GRADE A $7.50

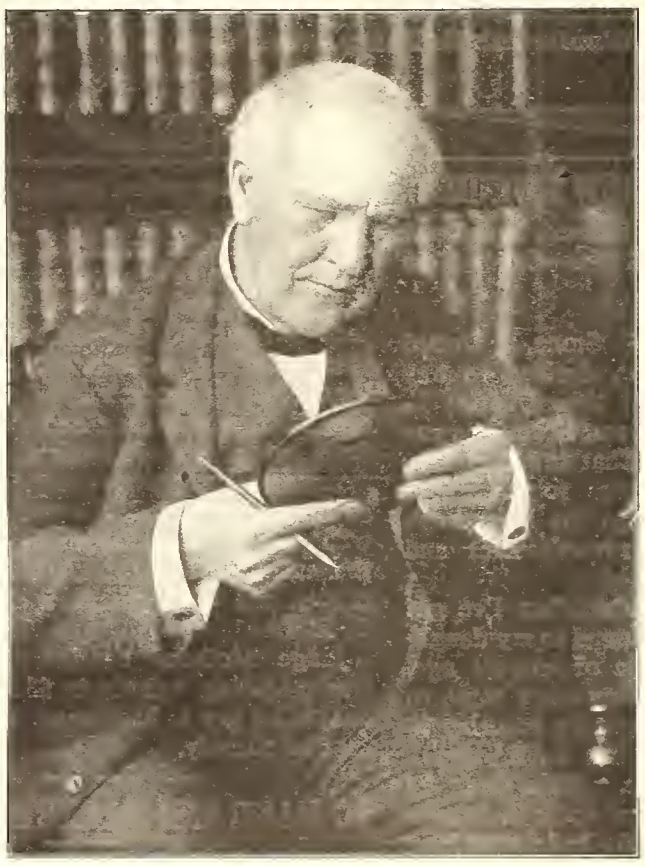
Carrying Straps Extra

Use the Lansing Khaki Moving Cover and your delivery troubles will be over.

Write for booklet

E. H. LANSING
611 Washington St. BOSTON

EDISON WEEK



Mr. Edison Examining an Edison Re-Creation

October 16th to 21st

was set apart for special observance by Edison dealers as an acknowledgment of one of Thomas A. Edison's greatest contributions toward human progress, his favorite invention,

The NEW EDISON

The musical perfection of the New Edison is conceded. The Edison merchandising policy, from the standpoint of manufacture, jobber and dealer is as near perfection as we know how to make it.

EDISON DEALER POLICY

THE Edison Probationary Zone Policy is a healthy stimulant—a constant encouragement to the Edison dealer. The conditions of this policy are broad—profits are ample.

Prestige-building and sales-promoting co-operation among dealer, jobber and manufacturer is the basis of the Edison Probationary Zone Policy. Under this policy the dealer is made responsible for a given zone of operations, the extent of this zone depending on the number of prospects the dealer can give a sufficient amount of individual attention.

Considered from every standpoint, an Edison dealership carries a most desirable franchise.

THOMAS A. EDISON, Inc.
279 Lakeside Avenue ORANGE, N. J.

ANNA CASE
of the Metropolitan Opera, proving that Edison has perfectly re-created her glorious voice

THE TRADE IN BOSTON AND NEW ENGLAND

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

BOSTON, MASS., October 5.—The fall business in all the talking machine establishments here has made a great start, and it is universally conceded that the conditions from now up to the holidays will exceed anything by far that the trade ever has known. Fortunate indeed is the dealer who was wise enough to place his order early, for the time is not far distant when no machines can be had. There appears to be a tendency toward higher-priced machines, which shows a more careful discrimination on the part of buyers.

Death of Wm. H. Beck Regretted

There was general regret in the local trade over the death of William H. Beck, the president of the Eastern Talking Machine Co., for not a few in the Boston trade had meet him at some time or other and found him a man of ability and courtesy. Elton F. Taft, the Boston manager of the company, was one of those who went to Lewisburg, Pa., for the funeral.

A. M. Hume Co. to Handle Victor Line

Considerable local interest centers in the announcement that a new concern, to be known as the A. M. Hume Music Co., is about to begin business here, and will carry a line of Victor goods. The incorporators are A. M. Hume, formerly with M. Steinert & Sons Co.; Herman N. Baker, who was in charge of the Steinert advertising up to a few months ago, and Richard B. Coolidge, a Boston lawyer. The capital of the new company is $200,000. It is understood that a location has been selected in Boylston street not far from Park square, and that a man well known in Victor local circles has been secured to take care of the talking machine department. It has been stated that the new warerooms will be opened about the first of November.

F. H. Silliman Enjoyed Automobile Ride

Vice-President and Manager Frederick H. Silliman, of the Boston offices of the Pardee, Ellenberger Co., Inc., is back at his desk after a delightful automobile trip taken with his family. Mr. Silliman went first to Albany, N. Y., then took in Saratoga, Lake George and St. Lawrence River, and the Thousand Islands, winding up in Montreal, where the party stopped for several days. Mr. Silliman's Mitchell car made a good showing everywhere, and no accident whatever happened en route. Mr. Silliman is keen for the new business, which the company is coralling in fine shape.

Wallace L. Currier Married

Wallace LeCount Currier, son of Mason P. Currier, manager of the retail warerooms of Chickering & Sons, was married on the evening of September 12 to Miss Leila Verity Smith, daughter of Mr. and Mrs. John W. Smith, of West Roxbury. The ceremony took place in the Church of Our Saviour, Roslindale, and Mr. Currier had for his best man, his brother, Mason P. Currier, Jr., who is connected with the Chickering warerooms. Mr. Currier, the bridegroom, is widely known in talking machine circles, and for some time was manager of the Victor and Edison departments in the Chickering warerooms. A few months ago he went to Portland and opened warerooms for the exclusive handling of the Edison line. Mr. and Mrs. Currier will accordingly make their home in that Maine city.

Edison Tone Test at Thomas Co. Store

The Edison department of the F. H. Thomas Co.'s establishment, at 691 Boylston street, held a large company of invited guests this afternoon, when Miss Helen Clark, the eminent contralto, gave one of her interesting and entertaining tone tests. Miss Clark gave a program that varied only slightly from those which she has been giving in other places lately, namely, at New Bedford, October 2; Fall River, October 3, and Taunton, October 4. Manager W. E. Birdsall, who made unusual preparations for this test, was heartily congratulated at the close on the admirable manner in which all the details were carried out. Harland R. Skelton, of Thomas A. Edison, Inc., who keeps close oversight of these tone tests at the various places, was present to assist Manager Birdsall.

Eastern Co.'s Staff Enjoys Visit to Gloucester

The staff of the Eastern Talking Machine Co. were the guests one Sunday lately of Nate Peabody, the enterprising talking machine dealer of Gloucester at his home in that city. The staff went down early in the day, and considerable time was spent on an enjoyable fishing trip, during which the boys got a barrel of the finny tribe. A fish dinner was served at the Peabody home, and when the boys came back to Boston they voted the day one long to be remembered, as Host Peabody was untiring in all his hospitality.

To Exhibit at the Food Fair

George Lincoln Parker is planning for a big display of Victor and Edison machines at the Food Fair, which opens next week in Mechanics Building. Mr. Parker was an exhibitor two years ago, but at that time he only had Victor outfits together with his play of pianos, but this year with the Edison added his display promises to be a large one. He is having a special cottage built so that the goods will be shown under the pleasantest and most artistic conditions possible.

Columbia Force Dines

All the boys of the Boston store of the Columbia Graphophone Co. dined at the Quincy House on the evening of October 2, and a royal evening it was, too. There were more than thirty present, and Jack Shaughnessy, head of the bookkeeping department of the company, presided with dignity and good humor. Jack made an after-dinner speech, but for some reason or other failed to make any mention of the war. The talks of several of the boys pertained to business matters. It is planned to have a series of dinners throughout the winter as one means of keeping up the fine family spirit that prevails among Manager Arthur Erisman's Columbia staff.

A Visitor from New York

John Cromwell, the general manager of the Columbia Graphophone Co., was over here from New York a few days ago, and was entertained by Manager Arthur Erisman. Another Columbia visitor here from New York was Frederick Goodwin, the company's educational department manager.

"Talker" Department Gets the Silver Cup

At the large department store of W. & A. Bacon Co. a silver cup has been offered for the past year to the department showing the largest amount of sales month by month. It is of special interest, that for two months out of three the talking machine department, which is so ably conducted by George Krumschid, has carried off the coveted prize, which, in addition, means a bonus to those of the department holding the cup for the longest number of months successfully. This indicates that Manager Krumschid and his staff were able to dispose of a large number of Victor and Columbia outfits, while the prospects for the remaining three months of the year are most encouraging.

Victrola for Boston City Club

Alexander Steinert, head of the M. Steinert

BOSTON "Exclusively" EDISON NEW HAVEN

PARDEE-ELLENBERGER

MORE than ever does the dealer realize that an "exclusive" representation works to his advantage. The Edison Diamond Disc Phonograph is the ideal of the progressive dealer.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 14)

& Sons Co., has presented the Boston City Club with a handsome Victrola, which occupies a conspicuous place in the archway leading from the second floor corridor into the lounge. The machine is a very popular diversion for the members.

Additions to Columbia Co. Staff

The local staff of the Columbia Graphophone Co. has had several additions lately. William Parks, formerly of the Birmingham, Ala., store of the company, is here as an outside wholesale salesman. M. Madison, who formerly traveled for Thomas A. Edison, Inc., also is a Columbia outside man. Miss Marion Cahill, who has been away all summer, is back on the floor as a saleswoman.

Victor Dealers in Steinert Territory

In The World last month there was reported the successful convention at the wareroom of the M. Steinert & Sons Co., Boston, of about thirty Victor dealers in that company's territory. The effects of the conference, at which General Manager Herbert L. Royer, of the Steinert Victor department, presided, has since been strikingly apparent, and should have a marked influence on business during the coming months.

Victor Dealers Who Attended the Convention at the Steinert Warerooms Last Month

Before leaving for their homes after the business meetings and an elaborate entertainment, the visiting dealers were photographed, and the picture is presented herewith, with the Victor dog prominently in the foreground. Manager Royer is seen in the "first line" of the fence, with his right hand in his coat pocket ready to pull out an order book. He is the third gentleman to the left of the dog. Those who attended the conference included Herbert L. Royer, general manager, and the following from Boston: G. L. Foote, F. M. Cunningham, K. E. Reed, C. W. Royer, F. H. Robie, P. B. White, H. Fleischman, J. Wills and Miss Charlotte Brown; also G. M. Stuart, of Bangor; L. Roake, of Bridgeport; R. Welch, of Brockton; A. S. Burns and W. Bailey, of Fall River; L. M. French, of Fitchburg; J. Buzzell and M. Brennan, of Lowell; H. Nute, of Manchester; L. M. Austin, of New Bedford; M. E. O'Connell, of New Haven; M. L. Patrick, of Portland; A. T. Waite, of Providence; C. A. Hutchins, of Springfield; J. V. Riley, of Waterbury; C. A. Whitcomb, of Worcester; Miss Arline Brown, of Manchester; Miss Alice Healy, of New Bedford, and Miss L. M. Smith, of Worcester.

Visited the Trade in Portland

Manager Arthur Erisman spent yesterday in Portland, Me., where he went to look over the Columbia business in that city. In a few days he is going over to New York on one of his periodic business trips.

Enjoyed Vacation Spent in Auto

Chester J. Sylvester, manager of the Columbia and Edison departments of the C. E. Osgood Co.'s furniture store, is back from his vacation, which was taken in his trim little roadster. He had as his companion, his brother, Roy Sylvester, one of the hustling local salesmen of the Columbia Co. Their trip was through Massachusetts over into New York State and as far as Buffalo, and it was one of constant delight.

Business Has Been Liquidated

Owing to the long-continued illness of Nelson Furbush, of the Furbush-Davis Co., the firm has closed out its business, which means that the Edison department at his house no longer exists. The Furbush-Davis Co. had fine quarters in Boylston street, up one flight, and Mr. Furbush had built up quite a good business, especially in Edison machines.

Start Work on Edison Building

The ground has been entirely cleared on the site of the new structure for the Oliver Ditson Co., and a large placard informs passersby that building operations will begin right away. As already stated, Manager Henry A. Winkleman will have unusually fine quarters for his Victor department. The company expects to get into the new building early next summer.

Vocalion Co. Changes and Improvements

The changes and improvements are about completed at the Boylston street quarters of the Vocalion Co., of which R. S. Hibshman is manager. The new elevator, which has been installed near the front of the building, promises to be a marvel of elegance. The main entrance has been moved from the center to one side, thereby providing one large show window instead of two smaller ones. This will afford opportunity for more attractive displays than had been possible hitherto.

Busy Times at Chickerings

Business at the Edison and Victor departments of the Chickering & Sons is showing up well these days, and Manager Longfellow's staff is busy early and late demonstrating and selling goods. The baseball season for the Chickering nine is over, and some good victories stand to the credit of the players, the team having won ten games and lost three. Andrew F. Lyons, the manager, is to be congratulated on the showing of the boys.

A sale of a Victor outfit lately made by the Chickering warerooms was to some of the staff at the Danvers Insane Hospital, who made a presentation of it to the superintendent of the hospital who was about retiring.

Calling on the New England Trade

A. P. Petit, one of the old-timers in the talking machine business,—although a live young man at that—is presenting the merits of the Emerson records to the New England trade from the office of the Emerson Phonograph Co., Inc., 453 Washington street.

MAKING GREAT BUSINESS RECORD

SPRINGFIELD, MASS., October 5.—The diamond Edison Disc Shop, of B. L. Conchar, at 204 Worthington street, this city, is making a great record for business, and it is pushing out in a way that is highly commendable. The shop is constantly filled with people anxious to hear the Edison re-creations, as they are called, and the fact that the house has lately placed an order for $15,000 worth of machines, gives some indication of the growth of this business. Mr Conchar has four men on the outside who are constantly hustling for business.

Bankruptcy referee Porter declared a first dividend last week of 7 per cent. to the creditors of Charles A. Laureigh, a talking machine dealer, of 227 Main street, Orange, N. J.

B

B

B

B stands for Bagshaw.

Bagshaw stands for needles.

Bagshaw needles stand for all in individuality of quality that specialization from eighteen seventy to nineteen sixteen can produce. They are *the* needles of artistic merit.

W. H. BAGSHAW Lowell, Mass.

In view of the pending conditions in labor and material markets, the trade is advised to anticipate needle requirements for 1917

B

B

A supreme voice in a supreme aria—Lazaro singing "O Paradiso" on Columbia Record 48747.

You have never realized the wonders of the aria "Celeste Aida" until you have heard it sung by Lazaro (Columbia Record 48762).

"The greatest tenor since Rubini, a greater than Gayarre!"

Here, indeed is the biggest news of the year. Biggest to dealers. Biggest to every lover of music.

Already whole countries have been thrilled with the marvel-voice of Lazaro. Already the sales of Lazaro's Columbia Records in the United States have more than justified our enthusiasm in this remarkable tenor voice.

LAZ

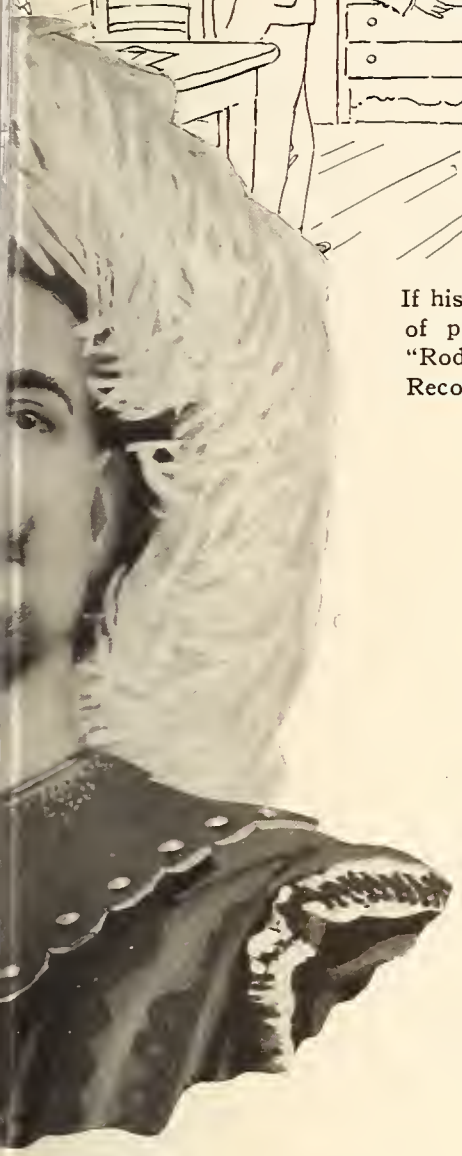
Columbia Records TRADE MARK Note the Notes

Columbia Grap

Woolworth

If his "Celeste Aida" is a marvel of power, Lazaro's singing of "Rodolfo's Narrative" (Columbia Record 48741) is just as great a triumph of art.

"A te o Cara" from I Puritani (Columbia Record 48783) is a triumphant test of Lazaro's greatness.



First recordings now on sale on Columbia Records!

ARO

The power, the beauty, the very genius of this tenor are embodied in his Columbia Records —records so wonderful that we cannot undertake to describe them in type. The only adequate description is to hear them.

These magic tenor records are among the biggest selling opportunities today in the entire industry. Any record by Lazaro will *sell* as soon as heard.

phone Company

g, New York

Columbia Records TRADE MARK Note the Notes

PERSONALITY IN SALESMANSHIP AND WHAT IT MEANS

Personality Is Not Confined to the Ability to Make a Pleasant Approach—Means the Cultivation of Distinctiveness, of Qualities That Impress Customers

Personality in salesmanship is not confined to the ability to make a pleasant and successful approach and to carry on an interesting conversation. It means, rather, the ability so to impress the customer that he will remember the salesman for an indefinite time to come. It means in the salesman the faculty for making himself appear out of the ordinary and distinctive, so that he will be more easily remembered.

It means a great deal to a salesman if the customers, after several years, can come into a talking machine store and ask particularly for that one man and, moreover, describe him accurately if the name has been forgotten. Such an incident proves that the salesman has developed something about him that has marked him from his fellows. It is an asset that means money.

There are too many salesmen who build for the present and not the future, who are satisfied to make a sale to-day, forget the customer and let the customer forget them. They sell goods and make a fair living, but exist simply as parts of an institution. In other words none of them is the salesman that one can remember readily; they are just salesman collectively.

Perhaps the best real definition of personality versus the lack of it appeared recently as the introduction to a slangy story in one of the big magazines, the writer summing it up as follows:

"I'd rather be champion egg beater of the world than one of these average guys—good job, good pay, good citizens—and that lets 'em out! What? That's enough? Sure! For them kind of birds that's not only enough, that's all there is! That's all they want, that's as far up as they look—get me? They ain't got no more of this here personality thing than a tooth-pick or a lead pencil—they're just one of a million! They come and go—and nobody even looks up from the newspaper as they pass, because they'll be lots more of 'em along in a minute, the world's full of 'em—no, cluttered up with 'em!

"Average guys, y'know. Ever see one of them books that some simp cheated his parents and disappointed his wife by wastin' the time to get together? They're full of stuff like this: 'The average man drinks eight thousand five hundred and sixty-four and three-quarters quarts of water a year and there are forty and one-quarter pounds of salt in the average man's body' or 'The average man walks twice around the world and three times past the church durin' a lifetime.'

"There's about four hundred pages of that spicy readin', showin' what the average guy does. His act is so full of old stuff that they got a book showin' every move he makes from the nursery to the undertaker. You can always tell what he eats, smokes, drinks and owes. He's like the ball bearin's on a sewin' machine—you don't see him or hear him and you never know he was there if he didn't bust now and then.

"I been in one of these small burgs, and a guy would roll by in an auto who looked like Rockefeller's landlord, to the naked eye. 'Who's that bird?' I'd ask an onlooker.

"'Heh?' he'd answer, takin' a flash. 'Search me! One of them rich guys from uptown, I guess—town's full of 'em!'

"Then another fellow would breeze by—on foot. Might have on an old shiny suit, a wrong hat and little or no shoes—and I'd see everybody wavin' their hands and greetin' him like he was a prosperous season.

"'Who have we here?' I'd say to the native.

"'Him,' he'd shoot back. 'Him? I guess you don't belong round here, stranger; that's Joe Hawkins, champion quoit pitcher of this here county!'

"And you'd think he was introducin' the President of the United States."

Personality lies in method of conversation, habits and clothes. We are acquainted with a young man who sells advertising. It is his business to persuade manufacturers that the proper kind of advertising will make their products stick out from the rest and will give them individuality. This young man backs up his statements with his own personality. He wears clothes that fairly scream, silk shirts with thirty-seven distinct colors in them, orange cravats that shame the sun for brightness, trick hats that are in a class by themselves. His line of conversation is as original as his clothes, and his entire bearing is unusual and most distinct.

He does it all to attract attention and the logic of his course is set forth in his own words: "I spend my time persuading other men to advertise. Why not take a little of my own medicine and advertise myself?" This incident is extreme, we will admit, but everybody in the trade knows him and likes him. He has developed personality both in conversation and raiment and the system pays.

In studying all that goes to make up the ideal salesman don't forget personality. Do something or be something that sticks out from the rest. One doesn't have to be a comedian, but originality is an essential.

A. H. Eaton, who conducts an optical and Victrola business in Collinsville, Conn., has opened a branch store in Unionvilletown.

Jewel Needles

DIAMOND, SAPPHIRE, AGATE

For All Types of Records

Our methods of grinding needles are the most scientific known, producing a most uniform and highly polished product.

We manufacture ALL parts of Talking Machines

Dixon Manufacturing Co., Inc.

295 FIFTH AVENUE NEW YORK

Victor Service means having the records your customers call for.

Steinert's Victor Service enables you to do so.

STEINERT'S

35 ARCH ST. BOSTON.

VICTOR DISTRIBUTORS

We are prepared to give the dealer the kind of service he wants.

Are you carrying the Foreign Records? We have all the Hawaiian Records (over seventy-five).

COMPLETE STOCKS OF

Italian	German	French
Bohemian	Swedish	Polish
Greek	Arabian	Servian
Chinese	Japanese	Lithuanian
Russian	Hebrew	Roumanian
Hungarian	Spanish	Mexican
Cuban	Portuguese	Norwegian
French-Canadian	Danish	Neapolitan
Turkish	Serbian	Ruthenian
Croatian-Serbian	Dutch	Finnish

These records will be in great demand this fall and winter, and we advise placing your order now.

M. STEINERT & SONS CO.

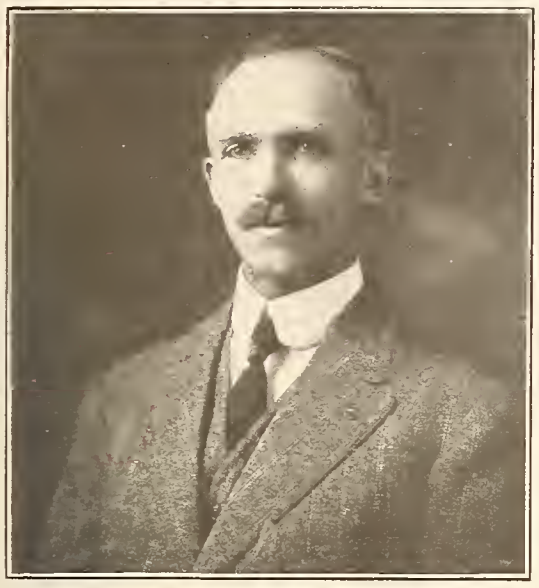
35-37 ARCH STREET BOSTON, MASS.

NEW ENGLAND'S LARGEST MUSICAL INSTRUMENT HOUSE

IMPORTANT CHANGE IN WASHINGTON

Harry C. Grove Corporation Takes Over Retail Interests of Columbia Graphophone Co. in That City—H. C. Grove Tendered Dinner

WASHINGTON, D. C., October 7.—H. C. Grove, head of the newly formed Harry C. Grove Corporation, which recently purchased the retail interests of the Columbia Graphophone Co.



H. C. Grove

in this city was the guest of honor last week at a dinner tendered him by his associates. W. L. Eckhardt, district manager of the Columbia Graphophone Co.; A. J. Heath, manager of the Baltimore headquarters, and several invited guests made a number of impromptu addresses, which greatly pleased the diners.

Mr. Grove has a number of extensive plans under way whereby his patrons will receive service representative of the most advanced thoughts in the retail talking-machine field. "Just a little bit better" will be the maxim of the new corporation, a motto which cannot fail to produce success.

Mr. Grove is ideally equipped to direct the destinies of the retail talking-machine institution, as he has been associated with the industry for twenty years, all of which has been spent in the promotion of Columbia products.

During his two decades of Columbia activities Mr. Grove has held only three positions, traveling salesman, assistant manager of the Columbia Co.'s Buffalo store and manager of the Washington store. The latter post he held seventeen years, resigning to form the new corporation, which purchased the Columbia Co.'s retail interests.

Mr. Grove is popular throughout Washington, belonging to several Masonic orders, a member of the Washington Board of Trade, and taking a personal interest in all civic affairs.

MORE ROOM FOR S. B. DAVEGA CO.

Negotiating for Occupancy of Entire Building at 831 Broadway

The S. B. Davega Co., Victor distributors, 831 Broadway, New York City, are negotiating for the entire building at their present address, which will enlarge their wholesale department 500 per cent., making it one of the largest distributing houses in New York City. The basement, second, third and fourth floors will be devoted to wholesale jobbing.

GREATEST YEAR IN TRADE HISTORY

Present Demand Surpasses All Previous Records, Declares A. A. Trostler, of the Schmelzer Arms Co., Kansas City

KANSAS CITY, Mo., October 4.—The volume of talking machine business in this section of the country surpasses all previous records, according to A. A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., Victor distributor, and the peak of the demand is not yet in sight.

"Never in the history of our business," declared Mr. Trostler, "have the demands made upon us by the trade been so great as they are to-day. The manufacturers are doing everything in their power to take care of their jobbers but simply cannot cope with the situation. I do not know when the demand for Victor-Victrolas was ever as great as it is at this time.

"We, of course, are enjoying a very healthy

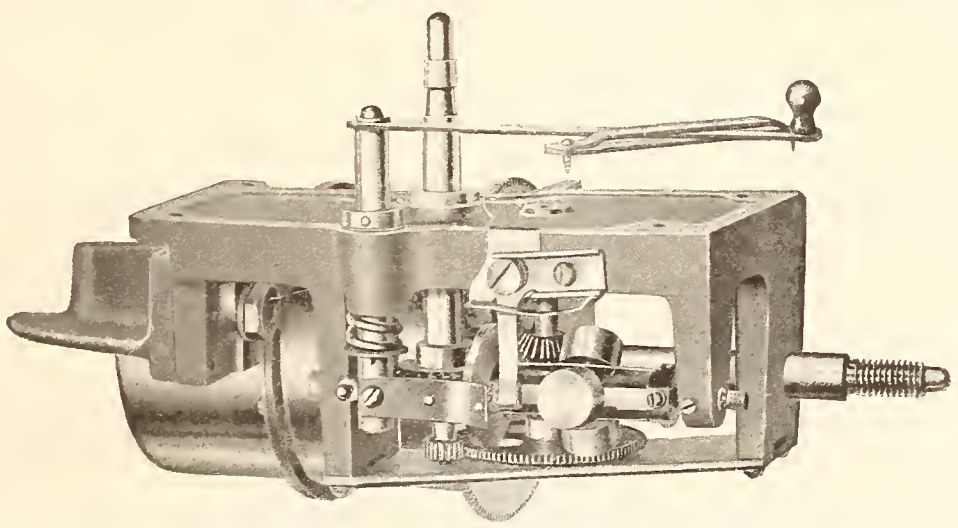
Arthur A. Trostler

business. Every month this year has been much greater than that of last year and we will close the greatest year in the history of the talking machine business. This does not necessarily mean that 1917 will not be just as strong, for I think next year will be much more in proportion than this year."

The Union Phonograph Supply Co., Cleveland, O., has increased its capital stock from $20,000 to $100,000.

Meisselbach HIGH-GRADE Motors

This is our No. 18 Motor, which will play five 12-in. or seven 10-in. lateral cut records with one winding.



Double springs, made from the highest quality material. Worm driven governor. Cast iron frame. One-piece forged crank handle.

The lever shown on top of motor is the underneath turntable governor brake stop. A Speed Indicator and dial is furnished with this motor. Exceptionally silent winding mechanism and silent running.

By the turning of one screw, the spring cup can be readily removed, without taking apart the entire motor.

At a small additional charge, we can furnish an Automatic Stop for this motor, which is built into the motor, that is, the stop is operated by applying a brake on the governor flange. It cannot be furnished on any other make motor, as it is part of our motor.

We guarantee the material and workmanship to be of the highest quality.

We also manufacture TONE ARMS, SOUND BOXES and other parts. Prices on application.

In succeeding issues of this paper, illustrations and descriptions of other models of "MEISSELBACH" Motors will be shown.

A. F. MEISSELBACH & BRO., 29 Congress St., Newark, N. J.

Announcing the FIRST EXHIBIT of the

Rishell Phonograph Co.'s

COMPLETE LINE OF

High Grade Period Design Phonographs

in Mahogany and Oak, at $50, $60, $75, $100, $150, $200, $250 and $300

"Our Cabinets are made by the J. K. Rishel Furniture Co., whose forty-nine years' experience in the manufacture of fine furniture is a guarantee of a perfectly designed, constructed and finished phonograph, playing every type of record."

Every Machine Equipped, free of charge, with the RISHELL AUTOMATIC STOP

RISHELL PHONOGRAPH COMPANY, Williamsport, Pa.

NEW YORK SHOWROOMS
56 West 45th Street
"Just a few steps from Broadway"

PHILADELPHIA SHOWROOMS
1019 Filbert Street
"Near 10th and Market Streets"

COLUMBUS SHOWROOMS
40 West Spring Street
"Next the Chittenden Hotel"

Lazaro, Godowsky, Macbeth, Chicago Symphony Orchestra, Lucy Gates, Eddy Brown, Little Symphony Orchestra, Graveure—each artist a leader, and records by each of these artists in the November Columbia list.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

CLEVELAND DEALERS MAKE ENTHUSIASTIC REPORTS

Regarding Trade These Days—Eclipse Co.s Business for September 80 Per Cent. Over Same Month Last Year—Enormous Columbia Business—Buescher's Educational Campaign—Expansion and Improvement Order of the Day

CLEVELAND, O., October 4.—The Eclipse Musical Co., Euclid avenue, reports a record Victor business for September, stating that the increase over August business was 125 per cent. in advance of sales in August, and this despite unfavorable weather conditions. It is also estimated by this concern that the September, 1916, business, increased 80 per cent. over the September, 1915, business. These statements are from E. B. Lyons, sales manager. From him also comes the information that dealers are pushing their sales of records with more vigor. Many down-State dealers, he asserts, are adding to the size of their departments and are adopting more effectual follow-up systems.

"Our own retail business without advertising has taken a decided jump," said Mr. Lyons. "We cannot get stock fast enough. C. K. Bennett, our general manager, has been on a trip to the factory and has succeeded in arranging for increased shipments of machines."

Of all the window displays that accompanied the appearance in Cleveland the week of September 25 of Montgomery & Stone in "Chin Chin" none received more generous commendation and attention than that at the Buescher's Euclid avenue Victor salesrooms. Members of the "Chin Chin" company, Brown Bros. and officials from the Victor factory complimented the store on its display. The east window was decorated with Chinese lanterns, flags and screens. A Victrola was the centerpiece. Records were placed here and there among the maze of Oriental color. A saxophone and a picture of the "Chin Chin" saxophone sextet occupied the west window.

Work is being rushed to completion for the occupancy of L. Meier & Sons, Victor agency in the new Meier Building, Clark avenue S. W. and West Forty-fourth strect. The opening will take place about October 15. A first floor space of sixty by sixty-four feet will be given over to Victor business. Twelve sound-proof demonstration rooms are about finished. A twenty-four feet high electric sign will extend out over the sidewalk. Mr. Meier was the first West Side dealer to sell Victor products. He began his trade sixteen years ago in connection with his bicycle factory.

To meet the increasing demands of its Victor business the May Co. has just completed in its music department three more large soundproof demonstration rooms. Done in mahogany and white, the rooms are the most centrally located in the entire department, being near the elevator station, and at the front end of the department.

George A. Madson, manager of the Columbia Graphophone Co., wholesale department, says: "The only thing that puts any limit to the increase of our business is the amount of stock the factory will send us. We have more than twenty-five applications for new accounts, but we can't be expected to open them when we can't get enough to take care of our older customers. Our record business is the same."

Wm. Buescher & Sons are taking up educational work on a vigorous basis. L. L. Drenneman, formerly of the Victor factory, is at the head of the new educational department, and is already initiating some active campaign work to make the schools conscious not only of the desirability of using talking machine music, but also to keep them aware of the various new possibilities for making talking machine music a live factor in the schools where machines are already installed.

The M. R. Slocum Piano Co., The Arcade, will, in the future, handle the Columbia exclusively. "We found we did not have enough floor space to do justice to two lines," said Department Manager T. L. McCandless by way of explanation.

The Phonograph Co., Huron road, Edison jobbers, are seeking larger shipments in the hopes that its stock floor will not go empty as quickly as it did last holiday season. Down-State merchants flooded this house with late orders last year, and the management was working eighteen hours a day near the end of the season to try to gather a machine here and there to fill the last minute orders.

C. K. Bennett, of the Eclipse Musical Co., this city, left the latter part of last month for a week's vacation in the East with his family. While East he visited the Victor factory.

Roy Marsh, of the advertising department of the Victor Co., and Bruce Kirkpatrick, Ohio representatives of the Victor Co., were recent visitors to Cleveland.

We Fill Your Orders

Records:

You cannot afford at this time to be without the services of a Jobber who guarantees to fill your orders.

ECLIPSE

Machines:

Almost daily shipments by the Factory and by concentrating our efforts enables our extending unequaled service.

Cleveland is the logical Center between New York and Chicago and our Shipping Facilities are unequaled. You save Time, Increase your Profits and reduce operating expenses.

A TRIAL WILL CONVINCE

ECLIPSE MUSICAL CO., VICTOR Distributors
CLEVELAND

SAN FRANCISCO DEALERS EXPECT BIG HOLIDAY TRADE

High Priced Machines in Demand—"Records on Approval" Question Acute—Fine Sonora Quarters—Manager Haydock's Edison Plans—Wiley B. Allen Recitals—Kohler & Chase Control "Talker" Department—New Agencies and Other Changes—News of Month

San Francisco, Cal., October 3.—Fall business on talking machines and records on the Pacific Coast has opened up splendidly, and all the San Francisco dealers are looking for a specially heavy holiday trade. The demand for the higher-priced machines is exceptionally good, and the best records are also in good demand. Some dealers still have difficulty in getting enough records to meet their running requirements, and a few are short on machines, but on the whole shipments from the factories have improved a little. A matter which is being seriously considered at the present time is that of letting customers take records on approval. The dealers have come to the conclusion, apparently, that this phase of the business has become acute and needs immediate attention. Too many people take records on approval, and then make purchases on so limited scale that the wear and tear on the records returned takes away all the profit on the transaction. It is difficult, of course, to discontinue abruptly a custom such as this, but a few concerns are now taking a determined stand in the matter and others no doubt will follow suit. At the next meeting of the local talking machine dealers' association the subject will be brought up and probably some definite concerted action will be agreed upon.

Sonora Phonograph Shop's Handsome Quarters

The Sonora Phonograph Shop at 344-346 Geary street is moving to handsomely-equipped new quarters at 109-111 Stockton street, a more central location in the downtown district. The name of the shop has been changed to "The Phonograph Shop" in view of a change in the business policy of F. B. Travers, manager of the company. Hereafter other standard makes of talking machines and records will be carried for sale, arrangements having already been made for selling the complete Columbia line of instruments and records, and also Pathé records. The full Sonora line will, of course, be handled as heretofore. The new shop is a model of beauty and efficiency. On the main floor is a fine recital hall furnished in the living-room effect and having a seating capacity of fifty or more. There are six sound-proof demonstrating rooms on this floor also, with special lighting and ventilating system. The store is so arranged that seven additional record and sales rooms may be added at any time. A spacious mezzanine floor will accommodate the finishing and repair shop and afford space for display. The office is on the main floor. The color scheme adopted for this new shop is cream and French grey enamel. All the partition walls are modeled after the French window style, and the different room partitions are of plate glass. The architectural design was originated and carried out by F. M. Steers, president of the Sonora Phonograph Co. The wholesale department of the company will still remain under the management of Mr. Travers, and the stock will continue to be carried for this department at 616 Mission street.

New Sonora Agencies

New agencies established for the Sonora phonograph are: The John Breuner Furniture Co., of Oakland; the McNeil Piano Co., of Stockton; the Bartholomew Drug Co., of Hanford, and O. C. Raudebaugh, of Flagstaff, Ariz.

R. P. Haydock Manager of Edison Shop

C. W. Davis, who for the past few months has been manager of the Edison Shop in San Francisco, has severed his connection with the firm and returned to his old love, the piano business. He is now with the local branch of the Baldwin Piano Co. R. P. Haydock, for some time associated with the conduct of the Edison Shop, is now the manager succeeding Mr. Davis. Of late the Edison Shop has been putting into effect a policy of not allowing any instruments out for demonstration and also of having no outside solicitors. The shop is not directly in competition with other local Edison dealers, and accordingly is used chiefly as a special demonstrating center for the benefit of dealers and the retail trade. Mr. Haydock has just adopted a new feature in regard to the record department. Patrons desiring records on approval must sign a form which binds them to abide by the following conditions: the records will not be kept longer than twenty-four hours; they will not be loaned to any other than the applicant; they will all be covered except the one being played; they will not be removed from the envelopes and spread on a table while playing; they will not be played with any attachment or on any other machine than the Edison Diamond Disc phonograph; in case of damage to the record from careless manipulation of the diamond reproducer the record will be purchased, the dealer to be the judge in the matter of damage; also, it is agreed to keep not less than one-fourth of the records, and that failure to return any rejected records within twenty-four hours shall constitute a sale.

Mr. and Mrs. Robbins, traveling specialists for the Pacific Phonograph Co., will be with the Edison Shop during Edison Week, October 16 to 21, co-operating with the regular force in making the celebration one of the most successful ever held on the Coast.

Kohler & Chase Buy Talker Department

Kohler & Chase have bought out the talking machine department, which has hitherto been a concession in their store, and measures are being taken for developing the department in a thoroughly up-to-date and efficient manner. P. H. Beck and his partner, R. Coddingham, the former owners, have retired from the local field, and John Gercovich, for some years associated with the talking machine department of Sherman, Clay & Co., has accepted the post of manager. Victors and Columbias are carried, and all standard records. Mr. Gercovich is planning to make numerous improvements for the better display of stock.

First Wiley B. Allen Co. Recital

Mrs. G. Norris, who is now in charge of the recitals inaugurated by the Wiley B. Allen Co., held her first recital this month, and over two hundred people attended. The program was exquisitely arranged, the main features being soprano solos, accompanied by the harp or talking machine records. The company is so well pleased with the opening concert that a larger recital hall is being fitted up on the second floor.

A. R. Pommer, manager of the Pacific Phonograph Co., has been taking a two weeks' vacation at Del Monte, where the tournament of the Pacific Coast Golf Association was held.

O. N. Kruschke, sales manager for the Pacific Phonograph Co., has been to New York on a business trip this month.

Byron Mauzy Store Bars Approvals

Charles Mauzy, manager of the talking machine departments of the Byron Mauzy store, has adopted a rule that hereafter no records will be allowed out on approval, or be exchanged. He has enlarged the department on the fourth floor, adding a large new demonstrating room and two new record rooms. The department now carries constantly in stock every record in the Victor and Columbia catalog. Charles Mauzy says thus far the patrons of the store have been well disposed toward the new policy, and he is gratified that business has been appreciably facilitated in other respects, also by reason of the change.

SECURE LARGER QUARTERS

German-American Talking Machine Co. Lease 325 Lafayette Street for Assembling and Storage—Business Growth Compels this Move

Rudolph Kanarek, president of the Independent German-American Talking Machine Co., Inc., 56 Bleecker street, New York City, reports an unusual demand for the products which are manufactured by his house. He states his firm has just leased the premises at 325 Lafayette street, covering an area of 5,000 square feet, which will be devoted to assembling and storage. The showrooms, office and shipping department are located at 56 Bleecker street, covering an area of 6,000 square feet.

The Majestic Record Corporation, New York, has been chartered with capital stock of $10,000 to manufacture and deal in phonographs, records and commodities. The incorporators are J. C. Reis, R. V. Schoenfeld and D. Green.

WE HAVE TWO GOOD THINGS

VICTOR RECORDS

AND

AMERICAN SERVICE

YOU MR. DEALER NEED THEM BOTH. YOU KNOW WHAT "VICTOR RECORDS" ARE (*NONE BETTER*) AND WE CAN SHOW YOU WHAT AMERICAN SERVICE IS (*NONE BETTER*)
SEND US THAT VICTOR RECORD ORDER. YOU NEED US AND WE NEED YOU

AMERICAN TALKING MACHINE COMPANY

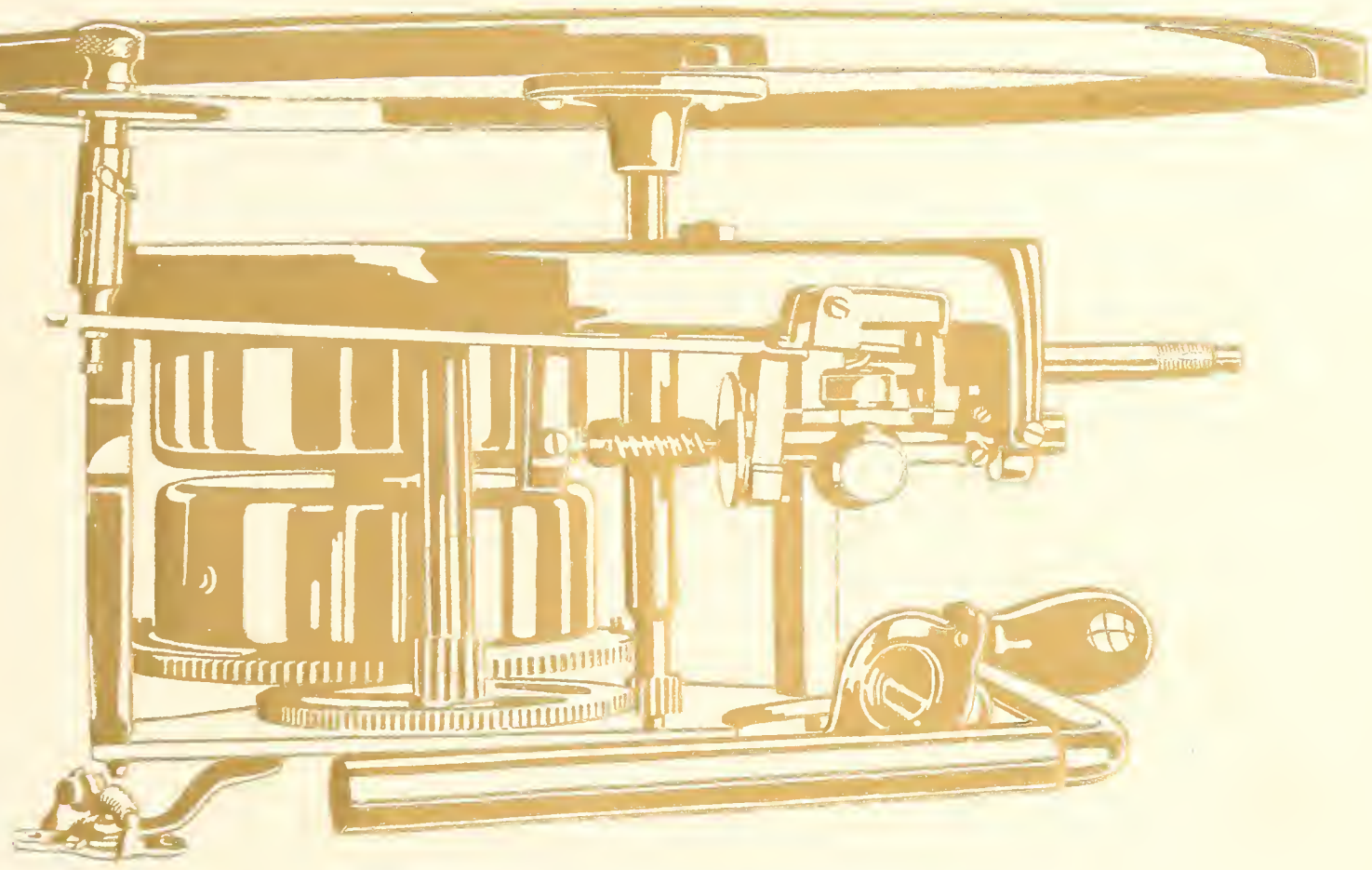
368 LIVINGSTON ST. BROOKLYN, N. Y.

The HEINEMAN MOTOR

The World's Leading Motor

Supreme in

QUALITY
SERVICE
CONSTRUCTION



The Heineman Motor No. 4, Gold Plated Throughout.
Designed for the Highest Class Phonographs.

Otto Heineman

President

Soon the country will be ringing with the name of the new world tenor—Lazaro. Does it mean anything to you that you will have Lazaro's Columbia Records to satisfy a nation-wide eagerness to hear him?

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

INDIANAPOLIS TRADE PREPARING

Stewart Talking Machine Co. Practically Doubles Facilities for Handling Records—Numerous New Pathé Representatives—140 Per Cent. Increase in Columbia Trade—Starr Phonograph Being Well Advertised

INDIANAPOLIS, IND., October 3.—Following his return from the Victor factory, George Stewart, of the Stewart Talking Machine Co., jobbers of the Victor line, began laying plans for the handling of the increase in business which present indications have forecasted.

The facilities for handling the record business have been improved by an addition to the record shelves, which will enable the company to carry thousands of additional records in stock. The shelves were practically doubled in number. The company is concentrating its efforts on the record business.

Mr. Stewart, who spent much time with the factory officials in discussing various phases of the Victor business, reports that his company has been promised by the factory to get just twice as much goods as were shipped the company last year. The factory thus far has been keeping up with the orders fairly well, although the complaint is still on the failure to get orders fast enough.

Emerson Knight, advertising manager of the company, is planning a demonstration of the Victor machine to the school teachers, who will be in an institute session here in the next few days. Mr. Knight succeeded in getting much favorable publicity for the Victor line by this method last year. Visitors to the State centennial pageant here this week will also be looked after, Mr. Knight said.

At the Pathé Phonograph Co., Inc., M. A. Tobin reports that the $150 machine is proving the best seller, showing that the people are taking advantage of the present prosperity by buying the best. In the rural districts through the State, the $75 and $100 machines are the leading sellers, Mr. Tobin said.

In signing up the Trumbo, Schupp & Schmidt furniture store of Louisville, Ky., the Tobin brothers, who run the company, are congratulating themselves on securing what will probably be the biggest phonograph dealer in Kentucky before long. The store is one of the largest in Louisville, and is well-known throughout the State. A complete talking machine department will be installed, a full line of Pathés being carried exclusively.

The People's Outfitting Co., of Indianapolis, is installing two new booths in its talking machine department, where the Pathé is being featured. Oilar Bros. and Sweetman Bros., the other Pathé dealers in Indianapolis, are getting a good start on their fall business.

A. W. Roos, manager of the Columbia store, continues to report big monthly increases in business of this year over corresponding months of last year. An increase of 140 per cent. was registered last month, Mr. Roos said, and nearly three times as much cash was collected. Mr. Roos's complaint is only that he can not get orders filled fast enough from the factory.

Mr. Roos closed a contract with the Great Western Co. here, which he considers one of the largest and most desirable contracts he has among his retail dealers. A large display room and several record booths have been installed by the Great Western Co., who promise to go after business in an aggressive style. D. Sommers Co., a large furniture store, which recently installed a talking machine department for the Columbia line, has proved beyond a doubt the success of the department, and Mr. Roos is highly pleased at the business being done there.

J. V. Riesbeck, a druggist at 1068 Virginia avenue, has put in a line of Columbia machines and records.

The Starr Piano Co. has been doing some effective newspaper advertising on its phonograph, and the Starr phonograph is fast taking its place among the leaders in the local sales.

Arthur C. Ruark, manager of the Vocalion department of the Aeolian Co., reports that prospects for the fall business appear bright. J. L. Peter, of the Fuller-Wagner Music Co., reports that business in the Victor records and machines continues good.

The Pearson Piano Co. is re-arranging its talking machine department in order to make more room for record shelves. E. W. Stockdale, manager of the compay, reports that business in the Edison and Victor lines continues to be a leading factor in the company's sales.

Frank and Will Carlin, of the Carlin Music Co., dealers in the Victor, Edison, Columbia and Sonora lines, report that the talking machine business, which they regarded as unusual during the summer months, is keeping up well, with prospects for a record business this fall. A similar report is made at the E. L. Lennox & Co. store, where the Victor and Edison machines are sold.

The Pathé Pathephone Shop, of Freeport, Ill., was opened recently at 148 Stephenson street, that city.

DITSON
VICTOR SERVICE

For many years we have helped dealers to grow, not only dealers in Victor talking machines, records and supplies, but also dealers in Musical Merchandise and Sheet Music.

All our experience is put into the kind of service we render to Victor dealers. This "EXPERIENCED SERVICE" is yours to command.

The Big months are now "on deck." Why not talk over your "Campaign" with us?

Oliver Ditson Company
BOSTON

Chas. H. Ditson & Co.
NEW YORK

Consider Your Victor Records

Today is the day to take accounting of your Victor Record stock.

Today we are shipping 99% of all orders received.

Today you can get 99% of all the Records you want, in the quantities you want.

This is the situation—NOW.

How long this will last, we cannot say. We all know from past experience that each Fall, Winter and Spring sees an acute shortage of Victor Records. The Victor Company never has been able to cope with the tremendous demand during these seasons.

We have no assurances that they will this year!

It is the part of wisdom to settle at once on a dealer who can best fill your wants We would be happy to serve you. We only ask that you—

Order Now!

You know what Records sell with each outfit, what are the standard numbers, the class of Records your customers buy. Get ready to make your Talking Machine business this season a "Record" one.

Prepare!

Send in Your Order At Once

Schmelzer Arms Co.

Victor Distributors

KANSAS CITY, MO.

LIVE TALKER DEPARTMENT STAFF

The Men Who Built Up the Victrola Business for Barker Bros., Los Angeles

LOS ANGELES, CAL., October 2.—No one gazing at the accompanying photograph of the staff of one of the departments in the store of Barker Bros., Inc., well-known house furnishing dealers of this city, can fail to guess what particular department the men represent, for the two dogs listening faithfully to their master's voice and prominently placed in the foreground tell the story.

Barker Bros. Talking Machine Department Staff

The talking machine department of the Barker Bros. Co. has proven most successful, and the volume of business is continually on the increase. Every member of the staff is a Victor enthusiast which in itself tells a story.

The staff of the talking machine department joined with the other thousand employes of the store in the recent outing held at Hermosa Beach, Cal., and just to display their loyalty took their Victor dogs along with them. In the matter of attracting attention the big dog proved the feature of the day.

E. ARMSTRONG GETS MANOPHONE

Will Distribute This Machine in Four Middle Western States

James Manoil, president of the James Manoil Co., 60 Broadway, New York City, and Newburgh, N. Y., recently made a trip to Chicago and arranged for the representation of the Manophone in the Middle West with Elmon Armstrong, who will have his headquarters in the Republic Building, Chicago. Mr. Armstrong will represent the company in Indiana, Illinois, Wisconsin and Michigan, and will display a complete line of machines at his Chicago headquarters.

FINCH & HAHN'S LARGER QUARTERS

New Addition Being Erected in Rear of Store of Victor Distributors in Schenectady

SCHENECTADY, N. Y., October 4.—Ground has been broken for the one-story addition, sixty by twenty-one feet, to be erected in the rear of the present store of Finch & Hahn, Victor distributors, of 540 State street, this city. The extra space is badly needed by the company to take care of their steadily growing business, and when the addition is completed it will be equipped with a half dozen sound-proof demonstrating booths, with the balance of the space used as a Victrola display room. The addition will be constructed of concrete, will be handsomely decorated, and it is estimated will cost in the neighborhood of $2,000.

Finch & Hahn report that business is of unusual proportions, and despite the fact that shipments from the factory of both machines and records are larger than ever, they do not begin to fill the demand, especially for machines.

NEW DEPARTMENT IN LEXINGTON

LEXINGTON, KY., October 4.—The Candioto Piano Co., which is now located in new quarters at 155 South Limestone street, this city, has just added a large talking machine department to their piano business, and are featuring the Columbia Grafonola and Starr phonograph very strongly. Miss Berdie Poole is in charge of the department. The company reports an excellent business. The farmers are getting top prices for tobacco and other crops. They have money and appear to be willing to spend it.

BIG SALE OF EDISON PHONOGRAPHS

LOWELL, MASS., October 5.—The Bon Marche, which operates a large talking machine department that has been rapidly finding favor for some time among music lovers, has just disposed of twelve Edison Diamond Disc phonographs, averaging more than $200 each or a total of $2,500. Charles G. Martin, the manager of the department, is hot after business, and he is doing business at present by leaps and bounds.

PROSPECTS EXCELLENT IN WINNIPEG

Partial Failure of Wheat Crop Does Not Discourage Business Men—Changes Among Managers and Sales Staffs—Recent Visitors

WINNIPEG, MAN., September 30.—Crop estimates indicate a much lower yield than last year and, of course, the acreage is less. In spite of these facts the returns from the harvest in Western Canada will be enormous and probably equal to if not in excess of an average year. Conservative observers are looking for a good season's retail business with collections being well taken care of.

A. G. Farquharson, manager of the Western Gramophone Co., Western distributor of His Majesty's Voice products, has resigned from that position. Mr. Farquharson went to Winnipeg from Toronto during the latter part of last year.

The Winnipeg Piano Co. had a surprise visit from Geo. W. Lyle, former general manager of the Columbia Graphophone Co., New York, who is now with the Domestic Talking Machine Co., Philadelphia. Mr. Lyle is looking well after his year's sojourn on his son's farm where scientific agriculturalism holds supreme sway.

Mr. Paisson, manager of the Canadian Phonograph & Sapphire Disc Co., recently visited New York on a business trip.

Stanwood's, Ltd., have been enlarging their phonograph parlors and report a fair business in Edison and Columbia phonographs and records. Miss Sloane, who has had charge of this department, has severed her connection with the firm. Her position has been filled by Miss Sparfel.

The quarterly record exchange for Victor dealers has received the hearty approval of the Western Gramophone Co.'s customers. They appreciate the opportunity to dispose of titles which they have overstocked and thus keep their stocks clean and up to date.

Babson Bros., dealers in Edison phonographs, report an improvement in Edison sales, owing no doubt to the return of campers and customers who have been away on vacations.

MORE ROOM FOR ARROW MOTOR CO.

Well-Known Motor Manufacturers of Newark Move to Larger Quarters

The business of the Arrow Motor Co., manufacturers and distributors of various types of talking machine motors, tone arms and sound boxes, Newark, N. J., has increased to such an extent that the company has been compelled to move their offices from 207 Market street to much larger quarters at 20 Clinton street, Newark, one block from the old location. The officers of the company are particularly pleased with the demand at the present time, which is taxing the company's facilities, and an interesting feature is the volume of repeat orders coming from manufacturers who are using the company's products.

FIT ANY CABINET, VERTICAL OR HORIZONTAL.

"THE INDEXO"
Trade Mark Registered

PHONO RECORD HOLDERS

U. S. Patent Aug. 17th, 1915

The illustration shows the "INDEXO" record holders arranged in cabinet. The titles of the records can be plainly seen—thus avoiding vexation and hunting for the record wanted. That feature appeals to people who take pride in their record collection.

On receipt of eighty cents in stamps a sample carton containing one doz. of the ten inch size will be mailed to any dealer in U. S.

10 and 12 inch sizes in stock—order them now—they are a fine Christmas article to start.

HENRY ROSENBERG

SOLE MANUFACTURER

14-16 WOOSTER ST., NEW YORK

PLENTY OF MONEY IN BUFFALO

Industrial Activity Brings Prosperity Wave and Talking Machine Men Are Enjoying the Fruits Thereof—W. D. Andrews Issues Catalog of Accessories—Charles H. Heinike a Benedict—Christian Kurtzmann, Inc., Organized—Other Trade News of the Month

BUFFALO, N. Y., October 7.—An unprecedented demand for talking machines is reported in Buffalo. The local industrial plants are working overtime, the department and other stores are busy and those who want work are receiving fair compensation for their labors. It is therefore logical that Buffalonians have more money to spend on talking machines than they ever had before. That they are spending this money for this purpose is best indicated by the favorable reports of the local talking machine jobbers and dealers.

W. D. Andrews, who sells talking machines at wholesale, has issued an attractive catalog of talking machine accessories. The cuts are clear, the text is concise and paper of the best quality is used. Mr. Andrews says the object of the catalog is "to assist the talking machine dealers to increase sales of accessories and thereby increase the yearly net profit." He has also mailed out his new price list to many dealers. He has a good stock of records and accessories but reports a shortage of Victor machines. Mr. Andrews also handles the Edison Amberola. His salesmen are Fred C. Kraft, covering the city, and Douglas Langford and Charles M. Logan, who cover out-of-town territory.

Charles H. Heinike, manager of the Victrola department of Denton, Cottier & Daniels, was recently married to Miss Mary McGowan, of this city. Mr. Heinike recently returned from the Mexican border where he is a member of Troop I, National Guard. The members of the troop are receiving much enjoyment from a Victrola presented them by Mr. Andrews.

"In the past six months our talking machine business has shown a tremendous increase, really out of all proportion to the factory's increased output," said V. W. Moody, manager of Neal, Clark & Neal Co." We couldn't increase our business in machines because of factory limitations, so that logically our increase must have been in records. There is hardly a Victor dealer in our territory who, regardless of size, is not making extensive preparations or alterations to enable him to do an increased record business. The trade letter we sent out October 3 closed with the statement: Every Victor dealer should have record-demonstrating rooms. We know this to be absolutely true. A dealer may do a large record business without rooms, but he is not enjoying the volume of business that the installation of record demonstrating rooms would give him."

Christian Kurtzmann, Inc., recently organized, with temporary headquarters at 236 Delaware avenue, are exclusive jobbers of the Clayola phonograph for Western New York and Pennsylvania. The firm later will have a store in the large business block at Delaware avenue and Chippewa street. George H. Verbeck, who recently retired from the film business, is associated with Mr. Kurtzmann.

Among the new Grafonola dealers in the Buffalo territory are the Arnson Furniture Co., Niagara Falls, and S. D. MacDowell, of Addison, N. Y. W. L. Sprague, manager, and C. M. Wall, assistant manager, of the Buffalo store of the Columbia Graphophone Co., are busy with the distribution of Grafonolas in Western New York. A report of their trade follows: "Our business has shown an increase of more than 100 per cent in the past six months. The factory at the present time is filling our orders promptly. The record situation is improving steadily.

Seeber & Hofheins are opening a new store at Main street and Fillmore avenue and are handling the Columbia line exclusively.

H. G. Towne, manager of Robert L. Loud's Victrola department, recently returned from a motor trip through New England. He was accompanied by his mother who, despite the fact that she has passed four score years, made the journey with the health and spirit of a school girl. Mr. Towne is placing the Victrola in some of the best homes of Buffalo and vicinity. E. O. Hock and E. W. Heintz are members of his sales force.

Bach Utley, who managed the Edison department at the piano store of his father, C. H. Utley, is experiencing strenuous life at the Mexican border. He is a member of Troop I, National Guard, of this city. The Edison department at Utley's is now in charge of Albert Stettenbenz, manager of the store.

John Schuler, who has a new piano store at Main and Utica streets, is featuring the Edison Diamond Disc in special newspaper advertising. His spacious show windows are also used for attractive Edison displays, arranged by Manager Cole of this department. Mr. Schuler's large Edison sign at the Buffalo baseball park has aroused favorable comment.

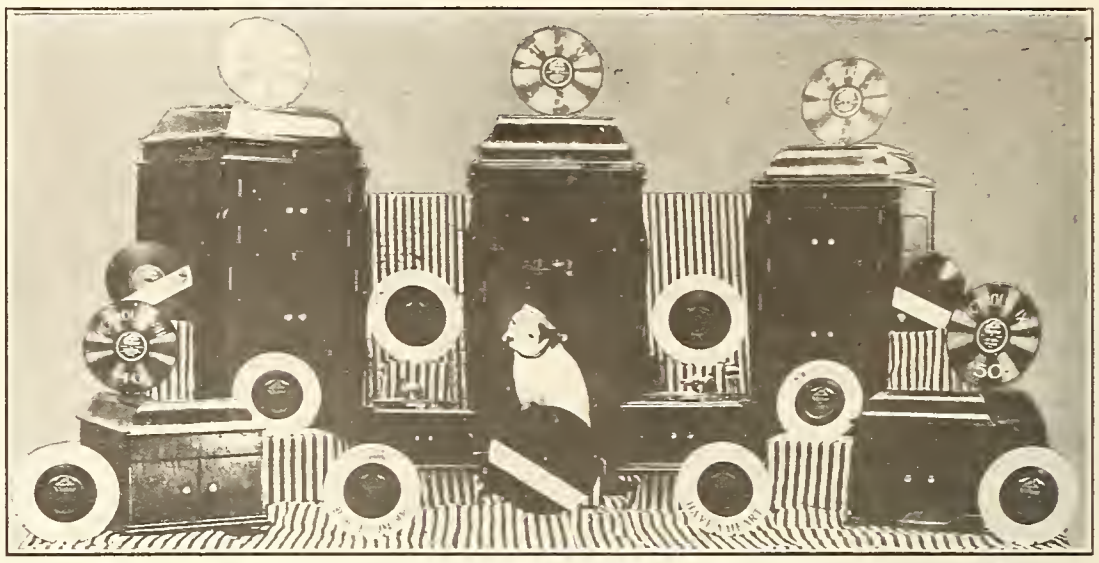
Bing & Nathan, furniture dealers, handle the Sonora phonograph here. S. H. Brooks is in charge of this department. The Sonora always has a prominent window display at this store. Live advertising matter furnished by the Sonora Phonograph Corporation is used to good advantage by Mr. Brooks.

"The Voice of the Violin," the Edison film, was recently featured at the Olympic Theatre, Buffalo. William H. Reilley, sales manager of the Albert Schuler Piano Co., Inc., arranged for the production at the Olympic. At the end of the picture there was an announcement that the Albert Schuler Co. was licensed to handle the New Edison in Buffalo.

The Hoffman Piano Co., of this city, is handling the Mandel phonograph, and is doing some live advertising on this machine.

Crowds visited the fifteenth anniversary celebration of the Victor Co., Buffalo furniture dealers. Several of the visitors placed orders for the Pathephone, handled by this concern.

YOU SURELY WANT TO SELL
VICTOR RECORDS



Here is a Window Display Service That
WILL SELL RECORDS FOR YOU

Send 50c. in stamps for the November issue. In many instances this display has increased record sales 200%

DON'T DELAY—SUBSCRIBE NOW

S. B. DAVEGA CO. *Victor Distributors*
831 BROADWAY NEW YORK CITY

Room 73
65 Nassau Street
Clifford A. Wolf
MANUFACTURER OF
Diamond and Sapphire
Phonograph Points
New York City
Phone, 2124 Cortlandt

THE AEOLIAN COMPANY
AEOLIAN HALL
FORTY SECOND STREET BETWEEN FIFTH & SIXTH AVENUES
NEW YORK, June 19, 1916.
PURCHASING DEPARTMENT
Doehler Die Casting Co.,
Court & 9th Sts.,
Brooklyn, N.Y.
ATTENTION OF MR. H.H. DOEHLER, PRES.
Gentlemen:
Answering your recent inquiry, we have now been buying die castings from you for about 12 years, during which time, the quality of your product and deliveries have been very satisfactory.
We have always found your Engineering Department ready at all times to co-operate with us toward improving our product and it has also been a great help to us to receive our deliveries strictly in accordance with promises made.
We are content to continue buying our die castings from you and the writer takes pleasure in recommending your good company to anyone desiring this class of material.
Yours very truly,
DOEHLER DIE-CASTING CO.
BROOKLYN, N. Y.
NEWARK, N.J.
TOLEDO, OHIO.

"CRESCENT"

PRODUCTS

We are now manufacturing

Tone Arms
Sound Boxes
Automatic Stops
Tone Moderators
Side Stays

and other parts and accessories for the trade

Prompt deliveries guaranteed in accordance with acceptance of orders.

Consult us before placing your orders for special work as we have some very distinctive and individual designs.

For description and prices communicate with

Crescent Talking Machine Co.
INCORPORATED
89 Chambers St. NEW YORK, N. Y.

Chicago Office
CRESCENT SALES CO.
23 East Jackson Boulevard, CHICAGO

NEW ASSOCIATION IN JAMESTOWN

Talking Machine Dealers in That City Organize and Elect Officers

JAMESTOWN, N. Y., October 3.—This city is now ranked among the live communities of the State to boast of an organization of retail talking machine men, a local Talking Machine Dealers' Association having been formed here last night. C. Fred Danielson was elected president of the new association, and D. C. Russell, secretary and treasurer.

Among those present at the meeting and who assisted in the organization were Mr. Logan, of W. D. Andrews; Mr. Clark, of Neal, Clark & Neal; and W. J. Bruehl, all of Buffalo, and actively interested in the association of that city, Mr. Bruehl being secretary. Those who joined the association included C. Fred Danielson, D. C. Russell and the Stranburg Music House, Victor dealers, and the Gage Furniture Co., who handle the Edison line, who were represented by A. I. Lawson. Several Pathé and Columbia dealers were out of town at the time the association was formed, but it is believed that their names will be added to the list at the next meeting.

GOLD MEDAL FOR STARR CO.

Second Award in Year Made to that Line at Panama-California Exposition

LOS ANGELES, CAL., October 5.—The Starr Piano Co. here has just been notified that the Starr phonographs and records have been awarded the Gold Medal for quality at the Panama-California Exposition now being held at San Diego. This is the second honor accorded the Starr products at the same exposition, the first being the Grand Prize and Gold Medal awarded in 1915 for tone quality. There is no Grand Prize this year and therefore the Gold Medal represents the highest award. It offers further recognition of the quality of the Starr phonographs and records.

NESTOR WITH COHEN & HUGHES

Well-Known Talking Machine Man Takes Charge of Washington Store

BALTIMORE, MD., October 5.—The announcement has just been made by I. Son Cohen, of Cohen & Hughes, that French Nestor, formerly with the W. F. Frederick Piano Co., Altoona, Pa., has been appointed manager of the Washington branch of Cohen & Hughes. The Washington store was recently acquired by the firm from the Pfeiffer Piano Co., and will take care of a great deal of the Southern shipments of Victor records. Mr. Nestor will have charge of both the wholesale and retail business. Mr. Nestor was for a number of years connected with the W. F. Frederick Piano Co. as head of the wholesale Victor department of that concern, and is well known throughout the trade.

PETITION IN BANKRUPTCY FILED

Creditors of Talking Toys Corporation Take Action—Liabilities Estimated at $60,000.

A petition in bankruptcy has just been filed against the Talking Toys Corporation, manufacturer of phonographs and mechanical toys, at 243 West Seventeenth street, by these creditors: The Kent Audit Co., Gerry & Murray, and William Rotter. Judge Mayer appointed Alfred C. Coxe, Jr., receiver, bond $5,000, on application of Rosenberg, Levis & Ball, who estimated the liabilities at $60,000; nominal assets in excess of that amount, and actual assets, $50,000. The company, it was stated, has $11,000 orders on hand, which would require an issue of receiver's certificates of $7,500 to complete. The company was incorporated on December 28, 1915, with capital stock $550,000, to act as selling agent of the Talking Doll & Novelty Co., against which concern a petition in bankruptcy has also been filed.

FORGET all about the big claims and then ask yourself one question: "What has each of the phonograph builders done which prepared them for entrance into this field?"

The history of the Starr Piano Company is inseparably linked with the development and manufacture of musical instruments in America.

They are skilled cabinet makers it is true; they are recognized experts in the finish of beautiful woods; they have proven themselves proficient in the solution of mechanical problems, but, only as these factors contributed to the greater value of the musical instrument, were they employed.

If you will keep in mind that principles of tone-building do not vary as applied to different musical instruments you will understand why the

Starr Phonograph

had to be different from the talking machine.

The experience and exacting knowledge acquired in a half century of piano building has resulted in a phonograph of highest quality. Complete facilities and ample resources have enabled the greatest saving in production costs while a most complete distributing and sales organization insures an efficiency in marketing that is a prominent factor in low selling costs.

The Starr Phonograph is the instrument you can sell. Send for our booklet, "The Difference is in the Tone, and Why." It is free.

THE STARR PIANO CO.
Manufacturers of
Starr Phonographs and Records
RICHMOND, IND.

CINCINNATI DEALERS SET NEW ADVERTISING RECORD

Space Carried in Local Papers Exceeds Even That Ordinarily Used During Holiday Season—Mabley & Carew Enter Field—Leading Jobbers Most Optimistic—Excellent Business Prevails

CINCINNATI, O., October 4.—During September the talkiug machine people caused the local newspaper world to wake up because of the amount of advertising space consumed in thirty days. Even taking into consideration previous holiday seasons it is believed the amount of space used by the several talking machines in September set a new high record.

The Mabley & Carew Co., one of the old established department stores of the Middle West, manned with some new blood, sort of capped the climax with a full page advertisement devoted to the Columbia Grafonola. Then, too, the Victor Co. is doing some general advertising direct from headquarters.

The advent of the Mabley & Carew Co. in the talking machine field in itself attracted some attention, but what caused the dealers to sit up and take notice was the announcement that machines would be delivered without an initial payment and left on trial thirty days. The department is in charge of Ernest F. Liechti, who came here from Chicago. Another department store to take on a machine line is the Fair, Sixth and Race streets, dealing in the Perfectrola.

So many machines are appearing on the market that even those who have been trying to keep a line on the situation are inclined to be confused. W. E. Shurtleff, representing the Keystone Distributing Co., is here to place the Carola. Oscar Onken, a West End specialty manufacturer, is putting one on the market known as the Schubert. Word comes from Newark, O., that the Cabinet & Specialty Co. has some kind of an instrument about ready for the market.

The Brunswick interests, of Chicago, contemplated opening a retail house here last month. A store on Fourth, near Walnut street, was under consideration. At the last moment the deal was called off. It is known that the owner stood ready to make desired changes and have the place ready for business on Monday of this week. And those negotiating wanted the place because of its nearness to the Rudolph Wurlitzer Co. and Edison Shop, both in the same block, who are constantly pulling off some advertising stunts.

Manager Pauling, of the Starr Piano Co., wants some capable man to take charge of the retail and wholesale part of the Starr's talking machine business. One man was lined up recently and at the last moment decided to go into the advertising field.

W. O. Black, selling representative of the Knabe Crystola, is in New York City, his mission there being in connection with the deal for the sale of the talking machine department of the Knabe Bros. Co. The deal has been on a little over a month.

The Baldwin Co. is now handling the Monarch, manufactured in Philadelphia, being the last piano house to surrender to the talking machine industry. The house, it is understood, entered the field in no willing mood and has not definitely decided how far it will go into the sale end of the machine.

Divisional Manager Wells, Steinway & Sons, will make the Clayola machine a regular feature of the business before the end of October. So far he has been working towards securing case finishes which are calculated to satisfy visitors to Steinway stores.

Local Manager Whelen, of the Columbia Graphophone Co., stated that business was phenomenal and figures are soaring higher each day. He further stated: "Our business this month will triple September of 1915 and we are very much elated over the prospects for the holiday trade. Dealers are realizing the situation and stocking up heavily for the final rush and we do not anticipate as great a shortage of machines this year as in previous years. Even so, the demand will exceed the supply although increased facilities have been arranged for at the factory and everything possible done to supply the demand."

Manager Whelen, of the Columbia Co., spoke very enthusiastically about the records by the new tenor who is creating such a sensation in this country, Hipolito Lazaro, who has just signed up an exclusive contract with the Columbia Co.

Manager Dittrich, of the Victor department of the Rudolph Wurlitzer Co., is concerned over the holiday situation as is evident from the following statement:

"Business in September was excellent. The beautiful mild weather was unfavorable to record business, but the demand was very lively and our store was thronged every afternoon. The half-page record advertisement we ran on September 28 brought the buyers to our store in droves and the two record hits of the month had a big call. Before the end of the month our new record system will be installed on our main floor and we will be able to handle three to four times the record business that our present facilities will permit. We will need this improvement as the afternoon crowds are already taxing our present facilities. Machine business is phenomenal and the beautiful Italian salesrooms now being fitted up will increase the prestige of the already supreme Victrola in Cincinnati."

THE PATHE LINE IN MUNCIE, IND.

MUNCIE, IND., October 5.—The W. A. McNaughton Co., the big department store of this city, has opened a large talking machine department under the management of Harry E. Paris, and has arranged to handle the Pathé Pathephone and the Pathé discs exclusively.

The Caloric Sales Co., of Wilmington, Del., has been incorporated with a capitalization of $150,000 for the purpose of manufacturing talking machine cabinets. Incorporators: F. D. Buck, Geo. W. Dillman and M. L. Horty, of Wilmington.

Mellowtone III
SIZE 17 x 19 x 12½ INCHES

Plays ***four*** ten-inch records at one winding. Plays ***all*** makes of disc records. Notwithstanding its high quality our price to dealers is **$10**

Better Prices in Quantities

The Melophone
TALKING MACHINE COMPANY, INC.,
376-378-380 LAFAYETTE STREET
CITY OF NEW YORK, N.Y.

MANUFACTURERS and JOBBERS OF
Phonograph Cabinets, Phonograph Motors
Tone-Arms and Sound Boxes
Phonograph Equipment of all Kinds

"CRESCENT"

Silver Tone

PRODUCTS

Announcing the

"PLAYSALL"

The Playsall is a universal attachment adaptable to the standard makes of machines, which enables the playing of either lateral or hill and dale cut records.

Type V PLAYSALL, showing both positions

Type C PLAYSALL, showing both positions

Special attachment for Pathé machines.

Pathé dealers apply to your jobber; if he cannot supply you, write to the manufacturer.

Crescent Talking Machine Co.
INCORPORATED
89 Chambers St. NEW YORK, N. Y.

Chicago Office:
CRESCENT SALES CO.
23 East Jackson Boulevard, CHICAGO

FINE QUARTERS IN HARRISBURG

Remodeled Store of J. H. Troup Music House Provides Additional and Excellent Facilities for Handling Talking Machines

HARRISBURG, PA., October 5.—Extensive improvements and additions have been completed at the J. H. Troup Music House, 15 South Market square, to accommodate the increasing sale of records for talking machines. Four new record booths, each sound proof, have been erected and furnished for the convenience and comfort of the patrons of the large store. Each of these is equipped with two large instruments of different manufacturing companies. There are now thirteen record booths in the store.

The entire first floor of the store has been redecorated in mahogany and white enameled wood and is lighted with shaded hanging lamps. Although various makes of pianos are on display on this floor, the second floor has been devoted largely to this department, and also to the player-piano roll library.

The record library on the first floor has been enlarged, and the management of the music house announces that a complete line of catalog numbers of the Edison, Victor and Columbia records are always carried in stock. The large display window at the front has been changed so that passersby have a view of the complete length of the first floor of the store.

INSTALLING SERIES OF UNICO BOOTHS

FOND DU LAC, WIS., October 4.—The work of remodeling and redecorating the store of B. H. Anderson, this city, has now been completed, and the quarters present a most attractive and inviting appearance. The improvements include the installation of a series of Unico booths for the demonstration of Victrolas and records.

CATCHING THEM YOUNG

Courtesy to the Children Means Building Up Future Business

Even the store that sells nothing the children want to buy, can afford to take pains to make the children like to come there, says a veteran business operator. This will result in its being easier for their parents to stop there when they have to have the children with them, and if you are going to stay in business ten years, that is long enough for the children to become buyers themselves. Call the children by their names; at all events don't call them "sonny" and "sis" and other such nicknames. When they come alone you can inquire their names, and when they come again can use them.

The New Idea In Records—

The idea of a good **quality** record is not new.

The idea of a **low price** record is not new.

BUT—the idea of combining absolute quality with a low price is a field that belongs to **OPERAPHONE** and **OPERAPHONE** alone.

Here, indeed, is a record that has the utmost respect of phonograph owners, because **OPERAPHONE RECORDS** are biggest money's worth artistically. They are made in our own plant and sold exclusively under our own name. The list of subjects and artists **proves** that the word "Quality" is more than a word in the Operaphone policy.

And Furthermore—

Operaphone Records play as long as the high price 10-inch Record.

That means **quantity** as well as **quality**—
That's why they are fast sellers—
That's why they are popular, everywhere—
That's partly why **OPERAPHONE** Dealers are enthusiastic and prosperous.

They are handling a **good product** at a **good profit.**

Hadn't you better get the details of this great line?

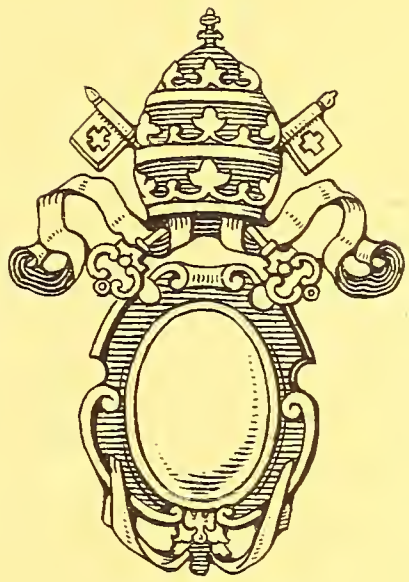
Write, phone or call for our **dealers' proposition.**
Get in line now for a big Xmas trade.
Look over our fast growing list of instrumental, vocal and novelty **hits.**

You're not making enough money on records unless you tie to the big **OPERAPHONE IDEA.**

Get the facts today—direct from us—

OPERAPHONE

200 Fifth Avenue **DEPT. 9** **New York City**



From the Vatican
Pope Benedict XV

ROYAL RECOGNITION OF AEOLIAN-VOCALION SUPREMACY

THE AEOLIAN-VOCALION was heard by His Holiness, Pope Benedict XV, at a special audience granted the official representative of the Aeolian Company upon the sixth of last July. In consequence of the high pleasure afforded by the instrument, Vocalions have been installed for the personal use of His Holiness, the Pope, and the Cardinal Prefect, Pietro Cardinal Gasparri. And in recognition of the contribution to musical art, which the Aeolian-Vocalion represents, the title of "Providers to His Holiness, Pope Benedict XV and to the Apostolic Palaces," has been conferred upon the Aeolian Company.

THE TONES OF THE VOCALION IN THE HALLS OF THE VATICAN RESOUND THROUGH THE CHRISTIAN WORLD

THE presentation of the Vocalion at the Vatican is one of the most significant events in the history of the phonograph.

It is not merely another honor for the Vocalion—another proof of supremacy for this wonderful new instrument—it is an indication that the phonograph has at last attained an artistic perfection entitling it to recognition in the highest places and by the most exalted dignitaries!

That the Aeolian Company, by the application of broad musical experience and the finest instrument making skill, have developed the phonograph to such a plane of excellence, is a work and achievement only in keeping

with the many others which have established this Company's leadership in the world of music.

His Holiness, Pope Benedict, upon the occasion of the audience, was most cordial to the Aeolian representative, M. Dubois. To the formal announcement of M. Dubois' mission he replied something to this effect:—

"I see, Monsieur Dubois, by your decoration, that you are a Chevalier of the Order of St. Sylvestre, and that would prove to me, did I not know it already, how much your previous respect, as well as that of your Company, has been appreciated. I am curious to hear the instrument, and to see you manipulate it. Where do you wish me to sit to hear it in the best way?"

The Vocalion was then played, and after each record the Pope asked for explanations and expressed the thought that the Graduola is "a most precious improvement." At the close of the audience His Holiness said:—

"It is a wonderful instrument, and most surprising in its musical effects. Say to the Aeolian Company that I congratulate them highly and accept with great pleasure their homage . . . . . we shall write you some lines testifying to our satisfaction, as the Vocalion has really interested us."

M. Dubois was with the Pope more than thirty-five minutes, an indication of the high interest aroused by the Vocalion, as Pope Benedict is generally very brief and concise.

Within a few days The Aeolian Company received instructions for the installation of Aeolian-Vocalions at the Vatican for the personal use of the Pope and the Papal Secretary of State. And upon the 3rd of August came the official document conferring the appointment of "Provider to His Holiness."

The personal notes of approval of the Vocalion received from Pope Benedict and from His Eminence, Cardinal Gasparri, Papal Secretary of State, are interesting documents which will appear in an early issue of this publication.

REPRODUCED BELOW IS THE PAPAL APPOINTMENT
TO THE AEOLIAN COMPANY

SACRI PALAZZI APOSTOLICI.

La Santità di Nostro Signore Benedetto PP. XV
[illegible] un attestato di Sua Sovrana considerazione alla "The Aeolian Company" in Parigi [illegible] il [illegible] di
Fornitrice di Sua Santità
[illegible] sulla targa [illegible] della stessa Santità Sua
Dal Vaticano li 3 Agosto 1916

Il Cardinale Prefetto
[illegible]

A REMINDER

ALREADY MUCH VOCALION TERRITORY HAS BEEN ASSIGNED—VOCALION REPRESENTATION IS RECOGNIZED AS THE MOST PROFITABLE ANY DEALER CAN SECURE

THE Aeolian-Vocalion offers a most valuable opportunity. The number of firms manufacturing phonographs is already increasing. Competition is growing, and popular demand is depending less and less on the glamour of association with individuals and artists, and more and more on intrinsic merit and demonstrable superiority.

The Aeolian-Vocalion is not only far in the lead today, but the whole history of its manufacturers is a certainty of its remaining so. Moreover, this leadership is obvious at a glance even to the least musically cultured. It is apparent in the most moderate-priced "stock" model—overwhelmingly evident in the Art Styles.

When in addition it is realized that the Aeolian-Vocalion line is the largest in the industry, ranging from instruments at $35 to magnificent art models at $2000, and that Aeolian representation is *exclusive*, insuring the dealer the advantage of all the business in his territory, the tremendous value of this representation becomes apparent.

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

THE AEOLIAN COMPANY

AEOLIAN HALL, NEW YORK CITY

CHICAGO OFFICE: FINE ARTS BUILDING, MICHIGAN AVENUE

A complete display of all models of the Aeolian-Vocalion may be seen at this office

Vocalion Style H. Retail price $150. The simple dignity of this case is an indication of the high standard of the entire Vocalian line

If his "Celeste Aida" is a marvel of power, LAZARO'S singing of "Rodolfo's Narrative" *(Columbia Record 48741)* is just as great a triumph of art. The supreme beauty of Lazaro's voice thrills the very soul in this glorious record.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

EDISON DEALERS' PARTY IN INDIANAPOLIS A SUCCESS

Gathering Attended by Over One Hundred Dealers—Details Arranged by Walter E. Kipp—William Maxwell Discusses Trade Topics—Two-Day Session Ends with Enjoyable Banquet

INDIANAPOLIS, IND., October 4.—The Edison Dealers' Party, which was held here October 2 and 3, proved that the Kipp Phonograph Co. was capable of "putting it over right," to use the words of Walter E. Kipp, president of the company. Mr. Kipp, who worked hard for eight weeks in preparing for the event, won the commendation of not only the many dealers present, but also of the Edison officials who frankly admitted that in all their experience they had never attended a "party" which surpassed this one.

The word "party," it was explained by Mr. Kipp, was used in place of convention as it was the desire to get away from the stiffness and formalities generally attached to conventions.

The total result of the party was most agreeable to everybody concerned. The dealers went back to their business with a higher confidence in their goods and with a stronger determination to get the sales they believe they are entitled to; the Edison officials went back to the factory with but one thing worrying them, namely, the question of turning out their product fast enough, and the Kipp Phonograph Co. booked so many orders that even the hustling Mr. Kipp admitted he was doubtful if his company could get enough machines from the factory to fill the orders within a year.

The party began Monday morning when 125 dealers, many accompanied by their women folk, met at the German House for a general "get-acquainted" meeting. Then a reception was held for the Edison officials. These included William Maxwell, vice-president of Thos. A. Edison, Inc.; V. E. B. Fuller, in charge of the company's tone tests; E. H. Phillips, credit manager of the Edison Co.; K. R. Moses, sales manager in charge of the Amberola line, and James Findlayson, mechanical expert from the Edison laboratories.

After a luncheon, Mr. Maxwell opened the session with an address, in which he warmly praised the idea of holding such an affair. He discussed conditions at the factory and gave the dealers an idea of what they could expect.

Mr. Fuller, who conducted the tone tests, found that he soon had his hands full trying to make arrangements for the dealers who desire to have tone tests made in their cities. Mr. Phillips spoke of the importance of the dealers in watching their credits. He took occasion to voice the position of the Edison jobber, pointing out that the dealers should bear in mind that Edison jobbers have the same cares and obligations that any other merchant has; that they are human and have other things to worry about besides filling orders.

Mr. Moses won many new friends for himself and also for the Amberola line. "Something new, yet old. Guess," was the way Mr. Moses' headline feature was referred to on the printed programs. This was a comparison of the $50 Amberola with a $150 machine of another make. The two machines were placed behind a curtain and the same selections played on both. The dealers were then asked to vote on which machine they believed to have made the best showing without, of course, knowing which make of machine they were judging. The Amberola proved to be the winner, receiving almost an unanimous vote.

The afternoon session concluded with questions and remarks by the dealers, several visiting jobbers from other zones participating in the discussion.

A visit to the Edison Shop was included in the program. Those in charge of the Edison Shop received many compliments, while the visiting dealers got many good pointers as to how they might improve on their service to the retail trade. It was the anniversary of the opening of the Edison Shop a year ago and in honor of this, a tone recital test was given Monday evening at the Murat Theatre to which all the dealers were invited.

Madame Marie Rappold, of the Metropolitan Grand Opera Co., was the artist who demonstrated the quality of the Edison and the theatre was crowded to that extent that the police were necessary to handle the crowd.

The newspapers gave much favorable publicity to the concert and the day following the Kipp Phonograph Co., owners of the Edison Shop, inserted full-page advertisements calling attention to how once again the Edison machine had proved its merit and expressing regret to the many who were turned away from the theatre.

The second and closing day session of the dealers' party was opened by another address by Mr. Maxwell. Mr. Fuller continued his tone test demonstration and then Mr. Findlayson, the mechanical expert, took up a discussion of the technical problems which confront the dealers. A live session, in which all joined in discussing the advantages and disadvantages of various phases of the business, ended the session.

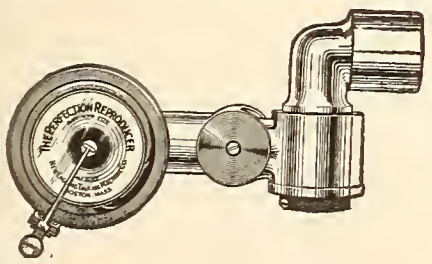
A banquet concluded the party. The banquet was a stag affair, the women folk being entertained in another part of the German House. There were cabaret features in which George Kadel, of the Edison Shop, starred in a burlesque as "Madame Frufru," the greatest singer of all times.

The moving picture entitled "The Voice of the Violin," was also shown at the banquet.

STARR DISTRIBUTOR IN CHICAGO

Melville Clark Piano Co. Secures Jobbing Interests for Starr Phonographs and Records

CHICAGO, ILL., October 4.—The Melville Clark Piano Co., the prominent piano manufacturer and dealer of this city, has secured the jobbing interests of the Starr Piano Co. in the phonograph and record lines for the entire territory in and about this city.



The Perfection Ball-Bearing Tone Arm and Reproducer

The PERFECTION

Ball-Bearing Tone Arm

is manufactured exclusively by this company and the ball bearing idea is our exclusive patent. This accessory helps the Edison dealer to sell machines and will increase record sales for Victor and Columbia dealers when shown to owners of Edison machines.

The PERFECTION

Ball-Bearing Tone Arm

and reproducer is a STANDARD accessory for playing Victor and Columbia records on all types of Edison disc machines.

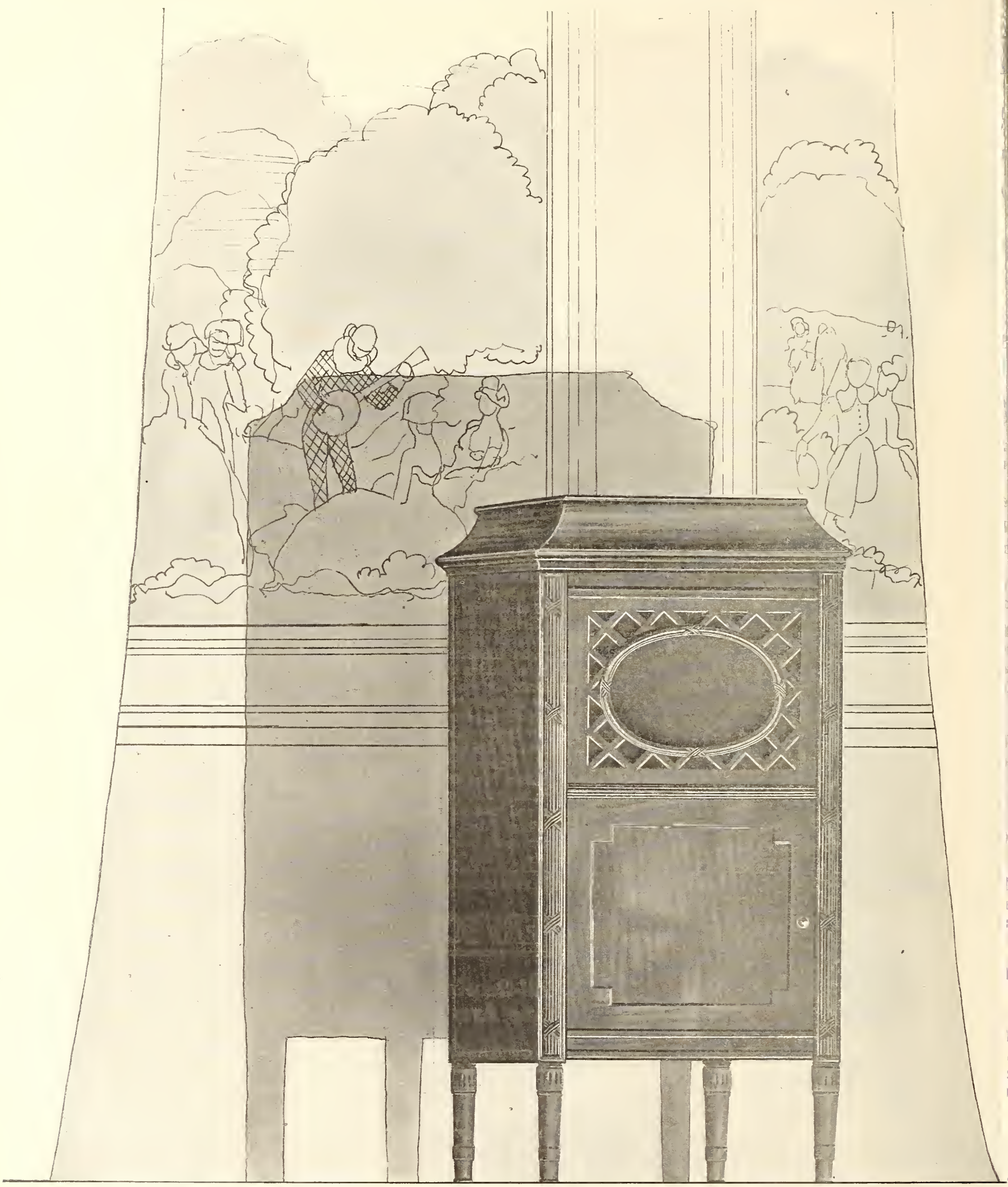
OVER 10,000 are now in use. Why? Because it is the highest grade mechanism manufactured for the machine and one that HOLDS its adjustment.

Our quantity prices are more than consistent —they are unbeatable, considering the quality, workmanship and finish of our product.

The dealer is wise who avoids buying cheap accessories. Future machine sales will be seriously impaired by selling cheap accessories

THE NEW ENGLAND TALKING MACHINE CO.

16 BEACH STREET **BOSTON, MASS.**



Model "175" Solophone

The SOLOPHONE

Main Offices
306 Sussex Street, Harrison, N. J.

ntroducing the New OLOPHONE

The Master Phonograph

HE Solophone is the newest talking machine. As the Master Phonograph, it unites master furniture building with master music repro- ction. It is a musical instrument *De Luxe,* signed for homes of taste.

Into the Solophone has been poured experience phonograph acoustics, motor construction, cabi- t designing, musical instrument making, that als many, many years.

With the Solophone Company are the men who gineered America's quality phonographs, the men o designed America's most famous phonograph binet lines, the men who are America's fore- ost phonograph manufacturing and selling experts.

And at the head of the Company stands a group men who have spent their whole lifetime in the usical instrument industry, men who make and arket one of the oldest quality pianos.

* * *

The Solophone is first of all a musical instru- ent of *superb tone*—capable, at the discretion of e user, of exquisite modulations. The reprodu- r, the tone arm, the amplifier, the tone modifier e all of new design, *exclusive with the Solo- hone.* The motor is the most expensive used in y phonograph made today.

The case designs are chaste and beautiful. The abinet work artistic. On all models the exposed etal parts are *heavily gold plated.*

HE SOLOPHONE PLAYS EVERY MAKE OF DISC RECORD

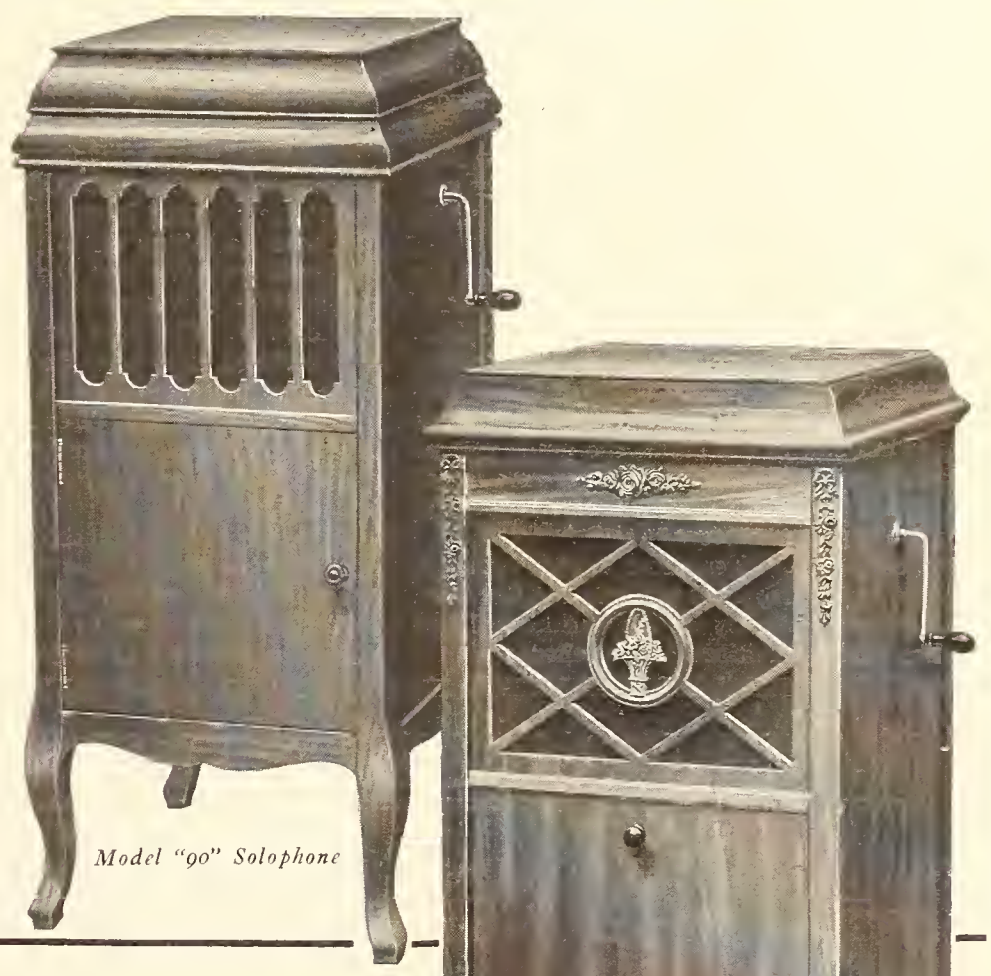
It requires no extra attachments to do so. And we laim it plays any record *more beautifully than the honograph for which the record was originally ade. To prove this, we have* originated—

THE SOLOPHONE CURTAIN TEST

BEHIND a concealing curtain, place a Solophone and any other standard phonograph. On each in turn have someone play any record of the same make as the other machine. Without knowing which instrument is which, you will invariably say the music of the Solophone is more beautiful.

This test has been made hundreds of times with all makes of machines—five and six at a time—before audiences of experts and laymen. The Solophone has ***invariably*** won out.

Make this Curtain Test yourself. Get the facts about the Solophone. Get the mechanical specifications. Get our Merchandising Plan. Write us without delay, and we'll show you—without delay—how to build a fine phonograph business.



Model "90" Solophone

Model "125" Solophone

COMPANY

Western Distributing Office
17 North Wabash Ave., Chicago, Ill.

SOSS DIE-CASTINGS

are sharp in outline, absolutely uniform, accurate and well finished.

Manufacturers of
SOSS HINGES
and Producers of
DIE CASTINGS
in
ALUMINUM
Tin, Zinc and Lead Alloys
(White Metal)

Tone Arms, Tone Arm Supports, Sound Boxes, Bases

and other attachments, when SOSS DIE-CAST in quantities enable you to secure an accurate, beautiful product, with perfect finish and fit, ready to assemble.
Wherever accuracy and dependability are required and wherever prompt delivery is an important factor our SOSS DIE-CASTING process is eminently successful in turning out large quantities of intricate parts.
SOSS DIE-CASTINGS cost less, give better results and permit of quick assembly.
We have specialized for years in the production of Die-Castings. Our increased facilities insure you of moderate prices, accurately finished Die-Castings, as well as prompt deliveries.

Submit models or blue prints for estimate, stating quantity required.

SOSS MANUFACTURING COMPANY, Inc. 435-443 Atlantic Avenue, BROOKLYN, N. Y.

MAKERS OF SOSS PRODUCTS

BRIGHT OUTLOOK IN THE SOUTH

Excellent Prospects for Exceptional Fall Trade in Talking Machines and Records—Cotton Crop Somewhat Impaired by Boll Weevil, But Higher Prices Help—Machines for School Use

The prosperous conditions which have existed throughout the South generally during the present year show no signs of abatement as the fall season sets in. Despite the diversified farming which is being done more extensively all the time throughout the South, cotton continues to be the principal crop, and although the cotton crop this year will not be as large as that of two years ago, the planters are receiving much higher prices for their output, which means in the end more profits than a large crop at lower prices. The Federal Bureau of Crop Estimates forecasts a total production of about 11,637,000 bales, against 11,191,820 bales in 1915 and 16,134,930 in 1914. The prevalence of the boll weevil in Texas, Arkansas, Alabama, Louisiana and Florida has caused a 4.9 per cent. decrease in the condition of cotton since August 25. The present cotton prices, however, will more than offset the decrease in production, December cotton selling around 16.75 cents a pound, while January is quoted at 16.80.

The talking machine dealers throughout the entire South are planning extensive fall campaigns, and aside from the shortage of machines, which has now become an old story, eminently satisfactory conditions are reported in all sections. In Kentucky 90 per cent. of the tobacco crop is cut and in the barns, the grade will be above the average and the yield per acre larger than usual. The corn crop will also be heavier than in the past two years.

The corn crop in Tennessee is above normal, showers having improved pastures and late corn. The tobacco is mostly all cut and housed and the live stock conditions are excellent.

The planters in Georgia are in the midst of cotton picking and the prices are very attractive. The farmers are making money and the presence of the boll weevil is making them invest in more live stock. In Virginia cattle and sheep are in fine condition and prices are very attractive. The largest crop of corn in years will be harvested and a large wheat crop will be sown. A full crop of the finest quality tobacco in West Virginia is one of the pleasing reports from this section of the country. The corn and fruit crops are not quite as large as usual, however.

Tobacco prices are excellent in North Carolina and cotton prospects are very fair.

From the foregoing summary it will be seen that prosperity in the South is practically assured, which augurs very favorably for an excellent trade in talking machines. The jobbers in the larger centers report that their dealers are ordering in increased quantities in anticipation of a phenomenal holiday trade.

Higher priced machines are generally in demand, and the opening of the concert season has resulted in an active trade in the better class of records. The people throughout this section of the country are realizing more and more the advantage and necessity of the talking machine as a means of entertainment and as an aid to musical education, and the use of talking machines in the public schools, which is becoming very prevalent, is rapidly instilling a desire for machines for the home in the minds of the children, which is a powerful factor for increased business.

PROGRESS OF THE DOMESTIC

Demand for the New Machine Necessitates Large Increase in Manufacturing Facilities—President Sheble Explains Choice of Name

PHILADELPHIA, PA., October 4.—At the headquarters of the Domestic Talking Machine Corporation, this city, it was reported that there has been no falling off in the demand for the Domestic machines that has been growing constanly since that product was first introduced to the trade. The chief concern of the officers, it is declared, is to keep the output within sight of orders, and re-orders that are being received. The corporation has already planned various increases to its productive facilities, but is going ahead with the question of efficiency always in the foreground.

"When we started business," said the president, Horace Sheble, "we realized that to produce a machine of the quality of the Domestic at the price we were to sell it for, would require the adoption of modern efficiency efforts in every department. We first secured a thoroughly modern factory building and equipped it with up-to-date machinery of all kinds. The result is that we produce every part of the Domestic machine in our own plant with the exception of the cabinets, know just what is going into it, and can constantly keep up the high standard.

"We have found that the name Domestic was a happy choice. Not only did it fit the machine we were to produce, but has actually made a very favorable impression upon the public. Domestic implies the home—the home where there is laughter and the happiness of childhood—the home where mother smiles, and where father can take off his coat and be comfortable. We have produced a machine that we believe meets the need of music in such a home. It has tonal qualities, original cabinet designs, and is constructed to play all standard records. Is it any wonder that within six months it has been necessary to double the size of the Domestic plant or that our dealers everywhere are so enthusiastic?"

THE PATHÉ LINE IN THE SOUTH!

This company is equipped to give dealers in the South *Real* service in handling the Pathé Line.

We do not take the dealer's order and let him shift for himself, but assist him in selecting his merchandise, selling it and keeping it sold.

Let us send you our proposition

ARMSTRONG FURNITURE COMPANY, Pathé Distributors
59 NORTH MAIN STREET MEMPHIS, TENNESSEE

Actually, no tenor alive today has sung "Celeste Aida" as LAZARO sings it on Columbia Record 48762. Lazaro's tenor is a *super-voice,* a vocal miracle, a wonder of strength. Any record by Lazaro will *sell* as soon as heard.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

PHENOMENAL TALKING MACHINE TRADE IN TWIN CITIES

Unique Venture of Mr. Somers That Brought Victor Sales—Eight Carloads of Edisons Received by L. H. Lucker—How Souders and the Columbia Got There—News of the Trade

St. Paul and Minneapolis, Minn., October 6.—Determined to place in his stock every Victrola that was obtainable Morley Somers, manager of Hennessey Bros., Butte, Mont., conceived and carried out one of the most unique ventures in talking machine annals. He set out in the middle of September for a big swing around the Western circle for a personal visit to all the Victor jobbing houses on his itinerary and there picked up all the machines he could get his hands on. Also his trip was to take in some of the large retail houses in the hope that he could coax away some machines. On this quest he visited Minneapolis, St. Paul, Milwaukee, Chicago, Omaha, Denver and Salt Lake City—a tour of more than 3,500 miles. Of course, he did not get all he wanted and possibly not enough to make his venture profitable, but many people who otherwise would have been deprived of their Victrola pleasures will now on account of Mr. Somers' thoughtfulness not be disappointed.

The Victrola trade is something "colossal" and "stupendous"—the former characterization being supplied by Robert O. Foster, of Foster & Waldo, and the latter by David M. Dyer, of W. J. Dyer & Bro., and they should be safe words for your correspondent. The supply is inadequate say both men, The Beckwith-O'Neill Co. long since have abandoned all hope of trying to fill orders. They fill what orders they are able, and let the others go with all the resignation they have left. It is hard lines for them in every way.

St. Paul will have two days with the Victor grand opera stars, October 20-21. On the former date Geraldine Farrar will appear in "Carmen" with Rita Fornia and Clarence Whitehill, and on the latter day Emmy Destinn will appear in "Il Trovatore," with Louise Homer.

"We have just unloaded eight solid carloads of Edison Disc phonographs," said Laurence H. Lucker, president of the Minneapolis Phonograph Co., "and during the month of September, which was the largest month we have had in the history of this business outside of last December, we shipped solid carloads of Edison Disc phonographs to: Gomer H. Jones, Mankato, Minn.; Bergh Piano Co., La Crosse, Wis.; L. Palm, Ortonville, Minn.; R. J. Becker, Calmar, Ia.; A. W. Strumpel, Waukon, Ia., and C. Zamboni & Son, Owatonna, Minn.

"Miss Elizabeth Spencer, the popular New York soprano and Edison artist, is now in this territory, and will be for the entire month of October, giving tone tests for Edison dealers. J. R. DeSaxe is conducting the Spencer tone test tour.

"Miss Anna Case, the exclusive Edison artist, appears in concert at Fargo on October 19.

"We are making great preparations for Edison week, which is October 16-21 inclusive, and all the Edison dealers in this territory are enthusiastic over the window contest, and the $200 prizes.

"The Minnesota Phonograph Co's retail department is doing an immense business. It is bigger than ever before. Particularly on the C-250 instruments. It seems that particular instrument is enjoying a very popular run at the present time."

Robert Souders, Northwestern manager for the Columbia Co., missed his train for the great Wisconsin and Michigan trade tour out of Minneapolis, in the latter part of September. But he was a resourceful phonograph man, you may be sure, and with the other belated trade tourists charted a special train and overhauled the main one.

Jury duty is claiming some of the men in the business. Laurence H. Lucker is on the Hennepin County grand jury for two months, but this body meets only semi-occasionally. Robert O. Foster was on two weeks' petit jury duty and had to report daily.

J. L. Pofahl, talking machine manager for the Golden Rule, is installed in his new home in fashionable Maplewood.

Five of the Minnesota Phonograph Co.'s staff went out duck hunting, the last week in September and in one day brought down forty birds, near Buffalo, Minn.

MEETING ALBUM DEMAND

"We have recently placed large orders for raw materials," said Philip A. Ravis, vice-president of the New York Album & Card Co., New York. "We believe that there will be a larger demand for albums this fall than ever before, and are suggesting to our dealers that they place their orders in advance of their needs so that their supply of Nyacco albums will be in good shape for fall trade."

SPECIALIZATION!

¶ The successful Victor dealer is the one who has specialized; he has given the machine and record service required and concentrated his energies in the right direction.

G. T. WILLIAMS CO. SERVICE

is based on Specialization

¶ We are ready to give Victor dealers concentrated service, especially in their record departments. Our record stock is up-to-the-minute; our facilities are unexcelled, and our organization is equipped and willing to help you at all times.

Why not take advantage of this service?

G. T. Williams Co., Inc. *VICTOR WHOLESALE EXCLUSIVELY* **217 Duffield St., Brooklyn, N. Y.**

Stimulate Your Fall Sales

WESTERN UNION TELEGRAM
NEWCOMB CARLTON, PRESIDENT

RECEIVED AT
C 69C SP 50 NL Wichita,

Unit Construction Co.,
121 So. 31st St.
Phila. Pa.

Ship rush within five

RECEIVED AT
28 P SI 34 Boston, Mass. 2 PM Sept. 22

Unit Construction Co.

Proceed with order make finish a shade lighter than number twelve.

RECEIVED AT
29P WE 8 Albany,

Unit Construction Co.,
131 So. 31 St. Phila.

Proceed with Schems B

RECEIVED AT
NA 126 CH ME 48 NL Escanaba,Mich. Sept. 1, 1916.

Unit Construction Co.,
31st & Chestnut Sts., Phila., Pa.

Rush Design seven dull Mahogany Escanaba to be placed against wall one door each room same as Ishpeming shipment only nine by nine one

RECEIVED AT
493 C SP 47 NL Crawfordsv

The Unit Construction Co.,
121-131 S 31 St., Phila., I

Ship as soon as possible one
corner regular Mahogany Finis

RECEIVED AT
62 P W 61 Hartford, Conn. 3 PM Sept. 29, 1916.

Unit Construction Co.,
Philadelphia.

Ship one twelve by fifteen two twelve by nine one nine by nine

RECEIVED AT
58 P W 14 Waterville, M

Unit Construction Co.
131 South 31 Street.

Rush shipment diagram

RECEIVED AT
26 P W 9 FY Indianapolis, Ind. 1042 AM September 23-16

Unit Construction Co.,
Phila.

Ship Design number four please rush.

RECEIVED AT
C53C WH 44 NL Cincinnati

The Unit Construction Company,
31st & Chestnut St. Philadel

Rush for Kansas City, Mo. four
same as furnished Cincinnati your

RECEIVED AT
3683 SS Augusta, Me. Sept. 20, 1916.

Unit Construction Co.
131 So. Thirty-first St. Phila.

Ship soon as possible Diagram 82 design five finish whits enamel also two sections record racks finished to match.

C.E. Downing.

RECEIVED AT
63 P W 53 Blue Chicago, Ills. Sept. 27, 1916.

Unit Construction Co.,
Phila.

Ship two booths size nine by nine design number one diagram one hundred twelve white enamel finish.

Lyon & Healy
525 PM

121-131 SOUTH 31st STREET

The Wires Ar
UNIC

WIRE YOUR ORDER

Promptly shipped f
finishes. Delivere
sections ready for
Quickly installed
confusion or cost
Modernize your e
Test this service—

Hundreds of D
United States H
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THE UN

278 Plan and Pric

Write—Wire—Phon

THE UNIT CON

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NICO DEPARTMENT

n many styles and
completely fitted
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Throughout the
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SYSTEM

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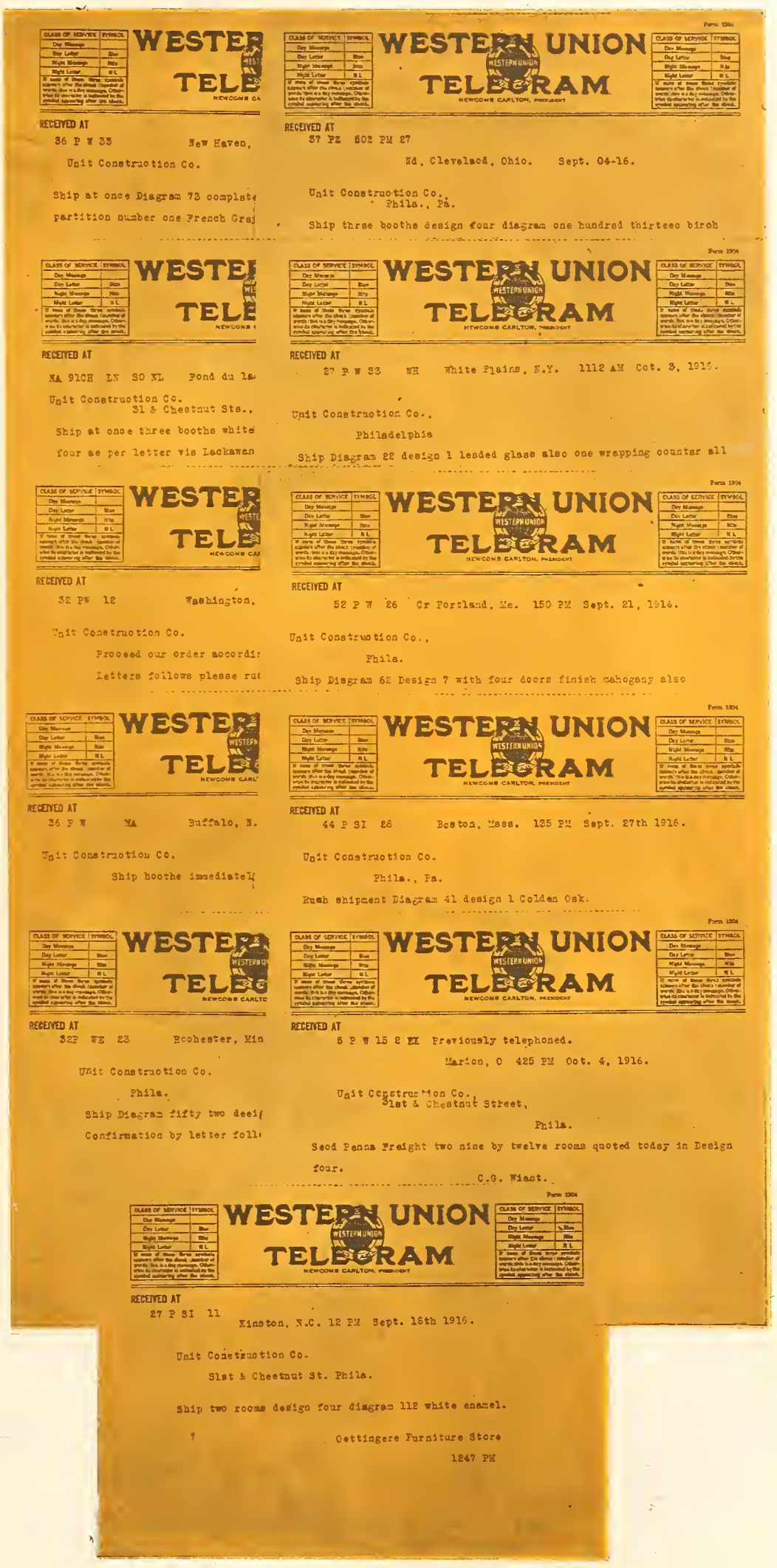
—But Do It To-day

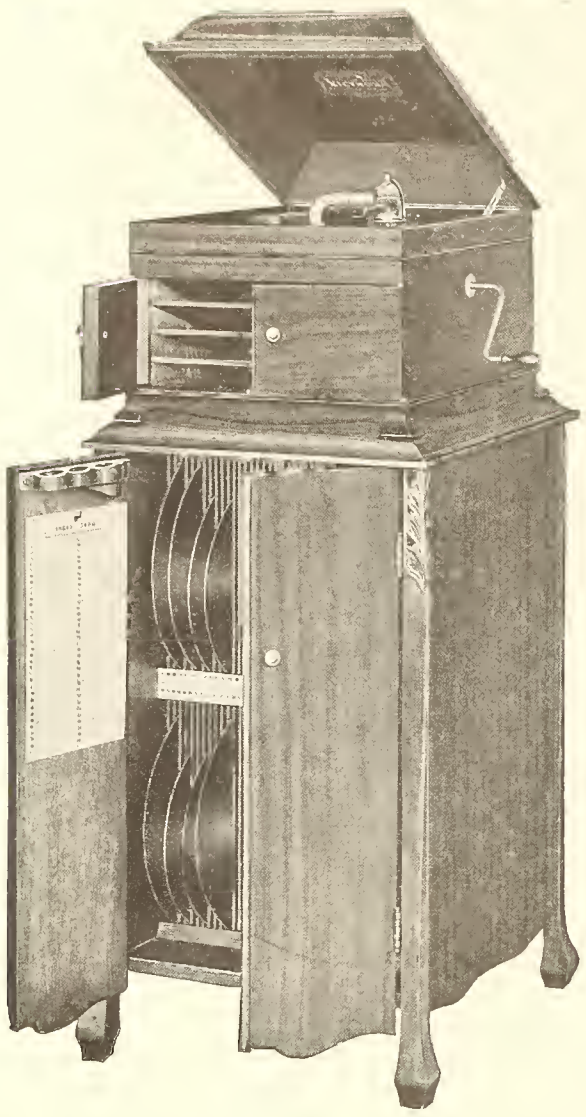
TION COMPANY

Double Your Holiday Business

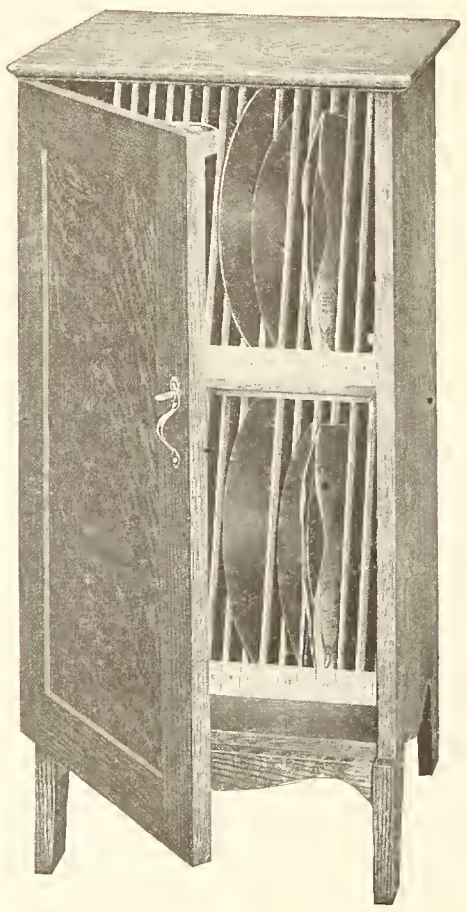


PHILADELPHIA, U. S. A.

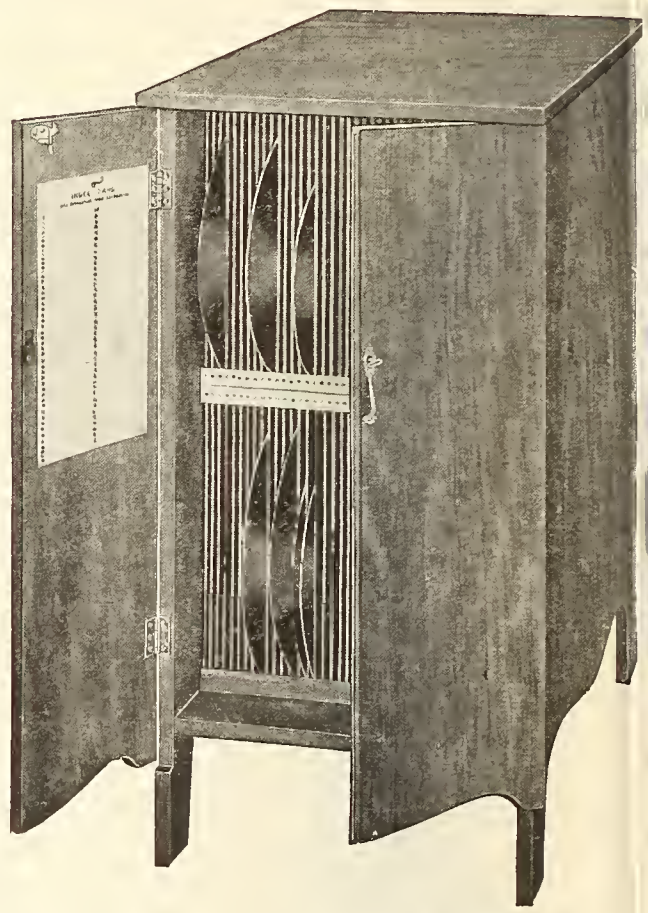
QUICK DELIVERY O



No. 19 with Victor IX. Built to harmonize with machine. Of selected mahogany or oak in any color. Nickel-plated fittings, index system, etc. Felt-lined shelves to prevent injury to 96 records. Wood rack holds 156.



No. 790. Cabinet with Wood Rack Interior. Height 31½ ins.; top, 15¾x15¾ ins. Will hold 112 ten or twelve-inch records. Made in oak or mahogany. Index system, needle holder, etc. Used for small machines generally.



No. 787. Size, 35 ins. high; top, 21¾x18½ ins. Holds 90 records in felt-lined shelves, or 152 in wood rack. Finished in any color. Popular with Sonora and other dealers.

AN additional new building and new machinery that together will increase the output of Salter Cabinets by 100% has just been completed by this company.

It means that for the first time in many years we will be able to keep pace with our orders.

It means that you can secure almost immediate delivery on any one of the many different styles that we make.

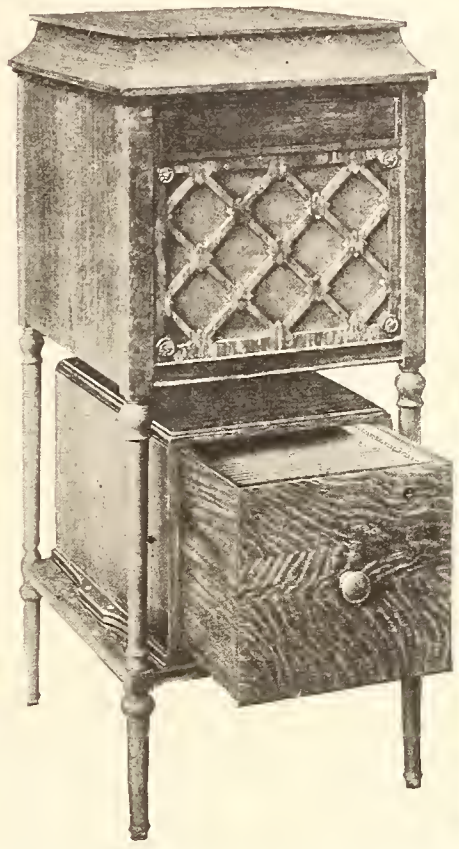
From now on, in addition to Salter Quality, Salter Practicality and the moderate Salter Price, you can get *delivery!*

THE SALTE

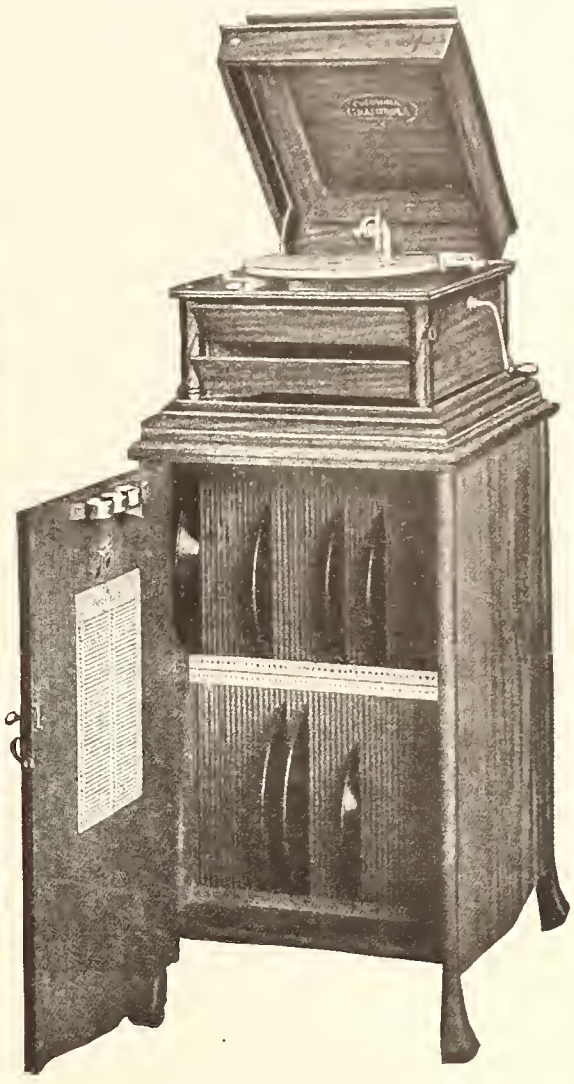
Originators of Felt-Lined Cabinets

ALTER CABINETS

No. 166. Height, 30 ins.; top, 25x20 ins. Records can be laid on front when open. Felt-lined compartments hold 52 records. Wood rack holds 96. Any color in mahogany or oak. Much used by Pathé and other dealers.



Cabinet No. 100, with Edison 100-A machine. Designed especially to fit on machine shelf, and finished to match. It is quickly and easily fastened by means of four screws. Felt-lined compartments and index afford ideal protection and filing facilities. Made in any color.



No. 111, with Columbia "Favorite." Has appearance of one article. Height, 33½ ins.; top, 23x19½ ins. Finished in any color. Felt-lined interior will hold and protect 96 records. Handsomely trimmed and equipped. Any color of select mahogany or oak.

THESE standard Salter Styles are bringing us a tremendous Fall and holiday business, and we hope to take care of it with our new facilities.

To be on the safe side, however, give some thought to the cabinet situation *now*. Go over your lists and then go over our catalog.

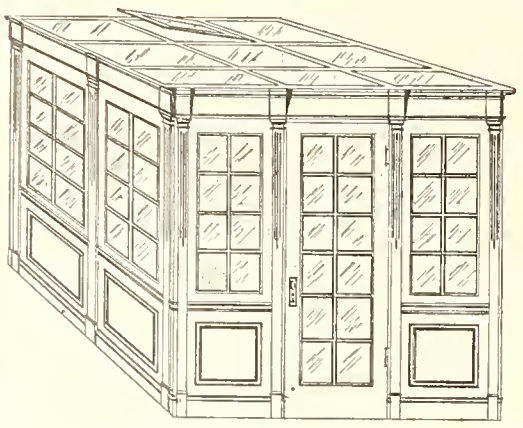
You will find the present an opportune time to do this. You will have a rush on machines before long that will leave but little time except for machine sales. Spend some time on this cabinet subject now and make your profits later.

Now is the time! Send for catalogs.

MFG. COMPANY

339 N. OAKLEY BLVD., CHICAGO

HAVE VAN VEEN BOOTHS BEEN SUCCESSFUL?
JUDGE FOR YOURSELF!



One of Our Most Popular Styles

Here are a few recent installations:

Columbia Graphophone Co., Sonora Phonograph Corporation, Carola Co., Stultz & Bauer, Christman Sons, Krakauer Bros., Crescent Talking Machine Co., Boehm Bros., Gotham Shop, I. Zion, Baumann & Co., Jacob Doll & Sons.

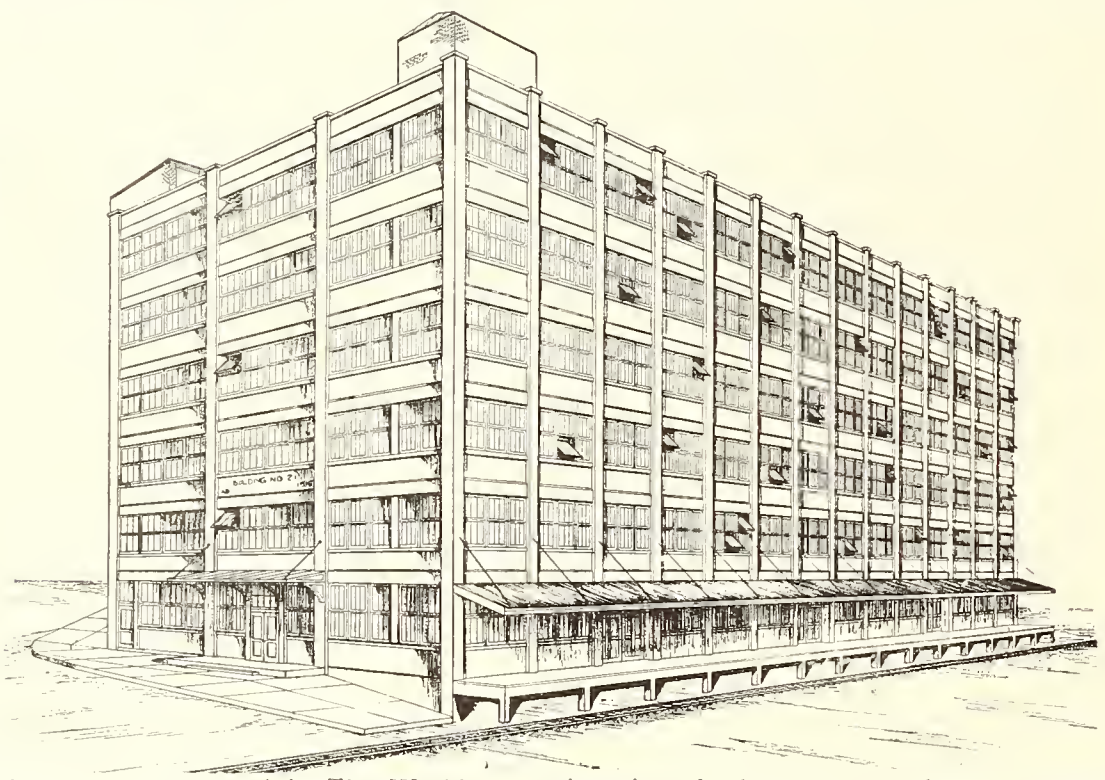
Satisfied customers sell our booths for us

Van Veen Bed-Set Sectional Booths can be erected as easily as a bed (no skilled labor required). Booths shipped on short notice *anywhere*. Room sizes any multiple of 3 feet. High grade finish, will match your sample if desired. Sound proof construction. Mail your requirements for prices and descriptive circulars. We design and build complete interiors.

ARTHUR L. VAN VEEN & CO., Marbridge Bldg., Broadway and 34th St., New York

THE NEW EDISON FACTORY NOW NEARING COMPLETION

Work on the new six-story addition to the plant of Thos. A. Edison, Inc., Orange, N. J., which, as was announced in The World, was started sometime ago, is progressing rapidly, and the company will soon be able to enjoy the extra facilities thus provided. The new building is of the most modern construction throughout, and is to be used entirely for record storage and shipping departments. An excellent idea of how the building will look when completed is provided in the accompanying illustration.



CRESSEY & ALLEN
PORTLAND

"Cement Your Profits with Portland Service."

YOU do not realize how near Portland is until you try C & A Service. It is an efficient service, based upon a Standard Record Stock, adequate transportation facilities, and a courtesy that makes the casual buyer a permanent one.

CRESSEY & ALLEN
VICTOR JOBBERS
PORTLAND, MAINE

TRADE EXPERIENCE PROVES GOOD

A. R. Boone, Head of the Talking Machine Co., Birmingham, Ala., One of the Veterans of the Industry—Chief Concern at the Present Time Is the Shortage of Goods

BIRMINGHAM, ALA., October 3.—A. R. Boone, head of The Talking Machine Co., exclusive Victor distributors of this city, ranks as one of the veterans of the talking machine trade, and his wide experience has been instrumental in building up the business of his company in this territory.

Mr. Boone entered the field with the Columbia Phonograph Co. when they had their offices in Washington, D. C., and their principal business was supplying machines for nickel-in-the-slot parlors, and he has seen the trade grow to its present proportions. Mr. Boone has been connected with The Talking Machine Co. here as half owner since it was started, fifteen years ago.

His chief worry, declares Mr. Boone, is his inability to accumulate stock, the tremendous business during the year being limited only to the insufficient quantity of goods his concern, as well as other jobbers, have been able to secure from the factory. With the steady increase in the demand this stock shortage has developed into a real worry.

ATTRACTIVE NEW STARR SIGNS

Parrot and Record Signs to Be Placed in Front of all Starr Stores—Electric Light Attachment Provided for Night Service

It will not be long until every store selling Starr phonographs and records will have a brand new sign announcing that fact. The Starr Piano Co. has adopted the sign of a parrot standing upon the top of a Starr record which is to be put up in front of all the stores as a trade-mark method of designating that this store handles the Starr products.

The idea of the parrot is based upon the fact that the record reproduces only, and with the idea of the record reproducing from the original without thought on the part of the disc, much the same as the parrot has the reputation of doing.

The parrot on the sign is in brilliant colors of red and green. Set in its eyes is a lens which reflects the light of an electric light bulb operated by an automatic flasher concealed within the sign. This gives the eye an appearance of winking and is attention compelling. The record is painted in black, red and white with the words "Starr Records" across its surface. The sign stands twenty-seven inches high and extends twenty inches from the front of the store when in place. It reads from either side.

INFORMATION OF VALUE TO THE NEW MAN IN THE FIELD

Some Interesting Facts Regarding the Making of Disc Records—How the Motor Tends to Affect the Quality of the Reproduction—Facts that Help Sales

A man going into the talking machine business as a dealer must remember that in entering any new line of business success depends largely upon an understanding of that business. Talking machines do not sell themselves automatically, although the tremendous advertising campaigns carried on in the field almost accomplish that effect. The retailer must know not only how to tell the customer about his machines and records intelligently and authoritatively, but must know enough about the line he handles, or contemplates handling, to select stock to the greatest advantage. A little study of the various types of machines and records and the gleaning of some knowledge about the records themselves, should serve to prevent him from investing more or less capital in a line of machines or records that are decidedly foreign to one another, so far as playing qualities are concerned.

With any make of talking machines and records there crop up certain problems that, while simple and readily solved by the man who has been in the trade for some time, cause some trouble to the newcomer. In this section of The World information will be given on such problems that do not of necessity concern the technical construction or mechanical features of the instruments which are handled in the department of "Repairs" by A. H. Dodin.

The Making of Disc Records

For the most part talking machine dealers are satisfied to sell plenty of records without worrying to any great extent regarding the material that goes into the making of the record or the processes under which it is produced. Once in a while there is a man who wants to know a little more about the physical qualities of the records themselves, as is evidenced by the following letter to The World:

"NASHVILLE, TENN., September 29, 1916.

"Editor, The Talking Machine World.

"Dear Sir—I would appreciate it very much if you could give me some facts regarding the production of the ordinary style of disc record, the ingredients of the composition of which they are made, and how they are pressed. I believe that some other members of the trade would be glad to have the same information.

"J. F. F."

Answer: Only by actually making a tour of inspection through a modern record-making plant can the layman secure a comprehensive idea of the many details that enter into the making of the finished product. There are few dealers in the East who cannot at one time or another find the opportunity to visit one of the factories for this purpose, and they will find that they will receive every courtesy, for the broader the knowledge of the record in all its phases, the greater the selling ability of the dealer.

Pending a visit to the factory itself, however, the various processes connected with the production of disc records may be explained briefly somewhat as follows:

To make a disc record of the ordinary type a person sings before the mouth of a horn, the object of which is to concentrate the energy of the sound waves upon the recording diaphragm. At the narrow end of the horn is the recording sound-box, and the machine with its attendant expert. There is a screen between singer and operator to guard the secrets of the sound box. On the further side of the screen is a horizontal table carrying a wax tablet, rotated beneath the recording sound box at a uniform speed, usually about seventy-six revolutions per minute. As the table rotates it travels laterally at a uniform speed, and the wax tablet is thus caused to travel slowly under the stationary recording box. The sapphire cutting point is lowered so as to enter the wax three and one-half to four one-thousandths of an inch, and as the machine runs it cuts a fine spiral groove, running from the edge to the center. The construction of the sound box is secret, as is the composition of the wax tablet.

The next step in the process is the reproduction of the record as a negative in copper. The wax is dusted with graphite, worked into the grooves with a badger brush to make it electro-conductive; then it is lowered into an electrolytic bath of copper salt solution. The wax is kept in continuous motion in the bath until the copper shell is nine-tenths of a millimeter in thickness.

This negative is a master, and from this a few commercial samples can be pressed to test the quality of the record. The manufacturers, however, wish to make thousands of copies without hurting their master, therefore they make duplicates of their master by taking impressions in wax composition, from which working matrices are made. Then copper shells are obtained from these in the same way. The copper shell is then backed by a brass plate one-half an inch in thickness by soldering under pressure.

Then the matrix is nickel-plated on the recorded side in order to wear better, and after polishing is ready for the pressing machine. The commercial record is pressed into some substance hard at normal temperature and plastic under heat, and very hard and smooth. Various compounds are employed by different makers, but shellac is the principal ingredient.

(*Continued on page* 45)

INDIANA VENEER & PANEL CO.
HOOSIER PANEL CO.

NEW ALBANY, IND.

Two modern Panel Plants under one efficient management.
Four years' experience as manufacturers of complete

Phonograph Panel Work

ALL WOODS

Large quantities figured African Mahogany; Quartered White Oak and American Walnut carried at all times. Prices quoted per complete cabinet on various models including all panels. Orders or contracts taken for so many cabinets of various models per week or month.

Shipments made in complete sets cut to size and sanded. Such advantages eliminate much detail from your office and factory and enable you to increase cabinet production which means additional profit.

Write for more complete information or have our representative call and name prices on your various models and explain the advantages of our system.

Breaking Records on Records

Look over the figures of some of the dealers who use Standard Service; notice how the "out" cards are clean—they don't have to use any.

There is a method in

The STANDARD SERVICE

which once was considered madness. Who ever thought that some dealers could total 100% in records?

They didn't believe this possible until things were handled in a Standard way.

You won't believe it either from reading this. You'll know it's true, however, on your first order.

"STANDARD SERVICE ACTUALLY SERVES"

"Exclusively Victor Wholesale"

Standard Talking Machine Company

J. C. ROUSH, Pres.

Pittsburgh

Telling 21,630,432 Readers about The Manophone

"The Music Master of Phonographs"

Between now and Christmas, advertisements will appear in the magazines shown on this page to tell a vast *buying* public why the Manophone is *better*. These advertisements will direct their readers to *your* store, where they can hear the Manophone play *all makes of disc records*.

The combined circulation of these magazines in your city is about the same as the *circulation* of the *leading newspaper*

The Manophone, because of its *super*-tone, and exclusive features, *plus* this advertising campaign, opens up a new and greater market for *you*.

Wanted—1,000 Good Dealers!

You can share in all of this publicity. We have a dealer proposition that is liberal, and presents great possibilities. Our organization is prepared to co-operate with you in every way. This is a proposition you *must* want to know about. Write or wire at once for complete, confidential details.

Why the Manophone is *Better*

The "*Music Hall*" (the sound box) is one of the reasons for the clear, subtle tone of the Manophone. Its design is *our* secret—*our* feature, the invention of our organization.

The *Tone Control* enables one to play his or her way; to regulate the tone at its source.

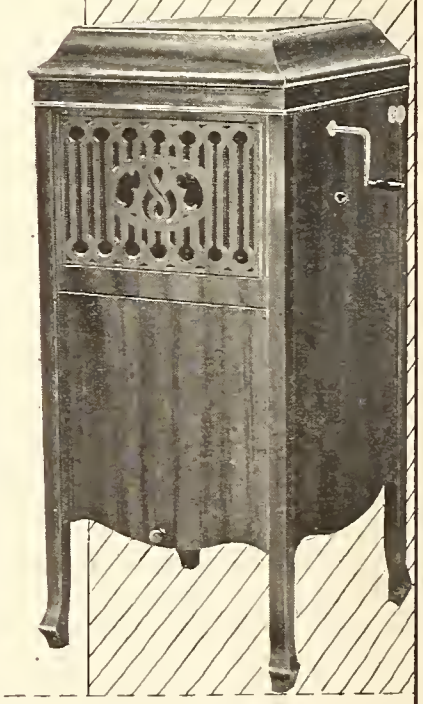
The *Universal Tone Arm* plays all makes of disc records. This means *complete* pleasure for the buyer—and sells more records for you.

Manophone cabinets are charmingly designed.

Manophones are made in many different styles and beautiful finishes from $15.00 up to prices that provide for the most luxurious cabinets—a Manophone for every home.

The Manophone Guarantee is absolute and assures lasting pleasure and complete satisfaction.

The Manophone has other features that we want to tell you all about. The coupon brings complete details of the agency proposition. Fill it out, and let us put our proposition before you without delay. Address Dept. R-10.



James Manoil Co., Inc.

Factory and Executive Offices:
NEWBURGH, N. Y.

New York Display Rooms: 60 Broadway

This Coupon Brings Details

James Manoil Co., Inc.
Newburgh, N. Y.

Please send me dealer proposition. This request involves no obligation.

Name.....

R-10 Address.....

INFORMATION OF VALUE

(*Continued from page 43*)

Shellac, wood charcoal, heavy spar and earthy coloring matter in certain proportions are used.

This compound, after careful mixing, is rolled into thin sheets and divided into sections, one for each record. The section is then pressed by a hydraulic press. The matrix is heated and placed face up in a mold, the label is placed face down on the matrix, and on this is placed, in a warm, plastic state, enough material for one record. Both halves of the press are furnished with cooling plates, through which streams of water can be passed, and the surfaces are cooled quickly. The record is then removed, the edges trimmed with emery wheels, and it is then ready for sale.

How the Motor Helps the Music

With the big motors, small motors, single spring, double spring, worm-drive and sprocket-drive motors, among the great variety of talking machine motors that are now offered separately or installed in machines, there often comes the question as to the relative merits of these important factors of the talking machine.

Where the selling price of the talking machine warrants it, the double spring and long running motor naturally has the preference, the arguments in its favor being that it will play several records with one winding, thus obviating the necessity of re-winding the machine each time the record is played, and that it is more likely to be practically noiseless in operation. The average dealer, however, does not realize that spring strength has other uses beyond that of simply keeping the machine going for a longer period; that it makes for a more perfect reproduction, for instance.

There are certain classes of music, the high sustained notes of the soprano voice, for instance, that as registered on the record, serve to act as a drag on the reproducer and retard the movement of the record unless the spring has enough reserve power to overcome the drag. When the record is retarded through spring weakness, as everyone will appreciate, what is intended to be a beautifully sustained high note starts well enough, but finally becomes a long drawn out wail, becoming flatter and flatter as the speed is reduced.

As a trade expert said in discussing this matter, "There is ordinarily too great a tendency in the selection of the motor to use any one that will revolve the turn-table. It happens, however, that a considerable reserve of power is required, not only to overcome the resistance occasioned by wide amplification in the record track, as often occurs to a pronounced degree in some records of the soprano voice particularly, but for the best reproduction possible with the average type of record. Not only more volume, but greater clarity of tone, is to be ensured by the apparently incidental circumstance of a strong motor, governed accurately. The governing mechanism is an important factor for volume and tone, and both will suffer when a motor is not governing well.

"It seems to be the aim of most manufacturers of spring motors to construct them more with an eye to their having a long run with a single wind than to the far more important consideration of playing fewer records at a wind with much greater perfection. I have always insisted upon this latter choice, but the average person prefers a lot for his money. A really good motor to run, say, two records at a wind, might be constructed very cheaply, if the fashion for long-run motors were got rid of. The turn-table spindle could be worked by a pinion engaging the toothed wheel usually attached to the spring box, and the ordinary helical screw governor spindle would complete the gear train. The governor springs and weights would require, of course, to be heavier than ordinarily, and it would prove better to have the wheel and pinion cut diagonally for easy running, and the power thus gained by working from the second, instead of the usual third, and sometimes fourth, gear would be very great indeed, proving equal to any emergency."

A. E. DONOVAN TAKES CHARGE

Of the Columbia Co.'s Professional and Personal Record Departments

The Columbia Graphophone Co., New York, announced last week the appointment of A. E. Donovan as manager of the company's professional and personal record departments. Mr. Donovan has been manager of the latter department for the past year, and has also been doing considerable work in the Columbia Co.'s professional department.

A. E. Donovan

Although a young man in point of years, Mr. Donovan is well equipped to handle the important duties of his new post, as prior to joining the Columbia Co.'s staff, he was connected with several large industrial companies, where his training was concentrated along lines which ideally fit him for his present position.

The success and the growth of the Columbia Co.'s personal record and professional departments has been far beyond expectations, and at the present time plans are being made whereby the scope and magnitude of these two departments will be broadened considerably.

FRANZ BRUCKNER MFG. CO. MOVES

The Franz Bruckner Manufacturing Co., manufacturer of the Metro-Phone machine, has just moved its executive offices and showrooms from 115 East Twenty-ninth street to 405 Broadway, New York. The company made this move so that its warerooms could be convenient for visiting jobbers, buyers and dealers. The Metro-Phone machines are now being manufactured in the company's new factory in New York, and new dealers are being added in different parts of the country.

PREPAREDNESS

We are hearing a great deal these days about preparedness. The Press and the Pulpit are paying much tribute just now to this one deity. There is no business today in which preparedness is more essential than in the Talking Machine industry.

In the next few months the demand for Victrolas will be greater than was ever known.

The volume of business will be limited only by the number of Machines the dealers can obtain. But Mr. Dealer how about Records? Now, there in no limit to this branch. You should do as much record business in dollars and cents as you do in Machines.

Not only are the Thousands of Victrola owners, in your vicinity, record customers but also every other Talking Machine owner.

The question is "Are you Prepared to reap the harvest?" Unless you have a good stock you are not. Just one each of the full catalog is not sufficient. You know many selections that are heavy sellers and can use 25 to 50 per month. See that your stock is **Prepared** now for a big business. Customers will not wait for you to order. If you do not have the goods, you lose.

We are prepared to give you complete shipments and best of Service. We handle nothing but Talking Machine Merchandise, consequently our entire efforts are directed towards the interest of our customers.

Victor — His Master's Voice

Write for Catalog of Accessories just out

W. D. ANDREWS **Buffalo, N. Y.**

Starr PHONOGRAPHS AND RECORDS

STYLE I.
Price, $100.00
Oak or Mahogany

STYLE VII.
Price, $250.00
Oak or Walnut

STYLE II.
Price, $125.00
Oak or Mahogany

THE PUBLIC

STYLE VIII.
Price, $300.00
Mahogany

is learning to investigate and discriminate in choosing phonograph values and the wise dealer will do likewise before taking on a line of instruments with which he will link his name. The name of the Starr Piano Company as manufacturers of STARR PHONOGRAPHS and STARR RECORDS is of itself a guarantee of quality and satisfaction and you can sell Starr Phonographs and Starr Records, for they possess the qualities for which the public has long been clamoring. The Starr Phonograph is different from the talking machines you know of and if you will remember that principles of tone-building do not vary as applied to different musical instruments you will understand why the Starr had to be different.

Here Are Some Starr Features:

A Sounding Board Horn and Throat of Silver Grain Spruce insuring perfect tone-quality
A changeable tone-arm for playing all disc records
A scientific tone-modifier — **Ample filing space for records**
Beautiful designs — **An exquisite piano finish**
And many other features and refinements which enhance its value

Remember that the Starr is the only one of the newer phonographs offering the advantage accruing from selling its own records with the instruments themselves. Starr Records are as superior as Starr Phonographs and new records are released the 15th of each month.

STARR SERVICE to DEALERS is systematic, thorough and complete. Our facilities and methods of distribution are such that immediate attention can be given to every order and satisfaction is assured.

THE STARR PIANO COMPANY

Manufacturers of Starr Phonographs and Records

RICHMOND **INDIANA**

The Sign of the Starr Store

Where Starr Service is Guaranteed

Are You Satisfied That the SOUND BOX on Your Machine Has a SATISFACTORY DIAPHRAGM?

"CRYSTAL EDGE"

(The Edge is Clear as Crystal)

MICA

DIAPHRAGMS

Will Meet the Most Exacting Requirements

Can be furnished in any quantities — Only highest grade MICA used

Prompt deliveries assured — Write for samples and prices

JAMES FRAZEE, 30 CHURCH STREET, NEW YORK

VICTOR POLICY BASIS OF EDITORIAL

Printers' Ink Takes the Example of the Big Talking Machine Co. to Prove That While Advertising May Develop Competition it Also Pays Large Dividends to Those Who Use it Energetically and Consistently

The following pertinent editorial upon advertising as the means of developing competition, with The Victor Talking Machine Co.'s policy, cited as proving that advertising, even if it does make competition, also pays dividends, appeared in a recent issue of Printers' Ink. The arguments are well worth the attention of members of the talking machine trade. The editorial reads as follows:

A manufacturer of varnish once upon a time called in his advertising manager and said: "See, I told you that if we enlarged our campaign we would egg on our competitors to do more advertising, and here they are in this one publication—six of them with increased space. The more we advertise, the more competition we have."

While the advertising manager pointed out that the increase in business had been satisfactory, perhaps he would have been glad if he had had at hand the figures which the Victor Talking Machine Co. can now supply. It has just declared a regular quarterly dividend of 5 per cent., and an extra dividend of 25 per cent. on the common stock, making 80 per cent., which has been declared on this stock so far this year, as compared with a total of only 50 per cent. last year.

If the varnish manufacturer mentioned above was alarmed by competition which he believed his advertising brought upon him, surely the Victor people have had reason for alarm the past two or three years.

Printers' Ink has recorded the news of company after company coming into the field with new campaigns, or enlarged campaigns, on phonographs. The more the Victor Co. advertised, the more the new and old competition swarmed after it. It was a sad case; that is, sad, if you have an inverted mind.

What the Victor figures seem to indicate is this: Competition has only served to emphasize the strength of the companies first in the field. Moreover, large an advertiser as Victor is, it has never yet been large enough to keep abreast of the rapidly expanding market which all the phonograph advertising has helped to produce. If the volume of business were a fixed inexpansible quantity, then there would be a reason for alarm. But the beauty about good advertising is that it is educational—that the more there is of it the more the market expands, and the greater the demand.

The varnish manufacturer forgot the very vital point that advertising is creative—that the more varnish manufacturers who advertise, the more people there will be who will come to feel the need of varnish.

There has been nothing more interesting in business development than the growth of this idea that your competitor is your helper; that he is your strong supporter in the attack upon the inertia which characterizes the national market. The association-campaigns which are multiplying themselves over night is a demonstration of the great change in viewpoint among American business men.

No, advertising doesn't create competition. It broadens the market for everybody.

CREDIT MEN TO HOLD DINNER

Arrangements Completed for Annual Gathering of New York Credit Men at the Hotel Astor

Plans have been completed for the annual fall meeting and dinner of the New York Credit Men's Association. It is to be held at the Hotel Astor on October 26, at 7 p. m., being preceded by a reception that will start an hour earlier. These are the speakers: Joseph W. Folk, general counsel for the Interstate Commerce Commission; Charles D. Joyce, president of the National Association of Credit Men, and Thomas M. Osborne. The executive committee has unanimously approved a recommendation of the educational committee that once a month "educational" meetings of the members of the association be held during the fall, winter and spring.

THE PERSONALITY OF THE STORE

A Feature That Should Be Expressed in the Store's Advertising

"Every store has a personality," said Sherley Hunter, advertising manager of F. B. Silverwood, Los Angeles, in the recent convention of Advertising Clubs. He decried wild, looming headlines, and urged a vibrating personality in copy. His advice to the retail men was:

"Every store has a personality, and the advertising man must labor diligently to express it. The retail business world needs more stores with appealing personalities. Almost every store that has the right to existence has such a personality dormant or in some stage of development. Its future success depends upon the strength of appeal of its personality.

"Copy can never vibrate a more attractive personality than is inherent in the store behind it—seldom as much. Nor can a store have a greater personality than the pilot of its business. It is the first duty of the advertising man to find this personality and, having found it, to express it. Braying headlines, chaotic layouts and lushy wordage beneath crochety illustrations will never shift the responsibility of finding and expressing personality.

"Men have just as much romance as women. If your wives are frank they will tell you so. If you sell rubber hose there is a story about rubber, just as there is about the hand-woven rug from the Orient."

PRICE

Nickel Plated 25c.

Gold Plated 50c.

The Clearrite TRADE MARK RECORD BRUSH

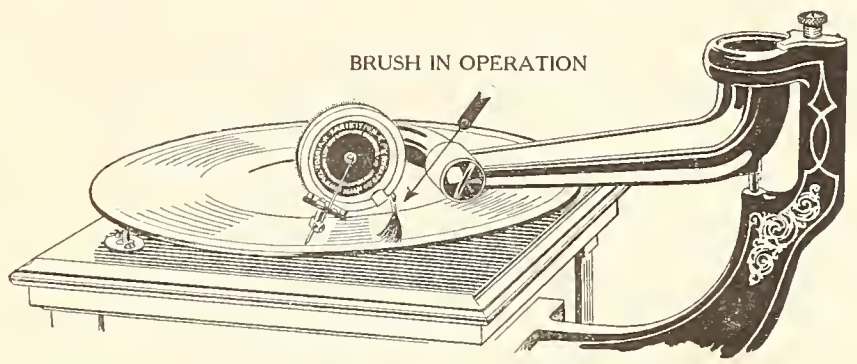
Patented September 26 and October 2, 1906. September 10, 1907.

FOR

VICTOR

EXHIBITION SOUND BOX

BRUSH IN OPERATION



Preserves the Life of Disk Records

Automatically cleans the Record Grooves and gives the needle a clean track to run in. Insures a clear Reproduction and prevents Record getting scratchy. Makes the needle wear better. Dust and dirt in the Record grooves wear the Record out quickly and grind the Needle so it cuts the Record. SAVE THE LIFE OF YOUR RECORDS.

EVERY JOBBER and DEALER should handle these brushes.

Write for SAMPLE and DISCOUNT SHEET

Blackman Talking Machine Co.

97 Chambers St. Near Church St New York

Victor Distributors

Photos. ©by Mishkin, Didur, Fitziu, Ober, Urlus; by Matzene, Titta Ruffo; by Victor Georg, Cavalieri.

MURATORE
Leading Tenor of the Chicago Opera Company, Sings for Pathé Exclusively

Pathé

OBER

GIORGIN

The Pathé Dealer's Hard-Hitting Argument

Today when people buy records and phonographs they searching, penetrating questions.

They want to know about Musical Quality, about S Reproduction, about Durability, and finally they want an In ment that will reproduce all makes of disc records perfectly.

You can tell your customers—

That Pathé Discs are made by the *best artists,* not onl America but in the *whole world.*

That they bring to this country for the first time the golden voices of the idols of Europe's opera houses—artists who too dearly prized in their native countries to be allowed to come to America.

That Pathé records reproduce the supreme musical ability not of one nation but of *every* nation.

That the Pathephone is a COMPLETE PHONOGRAPH which plays any make of disc record.

PATHÉ FRÈRES PHONOG

29 WEST 38th STREET

PATHÉ FRÈRES PHONOGRAPH COMPANY of Canada, Ltd.,

FITZIU

URLUS

MERENTIE

LINA CAVALIERI

DIDUR

Europe's and America's Latest Song And Dance Hits

In the Hands of Pathé Dealers Months in Advance

If a bright and catchy air or a new selection is heard in the music halls of London, Berlin, Paris, or Vienna, a master Pathé record is at once made and sent to America.

Months before the public itself realizes the popularity of the new comic operas produced in New York and Chicago, dance and vocal selections from them are recorded by Pathé.

Every Pathé record from dance music to grand opera is a *double disc,* offering two selections at a single price.

There is practically no wear to Pathé records! Tests have been repeatedly made, playing records a thousand or more times, without affecting their remarkable tone quality and volume.

The Pathé Sapphire Ball does not have to be replaced. This does away with the bother of constantly changing the sharp, destructive needles used on the regulation type of record.

The Pathephone, with its violin sound chamber of resonant wood, is a musical instrument which has absolutely eliminated the last suggestion of the mechanical.

MR. DEALER, *you* who are looking ahead, join

PATHÉ for PRESTIGE and PROGRESS

TITTA RUFFO

H COMPANY

NEW YORK CITY

ria Street, Toronto, Canada

BIG RECORD TRADE IN BALTIMORE

Heavy Demand for Records Makes Up in Part for Shortage of Machines—Dealers Prepared to Handle Increase—General News

BALTIMORE, MD., October 7.—September proved to be a record-breaking month with the talking machine men of Baltimore, and several reported that the business done last month was the biggest in their history for a single month. Machines are coming in fairly well to some of the companies, but there is still an absence of enough machines to equal the ever increasing demand. Big record business is being done by all of the firms, and this is helping to swell the sales.

A. J. Heath, manager of the Columbia Graphophone Co., declared that September was a most wonderful month. It surpassed the tremendous business done in December of last year, and it now stands as the real record for the month. Mr. Heath has just been given jurisdiction over the Columbia business in Washington, and announces that Lansberg Brothers will carry the Columbia line. Frank J. Murphy & Co., a large local furniture house, has also signed to handle the full Columbia line.

W. B. Turlington, manager for Sanders & Stayman Co., who handle the Vocalion, is more than pleased with the way business is going. Mr. Turlington said that it has been easier selling the Vocalions to the leaders of the musical world than he ever thought possible.

Cohen & Hughes report a big business, but like all Victor distributors, are unable to get sufficient machines to meet their ever increasing demand. The firm has just taken over the business of the Pfeiffer Piano Co. and French Nestor, formerly of Pittsburgh, has been placed in charge. Mr. Cohen stated that $50,000 worth of records represented the initial order. The Washington branch will ship direct to a great deal of the Southern trade handled by the Cohen & Hughes firm.

William C. Roberts, manager for E. F. Droop & Sons Co., distributors of the Victor line, is enthusiastic over the outlook for Victor business. He is still bemoaning the fact that there is a shortage of some machines, however. This is true of the 10's, 11's, 9's and 4's.

More business was done by this house in the month just closed than during December of last year. Mr. Roberts thought that it was next to impossible to do any greater business than that done last December, but he has been surprised. He reports that the record business has improved at least 40 per cent., and he is much pleased because of this.

H. R. Eisenbrandt Sons, Inc., also Victor distributors, are doing a rushing business in all machines, but at this house also the only complaint is that they are unable to get enough machines of certain types. The record business also is improving at a rapid rate, and indications are that the fall and winter will be far ahead of any previous year.

A number of improvements have been made at the Eisenbrandt establishment. Several new booths have been installed for the convenience of the customers, and the record department has been greatly enlarged.

Jesse Rosenstein, of the National Piano Co., distributors of the Pathé line, reports that he has a large number of orders on file, which he cannot fill because of the shortage of machines of all sizes. Mr. Rosenstein is much pleased with the way the Pathé is going. In this section the machine is becoming far more popular every day, and it is heard talked of a great deal more than ever before.

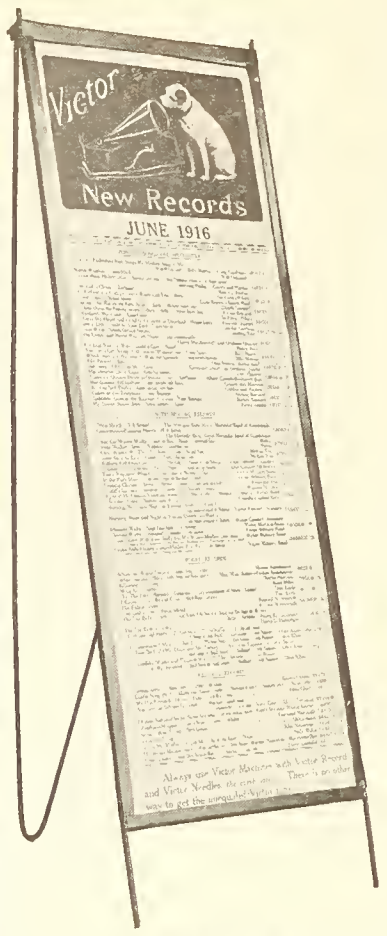
A few days ago burglars entered the establishment of the National Piano Co. They evidently gained entrance by the use of a duplicate key. It is believed that the thieves belong to a band of yeggmen, who have been blowing a number of safes in this city of late, they evidently were frightened off before they could get at the safe in the establishment. The only thing missing was some money which had been left in the cash drawer.

C. B. Noon, manager of the piano and talking machine department of the Hub, reports that September was a good month for Victor goods. The house handles the Victor exclusively now.

Big improvement in the Victor sales are reported by H. T. Kennedy, manager of the talking machine department of William Knabe & Co. This house is getting rid of a large number of machines and records.

Charles Strand, manager of the talking machine department for the Mann Piano Co., Victor dealers, reports a big business for the department, which is a little over two months old.

Roy S. Hibshman, president of the Aeolian-Vocalion Co., Boston, Mass., was a visitor to New York last week, spending some time at the headquarters of the Aeolian Co. Mr. Hibshman was enthusiastic in his predictions for fall business, stating that the Aeolian-Vocalion is achieving great success in his territory.



Here Is A Display Fixture You Should Have for Your Window

An Easel that Will Stand Independently in Your Window, Enabling You to Display Your Record Lists as Soon as You Get Them. Constructed of highly polished steel, electric welded throughout, baked 3 times to give rich and everlasting finish.

Improves the Appearance of Your Window—Makes the Passerby Stop and Buy

Holds Any Standard List. Price—$1.50

No Talking Machine Dealer Can Afford to Be Without the "UNIVERSAL" Dealer Helps, The Bulletin Fixture for Each Demonstrating Room and the Stand for the Window.

Positively Boost Sales!

Ask for "UNIVERSAL"—None Better Made

Order Through Your Distributor or Direct from

UNIVERSAL FIXTURE CORP.
131 WEST 23d STREET NEW YORK

Experts Pronounce It An Unparalleled Success

The tone reproduction of our No. 2 tone-arm and reproducer sketched below, is just what you are looking for.

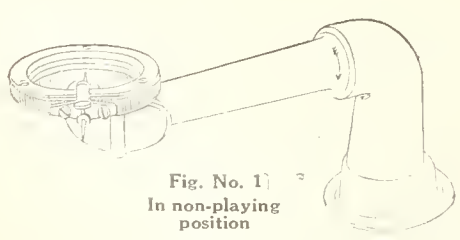


Fig. No. 1
In non-playing position

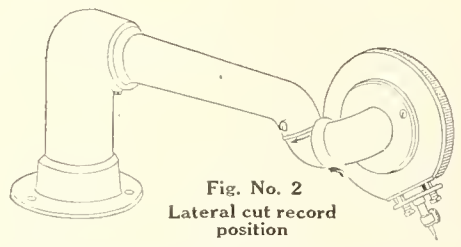


Fig. No. 2
Lateral cut record position

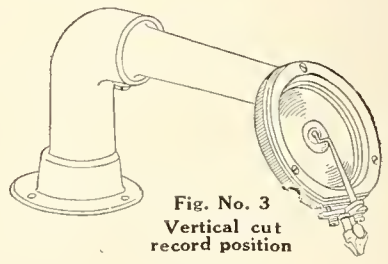


Fig. No. 3
Vertical cut record position

TO CHANGE POSITIONS, FOLLOW THE ARROW POINT

PREPAREDNESS

We are prepared and ready to ship at once, subject to exhaustion of immense stock, the following motors: No. 0, No. 1, No. 2, No. 3 and No. 4

INDEPENDENT GERMAN-AMERICAN TALKING MACHINE CO., Inc.
54-56 BLEECKER STREET, NEW YORK CITY

PITTSBURGH DEALERS DINE

Talking Machine Jobbers Give Dinner to Members of Pittsburgh Talking Machine Dealers' Association—Officers Installed

PITTSBURGH, PA., October 11.—One of the most pleasing events in the history of the local trade took place Monday evening, October 9, when a dinner was tendered the Pittsburgh Talking Machine Dealers' Association by the five Pittsburgh jobbing houses. The affair was especially notable from both the social and business standpoint. With it was combined the first fall meeting of the organization and the installation of the newly elected officials. Practically the entire membership was in attendance.

The scene of the festivities was "The Pines," on the Perrysville road, about fifteen miles from the city. Previous affairs of this kind have been held at one of the downtown hotels, but to provide a pleasant diversion "The Pines" was selected by the committee. The trip was made in automobiles and proved a delightful feature of the evening. The party left in fourteen big cars, provided by the jobbers, at 6 o'clock. Upon their arrival at "The Pines" dinner was served, covers being laid for seventy-five. The dining hall was handsomely decorated with flowers and foliage.

The dinner was interspersed with impromptu talks, no formal program of addresses being carried out. Music and songs added zest to the evening's entertainment, which was marked by much enthusiasm and fellowship.

At 8 o'clock the business meeting was called to order, President C. L. Hamilton occupying the chair. The installation of the officers chosen at the preceding meeting was first in order. They are G. L. Hamilton, president; W. A. Kulp, vice-president; Jacob Schoenberger, treasurer, and A. K. Meyers, secretary. Brief but very appropriate remarks were made by each in turn, voicing their confidence in the association and its work.

The following topics were then taken up for general discussion: The proposed establishment of an information bureau to regulate credit affairs. Plans for pushing the record business. The accomplishments of the association in the matter of charging interest on installments, the elimination of evils in the sending of records on approval and regulation of the advertising of cabinet outfits. The last three topics named were mainly in the nature of a review of what has already been successfully achieved through the splendid co-operation of the members. The session was concluded with the adoption of an amendment to the by-laws, fixing the amount of the membership due.

A rousing vote of thanks was tendered the five jobbers for the magnificent time that had been provided. The hosts were: the Standard Talking Machine Co., the C. C. Mellor Co., and the W. F. Frederick Piano Co., Victor jobbers; the Buehn Phonograph Co., Edison jobbers, and the Columbia Graphophone Co. The arrangements were in charge of J. C. Roush, of the Standard Talking Machine Co.

The following firms were represented at the dinner by one member or more: the Schroeder Piano Co., J. F. Young, J. H. Phillips, Reuben Furniture Co., of McKeesport; Kelley & Morgan, of Crafton; S. D. Myers, of Sharpsburg, W. C. Meyer & Son, of Sharpsburg; W. F. McLay, of Carnegie; the Steel Furniture Co., Stephens Furniture Co., of Braddock; H. E. Walters' Pharmacy, Buehn Phonograph Co., Frederick Piano Co., Lechner & Schoenberger, Pittsburgh Talking Machine Shop, W. J. Mullan, of Sewickley, W. A. Kulp, of Braddock; C. L. Sipe, of Bellevue; George S. Swoger, of Wilkinsburg; F. C. Wampler & Son, of McKeesport; Pelubet & Son, Beachview Pharmacy; Boggs & Buhl, Kaufmann Bros., S. Hamilton Co., Joseph Horne, Standard Talking Machine Co., John A. Scott, Rosenbaum Co., John Riebling Co., McCreery & Co., C. C. Mellor Co., Columbia Graphophone Co., Happ Bros., of Homestead, Joseph Bumbera, of Swissvale.

You Talking Machine Dealers

who are looking for a profitable selling plan, read this letter and act.

I. A. EACUTT, Prop'r. JOHN J. WELKER, Manager

Woodlawn Talking Machine Shop

VICTOR VICTROLAS AND RECORDS

1131 East Sixty-Third Street

Telephone Blackstone 1920

Chicago, Ill. Sept. 25th. 1916.

Edward C Plume Co.,
417 S. Dearborn St.,
City.

Gentlemen:

I saw your Ad. in the Talking Machine World of New York, and ordered 12000 of your Postal Cards showing pictures of our Battle Ships and Submarines with some pointers on the reverse side of same, regarding "Victor" Machines and records. I have only sent out by mail about 1000 of them. The returns from same in two months has been the means of selling two Victor $100.00 Machines and a large number of Records. If the balance of these Cards (11000) bring nearly as good results you certainly have a "Winner". This letter is absolutely unsolicited by your Co.,

Yours very truly,
I. A. Eacutt

A return of practically 300% over the cost of this campaign is convincing proof of the real "dollars and cents" effectiveness of our new

Talking Machine Sales Plan

TALKING MACHINE dealers have wanted something different from the makeshift stock cuts and forms passed out to them, sometimes rather reluctantly, by the manufacturers. They have wanted a sales campaign and advertising that are marked by their *own individuality,* yet strong enough to supplement the national advertising of the numerous manufacturers and bring in the business.

That we have such a campaign is shown by the results the Woodlawn Shop has secured in a city that is a veritable hot-bed of competition in talking machines, and by the fact some of the largest houses in the musical instrument business, like Knabe, Stieff, Pease and Steinert, are using our systems in their main stores and branches.

You are in business for profit—then use the methods that make profits

Your biggest season is just around the corner. Better get in touch with us now on this talking machine campaign, and learn the particulars of this Sales and Profit "winner." Write today.

EDWARD C. PLUME COMPANY

"Advertising that produces results"

417 SO. DEARBORN ST. CHICAGO, ILL.

TO MANUFACTURERS AND JOBBERS—Our system of direct mailing campaigns for talking machines and pianos is ideal for use in helping your dealers sell your lines. Ask for particulars on our special manufacturers and jobbers "get-together-campaign."

THE TRADE IN NEW YORK CITY AND VICINITY

The local talking machine trade is now in the midst of its fall activities, and the majority of the dealers are too busy making sales of machines and records to discuss the business situation. There is an unanimous opinion, however, in the local trade that this fall will be the most prosperous season in the history of the talking machine industry. This optimism is well substantiated by September sales totals and October business to date, as these two months are far ahead of any preceding year.

There is, of course, quite a shortage of machines, but this was expected long ago, and the dealers prepared themselves for a scarcity of products in the early part of the year. The shortage of machines is most acute in the $75 and $100 types, although with the advent of real fall buying there is also apparent a scarcity in the $50 and $150 types.

Record Situation Excellent

The record situation is a source of much gratification to the jobbers and dealers, as record shipments this year have been far more regular than last year, and practically 100 per cent. complete. There will be, of course, a scarcity of some of the standard selections, although even this shortage will be very slight when compared with previous years. The present condition of the record market may be attributed to the foresight and progressiveness of the leading manufacturers who have left no stone unturned to co-operate with the dealers and give them efficient service in every way. New buildings have been erected, costing large sums of money, and these buildings have been equipped with the most up-to-date machinery. As a consequence, the factories are in a position to materially increase their record outputs, and as a matter of fact additional buildings are now being planned for erection the coming year.

Approval and Exchange Problems

The local dealers are giving considerable thought and attention to the "approval" problem and it is quite likely that after the first of the year the Talking Machine Men, Inc., the local organization, will take definite steps to lay before the dealers practical plans of eliminating the present evils which are requiring more and more consideration. There is also a tendency on the part of local talking machine record buyers to exchange their records after they have tried them in their homes for a day or so. This condition was not prevalent to any extent up to a short while ago, but many of the dealers have been obliged to hang large signs in their demonstration booths advising their customers that under no conditions will records be exchanged.

Issue Standard Record Lists

C. Bruno & Son, Inc., 353 Fourth avenue, Victor distributors, have just issued a set of lists of standard Victor records, which were carefully chosen as embodying ready sellers in the different classes of Victor music. These lists will doubtless aid the company's dealers in increasing their record business, as they contain many suggestions which should stimulate record sales. In a chat with The World C. F. Bruno stated that September business was very satisfactory, showing a substantial gain in both Victrolas and Victor records. Mr. Bruno recently made a short trip to Philadelphia, Pittsburgh, Chicago and Minneapolis, and while in these cities spent a few hours as the guest of his brother Victor distributors. He was gratified to learn that conditions in all of the large cities are very pleasing, record sales being exceptionally active.

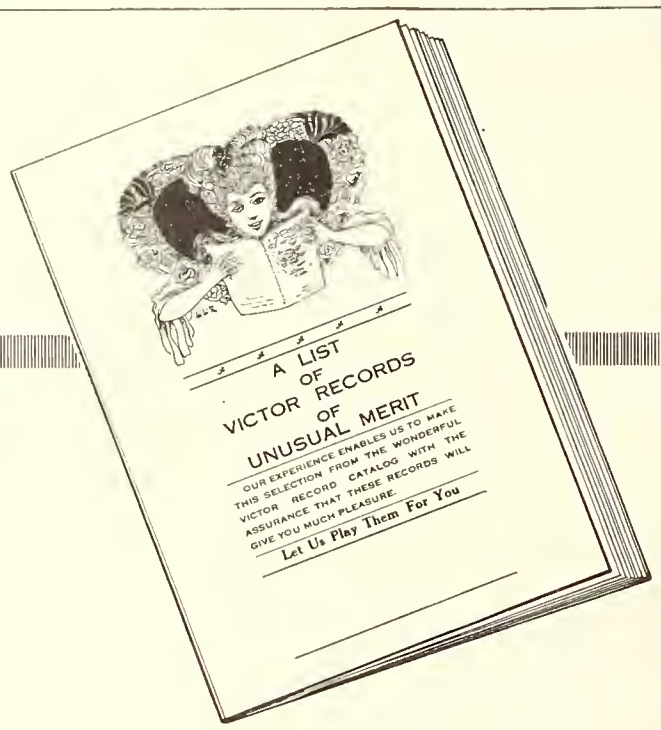
Biggest Month in History

"September was the biggest single month in our history," said R. F. Bolton, district manager of the Columbia Graphophone Co., New York. "In fact our sales totals were 50 per cent. ahead of any previous month, which indicates the prosperity of the local Columbia dealers and their confidence in the business situation. The demand for the better class of machines is steadily increasing, and our electric Grafonolas are meeting with a more active sale week after week. The advance orders we have received for the new Lazaro records have been far ahead of our anticipation, and there is no doubt but that the recordings of this world-famous tenor will achieve country-wide success." The sales staff of the Columbia wholesale division held an informal dinner at Moquin's last Tuesday to celebrate the consummation of the biggest month in their history, and predictions were freely made that October sales would even surpass September.

Closing Big Pathé Business

One of the most successful Pathé dealers in local territory is the Winterroth Piano Co., which conducts a number of stores in different parts of Greater New York. This company has made a careful study of the talking machine situation in the various localities where its stores are located and by giving real service to its patrons has built up an excellent Pathephone

(*Continued on page* 54)



A real sales help on Victor Records

We have created five lists of standard Victor Records, composed of good sellers, each folder being of striking and attractive appearance, and telling the story of each record.

They will interest your customers and sell records for you.

Send for a "set" and tell us the number of names on your mailing list.

C. BRUNO & SON, Inc.
ESTABLISHED 1834
Victor Talking Machines
Musical Instruments
351-353 FOURTH AVENUE NEW YORK

Stilwell Company
Distributors of
Pathephones & Pathe Discs

Active Dealers Wanted
See the New Model No. 25 Covered Machine
115-117 Worth Street, New York

Don't just think it over - Do it - Do What?

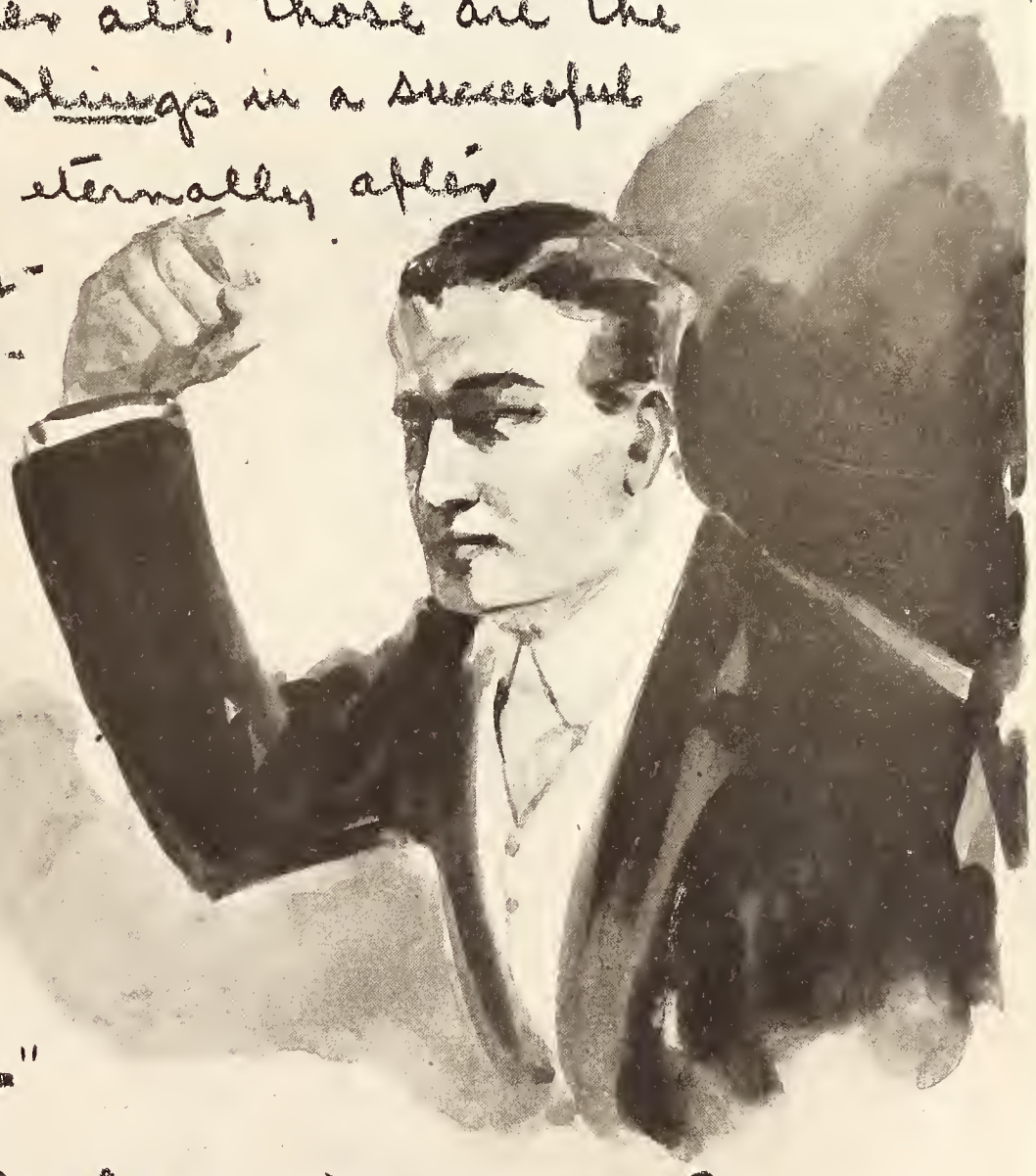
Write us today —

Sometimes one little suggestion might turn a losing week into a big Profit-Maker - We will submit a bunch of suggestions — you take your choice

Force - Snap - Persistence

After all, those are the Big things in a successful business - keeping eternally after that customer - that near prospect - that possible buyer still ignorant of the Victrola wonders.

Once more, Don't Think it over Write us today just say - "Send us some new ideas"



New York Talking Machine Co
119 - W - 40th St.
New York City
Exclusively Victor Wholesale

TRADE IN NEW YORK AND VICINITY

(*Continued from page 52*)

and Pathé disc clientele. The managers of these stores report a healthy demand for the new Pathé discs, particularly the Muratore and Fitziu records.

Popularity of Expensive Models

George L. Babson, general manager of the Phonograph Corporation of Manhattan, 473 Fifth avenue, Edison Diamond Disc distributor, referring to general business conditions, said: "Our September sales were far ahead of last year in both records and phonographs. The demand at the present time seems to be heaviest for the $250 Chippendale model and the $150 type, although our whole line is meeting with a very pleasing success. Our dealers tell us that their sales of Edison Diamond Disc records the past summer were well in advance of expectations, and this fall has started equally as well."

Aggressive Columbia Dealer

The Block Furniture & Carpet Co., 423 Tremont avenue, New York, which recently succeeded the Morris-Block Furniture & Carpet Co., has installed a very attractive talking machine department in which the Columbia line will be handled exclusively. This concern is very popular in the neighborhood of this store and preparations are now being made for an aggressive campaign to feature the Columbia products.

An Optimistic Forecast

"Our business showed a big gain over last September," said J. N. Blackman, president of the Blackman Talking Machine Co., Victor distributor. "This gain might have been greater, however, if home-coming conditions had been normal throughout this State and the nearby territory. The epidemic delayed fall buying somewhat and this will probably mean that October sales will include a certain proportion of the business that usually reaches the dealers in September. General business conditions speak for nothing but bigger promises than ever before, and I can see nothing on the industrial horizon to cause a set-back. I do not think that the result of the election one way or the other will have any deterring effect on business for the reason that the general business situation is such that it will forestall any possible reaction. We are still short of goods, but the factory is shipping a larger amount than before and everybody is turning them over more rapidly. Consequently there is a healthy growth and the promised increase in the shipment of goods will doubtless result in a corresponding gain in sales."

Starting Wholesale Campaign

The Stilwell Co., 115 Worth street, Pathé distributor, is making plans to start an agressive campaign in the local territory as it believes that Pathé dealers will have an opportunity this fall to close a fine business with the Pathé line.

Improving Victor Show Rooms

Seaver Bros., Fifty-third street and Third avenue, Brooklyn, a popular neighborhood department store, has made extensive improvements in its talking machine department which handles the Victor line exclusively. Chas. F. Dunn, manager of the department, is enthusiastic regarding the outlook for fall business and with the addtional facilities now at his command expects to give his customers real service and co-operation.

Attractive Newspaper Publicity

The Edison Shop, 473 Fifth avenue, has instituted a newspaper advertising campaign which is attracting the attention of the local trade. This advertising has been exceptionally artistic in its design, and has featured the auditorium at the Edison Shop, inviting the public to attend the different recitals which are given daily.

Efficiency Helps Successful

The efficiency department of the New York Talking Machine Co., Victor distributor, has received very gratifying responses to its fall campaign and a large number of Victor dealers have expressed a desire to receive the many helps which the company is preparing for the use of Victor representatives. The window card service, which was inaugurated six months ago, has proven so successful that it will be continued another six months, and new ideas will be introduced to add to the value of this service. The new price cards for Victrolas, which the company's efficiency department recently placed before the trade, have also been very successful and are being ordered in large quantities by Victor dealers.

CRESCENT IN SOUTH AMERICA

Crescent Talking Machine Co. Secures Representatives to Distribute the Company's Products in Latin-American Countries

The Crescent Talking Machine Co., of New York, has just completed negotiations with Joseph Bayan to represent and to distribute the complete Crescent line throughout Argentine and Uruguay. Mr. Bayan will make his headquarters in Buneos Ayres.

The Crescent Talking Machine Co. has also established J. C. Von Jenny as a Crescent distributor who will cover all of South America except Argentine and Uruguay. Mr. Von Jenny will make his headquarters in Rio de Janeiro.

Already the Crescent Talking Machine Co. has received many sample orders for the "Silver Tone" line, which promises a bright future for the Crescent machines in Latin-America.

HOW SERVICE DEPARTMENT HELPS

P. M. Bouton, manager of the W. R. Anderson Co., New York, distributor of Domino records, stated this week that the company had just installed a special service department, whose duties would be to help the dealer in merchandising Domino records. The company does not feel that it has completed its functions as record distributors when the dealer's order is received, but believes that the dealer should be given practical help in selling the goods.

E. B. Brown & Co., Camden, N. J., has been incorporated with a capital stock of $25,000 for the purpose of manufacturing talking machines and other musical instruments.

TRADE MARK "WONDER" TRADE MARK

Announcing the New Wonder Floor Cabinets

No. 20 Complete
$15.00 Retail

No. 300 - 14" x 14" x 30" Mahogany - $2.50 each
No. 500 - - 18" x 20" x 30" - - $3.50 each

Record Files - - - - $ .35 ea.

Wonder Talking Machines $6.00 to $20.00

All machines are equipped with Universal tone arms and the WONDER noiseless worm gear motors

Prepare Now for Holiday Trade

Write for descriptive folders, advertising material and special dealers' proposition

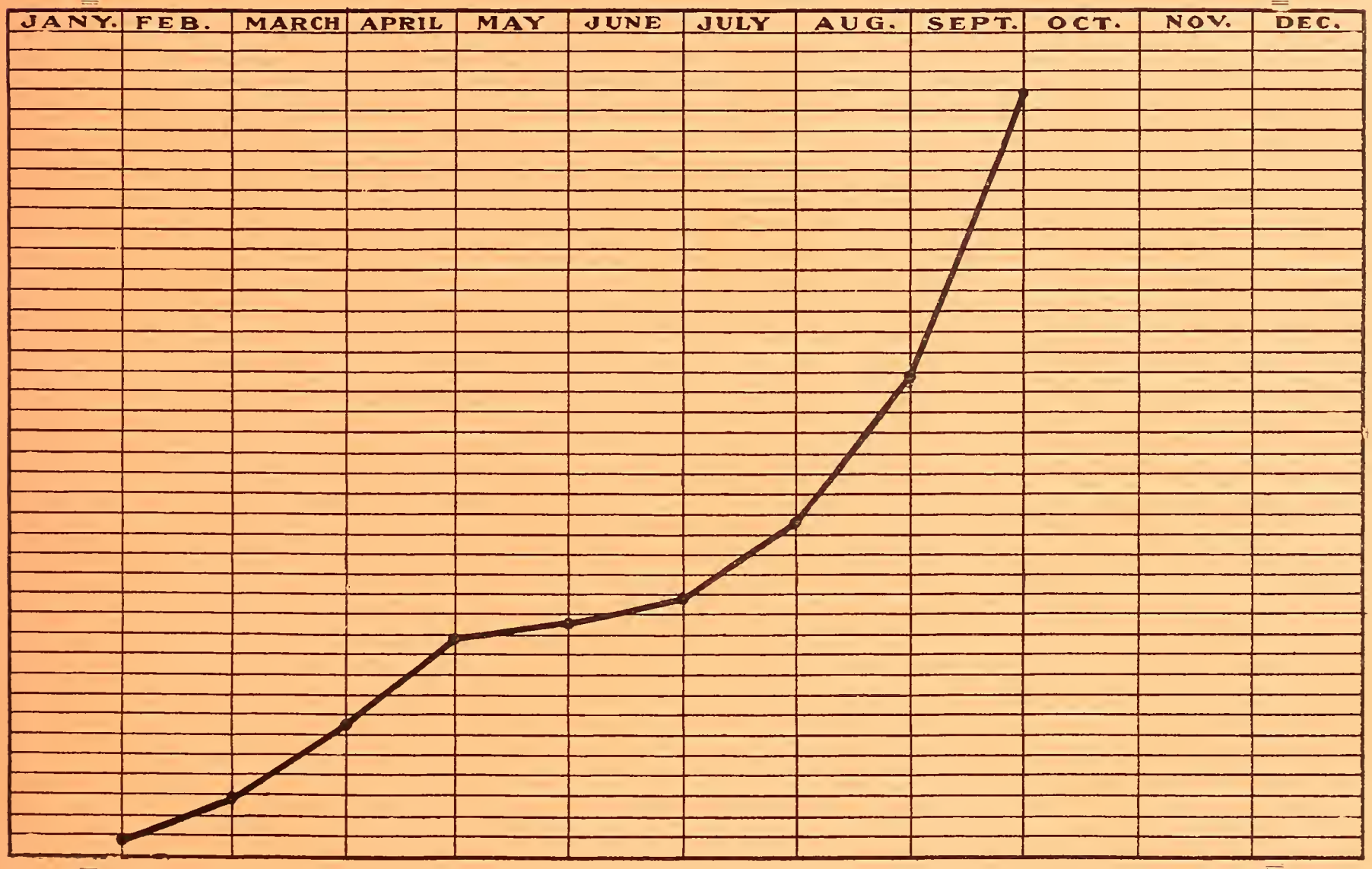
THE WONDER TALKING MACHINE CO.
113-119 Fourth Avenue (at 12th St.) New York Telephones Stuyvesant 1666, 1667, 1668

No. 50 Complete
$30.00 Retail

THE QUALITY STANDARD

The Growing Popularity *of the* HEINEMAN MOTOR

1916 SALES CHART



The above chart represents a mathematically correct diagram of the actual monthly *net* sales (shipped) of the Heineman "Motor of Quality" in 1916.

It speaks for itself.

It proves that the Heineman Motor is the Motor of *True* Quality.

Let us prove it to *you*.

Otto Heineman
President

A supreme voice in a supreme aria—LAZARO singing "O Paradiso" on Columbia Record 48747. If you never had heard another, this one Columbia Record would *sell* you on the supreme quality of Columbia recording.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

SOUTHERN CALIFORNIA NEWS ITEMS

Dealers Already Preparing for Holiday Demands—Pipe Organ for Southern California Music Co.—Andrews Co. in New Quarters—Remodeling Store of George Birkel Co.

Los Angeles, Cal., October 4.—The trade of Los Angeles and vicinity for the month of September has been encouragingly brisk. The dealers are already showing their belief in "preparedness" for the coming Christmas campaign by ordering heavy shipments of machines and records. It is expected that the Christmas season of 1916-17 will eclipse all preceding ones. Los Angeles has just enjoyed one of the best summers in the history of the trade here.

The Southern California Music Co., agent for the Edison, Victor and Columbia lines, is at the present time having a $10,000 pipe organ installed on the fourth floor of their place of business. Managers Richardson and Fish, of the Edison and Victor departments respectively, have prepared for their usually heavy fall trade by adding several new members to the force.

The Andrews Talking Machine Co. is much pleased with its new quarters and Manager Pease expresses himself as being more than satisfied with the increased volume of business brought about by the change.

C. B. Booth, manager of the talking machine department of Barker Bros., has just returned from a flying business trip to Chicago. The enlargement of their talking machine department has been postponed until after the holidays.

The George Birkel Co. has already started the proposed alterations, which will almost double their present talking machine room capacity.

Manager Lindsey, of the Wiley B. Allen Co.'s department, reports an exceptionally good September.

Mrs. Katherine W. Urquhart has succeeded Mr. Bonell as manager of the local Pathé stores. Mrs. Urquhart is well qualified for this position, having formerly been manager of the Columbine Music Co., of Pueblo, Colo., and also manager of the piano department at Barker Bros., of this city, at various times.

EDISON DEALERS MEET IN DETROIT

Retailers From all Sections of Michigan Gather in Convention as Guests of the Phonograph Co.—Visitors Elaborately Entertained

Detroit, Mich., October 7.—Dealers of the New Edison from all sections of Michigan came to Detroit on Thursday, October 5, to attend the second convention under the auspices of the Michigan jobbers, the Phonograph Co., of Detroit, of which R. B. Alling is general manager. The morning was given over to registration and receiving badges; at noon there was a complimentary luncheon to dealers, ladies and visitors at the Hotel Pontchartrain. A business session took place in the afternoon, at which all phases of the phonograph industry were discussed—selling, advertising, credit, instalments, etc. At 6 o'clock the dealers and their wives adjourned to the Edison Shop, 254 Woodward avenue, where a private tone test was given by Miss Marie Kaiser, Rudolph Polk and Arthur Walsh. A banquet took place at 7 o'clock at the Hotel Pontchartrain, devoid of business talks and discussions. Following the dinner there was a number of entertainment features furnished by employes of Detroit Edison stores, including Miss Isabelle Hunt and Miss Helen Kennedy, of the Edison Shop; Larry Doyle, of Wallace Brown's store, and Frank Shaull, of Frank Bayley's store. Dancing concluded the evening's entertainment.

Among the out-of-town jobbers who attended the convention were L. N. Bloom, secretary of the Phonograph Co., of Cleveland; C. E. Goodwin, Chicago; Harry Stanton, Toronto, and William A. Schmidt, Milwaukee.

AN ATHLETIC "TALKER" DEALER

Thor Norberg, of Noline, a Swimmer of Olympic Game Calibre

Moline, Ill., October 6.—When Thor Norberg, proprietor of the Norberg Music House, of this city, is not busy selling talking machines and records he is sure to be spending his time in the water or in the air on his way to the water. Mr. Norberg is a "water dog" of much ability and was one of the swimmers who represented the United States in the Olympic games that were held at Stockholm, Sweden, this year. Norberg's ability as a diver is clearly shown in the accompanying picture as his "form" from the standpoint of a diver is very good. During the warm weather Mr. Norberg spends much time in the waters of the Mississippi, which flow by Moline. In this way he keeps himself in excellent trim and after the past good summer of exercise he is ready to tackle the biggest business that his company has perhaps ever met with.

Thor Norberg Making a High Dive

Veeco Electric Motors

VEECO MEANS:

1. Efficiency.
2. Durability.
3. Elimination of Motor Troubles.
4. Perfection in Every Respect.

Guaranteed for Two Years

1. The above results were obtained by years of experimenting.
2. The only electric motor for phonographs that has been approved and endorsed by the highest electrical authorities in the United States.
3. Adopted exclusively by some of the largest manufacturers.
4. Our Composition Turntable is in itself a great improvement to any talking machine.

Our large contracts and rapid growth are the proofs of the superiority of Veeco Motors.

We also supply for dealers our Veeco Motors mounted on suitable boards for installation in machines already in use.

We can make prompt deliveries, render excellent service and invite comparison.

LET US CONVINCE YOU

Victor Electrical Equipment Co.
248 BOYLSTON STREET BOSTON, MASS.

REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

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

Andrew H. Dodin, who conducts this department, has a wide and enviable reputation as a repairer of talking machines and conducts an exclusive talking machine repair shop at 25 East Fourteenth street, New York. Tell him your troubles through The World and he will help you if possible. The service is free.—Editor.]

TRACING THE BLAST OR RATTLE

It too frequently happens that when there is a blast or rattle noticeable during the playing of a record the dealer is inclined to blame the reproducer, and either tries to adjust it himself or send it back to the factory in exchange for a new one. When the new reproducer is adjusted it is found that the blast or rattle still persists. In such cases it is well to make a close inspection of the tone arm. There are many different tone arms, particularly those of the jointed or "universal" type, which are not fitted together as carefully as might be, with the result that certain sections are loose and shaky.

Where there is a swivel movement controlled by a set screw it might be well to tighten the screw so that there will be no movement of the joint, except when same is made purposely to change the position of the sound box. Some tone arms come in sections which fit into sleeves, and when such joints are loose, a little shellac placed within the sleeve before putting in the second joint and allowed to harden will generally prove a satisfactory remedy. Then, too, the reproducer may not fit the tone arm securely. Metal vibrating against metal will always set up a jangling whether the vibrations are caused by sound waves or other means. Inspect the tone-arm for that rattle before blaming the reproducer.

THORPE ELECTRIC MOTORS
FOR TALKING MACHINES (Operates on all currents)
WALTER THORPE, Manufacturer, 29 West 34th Street, NEW YORK CITY

The Question of Spring Lengths

"BROOKLYN, N. Y.

"EDITOR, The Talking Machine World, New York.

"Gentlemen: I would appreciate your requesting Mr. Dodin to give the following information in the Repair Column of The World.

"If the length of the spring solely determines the length of time the motor runs.

"I think this would be information of interest to any salesman. Very truly yours,

"KOCH & DROGE PIANO CO., INC.,
"Per FRANK G. RETTINGER."

The above letter is in my opinion worthy of more than a passing answer for it touches on a subject which has been given too little attention particularly by repairmen.

Times without number in past years I have received motors for repair with the complaint that "it won't play a twelve-inch record," and as a rule, when examined the fault was found to be a main spring either too long or too short.

In a single spring motor it is the general rule of manufacturers to use a main spring of such a length that the motor will run just a little more than a twelve-inch record. In a majority of motors this calculation is easily upset when too much graphite mixture is placed in the cage —the graphite will become packed between the side of cage and outer leaf of spring and prevent spring from unwinding and consequently motor will not play a full twelve-inch record.

The same result will follow if too long a spring is used. Most of the space of the cage is taken up by the coil of the spring and there is not enough space left for the spring to uncoil in. The length of time a motor will run depends more upon the arrangement of gears, that is the number of gears and number of teeth in each gear, than it does upon the length of the main spring. I can give as illustrations the Victor II. motor with the single spring cage and a main spring seventeen feet long by one and one-quater inches wide. This motor plays a little more than a twelve-inch record with one winding while a certain motor made in Europe with a main spring only eight feet long and three-quarters of an inch wide, can by its arrangement of gears and number of gear teeth, run just as long. The Victor II. motor is what is known as a spiral drive motor, the spring cage gear acting direct on the turntable spindle, causing it to revolve as the result of the gear teeth following the spiral cuts on the spindle. The foreign product is a gear motor having an intermediate gear acted upon by the spring cage gear and in turn acting upon the turntable spindle. The seventeen-foot spring placed in a larger spring cage and fitted to this gear motor would possibly run it five times longer than the eight-foot spring.

Slot Machine for Disc Records

"NEWBURGH, N. Y.

"EDITOR, The Talking Machine World, New York.

"Dear Sir: I am addressing this to you, seeing your repair department in The Talking Machine World. I want to know if there is a machine on the market that plays a disc record and is operated by placing a nickel in a slot? If there is one can you give me the address of the concern? Thanking you in advance, I remain,

"RALPH BURGER, Proprietor,
"Columbia Music House."

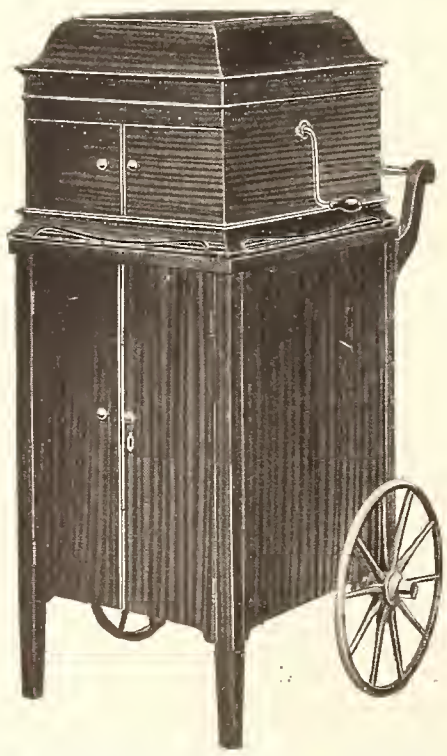
Answer. Automatic Machine & Tool Co., 210 Ann street, Chicago, Ill., manufacturer of Gabel's Automatic Entertainer, can probably meet your requirements.

IMMEDIATE DELIVERIES

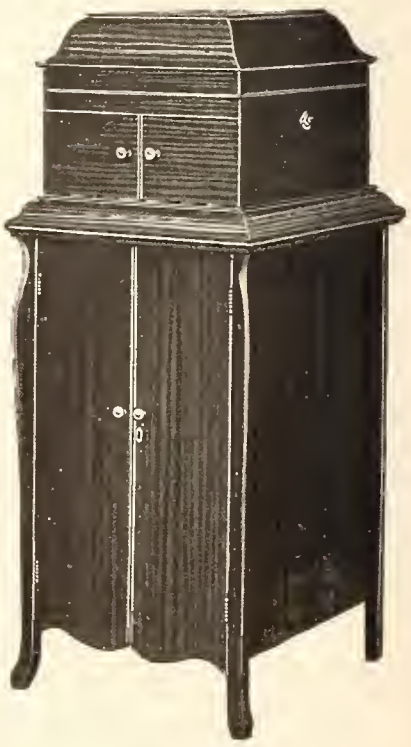
No matter what make of Talking Machine you handle, whether Victor, Columbia, Edison, Sonora, Pathé, Vocalion, etc., our Cabinets will FIT and MATCH them perfectly, giving them that "Cabinetmatch" appearance.

Quality, Price and Service are the most important factors when purchasing cabinets. You will find the best material, construction and finish in our merchandise, at prices unequalled for cabinets of their kind.

503—Golden Oak, Mahogany. For Victrola IV, VI, Columbia, Meteor, Eclipse and Jewel. 500 for all Victrolas and Columbia machines.



702—Mahogany, Golden, Fumed or Weathered Oak.—For Victrola IX. No. 701 for Old Victrola IX. 703 for Columbia Favorite. 704 for Edison A-80.



809—Mahogany, Golden, Fumed or Weathered Oak. For Victrola IX.

We also make many other styles of cabinets and will be glad to send our catalog for the asking

SCHLOSS BROTHERS
637-645 West 55th St.
Phone, Columbus 7947
NEW YORK CITY

Photograph showing a part of the new offices of the Emerson Phonograph Company

A Record Record Business

Only six months on the market and a tripled capacity still finds the demand for Emerson Discs far beyond the supply.

That is the record of Emerson growth—a remarkable tribute to the quality and salability of the Emerson record.

The increasing demand for Emerson Records has necessitated the rapid expansion of this business.

We are meeting the requirements as quickly as it is physically possible.

Last month we added 15,000 more square feet to our capacity. Even with this additional space we are already feeling the necessity for more room.

This truly is a *Record* record business.

Emerson 25c Double Discs

play on all but one positive feed machine without extra attachments.

Full 7 inches in diameter—each side plays three-fourths the time of a standard 10-inch record.

The Emerson list is a list of popular hits, sung and played by well known artists.

Emerson 25c Double Discs meet an existing demand—fill it—put in a stock today.

The investment is small—the profits are liberal—the turnover quick. It has no equal in the field—don't delay—place your first order and profit thereby.

Attach the coupon to your letterhead and mail it to us now! ⟶

The Emerson Phonograph Co., Inc.

Dept. D, 3 West 35th St. New York, N. Y.

THE EMERSON PHONOGRAPH CO. Inc.,
DEPT. D, 3 WEST 35th ST. NEW YORK

Gentlemen:

Send me at once full details of your proposition and list of new Emerson Hits.

Name _____

City _____

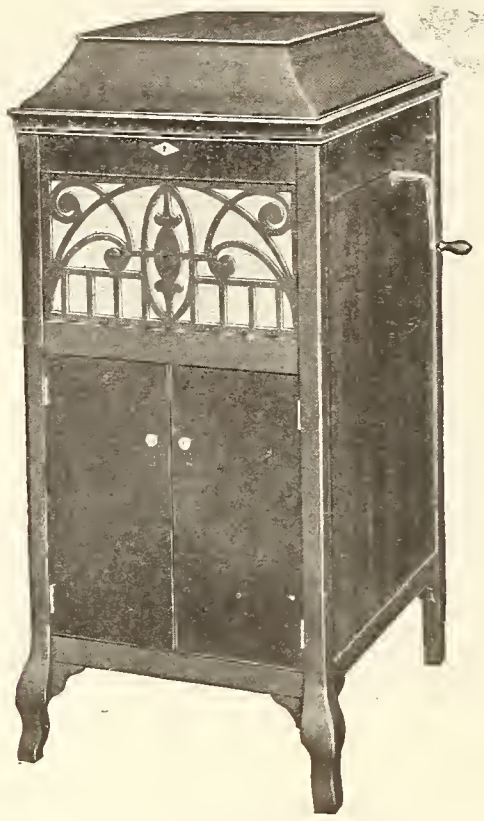
State _____

The Extraordinary Success of "The Mozart" in the Past Year is the Exact Measure of the Mozart Talking Machine Company's Success in Achieving its Purpose

STYLE A
"Mozart Special"
Oak or Mahogany Finish
DIMENSIONS

Height	45½ inches
Width	17 inches
Depth	21 inches

Retail Price, $55.00



STYLE B
"Mozart De Luxe"
Oak or Mahogany Finish
DIMENSIONS

Height	47 inches
Width	23 inches
Depth	24 inches

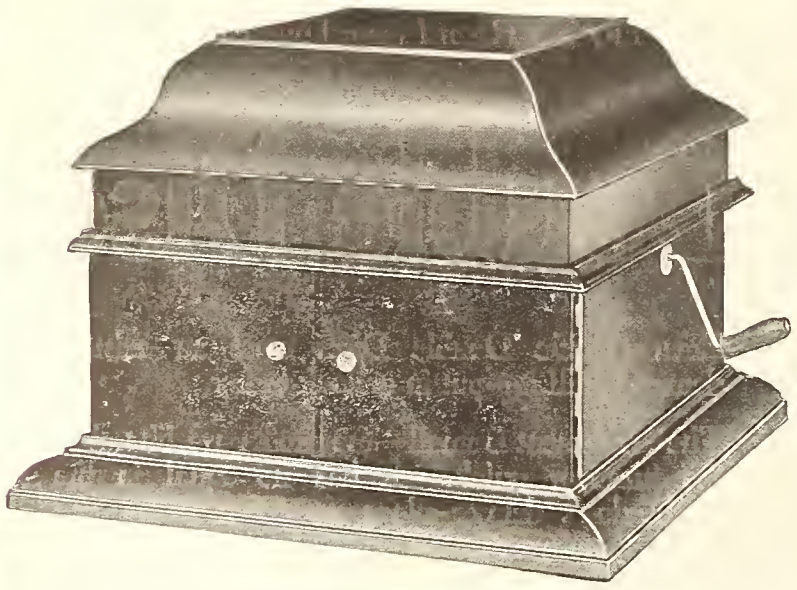
Retail Price, $100.00

STYLE C
"Mozart De Luxe"
Oak or Mahogany Finish
DIMENSIONS

Height	47 inches
Width	23 inches
Depth	24 inches

Retail Price, $100.00

An Unusual Phonograph "The Mozart"



STYLE H—Oak or Mahogany Finish
DIMENSIONS
Height ....15 inches Width .. ...19 inches Depth 19½inches
Retail Price, $35.00

Unusual in the refinement of finish, remarkable in its tonal qualities, larger than any other of its class.

Owing to its exclusively constructed tone-arm, plays all makes of records perfectly.

Actual comparison will quickly prove to you that "The Mozart," seven models, retailing at $15.00, $25.00, $35.00, $45.00, $55.00 and $100.00 is a leader in the field.

Every instrument is a remarkable value at the price and allows you a most liberal profit.

Exclusive territory still open. Wire or write for our dealer's proposition.

The Mozart Talking Machine Company

J. P. FITZGERALD, President

1432 TO 1442 NORTH TWENTIETH STREET ST. LOUIS, MISSOURI

IMPRESSIVE PROOFS OF HERZOG CABINET POPULARITY

SAGINAW, MICH., October 12.—As the sign on the car indicates, the view shows a big shipment of Herzog cabinets—a solid carload of one type, No. 897S—about to leave the big Herzog factory in Saginaw, Mich., for Chase & West, Victor dealers in Des Moines, Ia. It is said that this enterprising Victor house sells more No. 897S Herzog cabinets than any jobber or dealer in the United States.

How One Victor Dealer Buys Herzog Record Cabinets

The Herzog Art Furniture Co. is experiencing an unusually busy season, and while they have increased their output by fully 50 per cent., orders have shown a similar increase. The big plant is operated twenty-two hours out of twenty-four, over six hundred men being employed. Their product consists principally of record cabinets and special talking machine cases, although some regular furniture is made. A copy of the new De Luxe Herzog record cabinet catalog which has been received by live jobbers and dealers has won praise. Ask for a copy.

The Wonder Talking Machine Co., 113 Fourth avenue, New York City, has just added to its line several attractive cabinets which were designed to match perfectly the various machines in the Wonder line. These cabinets will be furnished in either mahogany or oak finish, and will also match other types of table machines.

HEARING ON PASSOW SOLVENCY

Creditors Question Value of Assets of Chicago Concern at Meeting

CHICAGO, ILL., October 10.—A hearing was held to-day before Referee in Bankruptcy Eastman, in which arguments were heard in regard to the solvency of Passow & Sons.

An involuntary petition had been filed against the concern September 24, the petitioners being F. G. Hartwell & Co., the Presto Publishing Co., and Chas. A. Stevens & Co. The claims listed in the petition amounted to $925.88. The liabilities are roughly estimated at from $125,000 to $135,000. It is said that assets are claimed by the concern of almost one-quarter of a million dollars but that the value of the assets is questioned by the creditors. Maddock & Jaffe, attorneys of Chicago, represent the principal petitioners in the action.

BRINGS OUT NEW SOUND BOX

CHICAGO, ILL., October 10.—Weigand & Co. are placing upon the market a new type of sound box which has been named the "Three in One." The principal feature of the new device is that it plays with an ordinary jointless tone arm in an unchanged needle position, any type of disc record. The Weigand Co. is also dealing in jeweled points. The offices of the concern are located at room 1727 Republic Building.

VICTOR-MACY CASE ON CALENDAR

The famous case of the Victor Talking Machine Co. vs. Jesse Straus et al., proprietors of R. H. Macy & Co., New York, is now on the calendar of the Supreme Court, No. 374, and though motion was made to advance the trial of the suit, it will be some time before a decision is rendered. The case is looked upon as of prime importance in fixing a precedent in the matter of price-standardization.

for Service—for Satisfaction—for Economy

Unlimited Deliveries of Perfect Phonograph Parts, Ready to Assemble

Unusual results in phonograph work have been accomplished by us. Our engineers are experts in this line.

If you have failed to obtain the kind of castings you desire—if others have told you "It can't be done"—if the service you have previously received has been unsatisfactory—let us demonstrate our service.

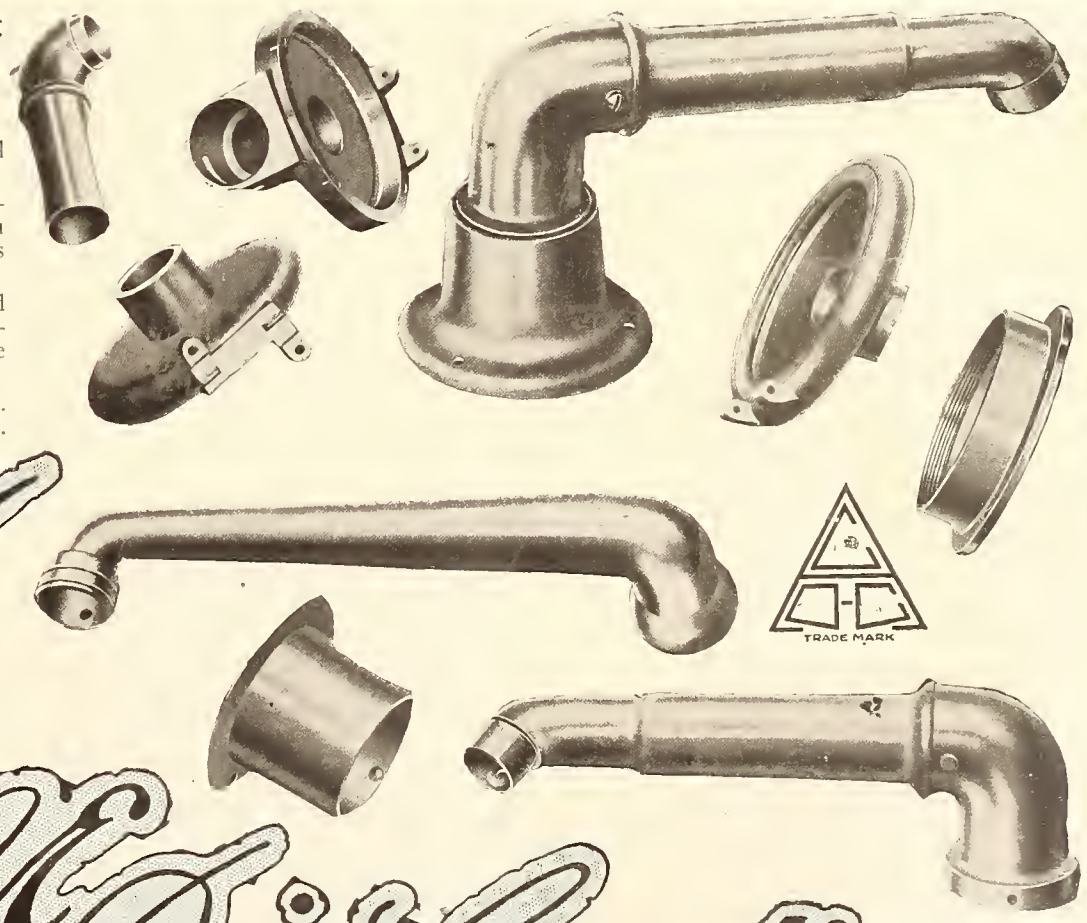
We have devised many ways of overcoming difficulties, and specialize in light-weight, uniform or complicated die-castings of the greatest accuracy. If it can be die-cast we have the experience and facilities to do it.

The co-operation of our engineers is at your command. Send models or blue prints for estimate, stating quantities.

Acme Die-Casting Corporation
Bush Terminal Bldg. No. 5, 35th St. and 3d Ave.
BROOKLYN, N. Y.

Sales Offices:
Boston—176 Federal St.
Detroit—965 Woodward Ave.
Philadelphia—Widener Bldg.
Chicago—549 Washington Blvd.

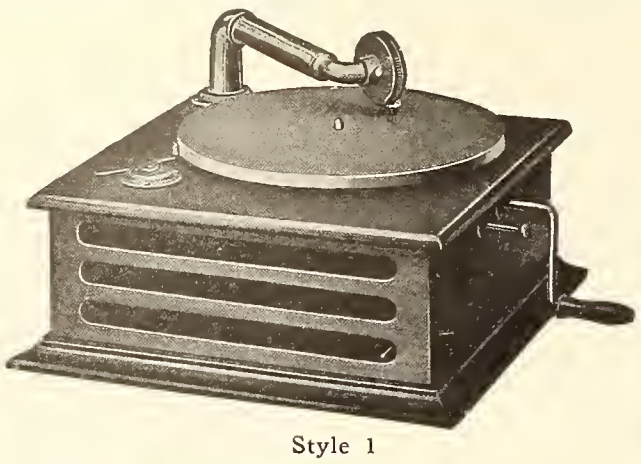
Canadian Distributors:
Lyman Tube & Supply Co., Ltd., Montreal.



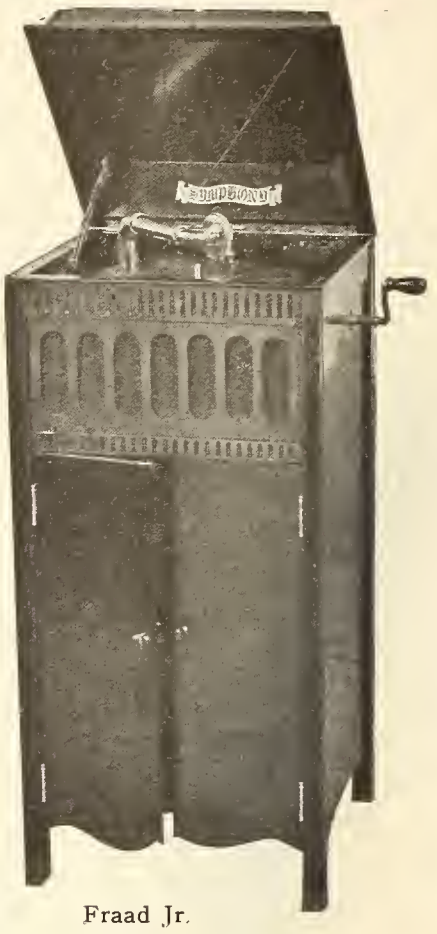
Acme Die-Castings

We also make Aluminum Die-Castings

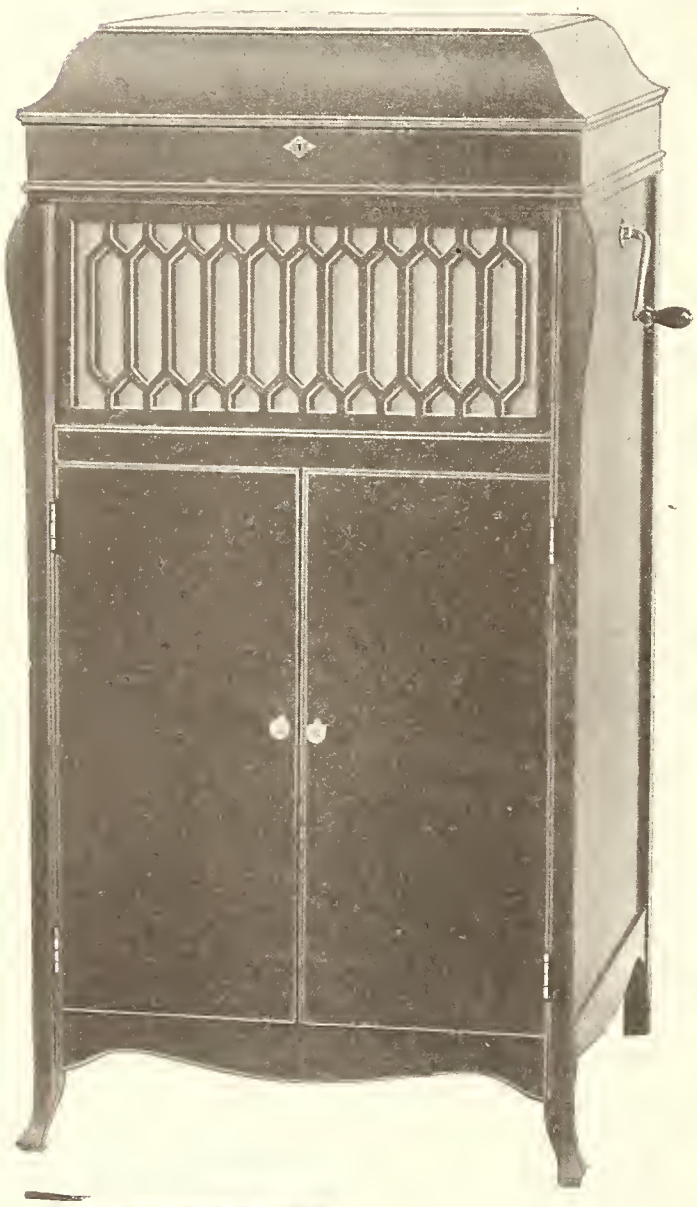
Style 2



Style 1



Fraad Jr.

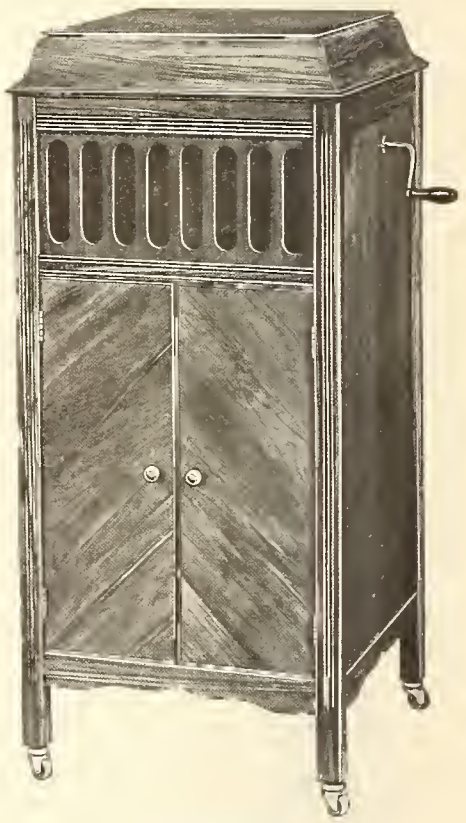


READY for Immediate Delivery

The Fraad Line ranges in price from $10 to $150, with the wonderful Fraad, Jr., Cabinet Talking Machine at $35

A notable feature of the Fraad line is the splendid collection of 10" and 12" Fraad Records From the first these Records of popular, vocal and instrumental music have proved a most attractive and profitable department for Fraad dealers.

Here is your opportunity, Mr. Dealer, take advantage of it by writing to us—today.



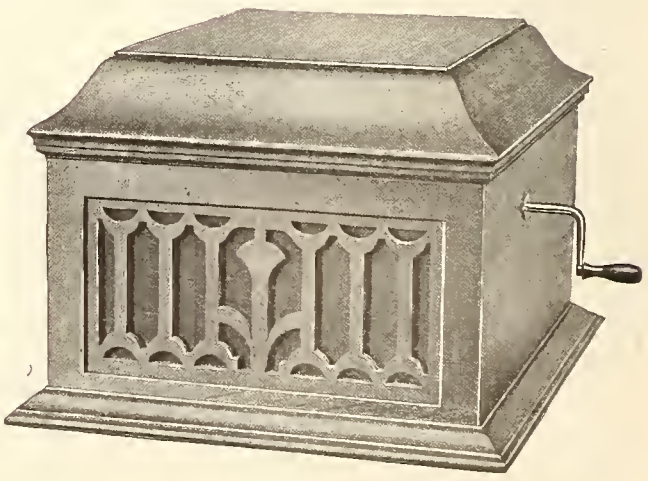
Symphony Jr. A

FRAAD TALKING MACHINE COMPANY, Inc.

Executive Offices: 225 Lexington Ave., New York, U. S. A.
Factory and Showrooms: 224-232 West 26th Street, New York

Style 9

Style 4



Style 6

Wake Up Man!

Make More SALES CUSTOMERS PROFIT

FILE YOUR RECORDS

The Ogden Way

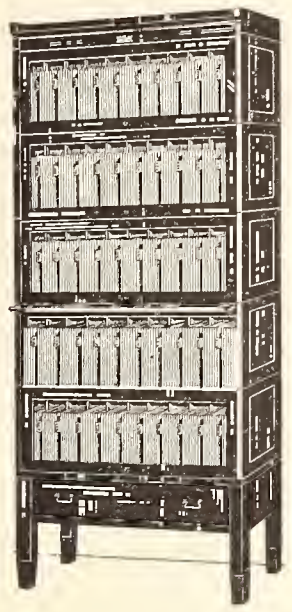
Unconditionally Guaranteed

SELL FILE FIND **More Records**

In the Shortest Time—In the Smallest Space

Order Now

And Be Ready for the Rush



Ogden Sectional Cabinet Co., LYNCHBURG VA.

GREAT ACTIVITY IN MONTREAL

New Pathé Dealers—Demand for Victor Records—Layton Bros. Opening—Big Winter Trade Expected During the Holidays

MONTREAL, CANADA, October 4.—These are fair times throughout Canada, and wherever the fall fairs have been held, or are being held, the various talking machine companies, including the Victor, Columbia, Edison, Sonora, Pathé, etc., are well represented with complete exhibits, with results reflecting the prosperity of the country.

There have been a number of new dealers added to the Pathé list recently, among them being the Ontario Furniture Co., 357 Bleury street; G. A. Holland & Son Co., 519 St. Catherine street, this city, and S. A. Luke, of Ottawa, Ont.

C. A. Lindsay, Ltd., recently donated a Victrola to the British Sailors' Relief Fund, during the fair held in Dominion Park recently for the benefit of that corps.

L. C. McChesney, advertising manager of Thos .A. Edison, Inc., Orange, N. J., is expected in Montreal shortly.

There is quite a demand for Victor records at the present time, among the selections being the Harry Lauder numbers and Hawaiian selections. "You're a Dangerous Girl" and "If I Knock the L Out of Kelly" are favorites in the popular list.

Layton Bros. expect to hold a formal opening of the new de luxe phonograph parlors during "Edison Week" celebration, October 16-21.

Henry Hamlet, manager of the Layton Bros. department, recently visited the Edison factory in Orange, and the Edison Shop in New York, and came back much impressed with his observation in both places. During the winter Layton Bros. plan to give an ambitious series of Edison and Columbia recitals.

Talking machine houses generally in this section are laying plans to handle a fall trade of unusual proportions, and there is already some talk of both machine and record shortage.

The William Hengerer Co. recently celebrated its eightieth anniversary. Extra crowds were attracted to the store and Herbert A. Brennan, manager of the Victrola department, reported extra business as a result of the event.

NEWS BRIEFLETS FROM BUFFALO

W. R. Gardner, manager of the Victrola department of J. N. Adam & Co., recently conducted a "Victrola week" with excellent results. Twice a year he holds such a celebration, which is marked by extra advertising, window displays and special selling campaigns on the Victrola. He has received a heavy fall stock.

E. W. Staley, formerly assistant manager of Hengerer's Victrola department, is now manager of a similar department for C. Kurtzmann & Co. A show window, twenty feet long and ten feet deep, at that company's store is used exclusively for Victrola displays, which have brought a good share of extra business.

Kuhn Bros. recently had a formal opening of their new music store at 503 Elmwood avenue. They carry a full line of Columbia Grafonolas and records.

Houch & Emens have opened a store at 1478 Genesee street, where they carry the Victor line. Mr. Emens was formerly in charge of the Columbia store in Buffalo and Rochester.

"ARROW"

ELECTRIC MOTORS

including motor board, 12-in. turn table, automatic brake, automatic record cleaner, and graduated regulator. Complete with batteries. Motor enclosed in dust-proof casing. Sample $15.00 complete. Quantity price on request.

Also single and double spring motors as well as Universal tone-arms for immediate delivery.

ARROW MOTOR CO.

20 CLINTON STREET NEWARK, N. J.

ANDS KOCH

Manufacturer

KOCH-O-PHONE

Phonographs, Parts, Tone Arms, Sound Boxes, Records, etc.

Write for samples and prices

296 Broadway, New York

C. W. SNOW & CO.

Syracuse, N. Y.

NEW YORK STATE DISTRIBUTORS

for the instrument which won the highest score for tone quality at the San Francisco Exposition, urge

DEALERS

to *write at once* so as to be able to secure holiday shipments in ample time.

Prompt, Careful, and Thoroughly Satisfactory Service

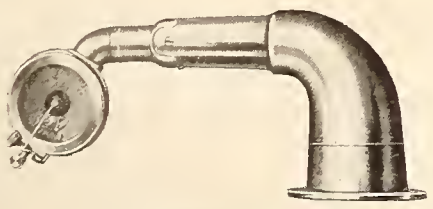
THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

TONE ARMS — SOUND BOXES

No. 1 Universal Tone Arm NOW READY



No. 1 Universal Tone Arm

Made of finest material on the market. Equipped with Grade A MICA. Plays all makes of Records without any offset. Send $2.00 for Sample. Money refunded if not satisfactory.

Quantity prices on request. Immediate Deliveries.

MUTUAL TALKING MACHINE CO., 145 W. 45th Street, New York

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Business opportunities 25c. per line.

MANUFACTURERS ATTENTION—Advertiser having patented a new kind of a talking machine of the disk type which permits a plurality of records (in any and all different sizes) can be played on, in succession or selections and without exchanging the record after its termination. It will play from 20 to 200 and more records (double or single side) without exchanging the record on its termination as it is necessary by the type of machines now on the market. This machine is very simple in construction and can be manufactured at low cost. I wish to dispose of same outright or to arrange for manufacturing on royalty or profit-sharing basis. Address M. K., care The Talking Machine World, 373 Fourth Ave., New York.

EXPERIENCED talking machine man thoroughly familiar with details of manufacturing, experienced in marketing, and equipped to handle entire wholesale proposition is open for engagement. A1 references. Address "Box X," care The Talking Machine World, 373 Fourth Ave., New York.

YOUNG LADY wanted, over 20 years of age, experienced in Victor line, serious worker, willing to stay evenings. Good proposition for right party. Apply in person if possible. George M. Millard, 1803 Myrtle Ave., Brooklyn, N. Y.

INVESTOR wanted to take active part in an established phonograph business. Jobbers' proposition, now selling well known standard phonographs and records. Address Jobber, care The Talking Machine World, 373 Fourth Ave., New York.

BUSINESS OPPORTUNITY—Going business established five years, good reputation, good business, fine location, low rent, lease to suit. Victor, Edison Disc and Cylinder, and Columbia agencies, big mailing list, all for sale at invoice if buyer takes everything. All saleable stock except a few wax records which can be exchanged. Cash only. Town of twenty thousand with big surrounding farming country. Any live man who knows the game can make good money out of this proposition. Address "Box 365," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED manager for talking machine store. Must speak and write English, German and Servian. Good position for right man. Address M. Borovitz, 303 S. Main St., Akron, Ohio.

WHOLESALE VICTOR distributer needs talking machine salesmen. Address "L. M. R.," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—By a Philadelphia distributor and experienced retail talking machine man to fill an excellent retail position. Address "Excellent," care of The Talking Machine World, 373 Fourth Ave., New York.

BIG inducement, $4,000 cash will buy entire new phonograph record factory, fully equipped, balance on mortgage. Address "Box ABC," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Young man of good appearance, 23 years old, an experienced salesman, wishes to enter talking machine field as salesman. Willing to start at moderate salary. Address "Box 366," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED BY TWO EXPERTS IN MANUFACTURE of disc records. Thoroughly familiar with latest and best methods of recording, electrotyping, pressing and equipments. Address "Box 367," care The Talking Machine World, 373 Fourth Ave., New York.

A RESPONSIBLE party desires to purchase Victor store in Metropolitan district. Give full details in first letter. Address G. M., care The Talking Machine World, 373 Fourth Ave., New York.

TALKING MACHINE MAN equipped to handle retail or wholesale proposition is open for engagement. Thoroughly experienced, can produce results. First class references. Will go anywhere. Address "Box 368," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Six experienced men to market a talking machine device which has been successful from the very start. Good proposition as a side line or on a straight commission basis. Address "Box 369," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Experienced Edison Disc salesman in city of 28,000. Address Harrison's Edison Shop, Richmond, Ind.

WANTED—Victrola manager for one of the leading furniture houses in New York City. Must be thoroughly familiar with the Victor line and be well recommended. Address, with full particulars, "Box 355," care The Talking Machine World, 373 Fourth Ave., New York.

SALEMAN AND MANAGER—Thorough talking machine and advertising experience, 33 years old, is open for a change as manager or assistant. Address "Box 356," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION wanted by a mechanic of 20 years' experience, as assembler, repairman and adjuster of phonographs. Have worked for one of the best firms in New York. Address "Box 357," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Traveling salesman, 12 years' experience, now employed, wishes to make a change; Central West. Best of references. Thorough knowledge of all makes of records, also mechanical experience. Edison line preferred. Address "Box 358," care The Talking Machine World, New York.

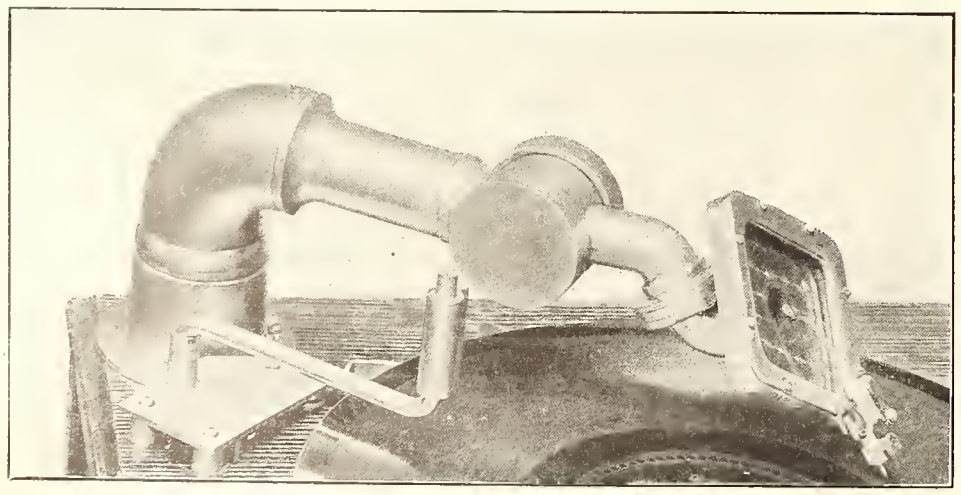
POSITION wanted with talking machine house as road man or manager of department; have had 15 years' experience. Address "Box 1357," Detroit, Mich.

A THOROUGHLY capable talking machine man desires a change; 32 years of age; A-1 personality. Will consider only a good place and managerial duties. Five years with present firm. Salary around $50 a week. Replies in confidence. Address "Box 359," care The Talking Machine World, 373 Fourth Ave., New York.

THE "IDEAL" SOUND-BOX

(Patents Pending)

The "IDEAL" Sound-Box attracts your eye and wins your ear at first trial. You need no second comparison to know which will be your choice. It fits leading makes of Disc Talking Machines. You will find some of your old records to get a new lease of life when played with an "Ideal" Sound-Box. **Price $3.**



The "IDEAL" Automatic Stop—The "IDEAL" Sound-Box

THE "IDEAL" AUTOMATIC STOP

(Patents Pending)

100% RELIABLE

For Simplicity and Reliableness, the "IDEAL" Automatic Stop is unapproached. It can be attached to ANY Disc Talking Machine in 5 minutes. **Price $2.50.** We will treat Dealers liberally.

MECHANICAL DEVELOPMENT CO., 106 and 108 Reade St., New York

Manufacturer and Patentee of Novelties

Have you been disappointed in the phonographs you have investigated? Most phonographs you hear—like most people you meet—are mediocre, in so far as they fail to impress one. For a brief time you are conscious of listening to the reproduction of sound more or less natural.

Then you hear a *real* phonograph—the compelling kind—that forces you, by its charming naturalness of tone and beautiful appearance, to sit up and take notice.

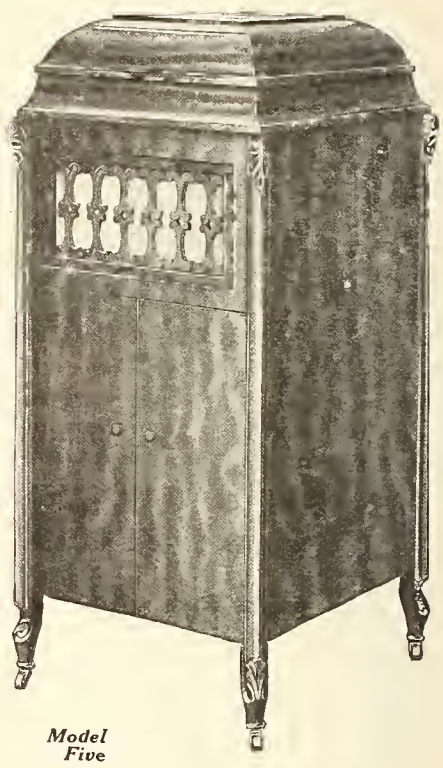
A phonograph that has

PERSONALITY

a something apart from the commonplace. You listen, you are curious, interested, then enthused. Such a phonograph is the

STRADIVARA

"KNOWN FOR TONE"



Model Five

You realize that to build up a permanently profitable phonograph business you must secure the agency for a *really artistic* instrument; one that is produced by tone scientists as well as master cabinet builders; one that sells quickly, stays sold, and helps sell others. THE STRADIVARA is *different* in a dozen different ways. The secret of its charmingly different and superior *TONE* lies in the fact that it is the only phonograph that contains a sound-board like those world-old instruments the piano and violin. Furthermore, the Stradivara is built in a factory that for years has been devoted to the production of high-grade pianofortes.

You cannot afford to decide on any phonograph agency without first investigating

THE STRADIVARA

One of the Five Really Great Phonographs.

Your territory may be open.

The

COMPTON-PRICE CO.

Manufacturers

ART PIANOS - PHONOGRAPHS

Coshocton, Ohio

Western Office: 1500 Republic Bldg., Chicago

Eastern Office 505 Fifth Ave., New York City

Place Album Orders NOW!

We are in a position to take care of your album orders promptly and adequately. We are offering **better** values from the most moderate-priced to the finest metal back albums.

We have increased our manufacturing facilities, purchased raw material in large quantities, and can serve you efficiently and well.

NEW YORK ALBUM & CARD CO., 23 Lispenard St., New York

AEOLIAN-VOCALION PUBLICITY

Aeolian Co. Carrying Some Striking Advertisements in the Newspapers Bearing Upon the Various Features of Aeolian-Vocalion

The Aeolian Co., New York, manufacturer of the popular Aeolian-Vocalion line of phonographs, has been featuring in its newspaper publicity a personal and distinctive type of advertising, which it has used with pronounced success in behalf of the Pianola, its player-piano, which is famous the world over.

One of these recent advertisements, couched in the intimate terms of a personal interview, and appearing in New York papers, read in part as follows:

"Some talk I had heard of the Aeolian Vocalion interested me. And one day I stopped at Aeolian Hall to see what the new instrument was like.

"I tell you I was sold from the start. First of all the Vocalion is the only phonograph I have ever seen that is a fine example of cabinet making. In case wood and finish it is like a handsome piano.

"Then tone. . . . .

"I am not musical or literary enough to be able to describe the Vocalion tone. It is simply the tones of voices and instruments—unchanged. And it is full of personality—the very first record on the Vocalion brought me up tensely, listening to every phrase.

"I was lost in the music—I thrilled to it as if an artist were actually playing to me.

"No phonograph ever impressed me that way before. The tone was natural and vibrant with the personality of the artist! That was it!

"Then I tried the Graduola.

"All my life I have been musically dumb and here in a second the musical gifts of the world were mine.

"I was filled with the glow of achievement.

"Cautiously I pressed the simple little device together—the tone swelled to the full Vocalion volume. I drew it apart—the music faded to the daintiest pianissimo.

"I put into the Vocalion a fine tenor record of 'Somewhere a Voice Is Calling,' and played it!

"That big, wonderful voice was my own! I simply controlled it by the pressure of my fingers upon the Graduola instead of by the stretching of the vocal cords in my throat.

"I spread the tone color in rude, rich daubs. Perhaps the result was execrable. But I can't believe music which sounded so good to me would not appeal to others.

"That song came from the Vocalion with my heart and soul behind it and in it. Good or bad it was my own—and the most interesting music in the world to me.

"The Vocalion has shown me that music holds a pleasure for me that I have never known before.

TO HOLD FORMAL OPENING

DECATUR, ILL., October 10.—The Emerson Piano House, of this city, will hold the formal opening of their handsome new quarters at 143-145 North Main street, this city, on Saturday of this week, October 14. The company features the Victrola very strongly, and the Imperial Quartet of Chicago, Victor artists, will have a prominent place on the musical program.

SEES PROSPERITY EVERYWHERE

H. N. McMenimen, Managing Director of Pathé Frères Phonograph Co., Returns from Trip and Enthuses Over Industrial Conditions

"Business conditions in the Middle West are remarkable," said H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., New York, who returned recently from a visit to the company's distributors in the Central West. "As a matter of fact I have never found the industrial situation so satisfactory and encouraging during all my years of traveling.

"Aside from the activity in the talking machine industry I was glad to find that the bankers, manufacturers and farmers are unanimous in predicting that this country is entering upon an unprecedented era of prosperity, which should continue for at least the next five years. They do not feel that the result of the coming presidential election will have any effect on the business situation.

"One banker in a large city told me that his bank's assets and resources had increased more than $11,000,000 in one year. This bank is a savings institution, which caters to the employes of manufacturing houses in that city.

"Our own business is going ahead by leaps and bounds, and we are increasing our factory capacity to cope with this demand. We are installing machinery in our new record plant in Brooklyn, and expect to have this factory in complete working order in the near future."

Think of the Millions Who Want the Most for Their Dollars

A phonograph is somewhat like an automobile. The initial cost is only the beginning. How many thousands on thousands would buy phonographs if they could afford the *up-keep?*

Everyone knows that the biggest thrill of the phonograph is the "new record."

Do you realize that most of the families in your town can *afford* Domino records that give six new selections for a one dollar bill? That most of these families are not now your customers? That here is a huge profitable field that you can cultivate with a little effort?

Learn to Sell Domino Records

The Domino has the double appeal of *quality* and *popular price*. The quality comes first and the price is set as low as that quality can be sold for. It is a seven-inch, double-disc, vertical cut record playing on all machines equipped with a universal tone arm and on other machines with the use of a simple adaptor. It plays as long as the average ten-inch record of other makes, namely, from two and one-half to three minutes. It is convenient to handle, easy to ship and deliver, very durable. It opens a wealth of new business possibilities.

Special Introductory Offer

For $10.00 we will send to *new customers only*, express prepaid, a varied selection of 48 of our best selling records, hangers, price cards, twenty-five catalogs and six Domino display easels.

Secure your Domino agency now and be ready for the big holiday business

Complete catalog on request

THE W. R. ANDERSON COMPANY

220 Fifth Avenue NEW YORK

HARMONOLA T. M. CO. ORGANIZED

In Philadelphia for the Purpose of Manufacturing the "Harmonola" Talking Machines

The Harmonola Co., Philadelphia, Pa., has formally introduced to the talking machine trade a new machine known as the "Harmonola," which is manufactured by the Harmonola Talking Machine Co., as a separate corporation. The manufacturing company is controlled by F. L. Tompkins, a well-known manufacturer and jobber of rubber goods, and his son, Ernest E. Tompkins, who is the inventor of the Harmonola sound box, motor and other distinctive features of the Harmonola. The manufacturing plant occupies a five-story building containing 30,000 square feet at 328 North Randolph street.

The Harmonola Co., the selling organization, is organized with Philadelphia and Chicago capital, having authorized capital stock of $1,000,000. The general offices and salesrooms are at 1611 Chestnut street, Philadelphia, with general Western offices at 206 South Wabash avenue, Chicago, Ill. John D. Morris, a well-known publisher, is president and general manager of the Harmonola Co. The other officers are C. C. Niss, vice-president; E. W. de Bower, secretary, and A. M. Scott, treasurer.

AGAIN IN ACTIVE HARNESS

The many friends in the trade of A. Heineman, of the Otto Heineman Phonograph Supply Co., New York, will be glad to learn that this popular talking-machine man is again back at his desk after an absence of several months. Mr. Heineman is in good health and spirits, and expects to again take active hold of the departments under his supervision.

According to newspaper announcements Mme. Olga Petrova, the famous moving picture star, has signed a contract to make a series of records for the Columbia Graphophone Co. It is understood that Mme. Petrova will sing and read a number of poems of her own.

ATTRACTIVE HALLOWE'EN WINDOW

BOSTON, MASS., October 10.—An attractive Hallowe'en window is what greets the eye of those passing the warerooms of the C. C. Harvey Co., in Boylston street, where Manager White, of the Victor and Edison departments, has worked out quite a clever scheme. The general decorations are black and yellow with an effective cob-web background. Hanging from the ceiling are as many red rosy apples as there are letters in the words Edisons and Victrolas, and on each is a tag bearing a stated price. Over each apple is a large letter, the whole spelling out these two words. There are pumpkins and other suggestive devices in the window and several handsome machines of both makes tell the rest of the story, the whole making a most effective and timely display.

A SEASONABLE WINDOW DISPLAY

BELLEFONTAINE, O., October 7.—Leonard, Eichholtz & Co., of this city, have been using a series of very attractive window displays to feature the Columbia line. These displays have been timely and artistic, representing distinctive ideas, which have served to attract the attention of passers-by.

Two recent displays were featured during the week of the Chautauqua and the homecoming week, and both windows form valuable publicity for the Columbia product. Aside from their attractiveness, and the fact that they added to the prestige of the Columbia line these windows produced actual sales. T. W. Detwiler supervised the making of both of these attractive displays.

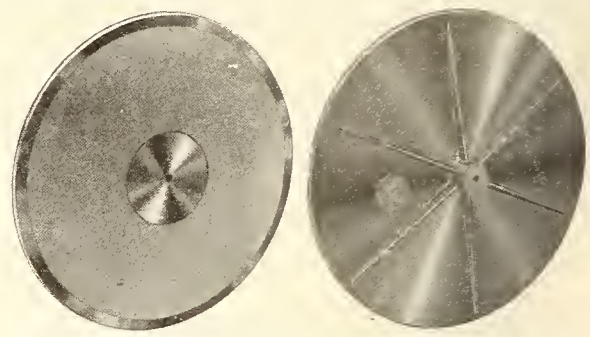
A VISITOR FROM LONDON

Louis Sterling, general manager of the European interests of the Columbia Graphophone Co., arrived in New York Monday for an extended visit to the executive offices to discuss the general situation in connection with Columbia business abroad.

MARKETING NEW TURN TABLE

Davis Vitraloid Turn Table Made of Composition and Has Interesting Features

One of the most interesting developments in the line of turn tables is the new Davis Vitraloid turn table marketed by the Victor Electrical Equipment Co., Boston, Mass. The turn table is made of a composition that is handsome in appearance as well as durable, and will not rust or tarnish. As will be seen in the accompanying illustration the under side is brased to prevent warping, and to maintain an absolutely level surface. Instead of the usual



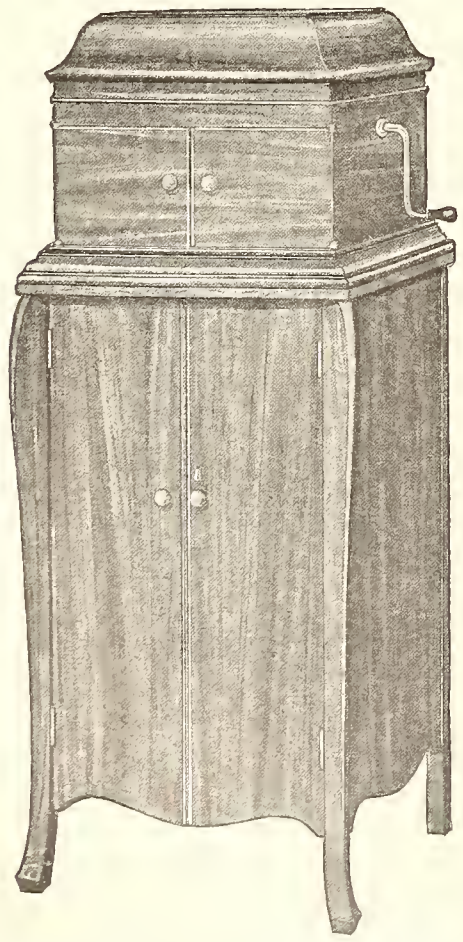
Davis Vitraloid Turn Table, Top and Underside

felt covering the entire surface, the Vitraloid turn table is supplied with plush set into the turn table itself. It is being featured as a desirable adjunct for the more elaborate styles of machines; for the turn table may be supplied in black, mahogany or other finish, with plush to match to harmonize with the cabinet.

Miss Angela Hackett has purchased the talking machine and sheet music business of Cluett & Sons on Park avenue, Glenns Falls, N. Y., and will continue to handle the Aeolian-Vocalion and Columbia Grafonola line in addition to sheet music.

A dividend of 1¾ per cent., the regular quarterly dividend, has been declared upon the regular common stock of the American Graphophone Co.

HERZOG SUPERIORITY



No. 70 Victrola IX Record Cabinet
The novel top arrangement proclaims this new cabinet a great seller. Ask for quotations.

Can there be any question of the superior design, construction, workmanship and finish of HERZOG talking cabinet when fully seventy-five per cent of the trade handle only HERZOG cabinets? These four cabinet essentials are unquestionably best exemplified in HERZOG record cabinets—Quality cabinets thru and thru for all makes of talking machines.

Our new De Luxe catalog—the finest record cabinet catalog published—is just off the press and your copy is now awaiting your request. Ask for it to-day—NOW—you can't afford to be without it. We urge you to anticipate your requirements and order your cabinets early, a great shortage of cabinets being an almost certain possibility—We'll take care of you if you order NOW.

HERZOG ART FURNITURE CO.
SAGINAW, W. S. MICHIGAN

COLUMBIA MANAGERS HOLD MEETING

Pacific Coast Contingent Assemble in San Francisco to Hold Business Conference

SAN FRANCISCO, CAL., October 6.—There was a rally of the Columbia clan here last month, when the chiefs from the South and North assembled in San Francisco for their semi-annual conference. George H. Williams, manager of the Columbia stronghold at Spokane; Charles V. H. Jones, of the Seattle highlands; L. D. Heater, from the Portland heath, and William F. Stidham, from the Los Angeles lowlands, met together with Big Chief Denison and W. E. Henry, the San Francisco manager. Mr. Dawson, of the executive office of the company in New York, also stopped in San Francisco in the course of his general trip over the Coast territory. The visitors arrived in San Francisco Sunday evening, September 17, and remained until Thursday. While here they held a continuous session, making reports from their respective territories, suggesting new plans and methods for the improvement of business generally, the regulation business meetings being relieved by lunches, dinners, automobile rides, etc. Much enthusiasm was in evidence, and Mr. Denison is confident of good reports from all the branches under his supervision during the remainder of the year.

Seated: Wm. F. Stidham, F. A. Denison and W. E. Henry. Standing: C. V. H. Jones, Geo. H. Williams, F. F. Dawson and L. D. Heater.

FIGURES ON COLUMBIA EXPANSION

Double Floor Space in Less Than Six Months —Manufacturing Facilities Increased

The wonderful expansion which the Columbia Graphophone Co.'s manufacturing facilities have undergone the past year is conclusively indicated in the figures recently compiled by John Cromelin, general manager of the company. According to these figures the Columbia Co. will be using more than twice as much floor space on November 1 as it used the early part of this year. New buildings have been erected and are now in process of construction, which have enabled the Columbia Co. to increase its machine and record output tremendously. Only a few months ago a modern factory building was purchased in its entirety, but notwithstanding all these factory additions, the company has been obliged to work day and night to keep pace with its orders.

SEES PROSPERITY EVERYWHERE

Paul L. Baerwald, Eastern sales manager of the Otto Heineman Phonograph Supply Co., New York, returned Monday from a visit to the company's trade in this territory. "Simply wonderful" is the way he expresses his opinion of conditions, which speaks volumes for the prosperity of the talking-machine industry and the Heineman institution.

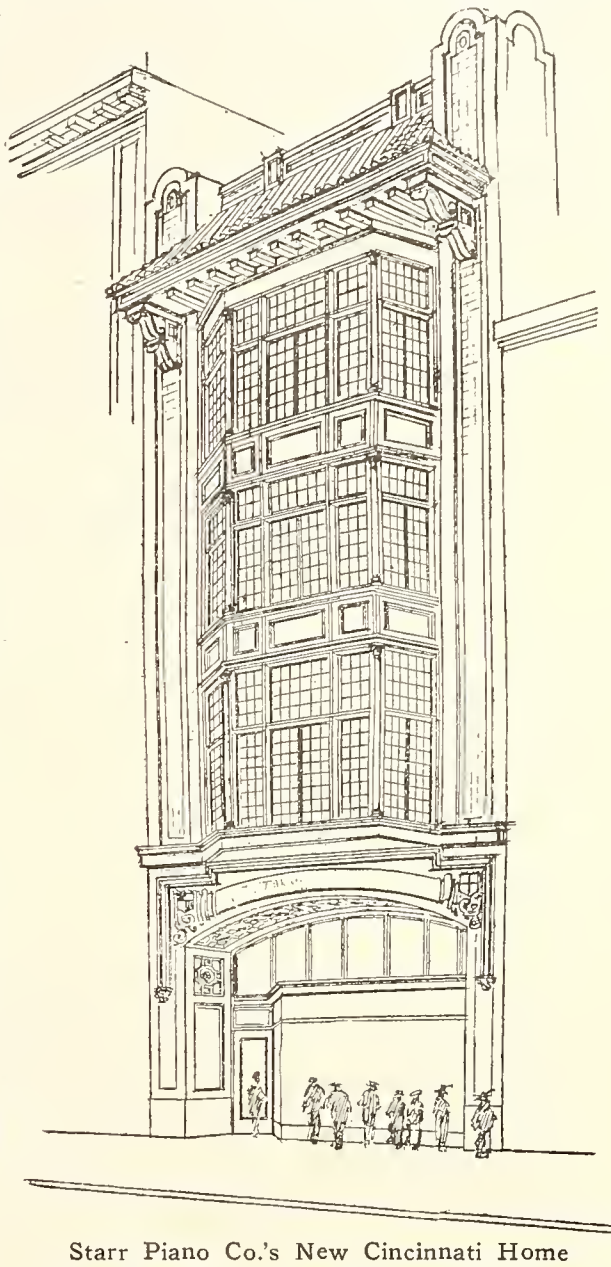
NEW DEPARTMENT IN OSWEGO, N. Y.

R. S. Cunningham, piano dealer of 102 E. First street, Oswego, N. Y., is now handling the Pathé and Sonora lines of phonographs in that city. Geo. Styz, a talking machine man of wide experience, is in charge of the department.

NEW STARR HOME ALMOST FINISHED

New Quarters at 27 Fourth Avenue West, in Cincinnati, Attractively Arranged

CINCINNATI, O., October 7.—Work is rapidly going ahead on the quarters of the Starr Piano Co. in this city. The new building was begun some time ago to meet the company's increased business in that territory and when finished will be thoroughly up to date and modern in every respect. It has a frontage of twenty-six feet, a depth of 150 feet and is four stories in height.

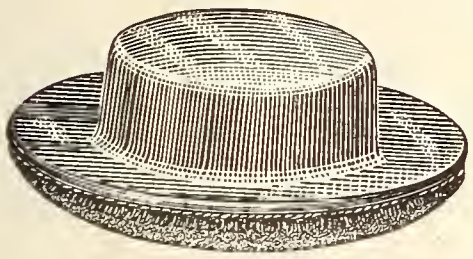


Starr Piano Co.'s New Cincinnati Home

The first floor is being arranged as a phonograph demonstration room and recital hall and the second, third and fourth floors will be used as the display and salesrooms for the pianos and player-pianos. The office is on a mezzanine floor between the first and second stories. Workmen began to pour the roof slab October 8 and are expected to finish by January 1.

The new quarters will be beautifully decorated and handsomely finished. The full Starr line of pianos and phonographs will be shown.

"Standard" Record Cleaner



Price, 50 Cents, List
Patented June 2, 1914

ARTISTIC AND ATTRACTIVE

Grips the record surface and clings as if on rails.

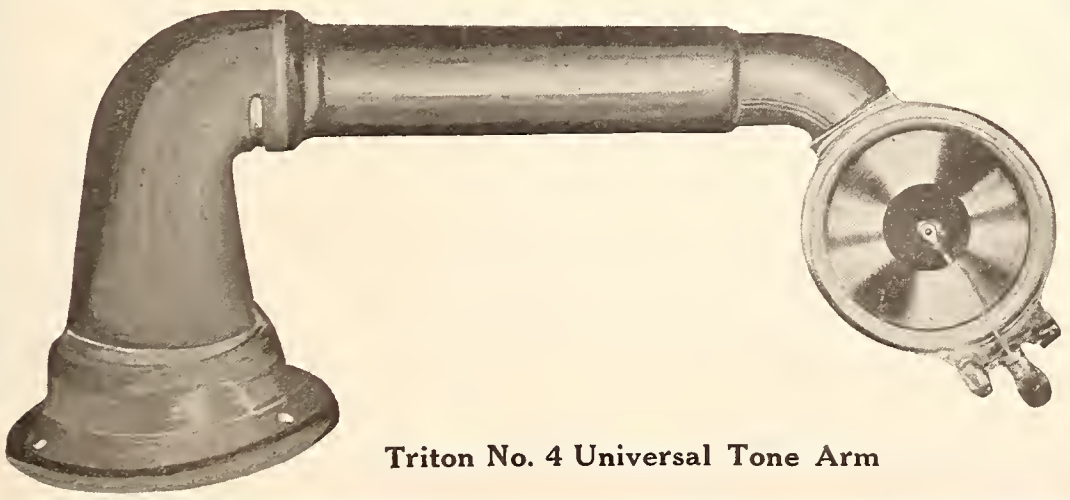
Extended brush area cleans record with one sweeping circuit.

Send 10 cents in stamps for a sample cleaner. Write on your business letter head only. Place regular orders through your jobber.

KIRKMAN ENGINEERING CORPORATION
Successors to the Standard Gramaphone Appliance Co.
237 LAFAYETTE STREET NEW YORK

We also manufacture the Simplex Record Cleaner, Price 15 cents, list.

TRITON No. 4 TONE ARM



Triton No. 4 Universal Tone Arm

It Excels any Tone Arm on the Market for Tone Reproduction Quality.

Plays All Makes of Records

We Manufacture All Grades of Tone Arms and Sound Boxes.
Write for Special Quotations.
We also manufacture three styles of motors, No. 1, No. 2, No. 3, ranging in price from $1.25 to $4.25.

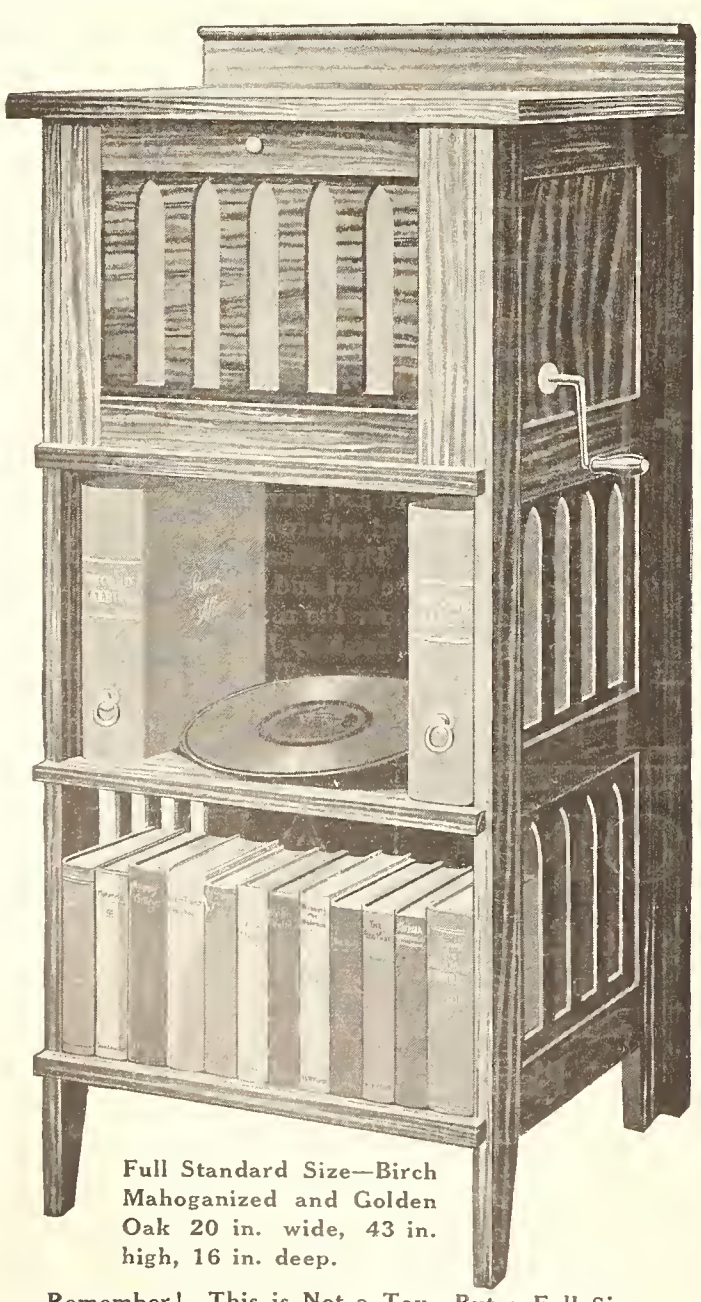
TRITON PHONOGRAPH CO.
137 FIFTH AVENUE NEW YORK

BIG MONEY

Sell This "$100 Style" PHONOLA *for $19.75—at Big Profit!*

The Most Sensational Development in the Phonograph Industry

THIS announces to the music trade of the world, a new combination cabinet-style Phonograph, record holder and book case—"the Cabinet Grand Phonola"—which means to the phonograph industry what the Ford car does to the automobile industry—with this difference: The Ford did not carry with it the Packard atmosphere. The Cabinet Grand Phonola, despite its sensationally low retail price, we believe, ranks, in distinguished beauty and solid merit, with the most expensive phonographs made.



Full Standard Size—Birch Mahoganized and Golden Oak 20 in. wide, 43 in. high, 16 in. deep.

Remember! This is Not a Toy—But a Full Size Standard Phonograph Cabinet

Note the Dimensions:

43 in. High
20 in. Wide
16 in. Deep

Cabir
PHO

Phonograph Record

The supremacy of the Cabinet Grand Phonola rests upon basic patent in tremendous economies in manufacturing, shipping and storage. Think for this beautiful combination Cabinet Grand Phonola—made of thorou hardwood, finished in Golden Oak or Mahoganized Birch—with a high-gra

The Cabinet Grand

Made to Hold Any Make of Low Priced Phonograp

Retail Price $13.25

There are hundreds of thousands of phonographs without cabinets c stands, or record holder cases. The Cabinet Grand is so designed that an of these machines will fit inside or on top, thus forming an outfit that "look like a million dollars." You can sell the Cabinet Grand (without Phonola for $13.25, making a handsome profit on every sale.

The holiday season is right at hand. Write or wire for our extra ordinary proposition to dealers. We make immediate shipment on receipt of your orde

Caloric Sales Company

1381 Continental and Commercial Bank Bldg., Chicago

DEALERS!

Patent "Collapsible" Construction Cuts Shipping and Storage Costs Amazingly

THE extraordinary success of the Cabinet Grand from a manufacturing and selling standpoint is due to the unique collapsible or folding construction, which is covered by basic patents. This patent protection means that the Cabinet Grand will absolutely dominate in the low price field. It has no competition. Every low price phonograph sale *increases* the market for the Cabinet Grand. These cabinets are shipped knocked-down; taking a second class furniture rate and are packed three in a case. Set up in 60 seconds. Total weight of three cabinets and case less than 120 pounds. Consider the saving in freight bills and the great economy in floor space as 5 cabinets can be stored in collapsible form in the space of one cabinet of any other make, of equal size.

t Grand NOLA

and Book Case in Combination

Sells at Retail for $19.75

—all for the ridiculously low retail price of $19.75. Remember, too, that this absolutely irresistible selling price carries a big profit margin for you. The Cabinet Grand Phonola is absolute master of the low price field. Foremost dealers in the music trade are flooding our factory with orders.

(30 seconds later)

WIRE US

For Most Extraordinary Offer

Get ready for the big Christmas trade. Don't wait for the mails—wire for liberal discounts and wonderful selling plans. We make immediate shipments on receipt of your order—no delay. Get in touch with us at once. It means big money for you.

Order samples now for your Holiday trade. The "Cabinet Grand" will prove itself a quick seller and a sure winner.

All goods shipped from Janesville, Wisconsin Caloric Company's Factories

Complete—Phonograph On Top

Complete—Phonograph in Sound Chamber

Caloric Sales Company

1381 Continental and Commercial Bank Bldg., Chicago

The Soul of Music Lives and Throbs in

The United "Ideal" Talking Machine

STYLE G
Retails for $35

THE perfection of Excellence in every detail of motor, tone arm, sound box, and tone chamber construction. Plays all makes of records without an attachment.

Our cabinets are the finished work of artists, and are supplied in Oak, Satin Walnut, Mahogany, and Pearl Grey.

Our low prices are possible only because of our wonderfully efficient factory equipment.

Retail from
$12.00 to $85.00

Valuable territory still open to live reliable dealers.

ACT QUICKLY

The United Talking Machine Company
Main Office and Factory
178-182 Emmet Street
Newark, N. J.
Showrooms
Candler Bldg., 220-224 W. 42d St.
Room 1301 New York, N. Y.

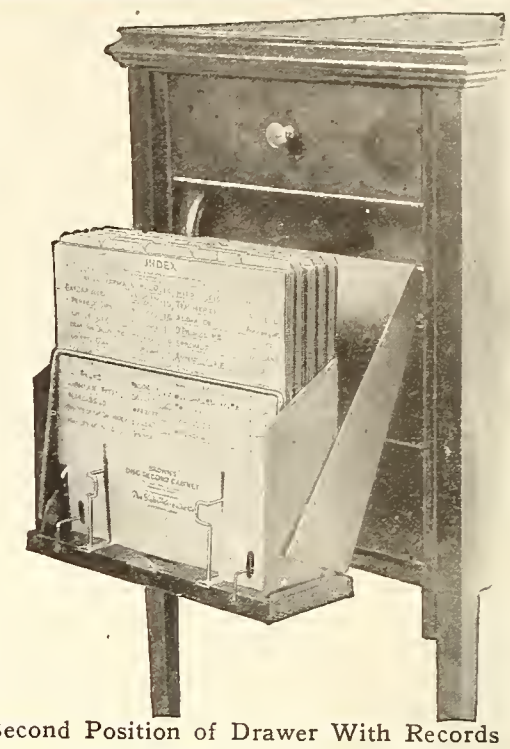
NEW CABINETS WELL RECEIVED

Brown Disc Record Cabinet, Made by Globe-Wernicke Co., Pleases Victor Dealers

CINCINNATI, O., October 6.—The Globe-Wernicke Co., of this city, well-known manufacturer of sectional bookcases, filing cabinets, etc., which recently placed on the market the Brown disc record cabinet, reports a most gratifying demand for these cabinets. The company states that it is only necessary for one of its salesmen to demonstrate a cabinet to make a sale, as the distinctive features of the Brown cabinet are immediately apparent.

The company reports that it has received letters from many Victor dealers throughout the country stating that the Brown disc record cabinet is increasing record business, as these cabinets make it a pleasure for Victor record owners to file and find their records. Some of these dealers have stated that their patrons had formerly complained regarding their inability to file their records adequately and properly but that the Brown disc record cabinet seemed to eliminate all these annoyances. As a matter of fact the dealers' records show that these cabinets have produced increased record sales.

The Brown disc record cabinet is designed to accommodate Victrolas only, and the records are filed in a vertical position and lie flat,



Second Position of Drawer With Records Vertical Under Pressure of Spring

thereby removing any possible chance of warping. The filing system consists of a Globe-Wernicke filing index in a flat drawer which can be dropped to a vertical position.

TRADE CHART FOR VICTOR DEALERS

In The Voice of the Victor for September, there is included a business chart for the use of both jobbers and dealers, and which will enable them to compare the gross business done each month for a period of two years or more. The chart is conveniently designed, and its use should give the talking machine man some direct information that will probably surprise him.

ISSUE AN ATTRACTIVE FOLDER

The National Talking Machine Co., 118 East Twenty-eighth street, New York, has just issued an attractive folder featuring the "National Bluebird" machines, which this company manufactures. Illustrations of the various machines in this line are presented, together with a brief description of the distinctive qualities of the "National Bluebird" product.

CATALOG FEATURES MODELS

The Delpheon Co., Bay City, Mich., manufacturer of Delpheon phonographs, has just issued an artistic catalog featuring the various models in its line. This catalog presents full page illustrations of each model, and the text calls attention to some of the distinctive features of the Delpheon product, such as its tone-control device, automatic stop, automatic cover support, and perfected filing cabinet.

ANOTHER MODEL OF OUR 32 STYLES

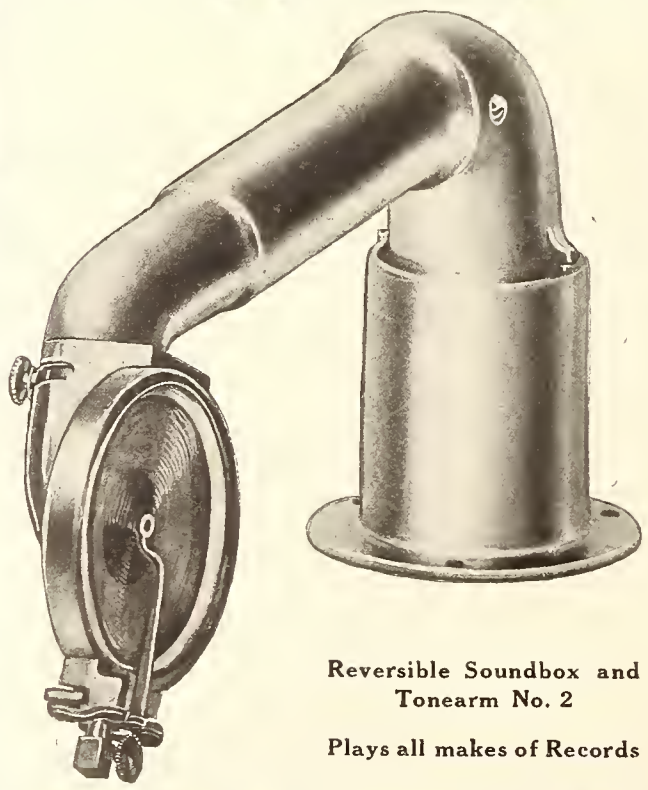
Retail
$35

Oak or Mahogany. Size, 20¼ in. Wide. 20½ in. Deep. 44 in. High. Double spring motor, 12-inch turntable, reversible tone arm, playing all records.

Write for our new eighty-two page catalog

The only one of its kind in America. It contains every essential part of a talking machine. It has over five hundred illustrations of parts and thirty-two different styles of phonographs.

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



Reversible Soundbox and Tonearm No. 2

Plays all makes of Records

An Opportunity to Secure a

UNIVERSAL TONE ARM and SOUND BOX

at a remarkably low figure. Tone Arm and Sound Box heavily Nickel Plated.

Real Mica, 90 cents Each, Complete
Imitation Mica, 80 cents Each, Complete

Koch-O-Phone Phonograph Record Factory is now fully equipped. Distributors for Phonograph Records wanted in all cities.

ANDS. KOCH
296 Broadway New York

SHOWS RECORD MAKING PROCESSES

Interesting and Unusual Window Display Made by Manager A. T. Boland, of the Grafonola Shop, Chicago—Much Attention to Details

CHICAGO, ILL., October 7.—The manufacture of talking machine records has always been very much of a mystery to the general public and there is perhaps no one who has ever listened to a talking machine who has not wondered just how sound reproduction is attained.

Realizing this, A. T. Boland, manager of the Grafonola Shop on Michigan avenue decided he could make an excellent window display on that subject. He, therefore, arranged to receive some "properties" from Bridgeport and with the addition of a few posters and illustrations succeeded in making one of the most successful and attractive displays that the shop has shown since its establishment.

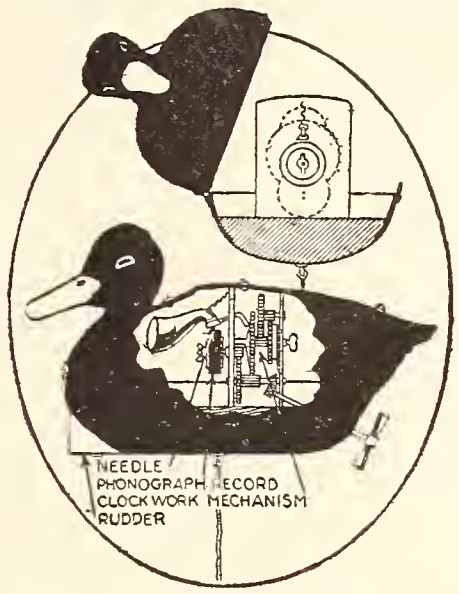
The illustrations and matrices were all numbered and labeled so that it was easy to follow the course of manufacture. Number one was a large photograph of the Columbia recording room, showing how the artists and musicians go through the work of recording. Display No. 2 showed the blank record, while display No. 3 showed the record after the recording had been taken upon its surface. No. 4 showed the record after the graphite had been applied. No. 5 showed the matrix after the copper had been electroed upon it and No. 6, the shell that is taken from No. 5. The next picture showed the shell after it had been backed and made into a plate. No. 8 showed a record as taken from the press and ready for the finishing, while No. 9 showed the finished record as it is ready for the home.

Large posters of Emmy Destinn and Alice Nielsen were used with good effect, flanking on either side a colored poster of Mary Garden as she will appear as Tosca during the coming season of the Chicago Grand Opera Association. Several other small illustrations showed a number of the Columbia artists at work in the recording room. Among them were Morgan Kingston, Maggie Teyte, Oscar Seagle, Al. Jolson, Florence Macbeth and Weber and Fields.

DECOY DUCKS THAT REALLY QUACK

Oklahoma Nimrod Gives Voice to His Mechanical Ducks by Phonographic Means, Resulting in Grave Casualties to the Live Birds

When Amos C. Vaughan, of Anadarko, Okla., goes duck shooting he takes with him a set of



his mechanical decoys and places them in the water in front of his blind, says the Popular Science Monthly. Before doing so, however, he winds them up. When a flock of wild ducks appears his decoys begin to swim about and quack as if they were alive. The result is that the inventor goes home with a full bag, for no wild duck can resist the mechanical wiles of his decoy.

His duck is provided with a phonographic means for automatically giving at predetermined intervals a call or cry. It swims about in the water with the aid of the propeller and an adjustable rudder, either in circles or in any direction the hunter wishes.

The decoy is composed of two parts, bottom and top, which can be opened for cleaning and repairing. A clock-work mechanism drives the propeller and also the sound-record of the phonograph. As the mechanism is set in action the stylus, or needle, as well as the propeller, is operated. A cylinder or disc is used for the record. A controlling cam renders the needle inoperative at certain intervals, so that the calls or cries are sounded intermittently. Who makes the phonographic record of the quack that leads a duck to its doom? We are baffled.

ENTHUSIASM PRESERVES YOUTH

Hermann Ernst Gives Secret Which He Has Used for Twenty-eight Years

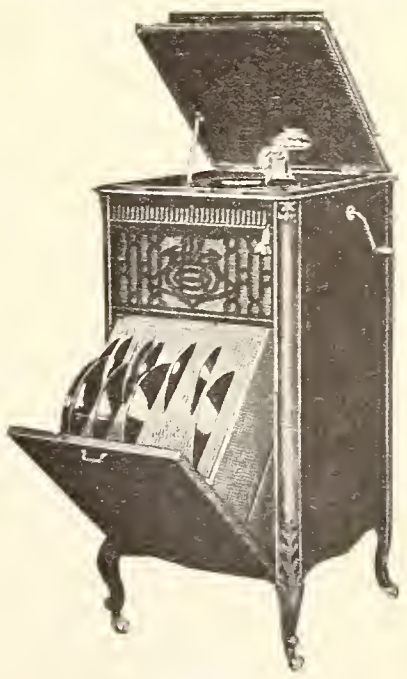
Hermann Ernst, head of Krakauer Bros. talking machine department, says he has discovered the secret of eternal youth. Here he has been with this one concern for twenty-eight years, yet in appearance he is the exact counterpart of a college lad of twenty-one. Hermann attributes his adolescent countenance to his enthusiasm for the goods he sells. "Enthusiasm, unbounded enthusiasm, for your product keeps a man young," insists Mr. Ernst. "Show me the man who has lost his enthusiasm and isn't overflowing with the joy of service for his customers and I will show you a man who is growing prematurely old and gray."

The New York Globe has been conducting the past few months a shopping contest, in which it has featured letters from its readers who have made purchases from advertisers in the Globe. One of these recent letters referred to the purchase of several Columbia records from the Gotham Shops, 49 Nassau street, exclusive Columbia dealers. The writer of this letter commented upon the spirit of friendliness and convenience which characterized her dealings with this concern, and also spoke very highly of the Columbia records she purchased.

What Other Phonograph Has as Many Exclusive Features, as

MODEL A

MODEL B



MODEL C

Perfected Record Filing System.
Tone Control From Anywhere in Room While Playing.
Realistic and Natural Reproduction.

The Delpheon

Beautiful and Artistic Cabinet.
Stops When Music Ends.
Plays Any Make of Record.
Over-size Motor — Balanced Cover Support.

Think what it will mean to have such a machine in your sales rooms.
Why! Almost every demonstration means a sale.

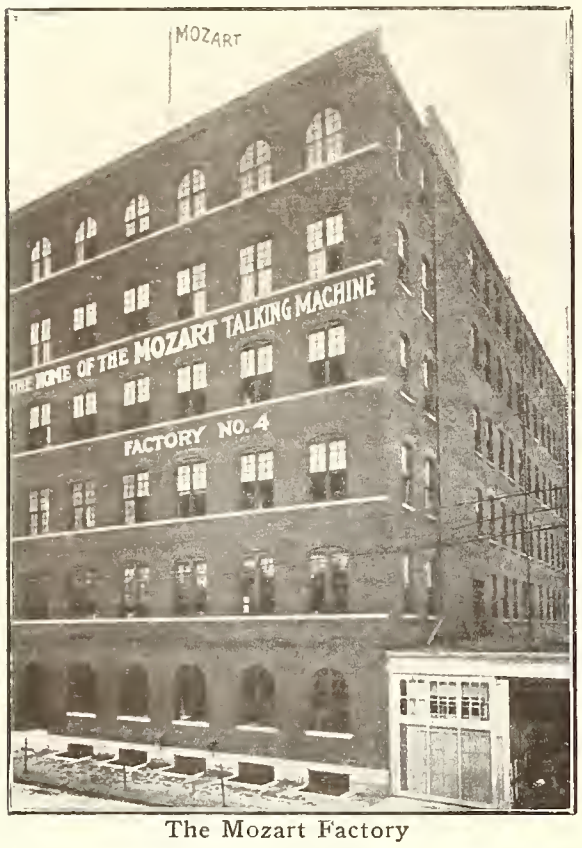
BETTER FIND OUT ALL ABOUT IT RIGHT AWAY

THE DELPHEON COMPANY 811 Boutell Place, BAY CITY, MICHIGAN

MAKING VERY RAPID PROGRESS

Factories of the Mozart Talking Machine Co., Pushed to Take Care of Demands of Trade

ST. LOUIS, MO., October 7.—The Mozart Talking Machine Co., of this city, has been making very rapid progress the past few months, and their out of town jobbers and dealers who have visited the company's general offices at factory

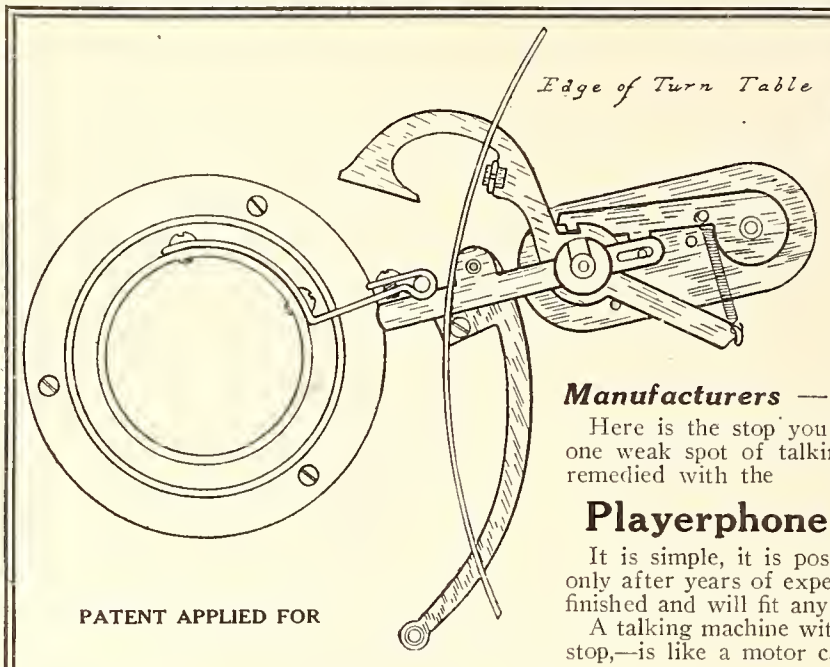


The Mozart Factory

No. 4, 1432 to 1442 North Twentieth street, have been pleased to find that this seven-story factory, covering over one city block, is working to capacity. This same condition also holds good with the other Mozart factories.

The company's plants are equipped and designed to promote manufacturing efficiency to a high point.

In a recent chat with The World, J. P. Fitzgerald, president of the company, said: "During the past few months we have closed a number of large contracts, and our business has increased so rapidly that we have been forced to work day and night to take care of our orders promptly. We had been manufacturing cabinets for other talking machine manufacturers, but was obliged to give this up so that we could concentrate our activities on the production of Mozart machines."



PATENT APPLIED FOR

AT LAST!

A Real Automatic Stop

Manufacturers — Jobbers — Retailers

Here is the stop you have long looked for. The one weak spot of talking machines has at last been remedied with the

Playerphone Automatic Stop

It is simple, it is positive. It has been developed only after years of experimentation. It is beautifully finished and will fit any of the higher class machines.

A talking machine without a stop—a real, automatic stop,—is like a motor car without a brake.

I want to show you that the Playerphone Automatic Stop is the best one invented—the only one which is entirely satisfactory in every way.

In use now on the Playerphone and other high grade talking machines.

I want to get in touch with high class manufacturers, jobbers and dealers at once. Write or wire to-day for quantity, prices and send $1.50 for sample.

D. W. McKENZIE

23 So. Wabash Ave. Chicago, Ill.

D. W. McKenzie,
23 So. Wabash Ave., Chicago.

Send at once quantity and prices. Enclosed is $1.50 for sample Playerphone Automatic Stop.

Name .....

Business .....

Address .....

The advertising department of the Columbia Co. has suggested to Columbia dealers that they try and make their store windows distinctive, and with this idea in mind has prepared a number of ideas for store windows which should act as a powerful stimulus to machine and record sales. These consist of window transparencies in various colors.

The Mulvihill Furniture Co., of St. Louis, have taken on the Columbia line.

ANNOUNCEMENT

We beg to announce to those interested in the purchase of

Talking Machine and Record Cabinets

that we are installing on the premises 82-98 Willow Avenue, New York, a plant fully equipped with the most modern machinery for the making of talking machine and record cabinets. This plant will cover a floor space of 17,000 square feet devoted exclusively to this industry. Our business will be conducted according to the general practices of the trade plus such innovations as we believe will meet the approval of our patrons. In view of the fact that the demand for cabinets is exceedingly great at the present time and all manufacturers are overcrowded with contracts we are confident that more satisfactory arrangements as to delivery and price can be obtained from our plant.

Get in touch with us now. Don't wait until we are taxed to capacity.

MELROSE FURNITURE & CABINET MFG. CORPORATION

Willow Avenue, 132d to 133d Streets :: New York

THE HARMONOLA

Harmonola No. 28—$115.00

Mabogany Cabinet with compartments for 200 records. Size, 48 inches bigb; 23 inches wide; 25 incbes deep. Tompkins improved reproducer. Tompkins exclusive tone arm. New combination horn, sound cbamber and amplifier. Speed regulator. Double spring, spiral drive motor (plays eigbt records and can be wound wbile playing). All metal parts nickel plated.

Close Comparison Invited

In the procession of new phonographs with their clang of extravagant advertising, how can the dealer form an intelligent judgment of merit except by close comparison.

The mystery and monopoly that once attended the making of Talking Machines no longer obtains. Out of the confusion caused by all manner of new, and mostly amateurish, claimants must stand eventually the time-honored principles, (a) *Understanding;* (b) *Skill;* (c) *Quality.*

Cautious Development

The HARMONOLA is not an assembled machine. For three years it has been slowly and patiently evolving in its own Philadelphia factory under the painstaking genius of an expert Phonograph Engineer, assisted by men experienced in the building of Talking Machines. Its builders do not claim any radical discoveries in acoustics or physics, but rather the perfected application of well-tried principles. No feature of the Harmonola is absolutely original, but every important feature is distinctive and superior.

The Tompkins reproducer used in the Harmonola is a marvel of mechanical triumph. It has a Japanese fiber disc to which a Tungsten steel stylus arm is cleverly adjusted with polished conical bearings equal in their non-frictional resisting features to the jewel bearings of the finest timepiece. The sensitive diaphragm picks up every particle of tone and gives a natural reproduction, free from harshness or metallic rasping. The volume, purity and quality of tone, as well as the overtones and color tones, are unequaled by any other reproducer.

Harmonola No. 21—$85.00

Mahogany Cabinet with compartments for 200 records. Size, 44 inches high; 20½ inches wide; 22 inches deep. Tompkins improved reproducer, Tompkins exclusive tone arm. New combination horn, sound chamber and amplifier. Speed regulator. Double spring, spiral drive motor (plays five records and can be wound wbile playing). All metal parts nickel plated.

This announcement had been held in leash until after the instrument could be tested in the homes of several hundred purchasers. Now we are able to assert with confidence that the Harmonola, in our opinion, is *unequaled in tone value and unexcelled in other points.* But some Talking Machine manufacturers have made similar claims that have not been confirmed by investigation.

Here is the Fairest Proof

Any dealer or would-be dealer of good business standing may order a sample line of Harmonolas at our regular and invariable wholesale price, and these first four machines will be forwarded, prepaid, subject to being returned within ten days, at our expense, if it should not prove that the HARMONOLA has the purest and best tone of any phonograph that you have heard and affords the greatest value for the money of any machine that you have seen.

Pertinent Points About THE HARMONOLA

(1) It gives the clearest and most natural reproduction of any Talking Machine that we have heard.

(2) There is complete absence of metallic noise.

(3) It plays any make of record perfectly without change of equipment.

(4) It uses any standard needle.

(5) It has an exceptionally good and strong motor.

(6) The cabinet work is of the highest character in design, construction and finish.

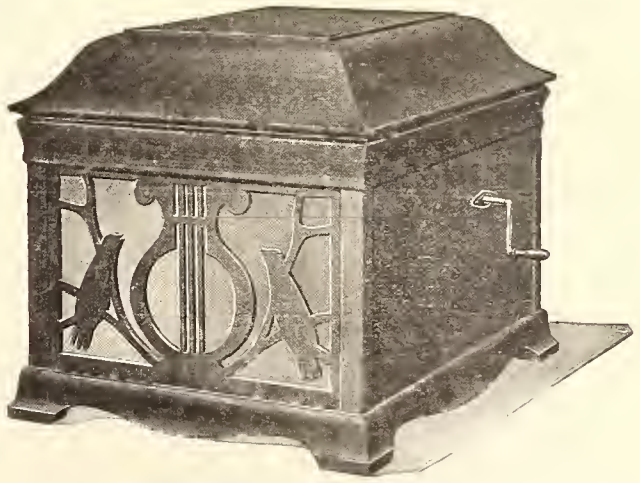
(7) The price is only about two-thirds the price of other high-grade Talking Machines of similar, but not equal standard.

Harmonola No. 7—$27.50

Cabinet is furnisbed regularly in mahogany. Size, 12½ incbes high; 16½ incbes wide; 19 incbes deep. Tompkins improved reproducer. Tompkins exclusive tone arm. New combination born, sound chamber and amplifier. Speed regulator. Double spring, spiral drive motor (plays three records and can be wound while playing). All metal parts nickel plated.

Substitutes the Harmonola

We are endeavoring to accumulate a surplus of Harmonolas for December delivery. Dealers in old line machines who are unable to obtain enough stock for Christmas deliveries can turn to the HARMONOLA with the confidence that it will not only fill the gap, but will give at least as good satisfaction as the best machine that you are handling.



Harmonola No. 14—$45.00

Mahogany Cabinet furnished regularly. Size, 15½ inches bigh; 16½ inches wide; 20½ inches deep. Tompkins improved reproducer. Tompkins exclusive tone arm. New combination horn, sound cbamber and amplifier. Speed regulator. Double spring, spiral drive motor (plays three records and can be wound while playing). All metal parts nickel plated.

THE HARMONOLA COMPANY

1611 CHESTNUT STREET PHILADELPHIA, PA.

New 9-in., 4½-Minute, 50c Record
Ready Nov. 15

Another remarkable value! Another demonstration that the MAJESTIC is making the retailing of Records a big, profitable business.

This new Record is nine inches in diameter, plays four and a half minutes, and retails with full margin at 50c.

30 New Titles Monthly

of both sizes. Send an order for the 7-inch for immediate delivery, and book your order for November 15th delivery on the new 9-inch MAJESTIC Record.

The Majestic Adaptor

is a universal attachment which, by a simple turn of the sound box, enables you to play ANY STYLE RECORD.

Los discos dobles Majestic son immejorables, se ha eliminado por completo el ruido en la superficie al ser tocados.

Solicitamos correspondencia y tendrémos placer en enviar catálogos y demas datos.

Precios especiales para exportación.

Double Disc Records To Retail at 25¢

Majestic Record Corporation

The MAJESTIC Record is revolutionizing the Record business and stimulating Phonograph sales.

It dominates the popular priced Record field.

When people hear MAJESTIC Records played and see what a high-grade list of subjects they may choose from, they buy phonographs more readily and buy more Records than they would at higher prices.

The MAJESTIC is a vertical cut, double-disc record, 7 inches in diameter, but plays as long as any 10-inch record.

MAJESTIC tonal quality compares with the best, regardless of price. We have practically eliminated the surface noise.

The MAJESTIC Catalogue embraces all that is best in the world's musical literature—Vocal and Instrumental—Classical, Humorous, Secular and Sacred—and the popular hits of the day.

This Month's Catalogue, 100 Selections

MAJESTIC RECORD CORPORATION
37-39 EAST 28th STREET NEW YORK CITY

TALKING MACHINE EXPORTS

The Figures for July Presented—Exports Show Increase for the Month

WASHINGTON, D. C., October 9.—In the summary of the exports and imports of the commerce of the United States for the month of July, 1916 (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following figures relating to talking machines and supplies are set forth:

Talking machines to the number of 4,934, valued at $13,077, were exported for July, 1916, as compared with 2,346 talking machines, valued at $69,011, sent abroad in the same month of 1915. The total exports of records and supplies for July were valued at $91,594, as compared with $68,780 in July, 1915. For the seven months 31,182 talking machines were exported, valued at $791,101 in 1916, and 15,322, valued at $433,686, in 1915, while records and supplies valued at $604,940 were sent abroad during 1916 as against $406,870 in 1915.

NATIONAL BLUEBIRD

"BLUEBIRD" TALKING MACHINES

STAND FOR

Quality, Value and Service

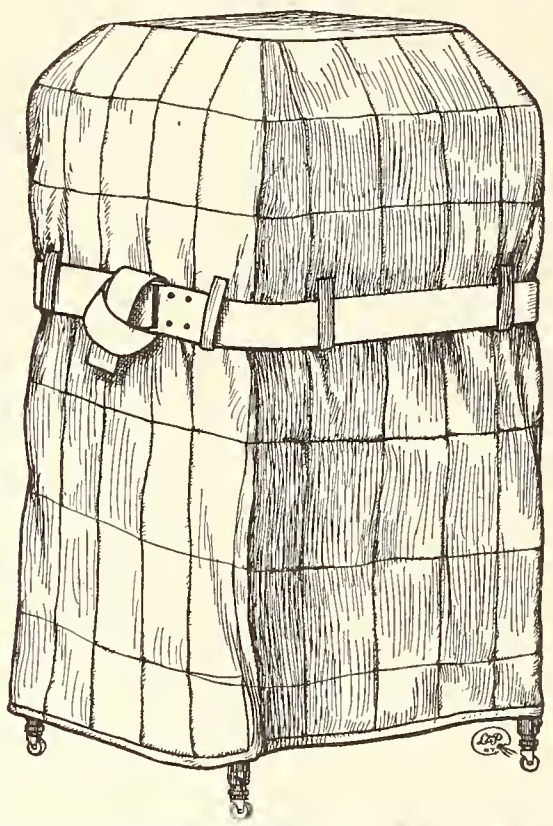
They are made in genuine mahogany and oak, and are exquisite in finish and design. The motors, tone-arms, sound-boxes and tone modulators are the best made. All machines play all makes of disc records without an attachment.

There are four models retailing at $50, $85, $150 and $200, with liberal discounts to dealers.

National Talking Machine Company, Inc.

118 East 28th Street New York City

B and B Covers



Three Styles

No. 1—Felt Interlining, one strap, **$7.50**
No. 2—Felt Interlining, without strap, **$6.00**
No. 3—Same as 1, with complete set of carrying straps, **$9.00**

A complete line of phonograph carrying and wareroom covers is offered under the B and B trade-mark, each one being made of the highest quality throughout. Write for prices of wareroom covers.

Bristol & Barber
115 East 14th St., NEW YORK

The Pathephone Sales Co. of New York, 111 East 14th Street, Pathe distributor, is equipped to render dealers efficient Pathephone and Pathe Disc service. Now is the time to write for Pathe dealer proposition.

DISTRIBUTING MAJESTIC RECORDS

The Majestic Corporation, recently organized, has opened salesrooms at 37 and 39 East Twenty-eight street, New York, and will in the future handle the distribution of the Majestic records. A sales staff has been organized and other preparations are being made for a fall sales campaign. Several appointments in the new corporation are now being considered and will shortly be announced.

The seven-inch double-disc Majestic record will be pushed as never before and in addition there will be ready for delivery on November 15 a new nine-inch double-disc record, retailing for 50 cents. There will be according to the announcement thirty new titles each month in both sizes, which will include all the popular hits of the day. The Majestic Adaptor will also be handled by the new company.

A national advertising campaign will be inaugurated by the new organization.

Brooks Manufacturing Company

Width, 21 ins. Depth, 22½ ins. Height, 48 ins., with top closed. Turntable, 12 ins. in diameter. Holds 360 records. Shipping weight, 160 lbs.

Note the size is a little larger than any other $150.00 instrument.

Announcement

The Brooks Manufacturing Company, one of America's oldest and largest makers of high-grade furniture, now announce the

Brooks Cabinet Phonograph

to be marketed only through dealers.

$150 Value — Retails at $100 for Oak — $110 for Mahogany

We are making the best discounts ever offered dealers.

For nearly two years this great company has concentrated its energies in perfecting this Masterpiece. It embodies all the latest improvements —plays any disc record without change—has counter-balanced, improved tone arm—all-wood sound amplifier—positive sound modifier. Cabinet holds 360 records, etc., etc.

OPEN TERRITORY for both Distributors and Dealers. Immediate deliveries. Write or wire for particulars.

BROOKS MFG. CO.
PHONOGRAPH DEPT.
SAGINAW MICHIGAN

Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

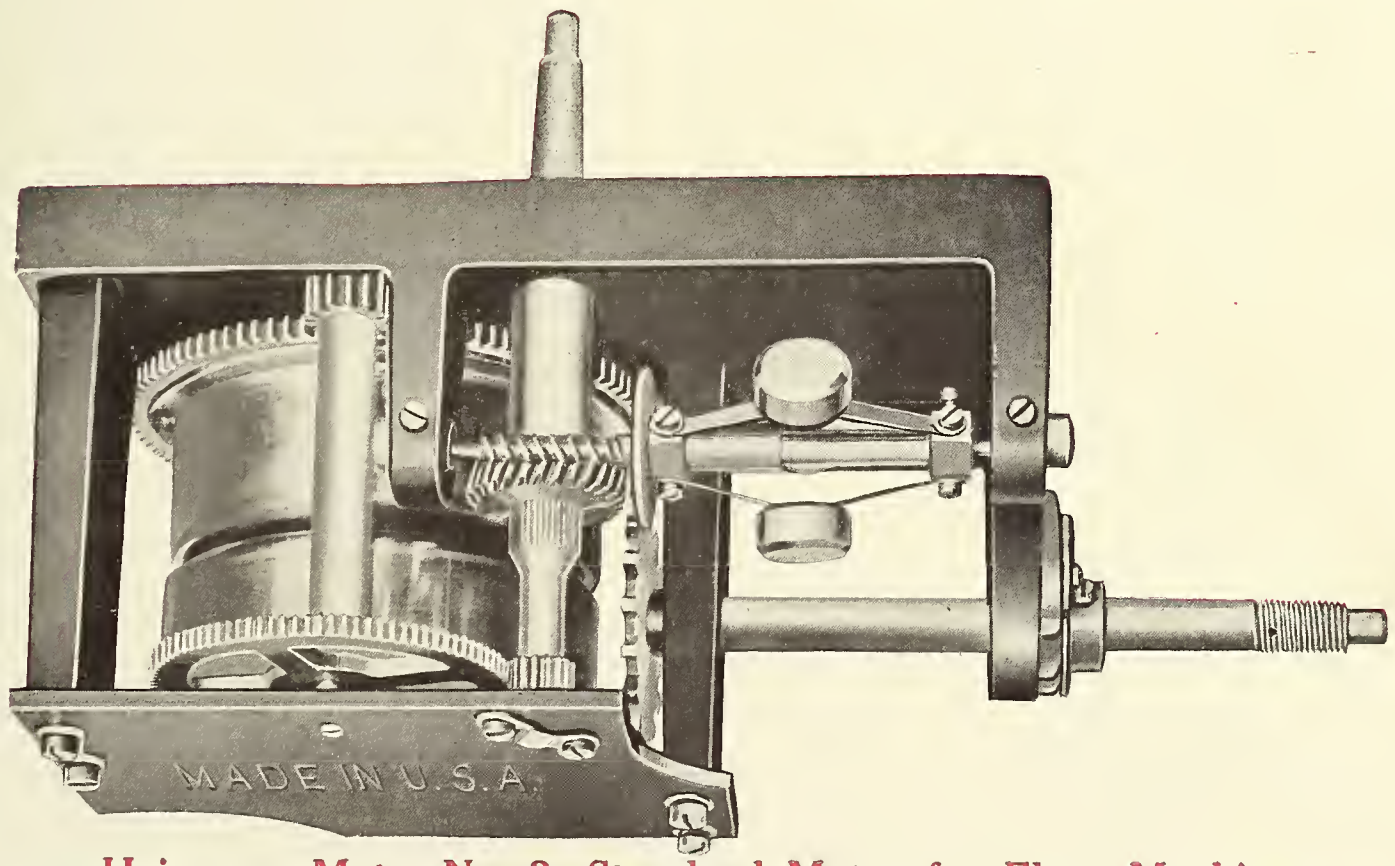
FACTORY, ELYRIA, OHIO

1917

The Phonograph Year

Make your arrangements NOW for your MOTOR, TONE-ARM and SOUND-BOX requirements

WE ARE AT YOUR SERVICE



Heineman Motor No. 3—Standard Motor for Floor Machines

Otto Heineman
President

Columbia Records TRADE MARK Note the Notes

Bellini's "I Puritani" is seldom heard today. And it has seldom been heard at *any* time as LAZARO can sing it. "A Te O Cara" from "I Puritani" *(Columbia Record 48783)* is a triumphant test of Lazaro's greatness.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

FINDS PATHE JOBBERS HAPPY

C. E. Gore Returns from Trip Among Southern Jobbers With an Excellent Report

C. E. Gore, traveling representative for the Pathé Frères Phonograph Co., New York, returned Monday from a visit to the company's jobbers in the South. He also called upon a number of Pathé dealers in this territory, and was gratified to learn that the Pathé line is becoming more popular with music lovers in the South than he had anticipated.

The Pathé jobbers, who Mr. Gore visited, stated that they had closed a great many dealer contracts during the past few months with well-known and successful houses who had been attracted by the sales possibilities of the Pathé product. All of these dealers were preparing for a big fall trade, and had placed their orders well in advance of their immediate requirements so that they could supply their customers with Pathephones and Pathé discs as they were ordered.

NEW OPERAPHONE RECORD CATALOG

New Volume Contains List of All Operaphone Records to Date—Well Classified

The Operaphone Manufacturing Corporation, manufacturers of the Operaphone records, have just completed and issued to the trade a complete catalog of Operaphone records to date, which makes a very imposing list. The records are classified under various headings such as standard songs, selections from grand operas, instrumental, popular songs, dance music, etc., and include very desirable selections. The first page of the catalog is given over to a description of the Operaphonc records, and an explanation of how thcy may be placed on the various machines now on the market. There are also some good hints on how to play records generally, that should prevent record damage.

The ncw edition of Operaphone records with paper labels pressed into both sides are making quite a hit with the dcalers. The new labels with their gold lettering on black add to the attractive appearance of thc records, and also make it easier to identify the different sclections.

INCREASES FLOOR SPACE

The Emerson Phonograph Co., 3 West Thirty-fifth street, Ncw York, has materially increased the floor space it is occupying at this address in order to handle its growing business. The company now occupies three entire floors, one of which is devoted exclusively to sales and executive offices and the other two to the recording department with its diffcrent manufacturing divisions. R. D. Wyckoff, treasurer of thc company, states that September sales wcre far ahead of expectations and that the company is working to capacity to fill the orders it is receiving from energetic Emerson dealers throughout thc country.

The Williams Music Co. who handle the Victrola and the Edison phonographs, in addition to a fine line of pianos, has movcd to new quarters on South Main avenue, Sioux Falls, S. D.

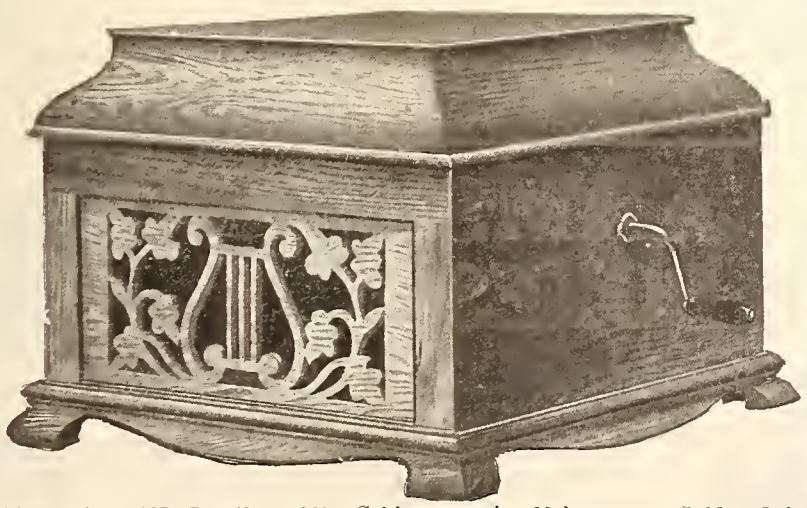
BOOKLET OF REAL INFORMATION

Victor Co. Publishes Papers, Prepared by Department Heads for Jobbers' Convention, in One Convenient Volume for Dealers' Use

One of the features of the recent convention of the National Association of Talking Machine Jobbers at Atlantic City was the reading of a number of papcrs prcpared by department heads of the Victor Talking Machine Co., and which gave authoritative information regarding the inside workings of the grcat industry that were not only intercsting but were distinctly valuable to those engaged in the selling of Victor goods. The jobbers were so much impressed with the various papers that they requested that the information should be passed along to every dcaler. The Victor Talking Machine Co. has, therefore, issucd a convcnient sixty-page booklet containing the papers in full, with marginal guides at each paragraph to facilitate the efforts of the dealer in quest of information of certain kinds.

The department heads who prepared the papers included Belford G. Royal, general superintendent; C. G. Child, director of the Victor rccording laboratory; H. H. Murray, superintendent of the engineering department; I. F. Eurton, superintendent of the manufacturing dcpartment; E. T. Kieffcr, superintendent of the cabinet factory; C. S. Wickes, superintendent of the rcord prcssing factory; E. K. Smith, superintendent of the shipping department; Ernest John, assistant manager of the advertising department, and Mrs. Frances E. Clark, director of the educational department, and all treated their subjects cxhaustively.

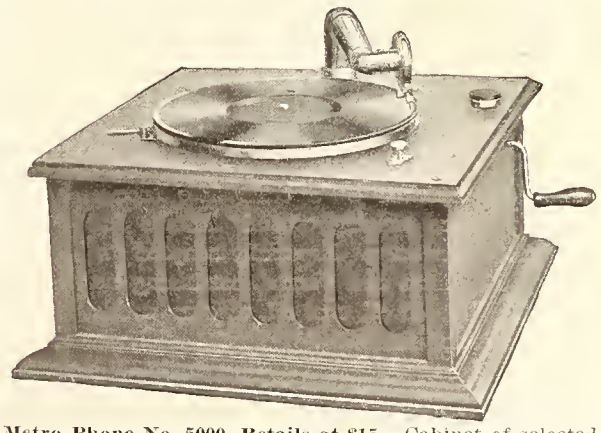
THE METRO-PHONE



Metro-Phone XL, Retails at $40.—Cabinet Genuine Mahogany or Golden Oak. Size 18¼ x 19½ x 14 inches. 12-inch turntable. Double-spring, worm-gear motor. Plays 3 10-inch records with one winding. Equipped with reversible tone arm, playing all makes of disc records.

We are equipped to handle cabinet orders in large quantities for standard and special designs.

Prompt deliveries guaranteed.



Metro-Phone No. 5000, Retails at $15.—Cabinet of selected Grain Oak or bright and dull Mahogany finish of the highest grade. Size 18 x 18 x 8½ inches. The construction of the concealed wooden horn creates unusual clearness and power of tone. The mechauism is thoroughly reliable. It will play two 10-inch or 1 to 1½ 12-inch records with one winding. Equipped with reversible reproducer, playing, by a mere turn, all makes of disc records.

The Metro-Phone line is no experiment. It is being sold throughout the country and is giving perfect satisfaction. Made in four styles and guaranteed in every detail. Write now for open territory in time for holiday trade.

FRANZ BRÜCKNER MFG. CO., 405 Broadway, New York

Cavanaugh Cabinets

Mr. Dealer:

Do you realize that you will not be able to supply the enormous demand for No. 10 and 11 Victrolas? Protect yourself with the only substitute, No. 9 Victrola with Cavanaugh-Cabinet.

Original In Design—Superior In Workmanship—In All Victor Finishes

Only one Victrola.
You know it.
Only one Cavanaugh-Cabinet.
Learn to know it.

J. J. CAVANAUGH
452 Fulton Street :: Brooklyn, N. Y.

Catalogue on request

$10.75 Singly | $10.50 Lots of 6 | $10.25 Lots of 12

$10.25 Singly | $10.00 Lots of 6 | $9.75 Lots of 12

DEVELOPING THE DEMAND FOR RECORDS IN ST. LOUIS

Growth of Trade Laid to Practice of Advertising the New Lists and Keeping Good Stocks—Dealers Remodeling and Enlarging Stores—Convention of Edison Dealers

ST. LOUIS, Mo., October 5.—All dealers in St. Louis are a unit in declaring that the talking machine business in this vicinity is very good, and that the sale of standard machines is going to be limited this fall only by the supply. Already the jobbers are beginning to figure on proportional distribution on late orders.

The jobbers say that while trade is good everywhere, it is especially good in the South. Except in isolated communities where floods or other local reasons have destroyed or limited the crops, the dealers order heavily early in the season, and now are sending in repeat orders for their holiday goods. The machines that they planned for their holiday trade are already sold. The retail trade in the city and vicinity has picked up very strong in the last few weeks, and the record business is exceeding former proportions with all dealers.

Speaking of records: The question often has been raised here recently as to the proportion of record business drawn to the downtown stores by the liberal advertising that is placed when the new lists come out. Several inquiries have been made along this line recently by The World correspondent, and he is told by those who should know that the small dealers outside the shopping district are holding about the same proportion of the trade that they did previous to the energetic advertising campaign. H. M. Reynolds, of the Victor factory, who has been visiting with the local trade for a month, says that the trade with the small dealers depends largely upon the stock of records carried; that if they have the new records month after month they hold their community trade. Also that if the dealers study their community tastes and keep a fair stock of records that are in demand there, their record trade will run in proportion to the machine trade that they are able to command, and in some cases they can work up a record trade that appears to be out of proportion. C. R. Salmon, of the Columbia Co., who handles the local wholesale business for that company, takes the same view. He says that the small dealer who gives proper service in the way of stock and demonstrations has little to fear from the downtown store.

Evidence that the stores away from the shopping district are not suffering, is that two such stores recently have greatly enlarged their business capacity. Mengle & Tubbesing, on West Olive street, are building three additional booths and placing them on the first floor, which has been devoted to pianos. The booths on the second floor will be retained, giving this firm seven booths. It will remain an exclusive Victor store. William J. Bauer, at 2619 Gravois avenue, has disposed of his sewing machine and stationery business, and will devote his two store rooms exclusively to the Victor line and records.

President Koerber, of the Koerber-Brenner Music Co., Victor jobbers, says that the prospects for the fall are exceedingly brilliant, despite the heavy advance orders that have been filled. The South, he says, is placing orders proportionately much in excess over those from Northern dealers as a whole. With the general business conditions so favorable, he does not anticipate any letup.

The Kieselhorst Piano Co. Victor department will be opened October 16. It was expected that it would be going before this time, but unavoidable delays came up. Mr. Kieselhorst has selected Arthur M. Magoon, who comes from Foster & Waldo, Minneapolis, as his Victor

"Show Me"

Said the Doubtful Dealer

And We Did

Now He Sells Only

DO YOU?

GLORITE CREAM is the original polish in paste form, packed in a collapsible tube—comes out like shaving cream. Retails for 25c and 50c per tube. Especially adapted for Talking Machines and Pianos, containing no turpentine, linseed oil, coal oil, vinegar, acetic acid, butter of antimony, chloride of lime, wax, paraffine or shellac.

Space will not allow us to fully explain the merits of this Pre-Digested Varnish Food—therefore fill out the attached coupon and decide by ordering a stock for the Fall Trade.

Master Specialty & Mfg. Co.

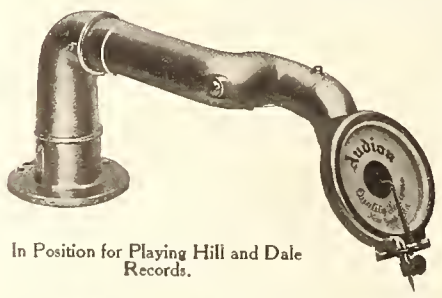
Box 96

Camden New Jersey

TONE ARMS SOUND BOXES

Quality Supreme

In Position for Lateral Cut Records.



In Position for Playing Hill and Dale Records.

Universal Arm, plays all records uniformly well. No rattle; joint has spring tension, box throws back for changing needle. Workmanship perfect. Tone superb.

Vitalis Jimmer Jr.

101-113 West Broadway, New York

manager. He has had several years experience as a department manager. In providing for the talking machine department, Mr. Kieselhorst has been forced to rent a wareroom apart from his present store, and he will make a number of changes in his piano selling departments in order to give up the first floor and a part of the second to talking machines.

Mark Silverstone, of the Silverstone Music Co., Edison jobber, addressed the Ad Club late last month, and the invitations said that he would give "to the ad men the view that salesmanship took toward advertising, as he was an expert salesman as well as a good ad man." The talk was very well received by the ad men, and brought a number of complimentary comments from the local newspapers.

As soon as he had disposed of this question, Mr. Silverstone plunged into final preparations for his tone test to be given October 21 at the Victoria Theatre, when Marie Rappold will be the artist to compare her voice with the machine. At this writing, the cards on which tickets could be requested were being mailed to the long lists of prospective Edison owners. At the time of the tone test, Mr. Silverstone is planning to hold a Dealers' Convention. His zone includes parts of Illinois, Missouri, Arkansas, Tennessee, Kentucky and Indiana. He expects that one hundred and fifty dealers will be here.

William Maxwell, second vice-president of the Edison Co., will be a guest at the convention, and will speak. Some of the dealers will prepare papers, and all discussions will be for the dealers. The program includes a luncheon at the Majestic Hotel, and a banquet at the Elks' Club. Young Marks Edison Silverstone is to be a guest at the banquet, because he already is well known to the dealers by reputation.

Material changes at the Edison store are some new booths on the second floor to make additional space for the Amberola department.

Aeolian Hall, with the coming of cooler weather, has renewed the advertising on behalf of the Aeolian-Vocalion. The displays are all attractive and very high-class, and according to the sales department are bringing results at once. The Aeolian-Vocalion was the only talking machine demonstrated at the recent Agricultural Fair on the outskirts of the city. It shared an attractive booth with the Duo-Art Pianola and attracted much attention from the large crowds present. The demonstrators are reported to have been rather free with their music, and to always have had a crowd around the booth. Like other standard machines, the limits of the Vocalion trade is reported to be the supply of machines.

Manager I. B. Reid, of the Columbia, expresses great satisfaction with the present state of trade. He is increasing his traveling force, the latest addition being E. G. Neighbor, of Mountain Grove, Mo., who was in business there as the Mitchell-Neighbor Music Co., and is familiar with the merits of the Columbia line as his success as a retailer shows. Mr. Neighbor will travel west of the river, while Ambassador Bennett will remain on the east side of the Mississippi.

Just now the Columbia Co. is receiving congratulations upon prompt and efficient service in filling the numerous orders.

Ben S. Phillipps, retail manager at the Columbia warerooms, says he has a sure indication that business is good for the established lines by the kinds of machines he is taking in as "trade-ins" at prices well within the value established by the Talking Machine Dealers' Association.

"Within a week," said Mr. Phillipps, "I took in six machines of kinds that I never before heard of, although I thought I was pretty well posted on the kinds of machines now being put out. I am free to admit that there are too many brands of machines for me to keep posted on, especially when it comes to values.

"The other day a man came in and wanted a trade for a machine that played all kinds of records that he had paid $15 for. I thought that he was seeing things, but he brought in his machine, and sure enough it played every record that I could produce."

Local dealers who have been caught short previous holiday seasons on large cabinet machines are being coached to examine the cabinet proposition closely with a view of selecting a cabinet that can be sold with one of the small box machines to give a good appearance. The suggestion is that some of the cabinet companies are making cabinets that match very closely the small machines and, in fact, they can be so combined that they will have all the appearance of a large cabinet machine. This tip is being given by the jobbers with the idea that a combination sale will never be as popular as the one-piece large cabinet machine, and yet when the dealer is pushed for stock and his prospect lists keep on growing, he probably can save some of the sales by offering this combination.

C. E. MARUSAK WITH L. E. SMITH

Chas. A. Marusak, formerly connected with the Globe Talking Machine Co., New York, is now connected with L. E. Smith, Victor dealer of 141 Seventh avenue, Brooklyn, N. Y., and is giving special attention to an elaborate series of window displays, at which work he is quite expert. Mr. Smith predicts a big fall trade, and is advertising in several of the local papers, as well as the bulletins of various churches.

Mrs. E. Paster has taken over the Victrola store of Willett R. Wills, in Colorado Springs, Colo. Mrs. Paster is injecting new ideas into the business successfully, and has arranged to give a series of afternoon recitals each week.

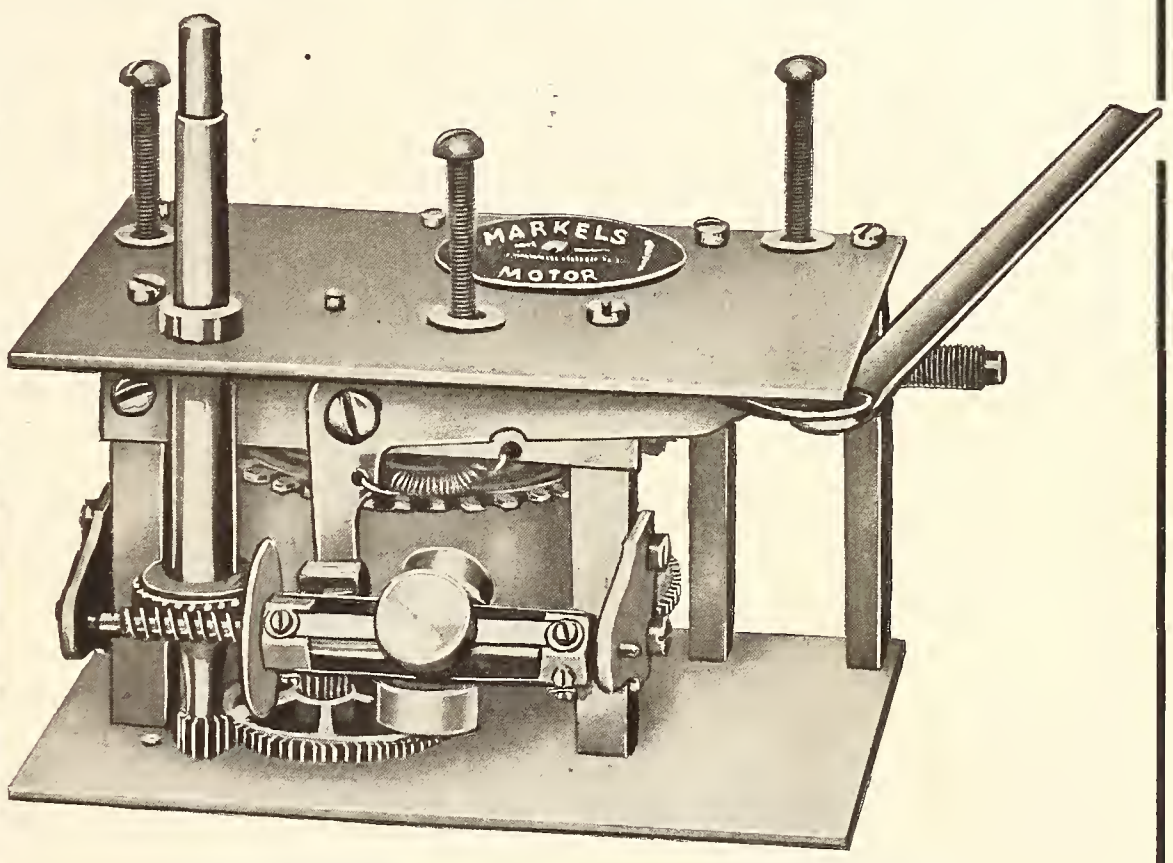
The Columbia Shop, Wheeling, W. Va., has been incorporated with the secretary of that State to handle talking machines and records. Capital, $25,000.

PHOTO-MICROGRAPHS

Tests and Microscope Examinations of Record Surfaces, Sound Grooves, Needles and Jewel Styluses

JOHN BELLAMY TAYLOR, Consulting Engineer
Laboratory: 23 Lowell Road, Schenectady, N. Y.
New York Address: 100 Broadway

SERVICE
and the
LEONARD MARKELS MOTOR



THE LEONARD MARKELS MOTOR No. M2

THE Leonard Markels Motor No. M2 plays two 12 or three 10-inch records with one winding. Double spring, worm driven, fibre gear. Graduated or plain regulator, winding key, stop, escutcheon, handle, washers, screws, etc. Stamped turntable 10 or 12 inch. Quantity prices on application.

The Leonard Markels Motor has won a reputation throughout the trade for its noiselessness and durability. It gives excellent service under the most trying conditions and every part is fully guaranteed. It is made under the direct supervision of Leonard Markels, a recognized motor expert.

Prompt Deliveries Guaranteed

We manufacture a complete line of sound boxes, tone-arms and all other supplies and parts

LEONARD MARKELS 165 William St., New York

October Hit

IRELAND MUST BE HEAVEN, FOR MY MOTHER CAME FROM THERE

Victor Record No. 18111

October Hit

TURN BACK THE UNIVERSE AND GIVE ME YESTERDAY

Victor Record No. 18112

October Hit

EVELYN

STOP YOUR "DEVLIN"

The Hit of "Pom Pom"

Sung by Mizzi Hajos

Victor Record No. 45091

October Hit

OLD FOLKS AT HOME

Victor Record No. 18127

Played by Venetian Trio

ARE THESE CARDS IN YOUR WINDOW THIS MONTH? THEY'RE SELLING THOUSANDS OF RECORDS FOR OUR DEALERS—AND THEY'RE

JUST ONE OF THE MANY AIDS FOR DEALERS ISSUED BY US

THESE CARDS AVERAGE YOU 37½ CENTS PER MONTH—A SIX MONTHS' SUBSCRIPTION, INCLUDING THREE SUBSTANTIAL WOODEN FRAMES FOR DISPLAYING THE CARDS, $2.25.

CHICAGO TALKING MACHINE COMPANY

WHOLESALE ONLY

12 NO. MICHIGAN AVE. - - - CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager
HENRY S. KINGWILL, Associate

World Office
Consumers' Bldg., 220 South State St., Chicago
Telephone: Wabash 5774

CHICAGO, ILL., October 10.—The outstanding feature of trade conditions, as developed through a careful inquiry of the local trade, is a shortage of machines that is more acute than has ever yet been experienced at this time of the year.

Manufacturers of the Middle West are working their plants to capacity, while the big Eastern factories are not only working night and day, but their representatives have been in the West in search of additional facilities for the manufacture of cabinets. Many makers of machines have absolutely refused to appoint any more new agents, feeling that under the present stringent delivery conditions, it is only justice to the older established of their dealers to provide their requirements first.

One prominent wholesaler, in discussing the situation said that, although there would be a radical increase in the sales during the fall and holiday months, the reason for such a remarkable stringency so early in the year was because of the fact that dealers are placing their orders earlier than ever before, due to the campaign that has been carried on in this direction, and to the fact that last year many of them lost much business by their failure to send in their orders sufficiently early to obtain delivery.

The record situation is in much more favorable shape than machines, one of the largest companies filling 95 per cent. of the orders received. How long this will keep up, however, is questionable, as the supply is decreasing as rapidly as the demand swells. All classes of records seem to be selling well, although some dealers report that with the recrudescence of operatic activities the call for that class of records is increasing.

Report Numerous New Pathé Agencies

The phonograph division of the Hallet & Davis Piano Co., which maintains offices in the Shops Building at 17 North Wabash avenue, has been firmly established there, and for the past thirty days has done a phenomenal business. Numerous new Pathé agencies have been opened, and District Representative Frank J. Bowers has been kept busy traveling through the territory aiding the new dealers in the work of establishing their departments. Mr. Bowers reports the establishment of some very large accounts among the agencies he has appointed, and Office Manager R. O. Ainslie has been kept busy providing the goods for new dealers who are to operate under the Pathé banner. One hustling piano dealer in Wisconsin opened a Pathé department, and hardly had Mr. Bowers returned to Chicago before he received a supplementary order for goods that indicated that the dealer had wasted no time in getting right after his community.

Widney Co. in New Home

The Widney Co., of Chicago, which has specialized for some years in the felt cutting business, has removed from its old quarters at 161 West Harrison street to its fine new building at 318-322 South Jefferson street. The building is thoroughly up-to-date, and is well adapted for the manufacture of all felt cuttings and processes. The Widney Co. has installed considerable new machinery, and is in a position to supply any quantity of felt parts for talking machines.

Spiegel Co. Takes on Columbia

The Spiegel House Furnishing Co. has taken on the Columbia line of talking machines and records, and will retail it through its four Chicago stores, which are located at 127 South Wabash avenue; 4756 South Ashland avenue; 2023 Milwaukee avenue, and 9133 Commercial avenue. D. Folger is in charge of the talking machine department in all the stores. In addition to the Columbia line the firm carries the Brunswick and the Vista phonographs.

Argue for Lower Freight Rates

A representative meeting of talking machine men was held in Chicago during the past month for the purpose of obtaining lower rates and other concessions from the railroads. An appearance was made before the Southern classification committee and a carload rating asked for in Southern territory. Carload rates in this section have hitherto been unattainable. The decision of the committee will not be given for some time. The talking machine men in attendance were: Messrs. Fulghum and Reid, of the Victor Co.; Mr. French, of the Columbia Co.; John Rogers, of the Edison Co.; E. C. Rauth, president of the National Association of the Talking Machine Jobbers, and L. C. Wiswell, who is secretary of the association and chairman of its traffic committee.

The same gentlemen will meet in Chicago again on October 24, for the purpose of going before the Western classification committee and asking for a reduction in the carload minimum from its present requirement of 24,000 pounds to a 16,000 pounds minimum. They will also ask for a third-class rate, including both machines and records.

Talking Machine Shop in New Home

The Talking Machine Shop, which for several years has been located on the fourth floor of the Steger Building, and which has been noted as one of the model exclusive Victor stores in this part of the country, is now established in its new four-story home at 236 South Wabash avenue. The work of remodeling, decorating and painting has been completed, and the selection and installation of furniture is now being carried on. Both of the "Davidson boys," as they are known to the trade, are very busily engaged in the work of arranging the various departments, and making preparations for what they expect to be a tremendous fall and holiday business.

Brunswick Making Complete Shipments

The Brunswick-Balke-Collender Co. are now prepared to fill all orders promptly for the new line of Brunswick phonographs, and for Pathé records, for which they are distributors.

Martin Nystrom, manager of the phonograph manufacturing department, returned from Dubuque to-day, and said that the big plant in that city is shipping nearly a hundred Brunswick phonographs a day, in addition to the fact that the Muskegon plant is also getting shipments under way.

All of the branch houses of the company throughout the country now have samples of the complete line of Brunswick phonographs for the inspection of visiting dealers, and most of them have complete wholesale stocks of Pathé records.

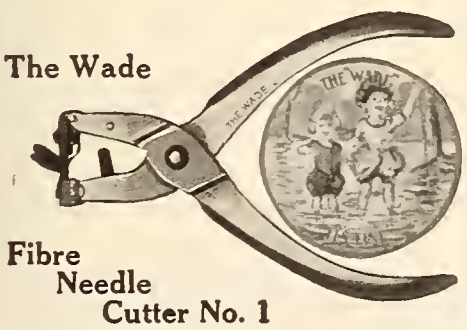
The company is now equipped for prompt shipment to their dealers who are being rapidly established and include many houses of exceptional strength and standing.

The company will soon launch an advertising campaign of national importance. A double page spread announcing the Brunswick in the most convincing way will appear in the Saturday Evening Post of October 26. This will be followed up by liberal space in succeeding issues. The greater part of the liberal advertising appropriation on the Brunswick will, however, be spent in co-operation with the dealers in the use of generous space in the leading

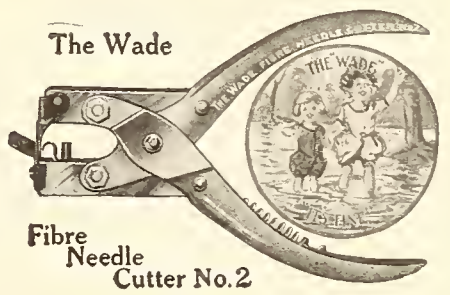
(*Continued on page 77*)

A Few Facts About the

Wade Fibre Needle Cutter



The Wade Fibre Needle Cutter is used in more homes in America than any other needle cutter ever made.



HERE ARE THE REASONS WHY

Because it is the biggest value in fibre needle cutters and is backed by the strongest guarantee.
It is made of the finest Swedish tool steel by expert mechanics.
There are no weak points in the Wade Fibre Needle Cutter.

MADE STRONGEST—WEARS LONGEST

Dealers—get your order in at once to your jobber

WADE & WADE 3807 Lake Park Avenue **CHICAGO, ILL.**

NO DELAY

Orders are forwarded the day received—our files are cleared every day.

A Half Million Victor Records

are always ready for immediate shipment. Our specialty is quick, complete deliveries.

There are no delays "inside," your order *moves* from the minute it reaches us until it rushes down the spiral conveyer onto the motor which hurries it to the railway.

You will always find here as complete a stock as possible of Victor Records, Victrolas and Popular Accessories.

Ask about our Special Advertising and Sales Helps. Our monthly illustrated window display cards are selling records for many dealers, have you tried them?

We carry the world's largest stock of musical goods to be found under one roof. Save time, worry and transportation charges by buying all your supplies from one house, the convenience of one order, one bill and one shipment will be yours.

LYON & HEALY

Victor Distributors

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 75)

papers in the towns in which the agencies are located. This remarkably intensive campaign is being handled by Lord & Thomas, a fact which speaks much for the artistic and forceful character of the campaign.

E. S. Bristol, formerly connected with the Pathé Pathephone Co., of Illinois, has been put in charge of the wholesale business of the Brunswick phonographs in Chicago and Cook County, and the business of establishing local dealers is rapidly progressing.

Brunswick Phonograph Shop Opens

The Brunswick Phonograph Shop was incorporated the past month, and has taken over the premises formerly occupied by the Sonora Stores Co., at 19 East Jackson boulevard. J. B. Brooks, who was connected with the former organization, is the general manager of the new company, which will handle Brunswick phonographs and Pathé records exclusively. Extensive improvements are being made, and a number of additional demonstration booths are being erected. There is a beautiful reception room on the first floor with two imposing display windows. A private elevator carries the customers to the second floor, which is about seventy-five feet square, and is being handsomely equipped for handling the trade under the most favorable circumstances. E. W. Schwietert, who was formerly with the Sonora Stores, and a man of long experience in the talking machine trade, is Mr. Brooks' chief assistant.

Unique Edison Exploitation

Tally and Mayo, the well-known vaudeville team, whose records have delighted thousands of Edison disc owners, are at the Palace Music Hall this week. At the end of their act a drop curtain rises, showing an Edison disc phonograph, and to the surprise of the audience, the team sings "At the Ball That's All" in unison with their own record. Last night, by concerted arrangement, a number of Edison dealers and salesmen attended, adorned with badges, and helped in the reception given to the unique stunt.

Marie Rappold will probably be heard at Orchestra Hall in a recital and tone test in conjunction with her own Edison disc records the latter part of October or early in November. Negotiations are now pending between the artist and the Phonograph Co., the Edison jobbers, for this zone.

Marie Kaiser will give sixty-three tone tests with dealers throughout the Chicago zone zetween now and the first of the year.

Edison dealers throughout Chicago are making great preparations for Edison week, October 16 to 21. The entries in the window display contest promise to be far more numerous than last year, and the dealers are preparing to co-operate with the company in furnishing Edison discs to prospects who will compete in the liberal prize offers for the best articles on the Edison product.

H. R. Moses, manager of the Edison Amberola department, was in Chicago last week on a general Western trip.

C. E. Goodwin, general manager of the Phonograph Co., returned Friday from Detroit, where he attended a convention of the Edison dealers of that zone.

Improvements of Wurlitzers

F. A. Siemon, assistant manager of the Chicago office of Rudolph Wurlitzer Co., is just completing various improvements to the retail talking machine department on the first floor, which will greatly facilitate the handling of the fall and holiday business. The record and auxiliary sales counter has been extended by a third, and Mr. Siemon now has a new private office from which he gains quick access to both the record booths and the front of the store. Both sales and office forces have been enlarged, and everything is lined up for a record-breaking business; in fact, this is already in sight, as September was an unusual month, both in the wholesale and retail.

The general offices on the third floor have been greatly enlarged, and all the department heads now have commodious private offices. F. E. Noble, assistant to Mr. Siemon, in charge of the wholesale talking machines, is one of those so honored.

Reduction in Fibre Needle Prices

F. D. Hall, president of the B. & H. Fibre Manufacturing Co., announced to-day that a reduction of 20 per cent. on the wholesale price of the firm's fibre needles is to take effect immediately, and that a similar price reduction will be made the retail buyer after the first of January.

In discussing the reduction Mr. Hall said, "I have felt for some time that the prices charged in the past for fibre needles has been too high, with the result that their sales have been restricted, and I feel that the most sensible way to stimulate the demand is to make the price some where within the reach of the mass of talking machine owners. At the present a large proportion of talking machine owners feel that they cannot quite afford to pay the prices asked despite the fact that the fibre needle can be repointed many times.

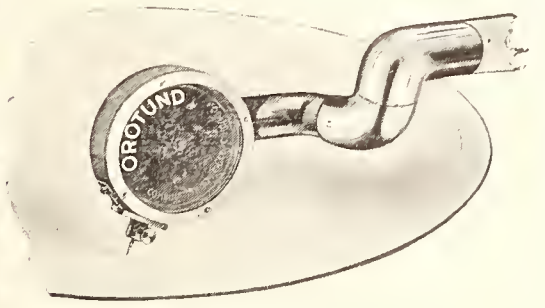
"Another development that should be of interest to the trade generally is the fact that we are bringing out within the very near future three different sizes of fibre needles, so that the trade can have anything in the shape of a fibre needle that it wants."

New Phonograph in Chicago Field

The Kellogg Phonograph & Supply Co., fourth floor, Cable Building, Chicago, have secured the selling rights throughout the Middle West to the talking machine made by the Pooley Furniture Co., of Philadelphia, which is called the U-Fon-Ola. Mr. Jarrett, of the Pooley factories, has been in Chicago for several weeks developing and training the organization, and has gathered together a group of high-grade phonograph men, all of whom are well known throughout this territory.

"The last word" in re-creation of music. Produced by the

"Orotund" Sound-Box



Dealers should handle the "Orotund" outfits to make their machines universal in playing all records.
Sample price to dealers $3.50, cash with order.
Please mention make of machine when ordering.

COMBINATION ATTACHMENT CO.
524 Republic Bldg. CHICAGO, ILL.

Record-Breaking Columbia Business

Charles F. Baer, local manager of the Columbia Graphophone Co., reported that all records have been broken by the wonderful business that has been enjoyed in the last thirty days.

"In both the machine and record departments business has been something tremendous," said Mr. Baer, "and although there have been many applications for agencies we have not been accepting any recently because of the fact that it is all we can do to supply our dealers now. The Columbia Co. is making every effort to fill orders, but as we are being pushed to the limit now I very much fear a severe shortage as the holidays approach. While we have regretted to reject so many fine agency opportunities we feel it is only our duty and justice to our older agents to stick by them and see that they get all the deliveries that we can possibly make."

Mr. Baer left the first of the week for New York, where he will be busily engaged in aiding in the work of facilitating deliveries to Middle Western dealers.

Additional Space for Vocalion

The local office of the Vocalion division of the Aeolian Co., on the sixth floor of the Fine Arts Building, are to be enlarged by the addition of three more rooms, thus doubling the space used for the display of these goods. Additional office room has also been leased for the wholesale department, which in this district, is under the direction of H. B. Levy.

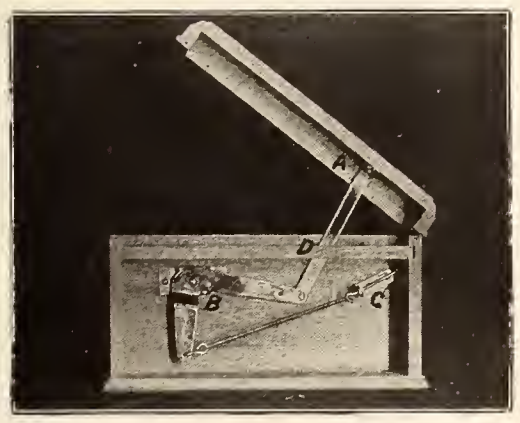
The retail department has enjoyed such a rapid increase in its business that Manager O. C. Searles found it necessary that additional space be rented.

Local Association in Formation

Two meetings have been held by those interested in the proposed Chicago Talking Machine Association since the initial meeting that was held September 12, and plans are in

(*Continued on page 79*)

A Great Feature and a Talking Point



The Cover Without a Catch
The Cover That Needs No Catch.

That is Unequalled for Sales-Effectiveness is the

Chicago Hinged Cover Support and Balance

MANUFACTURERS who are hunting for distinctive advantages cannot afford to overlook this. Inexpensive, safe and easily applied.

The weight of the cover reacting against itself through simple mechanical principles prevents its falling and breaking itself and fingers. Leaves hands free to adjust records.

Send for Detailed Information

THE CHICAGO HINGED COVER SUPPORT & BALANCE CO., 144 S. Wabash Ave., CHICAGO

The Brunswick
under Contract with Pathé presents this
Phonograph Sensation

12% Lower Prices

This concern enters the Phonograph field with $15,000,000 assets. With fifty distributing houses already established. And with years of experience in building the cabinets for other famous makers.

We are offering in eight styles of what we believe to be the finest phonographs produced. With handsomer cabinets than we ever built for others. With the latest mechanism from the hands of some of the greatest experts in this line. With a sound chamber—all our own—which, in our opinion, gives us tone supremacy.

We equip these machines with two sound boxes. With a Sapphire-Ball Needle. With a Jewel Point Needle. With facilities for playing any record in existence.

And we quote to the users—type for type—prices which average 12 per cent. below others.

Pathé European Records

We are doing this under contract with the Pathé Freres Phonograph Co. They control the Pathé records for America.

We supply these records.

The object of this alliance is to bring to American homes the facilities for playing these famous records. And all other records as well.

Pathé records, among artists, hold the first place in the world. Hundreds of singers and musicians can be heard on them alone. Hundreds of others are heard at their best there.

But Pathé records must be played with a special sound box. And with a needle tipped with a jewel ball. Not one phonograph in a thousand is equipped to play them. We are going to correct that condition.

The Artistic Limit

We attain in the Brunswick the very summit in quality and art. We have built tens of thousands of the finest cabinets ever sold by others. We are building better for the Brunswick.

The mechanism is of the latest type. Our sound chamber excels. We have numerous exclusive features, on some of which we have patents pending.

Such machines—equipped to play all records—at 12 per cent. below standard prices, will be the sensation of the Phonograph world.

Brunswick No. 70
Price $70

More Dealers Wanted

We are starting an enormous advertising campaign. The facts about the Brunswick will be known immediately, in practically every home in America.

The Brunswick Phonograph and the Pathé records will be advertised together. We want in every locality a dealer to handle both.

And we offer those dealers the greatest opportunity now open in the Phonograph field. Write or telegraph us for our proposition.

BRUNSWICK-BALKE-COLLENDER COMPANY

Department 205

623-633 So. Wabash Avenue

CHICAGO

Brunswick No. 175
Price $175

You Thought the Talking Machine Couldn't be Improved

—but that was before the EMPIRE came on the market. Today, dealers who have heard and seen the EMPIRE are sitting up and taking notice. They have discovered that the Talking Machine *has* been improved. That wonderful and remarkable advances have been made in the

Empire

—the Machine that Plays any Record

Note These Features

The EMPIRE plays any record.
—is equipped with a *real* Tone Modifier.
—is equipped with a *successful* Automatic Stop.
—has a Tonal Quality beyond comparison.
—has designs that are artistic and out of the ordinary.
—is unequalled in Workmanship and Finish.

YOUR OPPORTUNITY

Open territory for this peerless Talking Machine is going fast, but we may still have yours open.

Write today for information about our liberal proposition, our big Dealer Helps and the wonderful EMPIRE.

Don't delay—because we give our agents EXCLUSIVE TERRITORY, and your competitor may beat you to it.

Model B.
Price $100

EMPIRE TALKING MACHINE COMPANY
JOHN H. STEINMETZ, President

Some Valuable Jobbing Territory Still Open.

429 S. Wabash Avenue, CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 77)

process of formation for the adoption at the next meeting of a constitution and by-laws and permanent officers.

Plume Advertising Service

The Edward C. Plume Co., of this city, the head of which was for many years prominently connected with the Western talking machine trade, have devised a new special service for talking machine dealers, which is winning them many high tributes from the trade because of its dignity and result producing efficiency. The Plume Co. were led to produce the present service because of the interest excited by the talking machine advertising matter included in their piano trade service, and because of this were lead to produce an exclusive talking machine service. It covers both newspaper copy and direct folders of a specially high character. The Plume service is distinctive in many ways, and it dwells fundamentally on the educational and entertaining function of the talking machine, and can be used in advertising any make of machine. Its superior pulling power has been amply demonstrated as shown by many letters received from dealers, of which the following from I. A. Eacutt, of the Woodlawn Talking Machine Shop, of Chicago, is a sample:

"I saw your ad in The Talking Machine World, ot New York, and ordered 12,000 of your postal cards showing pictures of our battle ships and submarines with some pointers on the reverse side of same, regarding 'Victor' machines and records. I have only sent out by mail about 1,000 of them. The returns from same in two months has been the means of selling two Victor $100 machines and a large number of records. If the balance of these cards (11,000) bring nearly as good results you certainly have a 'winner.' This letter is absolutely unsolicited by your company."

New Phonoparts Co. Motor

The American Phonoparts Co., of this city, has brought out a new spring motor that should prove of interest to talking machine manufacturers everywhere. It is modeled after the Swiss type, and was built to supply the big demand for an inexpensive motor that is capable of playing a satisfactory number of records.

The "PlayRite" electric motor, which is also made by the Phonoparts Co., is continuing to meet with a big demand, and many repeat orders have been received.

The Phonoparts Co. is also bringing out a new tone arm of the universal type, which has won much commendation.

West Music Co. Celebrates

The third anniversary of the West Music Co., of Joliet, was celebrated in a rousing fashion on the evening of Saturday, October 7. Numerous friends of the firm came long distances to congratulate the house on its successful career in the trade. The Imperial Quartet was present from Chicago. This is the quartet that has made some very fine Victor records.

Note the Columbia Notes

Considerable progress in extending the Columbia representation was attained in the thirty days prior to October 1 by the local Columbia organization. Among the new dealers are: the Devon Music Store, 1620 Devon avenue, Chicago; J. J. Fleckenstein, manager; L. Junysz, 8820 Commercial avenue, Chicago; S. Olkenitzky, 8453 Burley avenue, Chicago; E. S. Pitzer, 4781 Milwaukee avenue, Chicago; The North Shore Music Co., 5004 Kenmore avenue, Chicago; K. M. Schofield, manager; the Van Dusen Pharmacy, Seventy-fifth street and Coles avenue, Chicago; Van Weingarten & Son, 10828 Michigan avenue, Chicago; Frank Lehman, Hersher, Ill.; House of Muscat, Gary, Ind.; Harry Yaseen, Chicago Heights.

M. E. Lyle, of the executive offices of the Columbia Graphophone Co., was in Chicago for a considerable stay in the early part of the month.

Professor Goodwin, in charge of the educational department of the Columbia Graphophone Co., was also a prominent visitor from New York.

A Columbia man in town from the great Northwest was R. R. Souders, who is manager of the Minneapolis Columbia branch. Mr. Souders spent a few days here in conference with District Manager Yerkes.

Pronger Bros., Columbia dealers in Blue Island, have remodeled and much improved their shop, and are preparing in other ways for a vastly increased fall business. Among the improvements are three large additional demonstration booths.

Mr. Behling, in charge of the talking machine department of the Hartman Furniture Co., of Milwaukee, was in town for a few days getting some information and Columbia stocks and planning his fall business.

F. A. Tatner, of the Columbia forces, entertained a few of his friends at a little party held at Channel Lake, Ill. It is said that "a nice time was had by all."

Phonograph Cheers Explorer's Troubles

When John Borden, Chicago's millionaire whale hunter and arctic explorer, lost his ship, the "Great Bear," on Pinnacle Rock, near the barren St. Matthew's Island, one of the first things that his crew loaded into the life boats was a talking machine. They did not know when help would come to take them off that barren mass of granite that rises nine hundred feet above the surface of the sea far up in the frozen North, and they realized the value of the "talker." After establishing the camp the scientists and crew spent their time during the day fishing and hunting, and the evenings in singing groups around the talking machine. They were rescued after two weeks by a U. S. revenue cutter.

Par-O-Ket Record Agency Opened

The Brown Specialty Machinery Co. has opened offices in the North American Building, at 36 South State street, and will act as Western distributor of Par-O-Ket records, made by the Paroquette Manufacturing Co., of New York. L. J. O'Brien, who is in charge, has interested himself in the record manufacturing business for some time past, and has perfected plans for distributing the Par-O-Ket goods in a way that is most advantageous to both dealer and talking machine manufacturer. He announces that he has already made arrangement for supplying some large interests in this section, and is making preparations to have ample stocks on hand.

Flentye With Kimball Co.

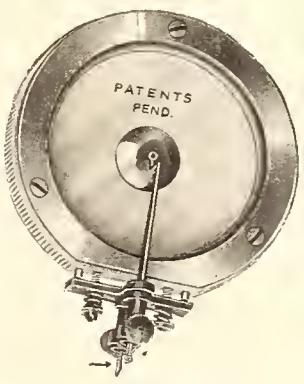
Harry E. Flentye, who is well known to the local talking machine trade, has made connections with the W. W. Kimball Co., and in the future will be identified with the work of promoting the new Kimball phonograph, which the Kimball Co. placed upon the market last

(*Continued on page* 81)

For REPAIR PARTS
OF ALL KINDS WRITE ME
at my new location
180 North Dearborn St.
CHICAGO
Repair parts bought and sold.
Expert Repairing a Specialty.
Charles Bryan

Without Rival

The "3 in 1" Reproducer
(PATS. PDG.)



plays with ordiuary, jointless tone-arm in **unchanged** ueedle position, **any** disc record.

The "3 in 1" Reproducer (concert) is high grade, durable, warranted.

The rendition of souud of either kind of record is distinct, soft and restfully pleasing. With our "3 in 1" Reproducer the ordinary one style talking machine becomes an instrument that plays perfectly each and every record, thus greatly enhancing its salability aud "3 in 1" Reproducer and the changing of one style reproducers.

We quote cash bargains in talking machines, with or without our "3 in 1" Reproducer. Send us your reproducer with $1.50 and we will change it into a "3 in 1" Reproducer.

We supply dealers with a "3 in 1" Reproducer for $2.50.

Sapphire points for Edison or Pathé, 50c each.
Diamond point for Edison, $3.00.
Special discount in lots.
A "3 in 1" Reproducer will convince you.

Send for it now. We are open to propositions.

Terms: Cash with order.

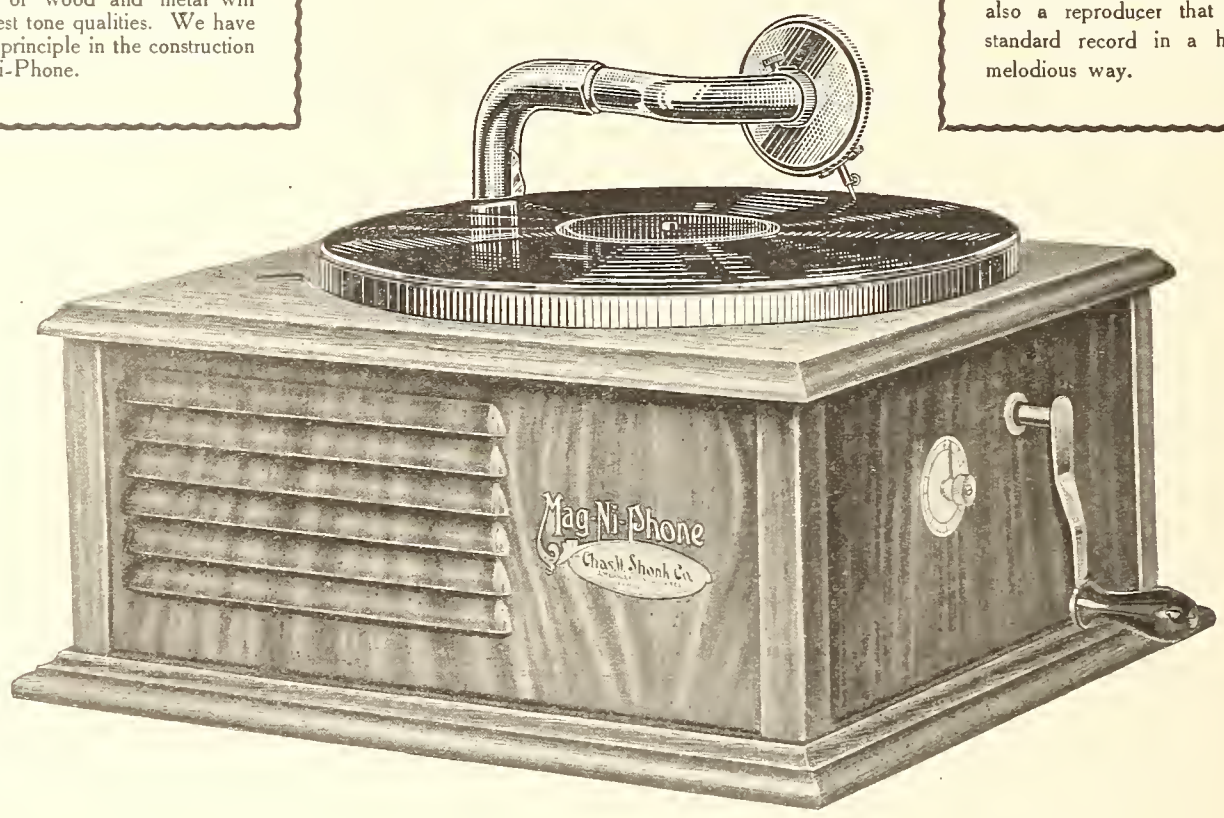
Weigand & Co., 1727 Republic Bldg., Chicago, Ill.

Mag-Ni-Phone

The Talking Machine that

Manufacturers of Pianos and other high-grade musical instruments have found that a combination of wood and metal will produce the best tone qualities. We have embodied this principle in the construction of the Mag-Ni-Phone.

A Big Talking Machine with a silent, dependable motor, free from vibration, also a reproducer that will play any standard record in a harmonious and melodious way.



"Speaks for Itself"

$15.00 Retail

LIBERAL DISCOUNTS TO DEALERS AND JOBBERS

The desire for music in the homes of people of moderate means is just as strong as it is in the homes of the wealthy. Therefore, a talking machine that will reproduce high-class music, at a low price, will meet with a ready sale.

In designing the Mag-Ni-Phone we have felt the importance of constructing it in such a way that it would not only properly play records ranging in price from $1.00 to $7.00 each, but also the cheaper records that sell from 10c to 75c each.

We can now offer you a talking machine that will play any standard record and compare most favorably with talking machines that retail for many times the price of the Mag-Ni-Phone.

The Mag-Ni-Phone is 16 inches long, 14 inches wide and 11 inches high—equipped with a 12-inch turntable—metal parts nickel-plated. Sides and ends mahogany lithographed on metal—top and bottom genuine mahogany.

We have a very interesting proposition to submit to merchants who will handle the Mag-Ni-Phone in an enthusiastic way, and we can also offer an exceptional opportunity to those who are not handling talking machines, and who can sell the Mag-Ni-Phone in connection with a record service which we can get for them.

The SELLING AGENCY for the Mag-Ni-Phone will be a valuable asset for any business and it will be to your interest to write us about it TO-DAY.

CHARLES W. SHONK COMPANY

AMERICAN CAN COMPANY, Owner

707 St. Charles Street — Maywood, Illinois

month. Mr. Flentye will also aid in the work of distributing Pathé machines and records, the distribution of which has also become a part of the Kimball Co.'s activities.

The Tonegraph Corporation Organized

The Tonegraph Corporation, of Chicago, has been organized with a capital stock of $10,000 by Ivan P. Florsheim and others. The company will manufacture and do a general business in talking machines.

Vita-Nola Co. to Open New York Office

Commodious offices are to be opened in New York City by the Vita-Nola Talking Machine Co. in the near future. Plans are now being perfected to make the company's representation in that city entirely adequate to the rapidly growing business that concern has built up in the Eastern States. The need for such offices has been felt for some time past, and the move is not unexpected.

"We are all prepared to do a great big business this fall," claims H. T. Schiff, president of the company, "and are feeling very good over the fact that we did not underestimate the demands that would be placed upon us. We have prepared all our sources of supply so that we can in turn make deliveries to our dealers as rapidly as the goods can be shipped. Our capacity has been enlarged until at the present time we are shipping a carload of goods a day.

"Our number 75 style has made a special 'hit' lately, and we have been getting orders for it in lots as large as five hundred. It is very attractive in design, and is made in mahogany, golden and fumed oak. It is equipped with a universal tone arm, tone modifier, and all of the other features that are to be found on high-priced machines."

The Vita-Nola Co. is now working upon many new case designs that are said to be strikingly original.

Wade Cutter Progress

The demand for the two models of the Wade fibre needle cutter, made by Wade & Wade, 3807 Lake Park avenue, this city, is heavier than ever this fall, and demonstrates anew, not only the popularity of the firm's product, but the steadily enlarging demand for fibre needles. The factory is rushed to the utmost to take care of the business from jobbers in all parts of the country.

Six Best Sellers

The six best sellers in Victor records were: "Pretty Baby," and "When You Drop Off at Cairo, Illinois"; "On Lake Champlain," and "Dear Old Dreamy Honolulu Town"; "If I Knock the 'L' Out of Kelly," and "By the Sad Luana Shore"; "Pagliacci Besti la Giubba," and "Cavalleria Rusticanna"; "Have a Heart," and "Welcome, Honey, to Your Old Plantation Home"; and "Tales of Hoffman" (Barcarolle).

The Columbia six best sellers were "Thais-Meditation," and "Andante from Concerto in E Minor"; "I Didn't Know That Lovin' Was So Good," and "Honky Tonky"; "When the Sun Goes Down in Romany," and "My Own Iona"; "You're a Dog-Gone Dangerous Girl," and "On the Old Dominion Line"; "There's Someone More Lonesome Than You," and "Don't Leave me, Daddy"; and "America, Prepare!" and "Medley of American Patriotic Airs."

The Pathé best sellers included: "That Hula Hula," and "I want to Go Back to Honolulu"; "When the Sun Goes Down in Romany," and "Love Me at Twilight"; "Manon, 'Ah, Fuyez, Douce Image,'" and "Magali, 'Chanson Provencal'"; "Babes in the Wood," and "Walkin' the Dog"; "Pretty Baby," and "We've Been Married Just One Year"; and "Rooster Fox Trot" and "Uncle Tom."

The Edison six best sellers were: "You're a Dangerous Girl," and "Dublin Mary Brown"; "Chasse aux Papillons—Serenade"; and "Lullaby-Jocelyn"; "By the Sad Luana Shore," and "I Left Her on the Beach at Honolulu"; "Sybil Fox Trot"; and "Sybil Waltz"; "Oh, Promise Me," and "Sweetest Story Ever Told"; and "Home to Our Mountains—Il Trovatore," and "Praise Ye."

Chicago Edison Dealers Organize

On Friday evening, September 29, the Edison Diamond Disc dealers of Chicago, and of towns located so close by that the dealers are in frequent personal touch with the Chicago office, met in the fraternity room of the Great Northern Hotel.

Dinner was served at 6.30, and after considerable informal discussion of various matters pertaining to the merchandizing of "re-created music," those present unanimously voted to form a permanent organization of Edison dealers and salesmen with the idea of getting together for dinner and business discussions once a month. C. E. Goodwin, general manager of The Phonograph Co. and The Edison Shop, was elected president, and Wm. H. Guild, also of The Phonograph Co., secretary. Regular meetings will be held on the second Thursday evening of each month.

If the first meeting in point of harmony, "pep," and enthusiasm is any indication of those to follow, great things may be expected.

Personals and Visitors

Recent visitors to this city were Messrs. Eberhardt and Hayes, of Wichita, Kan.; W. H. Ounsworth, secretary and sales manager of Woodford & Bill Piano Co., Menominee, Mich.; E. D. Allington, of Freeport, Ill.; E. T. Andrews, Jr., of the J. L. Hudson Co., of Detroit; E. T. Munson, Mendota, Ill.; John W. Boothe, manager of the piano and talking machine departments of Barker Bros., Los Angeles, Cal.; Henry Eilers, music magnet of the Pacific Coast; John Feuerstein, of Sturgeon Bay, Wis.; James O'Shea, of Waukegan, Ill.; E. A. Vaughn, of Princton, Ill.; Emil O. Schmidt, of Milwaukee; S. George Graves, general manager, and Willis R. Montgomery, advertising manager, of the Young & Chaffee Furniture Co., of Grand Rapids, Mich.; F. B. Hook, Madison,

(*Continued on page* 83)

And the Tone DOES Come Right Out

Watching the Music Come Out

"Ooo! You can just SEE the music come out!" Says Little Maggie, the Magnola Girl.

That's what you will say, too, when you first hear *Magnola Tone.*

THE marvellous *clearness* and *cleanness* of its reproduction lead many others besides little girls to make the same remark about the Magnificent

MAGNOLA TALKING MACHINE

Cramped, smothered sounds eliminated.

Plays *all* makes of records without extra attachments.

Volume of tone controllable at will.

Best designed, best looking, best finished cases.

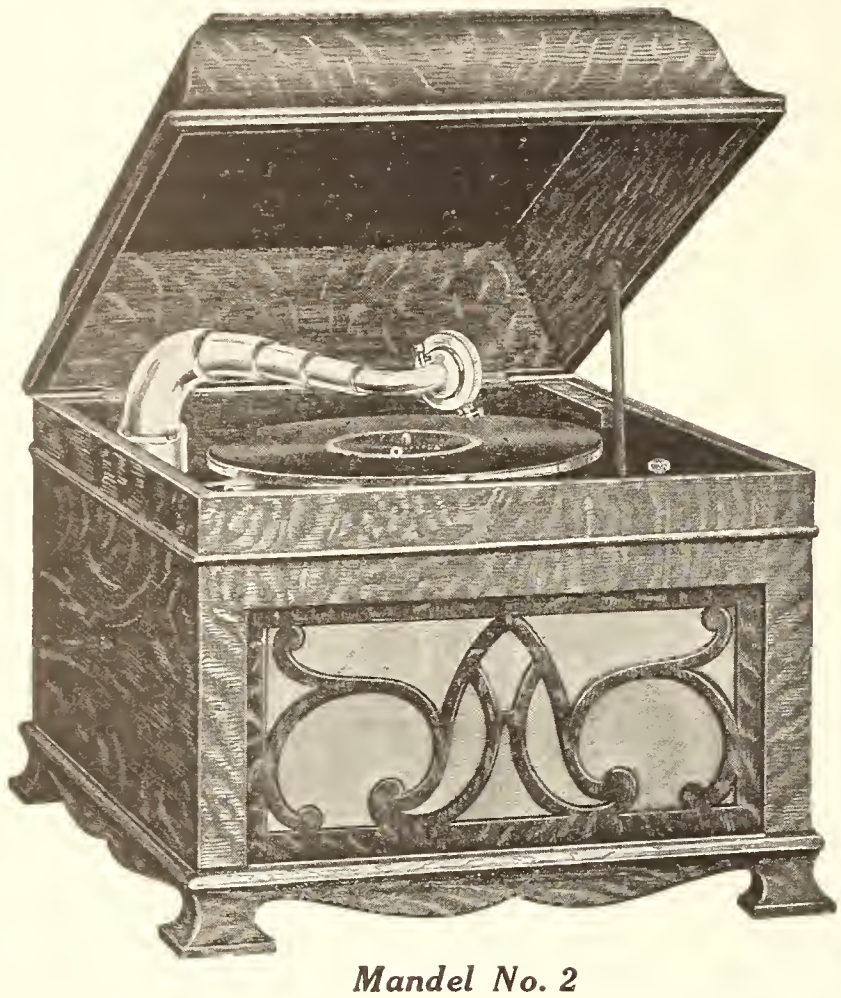
LET US TELL YOU ALL ABOUT OUR DEALER PROPOSITION

Magnola Talking Machine Company

OTTO SCHULZ, President

711 MILWAUKEE AVENUE, CHIGACO

Easy Sales and 100% Profit



Mandel No. 2

on the MANDEL Line

Dealers—here's your opportunity to connect up with the livest phonograph proposition on the market to-day. Get this straight.

WE CONTEND

1st—We've got competition beaten on quality.

2nd—Our goods sell for half the price of others.

3rd—You make 100% on each sale.

What does this mean to you?

It means (1) that with the Mandel Line you would get your share of phonograph business on sheer merit, on quality of the phonograph itself. We believe that no better-looking, better-playing phonograph has ever been built.

It means (2) that the Mandel retail price of $35 will certainly draw a lot of trade your way. People are now asked to pay $50 to $75 for Table Models not one bit better—they will come to you to save money.

It means (3) that the large margin of profit (100%) and the large number of sales will give you greater returns in actual CASH PROFITS than other lines you could tie up with.

ISN'T THIS THE Best Proposition Ever Put Up to the Dealer?

Look this proposition squarely in the face. With these facts before you, you cannot afford to pass it by. We make it easy for you to accept. Just write us that you are interested and we'll immediately mail you full particulars of our free trial offer. We'll gladly send you either one or both of the models shown here for a free demonstration without obligation to you. Let the MANDEL Phonograph play and talk for itself. Compare it with any machine in design, general appearance and tone quality—even with phonographs costing double the money, and then decide whether or not you want to handle our line.

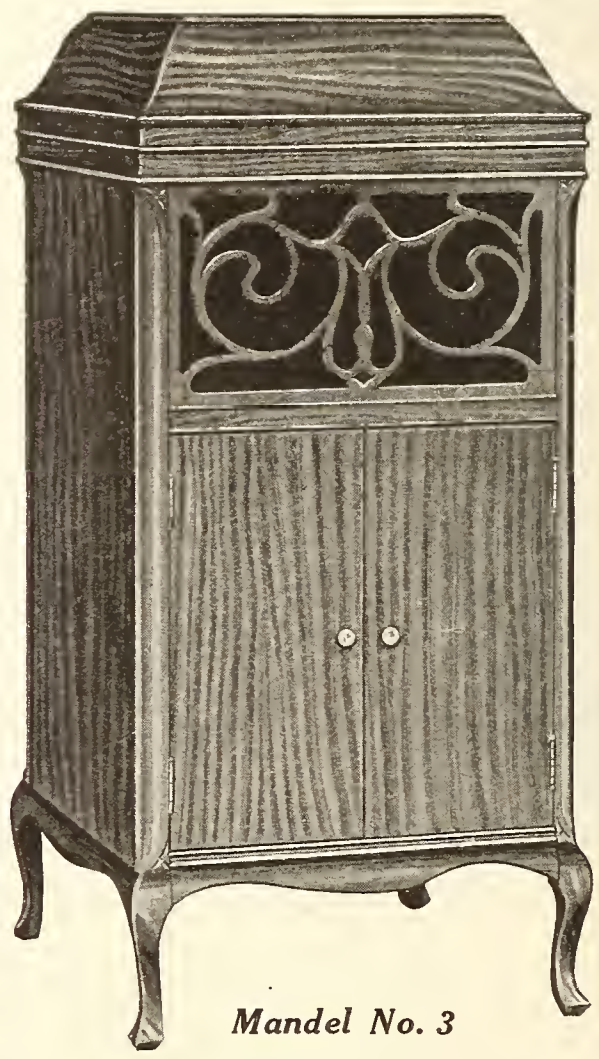
The Mandel Table Model, No. 2—regular retail value $50 to $75. The Mandel retail price only $35.

The Mandel Floor Model, No. 3—regular retail value $150 to $200. The Mandel retail price only $100.

Both these phonographs answer the demand for a high-grade phonograph at a low price. This is your chance to get in on the ground floor. It opens BIG SALES opportunities that you can't afford to pass up.

Write For Free Trial Offer Today—SURE

This offer comes direct from us, the manufacturer. We employ no salesman, no jobbers. Saving on selling costs enables us to quote you rock-bottom prices which net you 100% profit on our line. Write for full particulars at once. This is undoubtedly the Greatest Factory-to-Dealer phonograph proposition ever made and merits your instant consideration.



Mandel No. 3

The Mandel Manufacturing Co.

501-511 S. Laflin Street **Dept. H.** **CHICAGO, ILL.**

NEW YORK DISPLAY ROOMS, 41 UNION SQUARE

Wis.; Harry Wunderlich, Kansas City, Mo.; William Schmoeller, Omaha, Neb.; W. F. Frederick, Uniontown, Pa.; C. Barber, Joliet, Ill.; N. C. Jacobs, Stevens Point, Wis.; Eli Crotteau, Marshfield, Wis.; Perry B. Whitsit, of the Perry B. Whitsit Co., Victor distributors of Columbus, O.

J. G. Pearce, of the firm of McLogan & Pearce, Calumet, Mich., was in Chicago this month planning the work for the continuation of the firm's business. Most of the trade will remember that his partner, Mr. McLogan, died some weeks ago.

Friends of H. C. Woodward, of the Chicago Talking Machine Co., are sympathizing with him in the loss of his father, who died recently at his home in New York. Mr. Woodward went East to attend the funeral, which was at the old home of the deceased at Haddonfield, N. Y.

Benjamin L. Bush, who opened a new talking machine store recently at 9216 Cottage Grove avenue, is already doing a very satisfactory business.

Ben Redler, sales director of the Electric Phonograph Co., of New York, makers of the Phonolamp, spent considerable time in Chicago during the past month. While here Mr. Redler made some distinctly advantageous agency arrangements as well as taking some large orders.

Emmett Thompson, Kimball dealer of Grundy, Va., was in town recently. While here, Mr. Thompson spent some time looking at the new Kimball phonograph and the Pathé line of machines and records which the Kimball Co. now distributes.

Robert B. Gregory, president of Lyon & Healy, who has been motoring through the Catskills, the Adirondacks and other points of interest in the East, returned to his desk recently.

T. E. Chadwick, formerly with the talking machine department of the Smith Piano Co., is now with the Victrola department of Lyon & Healy.

Mrs. L. C. Wiswell, wife of the head of the talking machine department of Lyon & Healy, is bereaved of her father, Jacob Vande Roovaart.

Mr. McLeod, Jr., of the Emporium of St. Paul, Minn., spent some time in the Columbia offices last week.

H. A. Yerkes, district manager of the Columbia Graphophone Co., was on a trip last week to Kansas City. Mr. Yerkes reports that the season is by far the biggest the company ever had.

F. A. Coyle, dealer in pianos and talking machines, of Sparta, Ill., was in Chicago last week. Mr. Coyle is doing an excellent business in his section of the country and prophesies a big holiday trade.

M. H. Allen, who is connected with the phonograph division of the Hallet & Davis Piano Co., in the distribution of Pathé machines, was married recently to Miss Olive Allan.

Wedding Bells at Lyon & Healy Store

There have been wedding bells in the talking machine department of Lyon & Healy during the past couple of weeks, when two of the young men of the department took their marriage vows. The first was Thomas Ben Stone, of the retail machine section, who took for his helpmate Miss Elizabeth Wise.

C. T. Landherr followed a few days after, when he took unto himself Miss Ethel M. Carlson.

A Slogan

"I want a slogan," said the manufacturer of phonograph records. "Something that will convey the idea that our records never wear out."

The advertising man lit a fresh cigarette and thought deeply for exactly eight seconds by the clock.

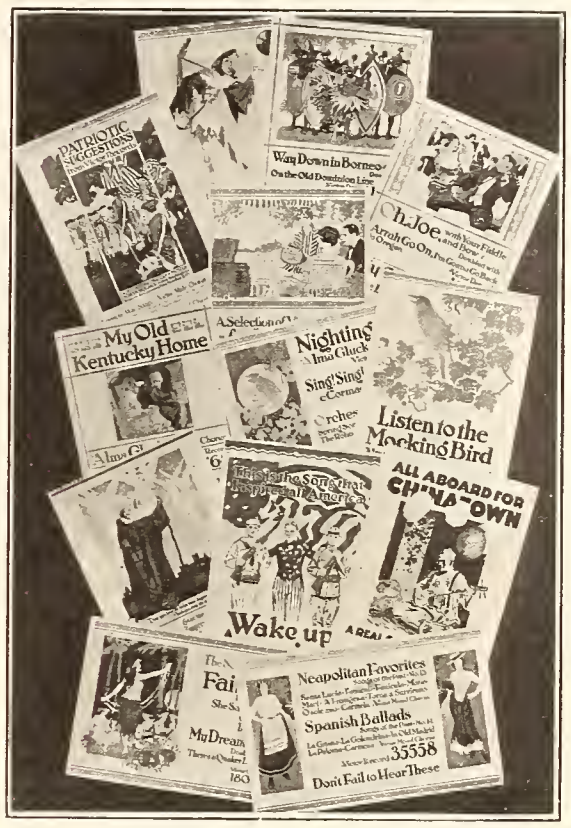
"How will this do?" he asked, "'One of our dance records will outlast the best hardwood dancing floor ever built.'"—New York World.

HELPING DEALERS TO ADVERTISE

Features of the Excellent Record Display Card Service Supplied to Their Victor Dealers by Lyon & Healy, Chicago

Lyon & Healy, Chicago, in the talking machine department believe that service to the dealer means somewhat more than simply supplying machines and records and the usual run of printed matter as prepared and issued by the Victor Co. itself.

Lyon & Healy have, therefore, been publishing for some time in the interests of the dealers special decorative window display cards featuring the most prominent numbers in the various monthly lists. In issuing the display cards, it is believed that the power of suggestion is one of the most potent factors in salesmanship, and that many people have but to see a certain record featured to realize and immediately desire that particular record. The Lyon & Healy display card service covers four cards monthly throughout the year, or forty-eight cards in all, for which the dealer is charged only the nominal sum of $15.



Some Lyon & Healy Cards

The accompanying illustration shows a few of the cards that have proven so successful.

ARTHUR J. O'NEILL PASSES AWAY

Veteran Talking Machine Man Succumbs to Pneumonia—One of the First Pathé Dealers

CHICAGO, ILL., October 7.—Arthur J. O'Neill, one of the veterans of the talking machine trade in the West, died on Wednesday night, October 4, at the age of forty-eight years. He had been attacked with pneumonia about four days previously, and as he had been a sufferer from asthma for many years he fell an easy victim.

The deceased was born at Patch Grove, Wis., in 1868. He was from the start identified with things of a musical nature, and while a young man became the manager of his sister, Jennie O'Neill Potter, and James Whitcomb Riley in concert and lecture work. His sister is said to have been the originator of the monologue.

In 1903 he originated the premium idea in connection with talking machines and worked up the business until at one time the output was nine hundred machines a day. As the record business worked a large part in the business the output of them was tremendous.

When the Pathé line of machines and records was first introduced to this country Mr. O'Neill became one of the first enthusiasts and secured representation of the product in the Middle West. Together with two of his sons, Arthur D. and Harry K. O'Neill, he distributed both in a wholesale and retail way large quantities of Pathé goods. At the time of his death he was operating the Arthur J. O'Neill Co., and was indirectly interested in the State Street Pathephone Shop, which is managed by his two sons. Surviving him are his widow, Lillian M. O'Neill, three sons, Arthur D., Harry K., Robert J., and two daughters, Nina and Lillian.

His passing will be sad news to legions of friends in all parts of the country, who appreciated his sincere and genial personality. The funeral was held on Saturday, October 7, from his residence, 4334 Drexel avenue.

E. E. Medcalf, of Bloomfield, Mo., has opened a talking machine department in his jewelry store, and will handle a full line of Columbia Grafonolas and records.

THE
PAR-O-KET

Record offers both the Dealer and the Manufacturer an unrivalled value and business getter in a

REALLY HIGH QUALITY

25-Cent Double Disc Record

This Type Can be Played With Steel Needle or Sapphire Point

Our talent includes such stars as Henry Burr, Collins and Harlan, Peerless Quartette, and Louise and Ferara. The Par-o-ket is 7 inches in diameter and plays from 2½ to 3 minutes. We furnish a large list of new records each month, with catalogs, supplements, display cards, dealers' helps, etc. Send for our full proposition in time for the big holiday business.

BROWN SPECIALTY MACHINERY COMPANY
(RECORD DIVISION) NORTH AMERICAN BLDG.
36 S. STATE ST. CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 83)

OFFERING A NEW COMBINATION

Attractive Combination Phonograph Cabinet, Record Holder and Book Case Put on the Market by Caloric Sales Co.

JANESVILLE, WIS., October 8.—A distinct innovation is to be presented to the national talking machine trade this week, when the Caloric Sales Co., of this city and Chicago, announces a unique line of cabinets and phonographs. Prominent in the line is the "cabinet grand," a combination of phonograph cabinet, record holder and bookcase. It stands forty-three inches high and retails at $13.25.

In discussing the product of the Caloric Co, one of its officials said: "This unique and beautiful 'cabinet grand' transforms any 'table style' phonograph or talking machine into a magnificent phonograph outfit, just by placing the instrument inside or on top of the cabinet. The attractiveness and fine workmanship of the 'cabinet grand' its combination uses, and popular retail selling price should have a strong appeal to owners of 'homeless' phonographs. It is also furnished as the 'cabinet grand Phonola' complete with phonograph, to retail at $19.75.

"The music trade has given the 'cabinet grand' a royal welcome. It is recognized as a quick and profitable seller, and has a practically unlimited field. There's nothing else like it on the market, to my knowledge. The cabinet is made by the Caloric factories at Janesville, Wis. The collapsible or 'folding' feature of the 'cabinet grand' is covered by basic patents. The cabinets are shipped knocked-down, and can be set up in sixty seconds. Unusual economies in manufacturing, shipping and storing are possible because of the collapsible construction.

"Among the many Chicago concerns now handling the 'cabinet grand' are Story & Clark Piano Co., Marshall Field & Co., Mandel Bros., The Fair, and the Boston Store. The factories are operating at full capacity, as dealers are ordering heavily for big Christmas business."

AMERICAN CAN CO.'S NEW PRODUCT

The "Mag-Ni-Phone" Just Placed on the Market by that Company—Represents Interesting Combination of Metal and Wood Construction

CHICAGO, ILL., October 10.—After considerable preparation and experimentation the Charles W. Shonk Co., which is a subsidiary of the American Can Co, has placed upon the market the first style of a line of machines which, it is forecasted, will become a large part of the company's varied business. The instrument has been perfected under the direction of Allen L. Eaton, who has been engaged in the work of experimentation and testing for months past.

In construction it is partly metal and partly wood. It measures sixteen inches in length by fourteen inches in width and stands eleven inches high from the base to the top of the tone arm. The top and base are both of wood—genuine mahogany. The sides and front are in metal of real mahogany finish.

The principal claims made for this instrument are the quality and volume of its tone from which has been selected, as a result, the name "Mag-Ni-Phone" and the slogan "it speaks for itself."

It is claimed by the machine's sponsors that an ideal tone is secured from a combination of both wood and metal in the Mag-Ni-Phone. It is equipped with a worm driven motor, which is made in every detail by the American Can Co. The tone arm is made of sufficient length to accommodate records as large as fourteen inches in diameter, while the turntable is of full twelve-inch measurement. The tone arm is simple in construction and can be so adjusted as to play any standard make of the hill and dale type or lateral cut records. A jewel point is provided with each machine for use with the hill and dale style.

"We feel that we are offering a really unusual value," said Mr. Eaton last week. "We have been working on this for a long time and our idea was not to go upon the market until we had perfected our product. We are busily engaged now in working upon our cabinet styles and we are sure that they will get a reception that will be equally as cordial as that which our first received."

P. M. Brown, of the Columbia export department, is "buying the cigars" because of the arrival at his home of a ten-pound baby boy.

THE WIDNEY COMPANY

MANUFACTURERS OF

Turntable Felts

Our extensive stock and specially designed machinery enable us to offer you

Quality-Service Price

We also want to quote you on

Felt *and* Rubber Bumpers

May we submit estimates on your requirements?

THE WIDNEY CO.

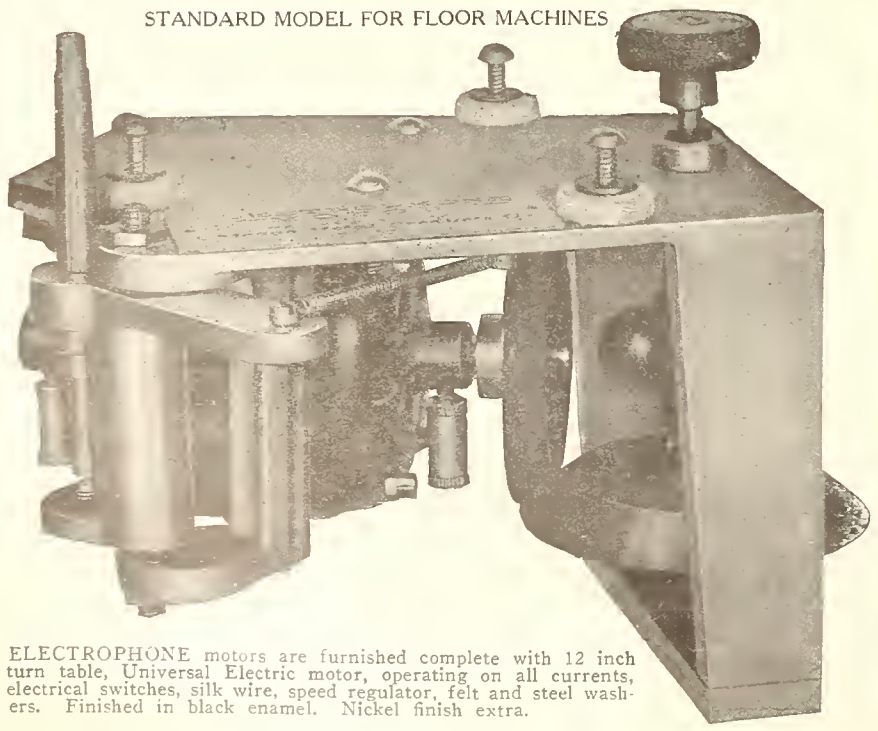
Patton Bldg. CHICAGO, ILL.

The Electrophone Motor

"No Phonograph Is Better Than Its Motor"

A New Electric Phonograph Motor Built on a New Principle

STANDARD MODEL FOR FLOOR MACHINES



ELECTROPHONE motors are furnished complete with 12 inch turn table, Universal Electric motor, operating on all currents, electrical switches, silk wire, speed regulator, felt and steel washers. Finished in black enamel. Nickel finish extra.

NOTICE

OWING to the big demand for Electrophone Motors we find it impossible to accept additional orders for 1916 delivery.

We urgently request, however, that those who contemplate using Electrophone Motors cover their requirement for 1917.

For Further Particulars Address

CHICAGO METAL PRODUCTS COMPANY

501-517 South Jefferson Street **CHICAGO, ILLINOIS**

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 84)

ADDITIONS TO SALTER FACTORIES NOW IN OPERATION

CHICAGO, ILL., October 9.—The last of the additional machinery has been installed in the new section of the Salter factories and is now busily humming away on the production of Salter cabinets. The addition almost doubles the output of the plant and comes at a very opportune time for never was the Salter factory in a busier condition than it is at the present time. In fact the present large volume of business, which the concern is enjoying, forecasts even further additions to the plant.

General Manager John F. Mortensen intimated to-day that there was every prospect for additional new buildings within a very short time.

"We thought that we could take care of them with the new facilities," said he, "but I doubt very much if we are even going to hold our own with the orders that are coming in. The demand is for almost every class of cabinets and particularly of those to be used in conjunction with smaller machines. The idea of felt-lined compartments, which was original with us, continues to be very popular, as it is so apparent to the prospective buyer that the felt protects the delicate surface of the record. We are looking for a fall business that will break all records."

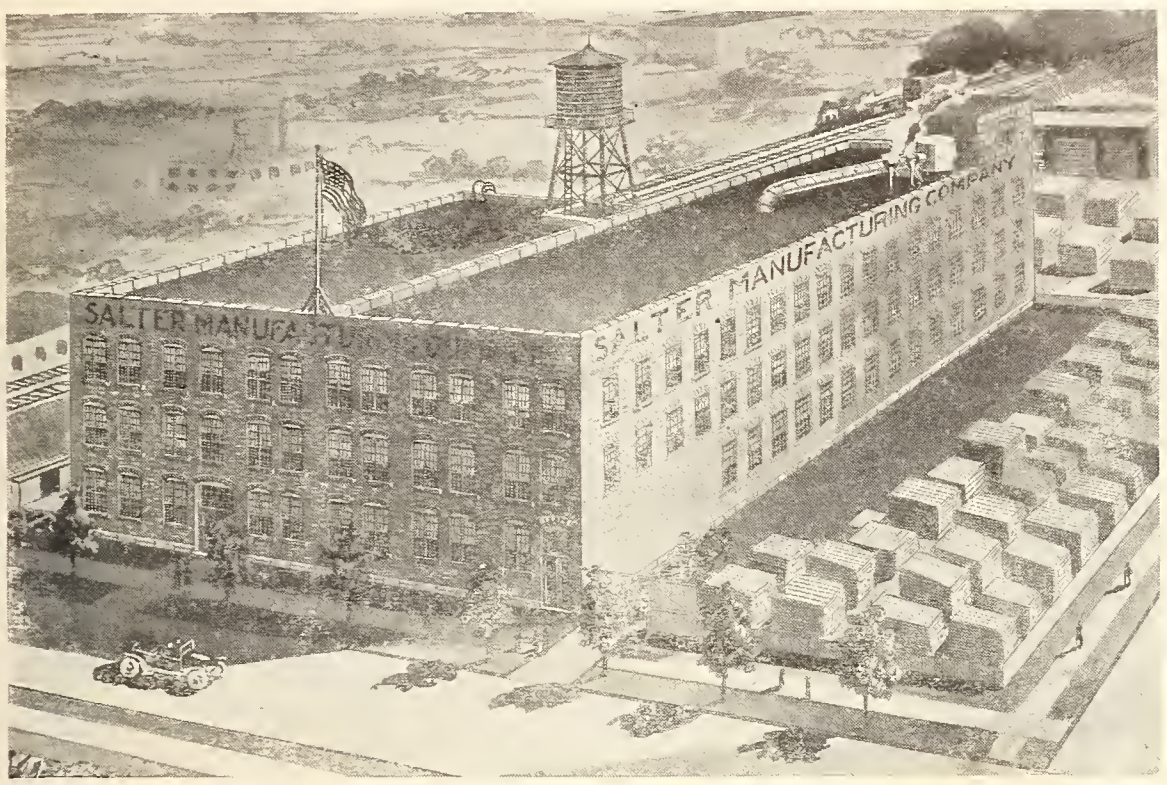


Illustration Shows Growth of Salter Factories in Chicago

REPORTS AN EXCELLENT DEMAND

Addition to Plant of M. Schulz Co., in Chicago, Will Permit of Large Output of the Magnola —Some of the Special Features

CHICAGO, ILL., October 7.—Otto Schulz, president of the Magnola Talking Machine Co. and of the M. Schulz Co., the large piano manufacturing business with which it is affiliated, is more than pleased with the excellent demand for the new Magnola talking machines which, by the way, is amply demonstarted by the fact that a two-story addition to the main Schulz plant which will give an addition of 25,000 feet to the finishing department is near completion.

The significance of the phrase "built by tone specialists" used in the Magnola literature is justified by the many tributes received by the company from dealers testifying to their delight with the tonal results secured through the Magnola tone chamber, comprising a tone reflecting system, the patents on which are pending. One of the most popular of the M. Schulz styles is the $150 model in the Louis XVI. style, which is here illustrated. This somewhat unique design is furnished in mahogany, oak and walnut. The walnut cases which are now being shipped are especially admired because of the high quality and beauty of the selected veneers. Other features of the instrument are the special tone graduator, the universal sound box playing all makes of records, a twelve-inch turntable, two spring worm gear motor, playing about seven ten-inch records on one winding, and a balance spring support for the top cover. The dimensions are as follows: Height, 49 inches; depth, 26 inches; width, 24 inches. The other styles of Magnolas, on which the company is now prepared to make shipments, are the Sheraton style, retailing at $75; the Queen Anne, at $100, and the Adams style, at $200. All of the cases are beautiful adaptations of the period styles they represent.

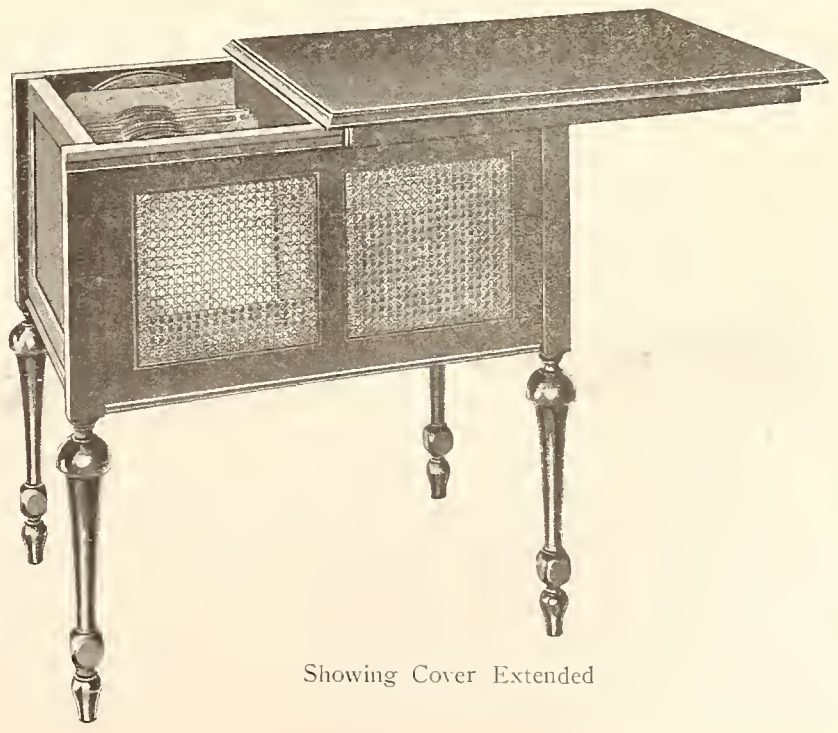
2 Compartment Cabinet.
200 Record Capacity.

FlexiFile Disc Record Cabinets

are not only adapted for carrying all portable machines, including the $50.00 type, but also are an excellent medium for owners of machines with a limited storage capacity. The FlexiFile System used in the FlexiFile Disc Record Cabinets is covered by Letters Patent which places it in an exclusive class. It is different from all other known methods of filing disc records.

A greater number of records can be filed in a given space—albums and partitions not necessary. Each record is properly indexed numerically with a guide card for each record, and is listed on the index card alphabetically.

Only one record need be removed to obtain the particular one desired and the place from which it has been taken in the FlexiFile pocket remains open until returned again. There is no danger of chipping or cracking the record as it drops into the canvas pocket.



Showing Cover Extended

The FlexiFile Disc Record Cabinets are made in three sizes:

1 compartment cabinet—75 record capacity—top 18 x 18 inches—wood panels—price $15.00.

2 compartment cabinet—200 record capacity—cane panels—top 22 x 28 inches—price $35.00.

3 compartment cabinet—300 record capacity—cane panels—top 22 x 38 inches—price $45.00.

Mahogany or Golden Oak finish.

Manufactured Exclusively by

FlexiFile Sales Company

335 S. LaSalle Street CHICAGO, ILL.

HERE'S the most valuable money making chance that you have received in many a day—the selling agency for the incomparable

ARTOFOLA

"The Sweetest Tone Machine"

THE SUPREME MODEL
50 inches high, 25 inches deep, 25 inches wide. Entirely gold plated, electrically equipped if desired — retailing at only $150.

Compare it with any $250 Machine on the Market

and you make 100% on every machine.

The Artofola is a transcendentally beautiful instrument—a cabinet of the highest class design. People are fascinated with its grace, its splendid tone quality, and its many exclusive features. It is the utmost in talking machines at a price that is irresistible.

We are selling *The Artofola* in a new way—a way which will interest you—because you can make from $1,000 to $3,000 profit before the holiday trade. And this new way allows every one of your customers to own one of these magnificent instruments without financial strain, with no investment on your part, *for we will carry your accounts, or sell it under long terms that will make it pay for itself.*

REMEMBER

—The Artofola is one of the most attractive machines sold.

—It sells for half the price of others.

—It gives you 100% profit on each sale.

—Dealers are furnished with the strongest, most aggressive, sales-pulling advertising campaigns ever built—a whirlwind campaign prepared by the ablest advertising experts in existence, and it will sell amazing numbers of Artofolas for you as it has for hundreds of others.

The Artofola Record means as much profit to you as does the sale of the Artofola. Why not make this additional profit? By all means, sell a machine that will enable you to build up a big paying record business.

While the Artofola plays all disc records perfectly without change of attachment, the ideal combination is *The Artofola and Artofola Record. The Golden-Tone Ball—not a sharp point*—cannot wear the record and an *Artofola Record* played thousands of times will be just as sweet and clear and noiseless as it was at the start.

Write us today – sure. You will never regret it.

THE ARTOFOLA COMPANY
SPRINGFIELD, ILLINOIS

THE ARTOFOLA CO., Springfield, Illinois.
Send us full particulars of your offer without obligation in any way to us.

Name .....
Address .....
Town ..... State .....

MOTORS

Our Experience Guarantees
A Perfect Product

Kirkman Engineering Corporation
237 Lafayette Street, New York

Successors to the STANDARD GRAMAPHONE APPLIANCE CO.

ANNOUNCEMENT OF THE SOLOPHONE

Company with Modern Plant in Harrison, N. J., Producing Machine of Distinct Merits—Cabinet Models Most Artistically Designed

Announcement is made this month of the Solophone, a talking machine manufactured by the Solophone Co., of Harrison, N. J. The Solophone Co.'s executives are men well known and actively engaged in one of the largest piano enterprises in the country and have erected a modern plant, having made arrangements to produce a high-grade talking machine. The lowest priced model of the machine will be $90.

A feature of the machine will be that all metal parts will be gold plated and the machine will play all records without the removal of the sound box, it simply meaning a turning of the reproducer where it is desired to change from one style of record to another.

The machines will be furnished in mahogany, walnut, fumed and golden oak. The company also claims that they are using the most expensive motor for these talking machines.

The cabinet designs have been especially perfected and are of high, artistic excellence. A unique feature of one of the models is the use of small tungsten lamps placed on the motor board and in the record compartment to facilitate changing records.

BUSH & LANE PIANO CO. ENTER FIELD

HOLLAND, MICH., October 10.—The Bush & Lane Piano Co., of this city, are among the latest established piano manufacturers to embark in the talking machine business. The line is not quite ready for showing the trade as yet, but promises to be one of unusual interest. The new talking machine is the special hobby of Walter Lane, president of the company and the general superintendent of the factory, and known as one of the most expert acousticians in the country. In speaking of the line, Mr. Lane said that there will be a tone chamber of unique construction and various special features on which patents have been applied for.

TO MARKET NEW TYPE OF MOTOR

F. B. Gaurnier, general manager of the Mellophone Talking Machine Co., recently announced they will shortly be ready to deliver an entirely new motor of unique construction, which will have features never before used. His announcement also states that the motor will be guaranteed to be free from spring troubles.

During the last month the orders from foreign ports have showed a marked increase. Recently Henry Sobel, secretary of the Mellophone Co., received an inquiry from Gibraltar, the writer stating he had read the Mellophone advertisement in The Talking Machine World. Mr. Sobel said while the demand this fall will be heavy, he thought by anticipating it and laying in large supplies they had placed themselves in a position where they would be able to fill the majority of orders.

FILE APPRAISAL OF ASSETS

Property of Albany Edison Diamond Disc Studio Valued at $10,651

UTICA, N. Y., October 9.—The appraisal of the assets of the Albany Edison Diamond Disc Studio was filed in the Federal Court here last week and showed a total of $10,651 worth of property in the Albany and Troy stores. The appraisal was made by Peter Halwey of Binghamton and James Watson of Albany. The property consists of machines, records, accounts and cash.

Kent

UNIVERSAL BALL-BEARING
TONE-ARM

(Tone-Arm of Refinement)

The only tone-arm on the market absolutely void of any tone obstruction.

F. C. KENT COMPANY
24 Scott St., NEWARK, N. J.

THE FAVORITE

Favorite No. 10 With Reversible Tone Arm
Mahogany, highly polished. Size 14 x 14 x 6 in. With strong motor that plays two 10 in. records with one winding. Extra loud tone.

Price $4.25 to Dealers

Ask for Special Discount by Quantity

A machine that equals in tone those selling at a great deal higher price.

To those dealers who appreciate the advantage of the exclusive agency of a phonograph of this character, we can offer a very interesting proposition, if you write now.

FAVORITE TALKING MACHINE CO.
438 BROADWAY NEW YORK

VITA-NOLA

MODEL 100
VITA-NOLA

Are you PREPARED for the rush that is coming?

We have prepared for a big holiday business and can take care of your order whether it is for a single machine or for a carload.

Do not waste your time waiting for goods that never arrive. Send us your orders and ***have the goods on your floor.***

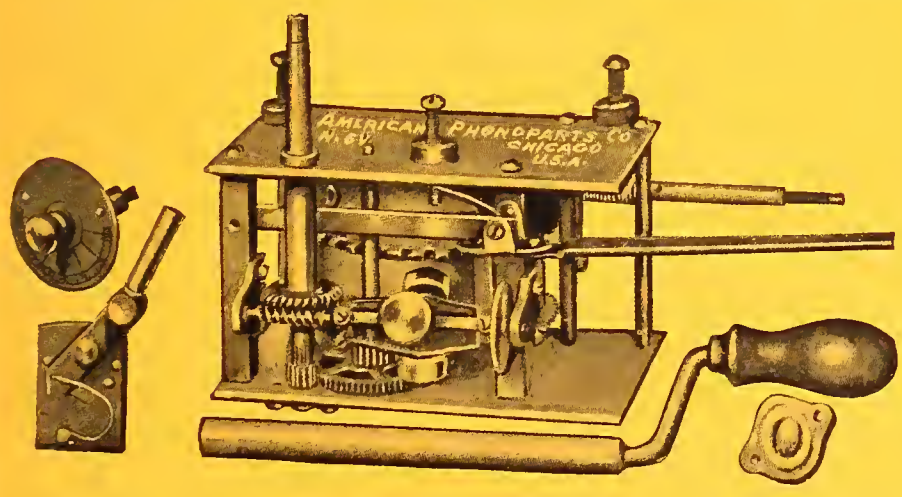
Why is our business increasing so rapidly? There are many reasons, namely:

Good goods, good service
Big discounts and lots of talking points

Write today for surprisingly low prices

VITANOLA TALKING MACHINE CO.
208 S. Wabash Avenue **Chicago, Illinois**

This Motor Plays 3 12-inch Records At One Winding



STYLE 6-V PHONOPARTS MOTOR

Has spring 1 inch wide and 11 feet long. Complete with 12-inch turntable, brake, speed regulator, escutcheon crank, etc. Send for sample.

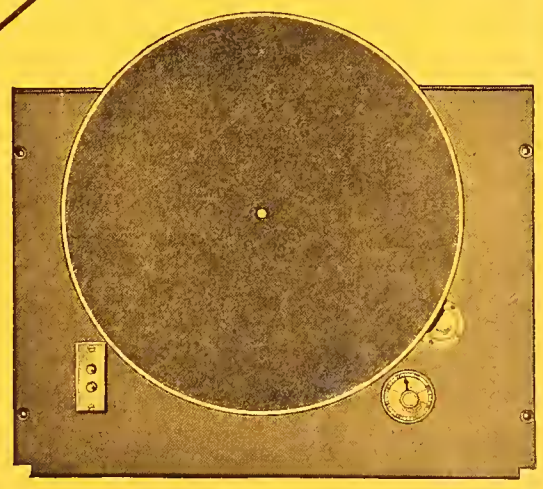
Price $4.25 Complete

A High-Quality Motor for Quick Delivery

Samples sent on receipt of price, $4.25

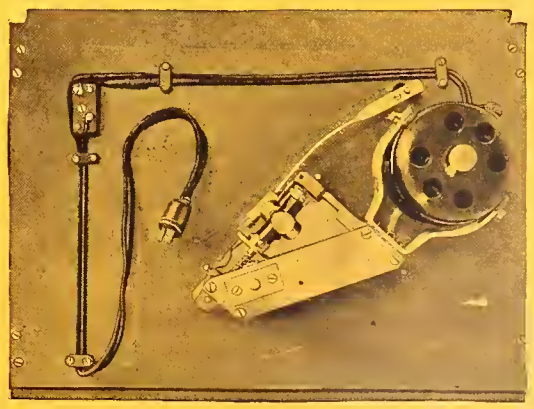
AMERICAN PHONOPARTS COMPANY
212 S. Wabash Ave.
CHICAGO, ILL.

The
"PLAY-RITE"
ELECTRIC MOTOR



These views show the "Play-Rite" both as it appears from above and beneath the motor-board.

$12.50



If you are looking for a reliable electric motor at a fair price, buy the "Play-Rite." Costs less than one cent a week to run. Variation in current does not affect speed. Push the button—the "Play-Rite" does the rest.

Furnished for either direct or alternating current. Sample sent on receipt of $12.50.

When ordering, state whether for use with direct or alternating current.

Eureka Noiseless Talking Machine Lubricant

The Perfect Lubricant for all Makes and Styles of Phonographs and Talking Machines

PUT UP IN FOUR OUNCE CANS TO RETAIL AT TWENTY-FIVE CENTS EACH

Write for Special Discounts

Manufactured by

ILSLEY-DOUBLEDAY & CO.

Established 1853

229-231 FRONT STREET NEW YORK, N. Y.

WALTER L. ECKERT WITH PATHE CO.

Becomes Office Manager and General Auditor of Pathé Frères Phonograph Co.—Has Had Years of Experience in Financial Field

The Pathé Frères Phonograph Co., New York, announced last week the appointment of Walter L. Eckert as office manager and general

Walter L. Eckert

auditor of the company, with headquarters at the executive offices, 29 West Thirty-eighth street, New York. Mr. Eckert assumed his new duties on Monday.

Mr. Eckert is thoroughly versed in all phases of the financial end of the talking machine industry, having been associated with Mr. Thomas A. Edison as general auditor in all of his various interests throughout the world, and as head of the financial department of Thomas A. Edison, Inc. He has traveled throughout this country and Europe, and he has made a study of the financial conditions and commercial requirements of the various countries in Europe and America, where Edison interests have had branch offices and factories, introducing the system of these branches so as to conform with the requirements of the home office.

In his new capacity, Mr. Eckert will have unlimited opportunities to develop and introduce new systems, which will materially enhance the efficiency of the various departments under his supervision. As the Pathé business is increasing and offers a wide field for Mr. Eckert's activities, the Pathé Co. is to be congratulated on securing the services of such a valuable man.

Mr. Eckert was the guest of honor at a dinner which was given in the evening of October 7, by the officers and heads of the various departments of Thomas A. Edison interests.

SECURE THE SILVER CUP

The baseball nine representing the New York Talking Machine Co., Victor distributor, won possession of the silver cup offered by Sol Lazarus, secretary of the Talking Machine Men, by defeating the team representing the G. T. Williams Co., in a well-played game last Sunday. The New York Talking Machine Co.'s nine has been very successful this season, and Sunday's game demonstrated its right to the title of "Champion of the Victor Distributors League" in the local territory.

CELEBRATING ANNIVERSARY

The Griswold, Richmond and Glock Co. is celebrating the first anniversary of the opening of its Victrola department at its store in Meriden, Conn. Concerts are being given every afternoon at 4 o'clock, and on Friday and Saturday evenings concerts will be given after 8 o'clock. Several local artists are participating in the concerts, which have attracted large crowds.

DON'T GET IN A RUT

The ablest and best minds get into a sort of rut. It is well for all workers to remember this, and endeavor to obtain a different perspective of their work. We must get out of ourselves, and then look in, if we would perfect the particular branch of business in which we happen to be engaged.

The C. F. Bath Music store is now located in new quarters on Spruce street, Abilene, Kan. The company handles the Edison Diamond Disc phonograph, among other lines.

EDISON DEALERS MEET IN WICHITA

Retailers of Southwest Kansas the Guests of the Innes Co. at Business Meeting and Dinner—M. M. Blackman Makes Address

WICHITA, KAN., October 2.—A number of Edison phonograph dealers in the southwest Kansas territory were entertained last week at the Wichita Club, this city, by Walter P. Innes, vice-president of the Innes Co., and C. W. Cosgrove, manager of the phonograph department of that concern. A business meeting was held in the afternoon with a banquet in the evening, the principal speakers being M. M. Blackman, manager of The Phonograph Co., Kansas City, and C. T. Cunningham, of the same concern.

Dealers attending the meeting were: A. K. Snyder, Winfield; John Knafp, Mullenville; Mr. Hoag, Newton; L. Selig, Eldorado; M. M. Blackman and C. T. Cunningham, Kansas City; C. A. Ammermon, Kingman; Mr. Cameron, Pratt; A. H. Fitch, Arkansas City; Mr. Williamson, Attica; H. S. Bryant, C. W. Cosgrove, Wichita.

We Are Specializing on

RECORDS NOW

Are you doing the same?

Build up the record end of your business. Your field is unlimited.

But—be sure you have the stock.

We are ESPECIALLY equipped to handle your wants.

GATELY-HAIRE Albany Service

for satisfaction

The GATELY-HAIRE CO., Inc.

JOHN L. GATELY, President

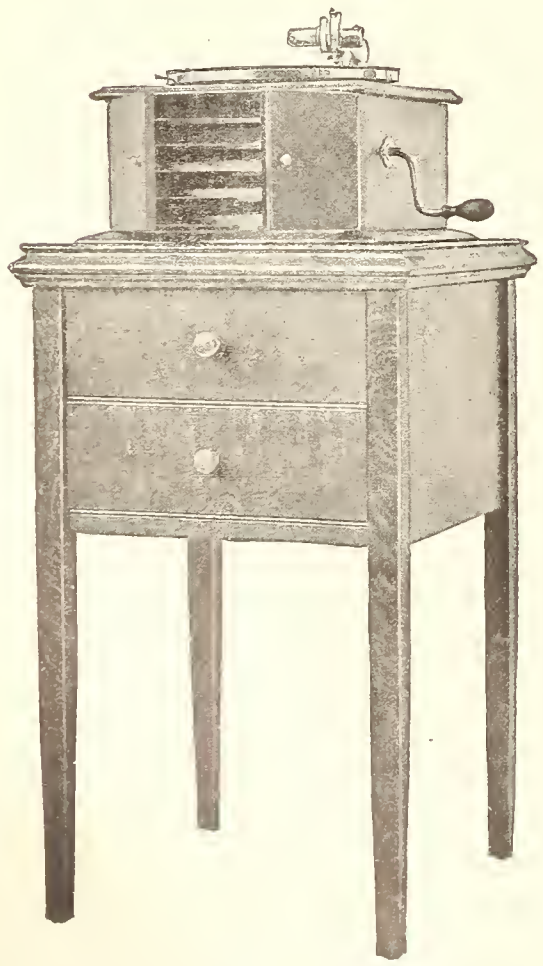
ALBANY

— FOR CAPITAL SERVICE —

The Simplest and Most Efficient Record Cabinet

Every Buyer of a Victrola IV, VI, VIII, and IX Will Want One as Soon as He Sees It

4-Drawer Cabinet
For Victrola VIII, Oak
For Victrola IX, Mahogany or Oak



2-Drawer Cabinet
For Victrola IV or VI

INSTANTLY

You Find *the* Record *You Want* In

Brown's Disc Record Cabinet

Your Customer Wants a Cabinet in which a Record

1. Is instantly found.
2. Is instantly replaced.
3. Lies FLAT—free from warping.
4. Is protected from scratching.

A Cabinet Which

5. Has the greatest capacity for space occupied.
6. Accommodates 12-inch as well as 10-inch records.
7. Has steel body drawers that cannot swell or shrink.
8. Has a perfect suspending device.
9. Is strongly and durably built by a concern understanding perfect cabinet work.
10. Is a handsome piece of furniture.

YOU Mr. Dealer WANT to Handle a Cabinet

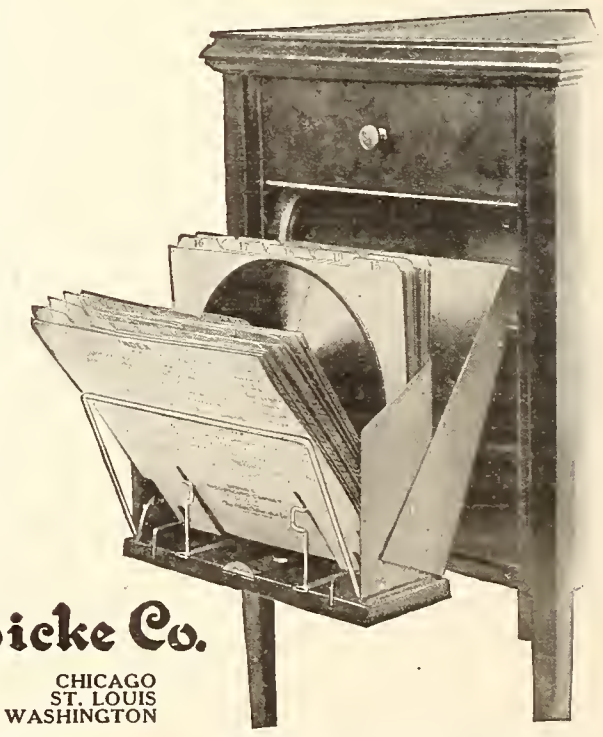
which your customer will appreciate the value of as soon as he examines it and will be thoroughly satisfied with after he buys it, and will voice his satisfaction to others.

You Want to Increase Your Sale of Records

If every owner of a Victor or Victrola had a Brown Disc Record Cabinet, more records would be bought. Up to the introduction of the Brown Disc Record Cabinet there had never been a perfect way to file records. Now, with Brown's Disc Record Cabinet, it is a pleasure to instantly file or find a record.

With a Brown Disc Record Cabinet no Victrola will ever be neglected. More instruments have been idle and fewer records bought because there has never been any perfect and quick way of instantly finding the record the owner wishes.

Brown's Disc Record Cabinet is an ingenious device, the result of years of experimenting, and is manufactured exclusively by



Third position of drawer with spring pressure released and every record instantly accessible

The Globe-Wernicke Co.

NEW YORK BOSTON PHILADELPHIA **CINCINNATI** CHICAGO ST. LOUIS WASHINGTON

Ask for Net Prices

Direct Orders from ALL DEALERS Invited
ONE PRICE TO ALL

No. 400 [Vertical Interior]
For Victrola IX.

Height, 30 in. Width 21 in. Depth 17½ in,
Holds 128 Victor records.
Mahogany, Quartered Oak.
Average weight, crated, 65 pounds,
[When felt interior is desired, order No. 400F.]

UDELL
Cabinets
for
**Victor Victrolas,
Columbia Grafonolas,
Pathé Pathephones,
Aeolian Vocalions,
Sonora, Empire, Etc.**

BRAND NEW CATALOGUE JUST OUT.

Over 70 illustrations.

Of course you want it, and of course we'll send it, but what is your address?

The Udell Works
1204 West 28th Street
Indianapolis, Ind.

BRISTOL & BARBER LEASE BUILDING

Will Occupy Entire Building on East Fourteenth Street, New York City, in Near Future

Bristol & Barber recently leased the entire building at 111 East Fourteenth street, New York City, the ground floor of which is now occupied by the Pathephone Sales Co., which is controlled by the Bristol & Barber firm. The firm will occupy its new quarters, which are located next to Steinway Hall, as soon as the present tenants vacate the building. The offices of the Bristol & Barber firm and the Pathephone Sales Co. will be combined on the second floor of the building, while the line of stools, cabinets, benches, scarfs, etc., carried by the firm, will be displayed and stored on other floors in the structure.

MANOPHONE APPOINTMENT

J. Kornfels, District Manager in New York—Manophones in National Art Club

The James Manoil Co., whose executive offices and factory is situated at Newburgh, N. Y., has announced the appointment of J. Kornfels as manager of five districts in New York City. Mr. Kornfels was formerly with the Victor Talking Machine Co.

The sales organization of the company is gradually being developed, and the demand at the factory has been very pleasing. The company has already launched an extensive advertising campaign using thirty magazines for the publishing of their copy. A recent sale was that of a Manophone for use in the National Art Club, New York.

RANAH STUDIO IMPROVEMENTS

Victor Dealers in Brooklyn Install Five New Booths and New Bookkeeping System

The Ranah Studio, Atlantic avenue, Brooklyn, N. Y., exclusive Victor dealer, has been forced by growing business to remodel its quarters and provide additional equiment. Five new demonstration rooms have been installed, each decorated and furnished in an individual style. Additional booths, finished in gold and French gray, have been provided for the office. A special ventilating system has been installed at considerable expense to keep the air in the soundproof booths always fresh and sweet. To facilitate the handling of its growing business the company has also installed a new and improved bookkeeping system, which permits of Manager D. W. Moore having a perfect report of the stock of 18,000 records each day. The name of the studio, Ranah, is an adaption of the Biblical term meaning beautiful.

EDISON RECITALS IN ALBANY

ALBANY, N. Y., October 5.—H. & J. Pommer of South Pearl street, whose large furniture store is one of the important shops of the city, has a talking machine department that is a popular rendezvous of the music lovers of the city. Manager Chubb has been running most successfully a series of Edison recitals in the handsome recital hall, which has lately been all done over at an expenditure of several thousands of dollars. This recital hall is located on the second floor, and is conveniently reached from the street.

PROOFS OF VICTOR PUBLICITY

The Victor Talking Machine Co. sent to the trade this week proofs of newspaper advertising, which it will use in the leading papers throughout the country during the next four weeks. These advertisements are well worth the close attention of Victor dealers, as their designs and context are calculated to produce direct sales of Victor records in addition to adding to Victrola prestige. One of these advertisements will be devoted entirely to featuring Caruso's new record, "Santa Lucia," which makes its appearance in the October supplement of new Victor records.

Stock this!
It's a profitable easy seller

Sonora
Multi-playing Jewel
Needle

Guaranteed for three months on hardest service.

Does away with constant annoying changing of steel needles.

Makes the tone truer, most exact, and more beautiful.

Is needed on every machine.

Is popular with the public.

Adds another good selling line to your store.

Fits records perfectly and prevents harmful wear.

Sells readily for $1.00 and—

Nets you a good profit!

Write today for prices and full information.

Sonora Phonograph Corporation
GEORGE E. BRIGHTSON, *President*
Makers of Sonora Phonograph and Sonora Multi-playing Jewel Needle
57 READE STREET NEW YORK

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., October 7.—It is the same old story in the talking machine world of Philadelphia—business that has been limited only to the supply, with the demand unprecedented as before. Conditions in September were somewhat better than during previous months of the year, but there was still a considerable shortage of machines, although in records the trade have been able to nearly fill all orders.

Penn Phonograph Co. Reorganized

The Penn Phonograph Co. has been reorganized recently with the following officers of the company: T. W. Barnhill, president; J. H. Dewey, vice-president, and H. F. Miller, secretary and treasurer. The same policy will be continued as before, and the new firm, with all their past years of experience in the business, are assured success from the start. They will make a number of changes in their warerooms, especially in a new arrangement of their salesrooms.

H. F. Miller, with a party of friends, is at present on a motor tour, which includes Baltimore, Frederick, Winchester, Luray, Hagerstown, Gettysburg and York.

President Barnhill reports that machines are coming in much more satisfactorily the past week, and their record stock is in most excellent shape, and they are able to fill all orders from 95 to 100 per cent. He says business in September was only restricted on account of the machine shortage. They had an increase, but not such an increase as might have been possible or desired.

H. A. Weymann & Sons in New Home

H. A. Weymann & Sons have finished the moving of the talking machine department to their new home, 1106 Chestnut street. They will shortly have an opening of a most elaborate character, in which the talking machines will figure prominently. To the right of the store as you enter they have a number of attractively arranged booths, all of them absolutely soundproof, and beyond this are the racks for retail stock which are built along the very latest and best method for ease in handling. They have placed several new men in this department of their business, and they are looking for a very heavy fall and winter trade, as every one of the many visitors they have been having are optimistic as to the future of the business. They have found a great drawback in the shortage of machines, rather than records, and they have been sending out notices to their trade to get in their orders early to assist them in being able to make prompt delivery. The new Weymann store is one of the show places of the city, and they are featuring the talking machine end more than ever.

Blake & Burkart Activity

Blake & Burkart, the big Edison dealers here, report that they have been very busy, and that their business for the month of September was exceptionally good, even more than they had anticipated, as so much of the exclusive trade to which they sell have been late in getting back to the city, that they were agreeably surprised to find their fall business starting in with such briskness so soon.

In July last the firm took on the general agency of one of the largest piano houses in the country, and beginning October 1 last they were able to secure, as head of this department, the able services of C. E. Lucore. They are first of all phonograph dealers, but will do everything to make their piano department a success, but it will be run as an entirely separate part of their business.

They report that the Edison stock is coming in 100 per cent. better than it did thirty days ago. There is still, however, a greater demand for records than they are able to secure.

Give Up Talking Machine Soon

Story & Clark have discontinued the handling of talking machines in this city, as in other cities in which they have stores.

A Business of Wonderful Volume

Manager Eckhardt reports that the Pennsylvania Talking Machine Co.'s business has been wonderfully good. It is a repetition of the old story, however, that they are still horribly in arrears. But it looks as though there was good prospects ahead for improvement. Mr. Eckhardt was at the factory a few weeks ago, and he was astonished at the progress that was being made there. "It would look," he says, "as though the plant would be able to build all the product necessary to flood the world." He says: "If business continues to increase in the next two years, as it has in the past two, the expansion already made will be insignficant to what will be required.

Retail Trade Very Active

Hal Dorian, of Washington, has connected himself with the retail organization of the Pennsylvania Talking Machine Co., 1109 Chestnut street. The Lauter Piano Co., of Trenton, have taken on the Columbia, and will start a large campaign. Manager Eckhardt is expecting great things from the Lazaro records about to be placed on sale by the Columbia. In this he is not likely to be disappointed, for they are among the most interesting records ever placed on sale by this company.

Dictaphone in Demand

The Philadelphia Dictaphone office has been able to make the office quoto in September, and three of their salesmen were able also to make the quoto. Among some of the prominent sales of the month were: Rishel Furniture Co., Williamsport, Pa.; William Witmer & Sons, Sunbury, Pa.; National Glass Bottle Co., of this city, and additional machines have been purchased by the firms of William Lloyd & Co., lumber; American Express Co., the Lower Meriod Realty Co., Pennsylvania State College, the West Electric Co., and the offices of the City Solicitor of Philadelphia. They have placed an agency for the dictating machine with the Stoll Book & Stationery Co., of Trenton, N. J.

Manager J. D. Westervelt, of the Dictaphone Co., was in New York several days the past week. Recently he gave a very interesting talk before the Rotary Club, of which he is a member, as a special luncheon speaker, which incidentally was the promoter for considerable business to the firm. They have had very good results from their Dictaphone School, and they have placed on their roll several new salesmen.

Conditions look very good for the fall business of the company. C. A. Malliet has been making a campaign through the State for some time with very gratifying results, and they are expecting a very good business all over their State section.

Lively Times With Buehn

Louis Buehn, of the Louis Buehn Co., report that business is just as good as ever. The machine situation is still unsatisfactory, but the record situation is excellent. He is quite optimistic over the splendid outlook.

Death of J. Frank Smith

J. Frank Smith, a salesman, who had been with the Buehn firm for the past nine years, died on October 4, being one of the oldest employes of the firm. He was not considered seriously ill until about six weeks ago, although he had not been well for the past year. He was compelled to undergo an internal operation. He was forty-two years of age, and leaves a wife and two children. He represented the firm on the road.

Some News Brieflets

Christine Brothers, of Bangor, Pa., report that they have considerably enlarged their talking machine department, and have added a number of new booths.

F. Hayes Harmon, of Chambersburg, Pa., has just had installed in his store a number of additional booths from the Unit Construction Co., of this city.

Joe Goodman, of Manayunk, Pa., recently visited the Pennsylvania Phonograph Co., of Philadelphia. He is a successful Victor dealer, who has secured a lot of excellent business by getting after prospects instead of waiting for them to come to his store.

The hen that lays the golden egg is the Victor Jobber who keeps you supplied with machines and RECORDS during the "rush season."

Eighteen years of service have developed what we offer you—a Victor Service with that quiet easy action of a roller bearing.

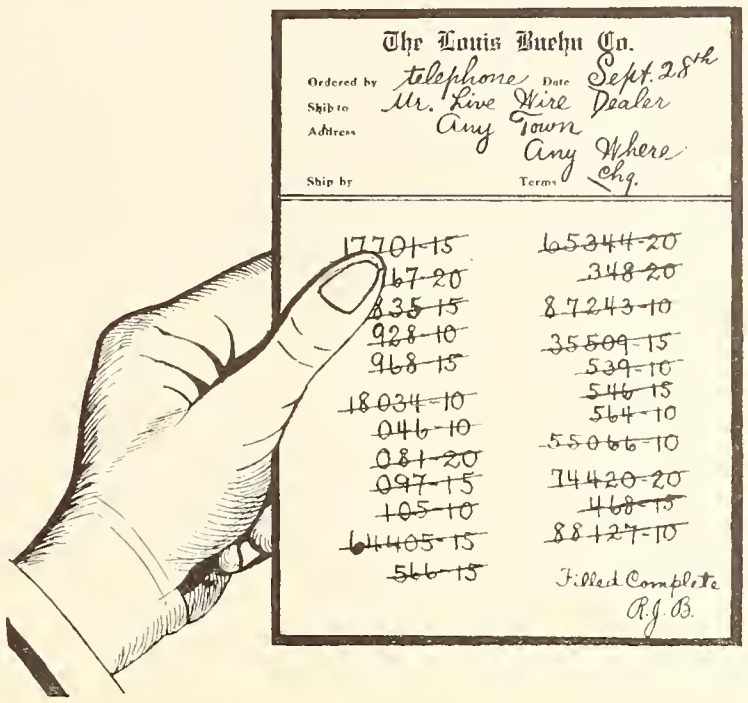
PENN PHONOGRAPH CO.
17 So. Ninth St., PHILADELPHIA

VICTOR CO. DECLARES DIVIDENDS

The Victor Talking Machine Co. has declared a regular quarterly dividend of 5 per cent., and an extra dividend of 25 per cent. on the common stock, making 80 per cent. declared on this issue so far this year, as against a total of 50 per cent. last year.

PUTTING THE FILL IN PHILADELPHIA

By the Louis Buehn Co.



VICTOR SERVICE

The demand for VICTOR RECORDS is bound to grow greater and greater as the holidays approach. It's going to take a lot of four ace service to keep you supplied to the point where you can satisfy a maximum number of customers.

We've specialized purposely on service all these years to be able to meet just such situations with competency. Place your order for Domestic or Foreign Records with us. You will be agreeably startled by the *human element of efficiency* we've built into Buehn service.

BUEHN SERVICE

A service with an "individuality" that speaks for itself.

THE
LOUIS BUEHN
COMPANY
PHILADELPHIA'S
Exclusive Wholesale
VICTOR DISTRIBUTOR

LAZARO—destined to be the biggest name in opera. COLUMBIA—a name that has been and is the biggest name in music. Lazaro on Columbia Records—the biggest news of the generation. Biggest to dealers. Biggest to every lover of great music.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

KEENER COMPETITION HELPS TRADE IN MILWAUKEE

Talking Machine Sales Are Rapidly Increasing Despite the Number of New Machines on the Market—Edison Shop Being Enlarged—Kunde Increases Floor Space—News of the Month

MILWAUKEE, WIS., October 5.—The activity that is apparent in the talking machine world at this time has never been equalled, and with the best kind of prospects for a huge volume of business between now and Christmas time.

The truth of the adage that competition is the life of trade seems to be proven every day. In spite of the enormous number of machines now being marketed, sales are mounting into surprising totals. Those who feared that the influx of many new types would have a bad effect on the old-established trade and would make deep inroads into the volume of business transacted by the few standard concerns of several years ago, admit they were mistaken. On the contrary, they have profited a great deal more than under former conditions.

During the last thirty days, several new makes of machines have been introduced to the Milwaukee and Wisconsin trade, and any number of new distributing agencies have been established. Chief among the new makes are the Brunswick and the Stradivara. The Brunswick-Balke-Collender Co. has maintained a large branch house at 275-279 West Water street for many years, and is at this time establishing sales and demonstration rooms for the new talking machine. Thomas I. Kidd, local manager, is busily engaged in mapping out his campaign, which will be prosecuted vigorously throughout the Wisconsin and Upper Michigan territory in time to get the cream of holiday trade. Several models are on exhibition and stocks are on the way to Milwaukee.

Max Schuelke, proprietor of the Max Schuelke Organ Co., 522-532 Sixteenth avenue, has taken the district distribution of the new Stradivara, made by the Compton-Price Co., and will be wholesale and jobbing agents for Wisconsin and Upper Michigan.

Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber, is one of the enthusiastic distributors whose only plaint seems to be that there are not enough Victrolas to go around.

The Edison Shop, 213-215 Second street, Edison jobber, has been forced to undertake an enlargement scheme to bring its facilities up to the requirements of the trade. The firm has leased the store building adjoining the present house, giving it exclusive possession of the quarters from 213 to 217 Second street. A fine concert and demonstration hall is being fitted up in the new store, and it will be known as "Diamond Disc Hall," an appropriate title originated by Manager William Schmidt. The new hall will be used for daily concerts, special recitals and tone test demonstrations. It will be in charge of Miss Pearl Corbeau. Retail business is just as brisk as wholesale trade, according to Herbert W. Gausewitz, retail manager, and Edisons are selling as fast as stocks come in, making it almost impossible to accumulate stocks for the greater rush in late November and December. Miss Flora Kellner, in charge of the record department, is one of the "live wires" of the Milwaukee Edison organization and has introduced some original ideas which are responsible for much of the increase in record sales in recent months. Edison week will be celebrated throughout the territory, October 16 to 21.

A. G. Kunde, 516 Grand avenue, Columbia jobber, has been obliged to add 1,800 square feet to his warehouse facilities to properly handle the immense volume of Grafonola business. The country trade is absorbing Columbias on an unprecedented scale, and especially the smaller styles are moving fast. In the city, retail business leans toward the costlier styles. W. E. Yerkes, district manager, and Charles F. Baer, Chicago manager, of the Columbia Co., called on Mr. Kunde a few days ago.

The Starr phonograph is making great headway in Milwaukee and the Wisconsin territory, according to A. Hoeffler, manager of the Hoeffler Manufacturing Co., 304 West Water street. Sales are in large volume, both wholesale and retail. Mr. Hoeffler also reports a brisk demand for the Domestic machine.

T. W. Abell, manager of the local branch of the Premier Talking Machine Co., 220 West Water street, has been obliged to get out on the road to help his traveling force line up holiday business without running into complications which the shortage of stocks might bring.

T. P. Ratcliff, of the Victor educational department, has completed a month's campaign in Milwaukee and surrounding territory and is now working in Iowa. The educational work will be continued by the Badger Talking Machine Shop, which has provided a separate hall in its new building at 425 Grand avenue for demonstrating educational features. The work will be supervised by Manager R. H. Zinke, with Miss Brewster in direct charge.

The Pathephone Co. of Wisconsin reports the appointment of the following-named new dealers: H. A. Hooper, Seymour, Wis.; H. W. Ihlenfeld, Iola, Wis.; J. B. Lowe, Neillsville, Wis.; E. H. Mayer, South Kaukauna, Wis.; C. A. Moe, Crandon, Wis.; A. F. Mohn, Coon Valley, Wis.; Roems & Blahnik, Kewaunee, Wis.; Marx Bros. & Barth, Cashton, Wis.; C. F. Dahl, Viroqua, Wis.; Ed. F. Dunzey, Elroy, Wis.; E. L. Fisher, Reeseville, Wis.; E. B. Gauthier, Gillett, Wis.; C. A. Spencer, Waupaca, Wis.; Manall & Co., Norwalk, Wis. Manager Lawrence McGreal also reports an important new appointment in Milwaukee, where the C. W. Fischer Furniture Co. has taken on the Pathé line.

John H. Becker, manager of the Victrola department of the Twelfth street store of Edward Schuster & Co., Milwaukee, has resigned. W. H. Eucker, formerly of the local branch of the Story & Clark Piano Co., has been appointed to fill the vacancy.

One of the most important newcomers in the Milwaukee retail trade is Espenhain's department store, which has opened a Columbia division, in charge of Miss Helen Gunnis, until now in charge of the same department at the local branch of the Story & Clark Piano Co. The piano company closed its Milwaukee and Minneapolis branches on October 1. George A. Taylor, of the salesforce, will open a talking machine store at Genoa Junction, Wis. Miss Edith Shafstoll has joined the Victrola department of the Boston Store.

The J. B. Bradford Piano Co. has doubled the size of its Victrola department. Two additional salesrooms have been turned over to talking machine demonstrations and sales and the stock and record rooms have been enlarged.

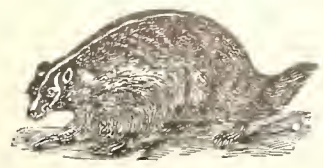
One of the prize sales made by the Edison department of the Flanner-Hafsoos Music House was that of a $200 style to E. J. Kastenholz, secretary of the Milwaukee Council of the Knights of Columbus.

A big "drive" on the Columbia is being made by Stanley V. Waldheim, manager of the new department established by Waldheim's house-furnishing store a month ago, when the firm moved into its mammoth new ten-story building at 210-218 West Water street. One of the vast and expansive show windows is devoted to Columbia exhibits continually.

Leslie C. Parker, manager of the Victrola department at Gimbel Bros., has been elected president of the Salesmanship Club of Milwaukee.

The Steussy-Schulz Piano Co. has succeeded the Emil O. Schmidt Piano Co., 525 Grand avenue. The new firm will continue to retail the Pathé and also will handle the Magnola.

H. Luebtow & Co., 936 Teutonia avenue, Milwaukee, have moved to larger quarters at 923 Third street. The concern specializes in the Columbia and Premier.



PERSONAL SERVICE

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

Why not communicate at once with us?

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

One of the Domestic Line

There are 9 models ranging in price from $7.50 to $47.50 retail

← The Wonderful Domestic Sound Box

Size of the model shown is 15 ins. wide, 17 ins. deep, 8 ins. high

Inside Facts

The talking machine business is at last getting down to a basis where facts are beginning to make themselves heard above the din of extravagant, unsupported claims.

From its inception this company has dealt with facts, not fiction, and to say that we are more than pleased with the position we now find ourselves in is putting it altogether too mildly.

Domestic
TALKING MACHINES

have never been in the experimental stage, at least not since they were offered to dealers. They were planned and perfected from the first on the most approved basic principles.

Every detail was worked out by experts of known achievement in talking machine production. Old faults were eliminated, new advances were incorporated, tested and proved.

We were creating a machine to supply an urgent need, not a toy or a novelty; a real commodity for the home—low enough in price for the workman's home, beautiful enough in design and construction for *any* home.

We have produced an instrument so correct in tone and beautiful in finish, that comparison with other machines invariably sells the *Domestic*.

The result of such a comparison—in thousands of cases—has made it necessary for us in five months to double the size of our plant.

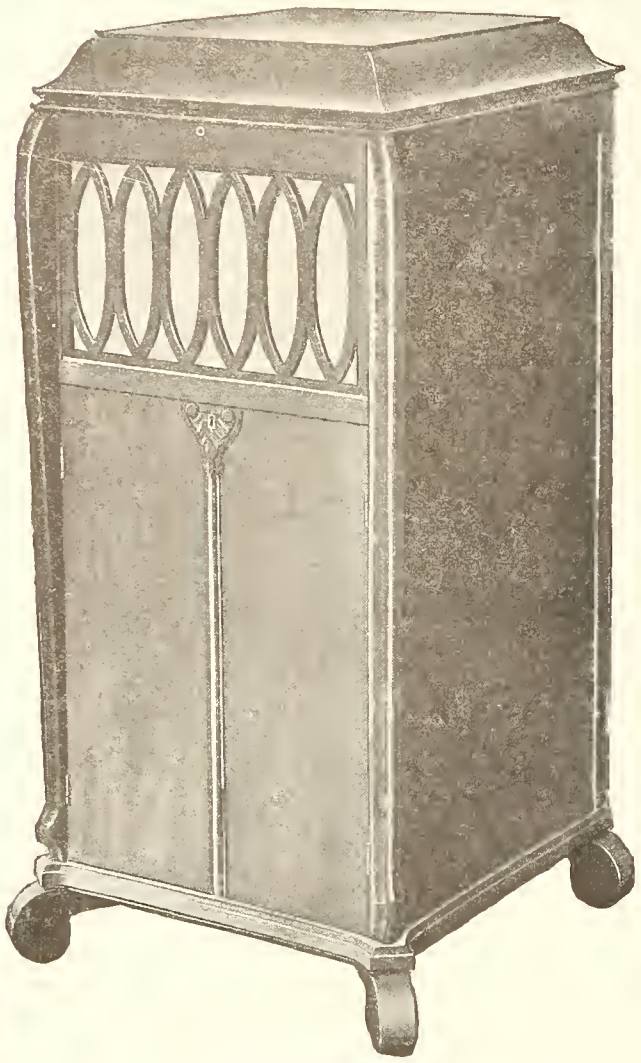
The result of such a comparison has convinced Domestic dealers everywhere that they have picked a live proposition and one that has an almost unlimited field.

The Domestic distribution is to be country-wide. Your own town will have its Domestic dealer no matter where you are located. It's a valuable franchise to have. Why not ask for it?

DOMESTIC TALKING MACHINE CORPORATION
33rd and Arch Sts., PHILADELPHIA

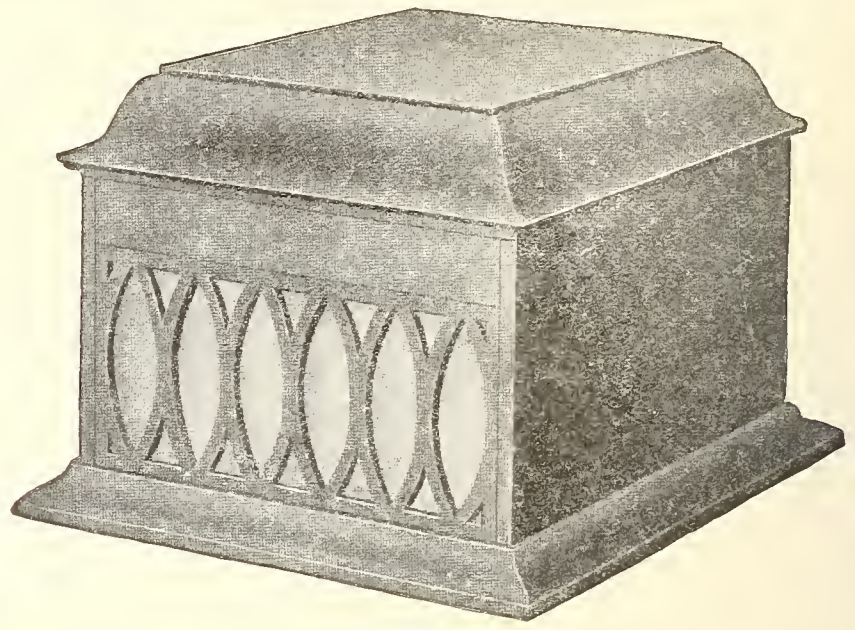
Domestic
TALKING MACHINE

You Will Get Service and Deliveries With the SAVOY Line



SAVOY—Style 65
Mahogany, Highest Grade Finish. Size on Casters, 48 inches High, 22 Inches Wide, and 23 Inches Deep. Double Spring Wormgear Motor, 12-Inch Turntable. Plays all makes of records without an attachment.

SAVOY MACHINES are not built to reach any special class of trade. All of your customers can be sold one or the other of the Savoy Models. The cabinet work is excellent, equipment thoroughly tested and guaranteed and our prices to the trade are *right*. Write for open territory. Prompt deliveries assured.



SAVOY—Style 25
Mahogany, Highest Grade Finish. Size 18½ Inches Wide, 14 Inches High and 22 Inches Deep. Double Spring Wormgear Motor, 12-Inch Turntable. Plays all makes of records without an attachment.

NANES ART FURNITURE COMPANY
GRAND STREET AND EAST RIVER NEW YORK

WINS SUCCESS IN CHOSEN FIELD

Leonard Markels Has Built Up a Large Business in Talking Machine Motors, Tone Arms and Supplies Through Improved Methods

The wisdom and value of the old axiom, "Keeping everlastingly at it," is well exemplified in the success achieved by Leonard Markels' motor, sound-box and tone-arm manufacturer. In the short period of five years Mr. Markels has steadily advanced in the talking-machine industry, until to-day his establishment occupies two entire floors at the building, 165 William street, New York, and his products have been adopted by many of the leading talking-machine manufacturers.

Leonard Markels

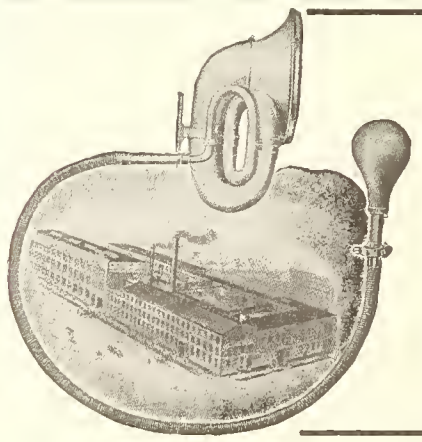
Mr. Markels' life history reads like one of the old-time Alger stories, for he worked his way upwards from practically nothing. He was obliged to leave school when very young, and finding his education neglected, decided to study in the evenings. Having a natural bent for mechanics he gradually concentrated his energies in this direction, and at the end of a few years he was recognized as one of the finest machinists in the city.

Mr. Markels made a hobby at this time of improving machinery and perfecting labor-saving devices which added immeasurably to the efficiency of the plants with which he was associated. He held a number of important positions in the machinery world, and in his spare time studied the talking-machine field with the idea in mind of perfecting a motor which would represent the distinctive ideas he had in mind.

From the very start, his efforts were rewarded with success, and with the installation of special machinery, designed under his personal supervision, Mr. Markels was soon able to turn out motors, tone-arms and sound-boxes with maximum efficiency and service. Every article turned out by the Markels factory is produced under the owner's personal supervision, and embodies patented improvements worked out by Mr. Markels in his laboratory.

Although he still continues to experiment and develop with the idea of further perfecting his talking-machine product, Mr. Markels finds time to be actively connected with numerous civic and musical organizations, being a life member of the Musical Art Society and the Metropolitan Museum of Art.

W. R. Carleton, of Pasadena, has arranged to open a talking machine store in Blythe, Cal.



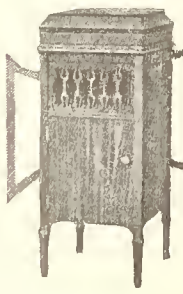
TONE ARMS
TURNTABLES

For many years we have been the only manufacturers of good metal phonograph horns, and recently we have added equipment for making Tone Arms and Turntables of highest quality.

These products are made to your specifications only. Ask for estimates.

Phonograph HORNS

Standard Metal Mfg. Co.
227 CHESTNUT STREET NEWARK, N. J.



THE PREMIER CABINET CO.
Makers and Distributors of the
Premier
TALKING MACHINES *and* CABINETS

CHICAGO, ILL
WILLIAMSPORT, PA
GOSHEN IND

Williamsport, Pa.

TO-LEAD-OHIO

First of all—RELIABILITY
Second—DELIVERY-BILITY

Of course we are going to lead Ohio in Victor Service, but we also want to let dealers in Indiana and Michigan realize what Toledo's helm seat on 23 railroad lines, 8 interurban lines and three steamship lines means.

Obviously it can only mean that Toledo is ready for work and that Whitney & Currier Toledo Service is LIVE. A "test" convinces. See if it doesn't.

THE WHITNEY & CURRIER CO.

VICTOR
Distributors

TOLEDO, OHIO

THE SITUATION IN KANSAS CITY

Jobbers Hard Put to Keep in Sight of Dealers' Demands—An Aggressive Pathé Campaign—Christmas Orders for Columbia Goods Being Filed—M. M. Blackman Calls on Edison Dealers—An Outlook for Old Records

Kansas City, Mo., October 7.—A. A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., voices the sentiment of dealers apparently, when he says that Victrolas are scarcer than the demand. Mr. Trostler spends many hours a day figuring out how to help out the dealers in their meeting of the calls of customers for Victrolas—and his methods towards them are apparently very useful for imitation by the dealers towards the purchasers, for it holds the trade, and keeps the demand ever increasing. He reports a fine record trade and a splendid outlook for his trade in his territory.

The E. E. Trower Music Co. is entering aggressively upon the introduction of the Pathé to Kansas City and territory. It has been using considerable newspaper space; one of its most effective lines being, "Explore this new rich mine of music," and exploiting European records. The W. W. Kimball Piano Co. is selling the Pathé machines now, as their beautiful window on Grand avenue has an attractive display of the new machines.

The Columbia Graphophone Co. has been doing some large business during the past week or so. Some orders for Christmas goods have already come in, which shows that the dealers are afraid it will be difficult to get the machines when they will want them later on. E. A. McMurtry, manager, has just returned from a three days' trip to Oklahoma City, where he visited the dealers of that section. It seems that almost every dealer throughout the northeastern section of that State has secured contracts for the installation of Columbia machines in the schools throughout their counties. With the teaching of music growing as it has during the past five years, at leaps and bounds, it will not be long before the schools of Kansas City will install talking machines. Some of the high schools, and a few of the ward schools already have their talking machines.

J. H. Best, manager of the dictaphone department of the Columbia Graphophone Co., is attending the annual trade show and convention of dictaphone managers in Chicago. This department has been very busy for some time past, and has to its credit the supplying of dictaphones for use at the headquarters of the American Bankers' Association at the Baltimore Hotel for the registering.

C. W. Smith, one of the "old" talking machine men in this section of the country, was recently selected to manage the Grafonola department of the Rorabaugh Dry Goods Co., Wichita, Kan.

C. S. Davis is the new salesman added to the force of the talking machine department of the Peck Dry Goods Co. The business of this department has been increased by the recent siege of cold weather.

The Garver Bros. Book Store, Winfield, Kan., has opened a talking machine department, handling only Columbia Grafonolas.

Martin Bros., Topeka, Kan., recently made a special effort in the window decorating for the purpose of celebrating the coming "Edison Week," October 16 to 21.

The Starr Piano Co.'s local branch has been getting out some very educational advertising of Starr phonographs. "Silver grain spruce from the pine-clad hills of the Adirondack Mountain region is used for the sounding board throat and horn of the Starr phonograph." That is the way the ad. started, and the same theme was carried throughout. W. E. Rupe, manager of the local branch, has been getting good results from this advertising.

M. M. Blackman, manager of the Edison Shop, is now on a three weeks' trip through Kansas, Oklahoma, Arkansas and Missouri, calling on the dealers in that zone. Mr. Blackman has been rushed during the past month to take care of the business. This shop was even forced to order all goods ahead of time so that they could receive them on time. In connection with the recent Fashion Show, a yearly event in this city, the Edison Shop did not decorate its window, but placed a card in it saying that the concert room had been decorated for the Fashion Show. As a result many new prospects have been added to an already long list and some sales are "on the way." This store went one step farther than other stores and brought the spectators into its house, thereby making concrete the business gained. "We made the people curious," said one connected with the firm, "and we got a lot of business as a result."

One of the most touching human-interest stories of months in Kansas City was that of a little cripple boy, who could not read, nor play—whose only solace was music. He had received a small Victrola from some kind friend, and a few records. A short story in the Star, telling of his condition and making an appeal for records, brought a considerable number to him. And his delight, the real good they did him, was touchingly told.

Incidentally, it suggested a proper outlet for old records, a way by which people could clean out their shelves of records of which they may have tired, without feeling that they had made serious sacrifice. Most people seem to hate to trade their records, feeling that they are sure to want most the ones they have had; and the same sentiment often prevents their selling records or disposing of them otherwise. But this new method of giving where they will put joy into lives that can get brightness in practically no other way, solves the problem.

THIS IS AN
"ATLAS" PACKING CASE
MADE ONLY BY
NELSON & HALL CO.,
MONTGOMERY CENTER, VT.

LOOK AT THIS CAREFULLY

This stamp appears on over 75% of the Cases in which Cabinet Machines are Shipped

If you are taking every opportunity of giving your customers service and increasing your own profits you will insist that every cabinet machine you order be shipped in an

ATLAS 3-PLY VENEER PACKING CASE

These cases save so much in freight charges and give so much protection to the contents that they may be found all over the world wherever cabinet machines are shipped. Surely it is worth your while to investigate.

We can furnish you with complete details of convincing facts. Write today.

NELSON & HALL CO.
MONTGOMERY CENTER VERMONT

ERNEST JOHN ADDRESSES THE TALKING MACHINE MEN

Well-Known Victor Advertising Man Offers Hints of Great Value to Retailers—Clearing House of Information for Dealers Suggested—Condemns Cheap Record Advertising

The monthly meeting of The Talking Machine Men, Inc., which was held at Keen's Chop House on September 20, was a most interesting and important one, not only for the action taken on various matters, but from the fact that the principal address was delivered by Ernest John, of the advertising department of the Victor Talking Machine Co., and editor of The Voice of the Victor. The usual luncheon preceded the meeting, and the attractions offered served to draw an unusually large number of members.

During the regular course of the meeting it was suggested that a clearing house be organized by the association for the purpose of compiling information available to all members regarding those from whom machines are repossessed, and those who have decamped before completing payments. The Talking Machine Men have suffered considerable loss through the practices, and it is believed that concerted effort should serve to discourage them. Definite action regarding the formation of the proposed Information Bureau will be taken at the next meeting of the association.

The Talking Machine Men discussed and also condemned strongly the practice of certain dealers in advertising records of prominent makes at considerably less than the established prices.

The big feature of the meeting, however, was the address by Mr. John, who gave the dealers many valuable thoughts to carry away with them. Those present were so impressed with the address that Mr. John was extended a rising vote of thanks at its conclusion. Mr. John's address, which is well worth reading, follows:

Mr. John's Interesting Address

I have been asked to talk more particularly about the problems of the retailer. I imagine it would be quite correct to say the smaller retailer, because whenever a business has arrived at any considerable size and achieved any considerable reputation, it has done so only by virtue of the fact that it has successfully overcome most of the problems to which I shall refer.

To begin at the beginning—It is, of course, very necessary that in planning a new store, or in remodeling one, to have every improvement and every convenience within your means. By improvement, of course, I mean fixtures, equipment, etc. When you, yourself, walk into a store, not a Victor store, but some other store, and find it ill-kept and cheaply organized, what impression do you get? Do you get the impression that it is a store which is perfectly capable of taking care of all your

Ernest John

needs, and doing it intelligently? No, certainly you do not. You get just the other kind of an impression. It is not what you say verbally or in your advertising matter. It is a question of what impression the customer himself gets when he comes into your store.

That's why money spent for fixtures or equipment represents an actual investment. It is just as real an investment as the money you put into your stock of records. Your stock of records returns you dividends on your investments in the shape of cash. The money you spend for fixtures returns you dividends in the form of prestige, and if that is not another word for cash, then all the big retail establishments of the country are "barking up the wrong tree."

Look at some of the stores here in New York. Is there any need of such enormous expenditures as these stores represent? Business could be transacted in a much plainer establishment, but as a matter of fact it wouldn't be, simply because of the value of interior decoration. The value of the impression created by interior decoration has been so clearly established that every first rate firm indulges in that sort of thing. The store which did not indulge in it to-day would be considered lacking in taste and progressiveness, and there would be an immediate falling off in that firm's business.

The Necessity of Booths

I don't want to merely generalize about this thing. Take, for instance, the case of booths—record booths. I strongly advise that you build as many of them as your floor space will permit and your volume of business justify. You must remember always that you are dealing with the most elusive commodity that the world has ever known. Music never stands still. It is like the brook, and runs on and on. You can look at a picture for hours at a time if you wish, because there it is permanently fixed before you, but music is like running water. The impression has to be caught on the fly. How are you going to do that, if while you are interested in some delicate violin solo you are interrupted by the playing of other records, street sounds, or an ordinary conversation going on around you?

Personal taste in music is a very personal thing, and the man who would willingly spend $5 or $10 on ragtime records hesitates to do that if he is surrounded on every side by high-brows. On the other hand, a customer who has a real fondness for good music is irritated by the distraction of ragtime.

These things are not theories—they are facts. Facts that you have all discovered for yourselves. That feature alone would be enough to warrant the use of separate booths, but there is the too old and well-known advantage of getting the prospect off in a corner alone with a salesman. That is the condition best suited to produce results, and so let me urge you again to have all the booths you can possibly use, or expect to use within a reasonable time.

In dealing with this matter of booths, let me say, too, that there should be booths used for demonstrating the records only. There should be other booths, or a quiet section of the floor, devoted to the display of Victrolas. It would be absurd, for instance, to keep a Victrola customer waiting the convenience of a record customer.

The playing of records to the Victrola customer is an actual distraction until that customer reaches a certain point, for at the moment when he is thinking about a Victrola and how nice it would be to have one, he is doing a lot of mental calculation as to the money he can spend—is calculating on what he gets for what he gives—wondering whether it is better to get a $200 Vic-

LONG CABINETS

D 83

In all finishes. Specially adapted for use with Columbia 50. Front posts made to follow lines of posts on Columbia 75.

FIRST and FOREMOST

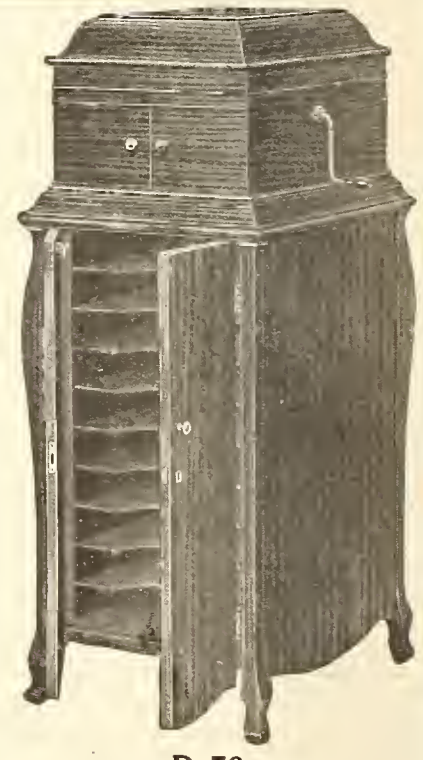
In the cabinet field.

Why? Because we've ***specialized*** in

CONSTRUCTION
FINISH and
ADAPTABILITY

Our supremacy in these essentials warrants your handling ***the perfect line.***

That's why you should anticipate your wants NOW, ***when the season's at its height.***



D 79

In all finishes. Shown with top moulding and shelves. Specially adapted for use with Victrola IX.

Prompt deliveries on all orders. Write for Illustrated Catalogue of complete line

THE GEO. A. LONG CABINET COMPANY
HANOVER, PA.

trola or a Victrola XI or XIV. Keep the music away from him at such time, unless you wish to play a few measures of some one record in order to show just what effect is produced by any one of the types.

How to Demonstrate Victrolas

I have said, "play a few measures." I mean that. Keep right after him on the purchase proposition until you have got him. If you feel that you must show what the instrument will do, put some good record on and play it not more than a quarter of the way through.

A point which occurs to me on that, is this: Whenever you are demonstrating in that way, let the music come naturally to the end of a phrase before stopping. Do not lift the sound-box off at the moment when a singer is in the middle of a long note.

I do not know what your practice is, but I do know that I, myself, have frequently received an unpleasant impression while sitting in a demonstrating booth, because the salesman used a full tone needle on a rather loud record. I consider that a mistake. Use half tone needles by all means, unless for a moment or two you wish to show the great volume which can be developed. Then, of course, use the full tone. But in a confined space, such as you have in the average demonstrating booth, the sound waves are reflected from the walls to a considerable extent, and the combined effect is apt to be both overpowering and unpleasant.

As to having booths for the two purposes, that is of showing the line of Victrolas and demonstrating records for customers, I think that if I, myself, were in business and had four booths, I should have two of them intended for the one purpose and two for the other.

To the Victor dealer who feels that he cannot afford demonstrating booths, I want to say that no Victor dealer can afford not to have them.

The Economy of Convenience

Now we come to the matter of convenience. You can walk a half mile in half the time you can walk a mile. And just as surely you can do a given amount of work with half the numher of clerks, provided your store arrangement is sufficiently convenient. It takes time to walk from the front door of the store to the rear. If your store is so arranged tbat your clerks have to do that frequently, the amount of time it takes each clerk will represent a very considerable item. It will quite possibly amount to so mucb that you will need three clerks—that is to say, you will have to pay three clerks salaries where you might very reasonable get along with paying two.

In any store the one most important thing is the stock carried. That is rather a sweeping assertion—nevertheless, it is positively so. If I can get what I want at some particular store, and get it when I want it, I shall go to that store, no matter whether it is convenient or inconvenient, no matter whether that store is attractive or unattractive. So I repeat that the stock offered by any store is the most important element. I do not like to go into a store where I may be cajoled into buying something "just as good." In fact, I dislike it so much that I will steer clear of any store in which I think that may happen to me, and you will find that everybody else feels much the same way about it.

Selecting the Record Stock

If you asked me what stock a dealer should carry, I should say that a complete stock of ten and twelve-inch single-faced records, ten and twelve-inch double-faced, ten and twelve-inch purple label and the best of the ten and twelve-inch Red Seal records.

I have some times been reminded that it costs money to carry a stock of that sort. I know that it does, but since a greater stock means greater opportunities for profit —why should anybody care? Moreover, with the Victor line, you know that sooner or later you will be able to exchange records on which you may have overstock.

I am not urging that the Victor dealer should carry a large stock of the same record, but in season and out of season I do urge that he carry a sufficient variety of stock. It doesn't seem to me that it can be necessary for the dealer to carry very many records of the same number when he is so near good distributing houses, as you gentlemen all are.

Stock, Advertising and Sales Force

That brings me to the question of ordering. Let me recommend that above all things you get into the habit of sending a record order to your distributor with the same regularity with which you open your store. Personally, I should feel disposed, if I were a Victor dealer, to send in an order, say every Friday, for that, it seems to me, would be the best way of keeping my stock up to par.

Next to stock, I should consider advertising and sales force as the most important elements, and remember that the most brilliant effort of the advertising man can be absolutely frustrated by the sales force.

No longer ago than last Sunday I was talking to a lady who told me she had been instrumental the previous week in getting an order placed for a Victrola. She asked me what difference—what structural difference—there was between different types of Victrola. In other words, she wanted to know why she should pay $200 rather than $100 or $150. Your sales people must have that—they must have knowledge of human nature, they must be able to anticipate personal taste, they should by all means know something of music, and they should possess a sort of unobtrusive courtesy in marked degree.

You, gentlemen, have learned the wisdom and the value of getting together. Your presence here this afternoon demonstrates that beyond a doubt. Let me tell you that it is just as important to get your sales force together. If I were a Victor dealer, I should make every one of my clerks sell me a Victrola once a month, and I would argue against just as strongly as he argued for. After he had done that occasionally, I think he would be able to meet and overcome any sort of prospect.

The Atmosphere of the Store

Another very important element in successful merchandising is the atmosphere of the store. You recognize and notice this in other stores. The probability is that you do not know just what the atmosphere of your own store is, because it is your own, because you are the boss, and do not see things from the same angle as your customers. If I had time I could take you out to half a dozen stores in this city where you would get half a dozen different impressions on entering the door. One may be dignified and frosty, another may be hustling and over-anxious—still another may be indifferent, and another one just right. The customer is attracted or repelled by this atmosphere long before you or your sales force get to him. It either makes him more eager to open up his purse strings, or less eager to do so, and the result of his visit is justified accordingly. When people coming into your store get the right sort of impression and the right sort of treatment, they become ardent boosters. When they do not get the right sort of impression and treatment they knock.

There are people who tell you that a knock is a boost. That is not so in the case of the retail store.

In building up a reputation for a store, remember that you have to deal with two classes of people. One class comprising the people who come into your store, and the other those who do not. You have two avenues of approach to the people who do not come into your store. The one your advertising—the other your window. Let me take windows first. I remember once when I was discussing window displays with our Mr. Brown, he made the statement that if he, himself, were a Victor dealer, he would change his window every day. That, of course, is not quite feasible for the smaller establishments, but let me tell you that the appearance of your window is of more importance than your personal appearance, to which you give much care and time every day of your life. Why is it that a man, who would never think of appearing in public with soiled linen or frayed coat sleeves, will permit his windows to be unkempt and dirty?

People who come into your store may have known you for years. They may know that they absolutely get a square deal every time they have any sort of a transaction with you. They may know that your word is as good as your bond, and such people will and do make allowances for the fact that your windows are untidy and your store unkempt. The people who have no business acquaintance with you do not know these things, and if all they ever see of your store is an unattractive exterior, why, gentlemen, you will never get these people to come inside.

The Two Kinds of Window Display

Generally speaking, there are two kinds of window display. One which is intended to create interest by appealing to the widespread appreciation of quality. The other kind of window is the one which is intended to produce an effect by an appeal to the even wider-spread appreciation of value.

I remember a window display which was designed by us and published in the Voice of the Victor some time ago. It was very simple. We selected a Victrola XVI, and around it we build a light frame work of wood, covering this outside and inside with black cloth having a dull surface. Green plush curtains were draped across the top and hung down on each side in front. Behind this drapery was a large incandescent lamp fitted with a reflector. There was a small palm on either side of this cabinet and some inconspicuous drapery covering the floor of the window. Very simple, but the effect was superb. The Victrola stood in the brilliant spot light, the rich color of it in contract with the rich green of the plush. It is the same thing that a jeweler does with a handsome ring, necklace, or other such piece of jewelry. He puts it in a case by itself and sees that it is well illuminated. Such a window display says as plainly as it could be said in words, "Look, here is a beautiful musical instrument containing the most wonderful possibilities. It is so beautiful—so perfect—that we give it special prominence.

When it comes to the other kind of display, that is the one based on value—take some one instrument and use big show cards, setting forth just exactly how much people get for the money involved, remembering always in making such displays that people get vastly more than a beautiful piece of cabinet work and a successful mechanism. They get music. They get the music of all the world, all of it they wish, for whatever may be the amount of money involved in the Victrola you choose to feature.

Featuring One Thing at a Time

In window displays or in advertising, the thing to remember always is that you cannot develop the highest possible interest in more than one thing at a time. That is the way the human brain works. Give people a choice of either one out of two things, and you are adding to your own difficulties in just the same ratio that you are adding to their uncertainty. If I go into a store to get a hat, and the salesman, after sizing me up, brings me one hat with an intimation that that is the best thing he has for me, I shall, in all probability, take it. In any case, if he comes to me with two hats, and so admits an uncertainty in his own mind as to which kind of hat I should have, then he will immediately communicate that uncertainty to me.

Take the case, for instance, of a circular letter sent out to your record customers for the purpose of interesting them in certain records. If you use one example, or at the most two, you will, in the great majority of cases, produce results. If you try to feature ten or a dozen records in that way, you are much less like to. One of the best things I have ever seen along this line was sent out by a dealer on the Pacific Coast. His letter read:

"Dear Mrs. So and So—You enjoyed record No. 87107, 'Whispering Hope,' with which we had the pleasure of supplying you on November 11, 1912. Here is another one that you will enjoy fully as much."

Then came a brief description of some other one record by the same combination of artists, Gluck and Homer.

Isn't it reasonable to suppose that I, as a dealer, may come across some record which makes a tremendous impression upon me? It makes so strong an impression that I feel impelled to come running to you, and to my other friends, on fire with enthusiasm, saying. "Here is one of the most beautiful things I have ever heard. I want you to listen to it. Isn't it a beauty?" Now, would you believe, or would anyone believe that I can be stirred to the same pitch of enthusiasm over a half dozen or a dozen records in that same way? No. And your customers feel that. Do not misunderstand me. I don't mean to say that I want you to confine your energies exclusively to any one record in any one month. I don't mean anything of the kind, but I do mean that when you want to send out a circular letter to your customers, you will have a vastly better chance to interest them if you put all your enthusiasm into one record than you will if you scatter it over a dozen. Now, then, when that enthusiasm conveyed through that letter has resulted in bringing that customer into your store, then by all means go ahead with every other record in which you think that customer may be interested.

Do you get my point? Black bass bites at a single attractive bait. If you tied a whole hardware store on to the end of your line, even the black bass would become suspicious.

Keeping Up the Mailing

Talking of sending out circular letters,—what is the condition of your mailing list? Do you actually use your machine register to keep track of your customers? Do you weed out names which have no value, and do you add to your mailing list new names which have value? When a mailing list is really alive, it is an exceedingly valuable adjunct to any business. When it is dead, it represents only an unprofitable expense.

Just think, in this country there are several huge concerns which have been built up on mail order business alone, and in view of that fact the value of a live mailing list must be apparent to everyone.

You will notice that the Western dealer, whose letter I have already quoted, evidently keeps track of the records he furnishes to bis customers, as well as the Victrolas themselves. You will see from his letter he knows that Mrs. So and So got record No. 87107 on a certain particular day of the year. There's money in that, too. Just figure it out for yourself, or get some friend of yours to make the experiment for you. You will find that when the average individual walks into a Victor dealer's store in search of some new records, not knowing exactly what it is that he or she wants, one of two things will occur. The clerk will either happen right away to play some records of the kind in which this customer is interested, in which case he will get a generous order,—or else he will play six or eight records selected at random, and none of them will make a hit with the customer. I am willing to make a modest little bet with any of you, that in that case there will be no order forthcoming.

I have had experience in just that particular thing. Some of you may remember that a year or so ago we were running in the Voice of the Victor, a series of short write-ups of Victor records. I used to sit around of an evening and play over a number of records in search of some particular musical effect that I wanted to illustrate. If, in the first five or six records I succeeded in finding such an effect, well and good. I went ahead. If, on the other hand, I played over six or eight records without finding out what I wanted at the end of that time, I became indifferent, and more than likely I would give up right then and there,—simply because I was too distracted, too confused to pay any further critical attention.

Getting After the Customer

You may say that it is not precisely the same thing as the customer who comes in looking for records that he may want to get. In that case, I shall not be able to agree with you, and what is more, I have demonstrated the fact still further by going into dealers' stores where I am not known, and I have found that the condition I have outlined does actually prevail. If you do not get your customer interested in the first half dozen records you play, the chances are a thousand to one you will not get him interested at all. At that time, of course.

And that is where the particular value of keeping track of your record business comes in. If, for instance, a salesman can turn to a record book, which shows just what records you have supplied me with in the past, he will be able to tell about what sort of thing I shall be interested in now. Every time a customer comes into your store and you do succeed in interesting him right off the reel in one or two records, there is a chance that you may be able to get him lined up for a dozen or more. That, of course, is the salesman's business.

No consideration of the retailer's problems would be complete without some thought being given to the matter of advertising. I have very little more to tell you concerning advertising than was embodied in the address I made to the Jobbers' Convention in Atlantic City. This, together with other papers given at that time, has been reprinted for distribution among Victor dealers, so I think that for the present I can safely omit the consideration of advertising methods.

I would, however, call your attention to the fact that New York State, together with a number of other States, now has a law against misleading advertisements. I don't mean to insinuate that any of you would deliberately permit misleading statements to be made in your advertising. I only wish to caution you against publishing misleading statements unintentionally.

In the space of a few years, the Victor record catalog has developed into the most complete, most comprehensive catalog of music that the world has ever known. I consider it a monumental production.

They are telling us that the finest piece of symphony recording ever issued is the Chicago Symphony Orchestra's rendition of Grieg's "Spring" —Columbia Record A5844 in the October list. New recordings by the Chicago Symphony Orchestra in the November list.

(Write for "Music Money" a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

DETROIT ASSOCIATION TAKES UP INTEREST QUESTION

Stand of Furniture Houses Causes Complications—Committee Handling Matter—Stock Shortage Problem Still to the Fore—Dealers Preparing—Michigan Edison Dealers to Meet

DETROIT, MICH., October 5.—The retail business in Detroit and throughout all of Michigan is showing improvement right along, and those engaged in the talking machine business are not worried half as much as to whether they will be able to sell goods this fall, as they are not being able to get them. Even jobbers who solicit Michigan business have expressed a doubt as to whether the factories will be in a position to fill orders 100 per cent. It's the old story at this time of the year of the manufacturers of being "oversold," and when we say manufacturers we refer, of course, to the standard manufacturers. It seems strange, and yet it is true that every fall there is a shortage of the popular numbers. The big call seems to be on $100, $150 and $200 machines, while the high-class trade is perfectly willing to pay from $250 to $450 for talking machines. The unusual prosperity of Detroit and other Michigan towns is bound to create a lot of business for talking machines. It stands to reason that men who are making in wages from $5 per day and up are going to install talking machines in their homes for the entertainment it provides for the entire family. Dealers will be acting wisely by taking greater precaution this fall than ever in the matter of extending credit. It will pay them to turn down an occasional buyer who is doubtful on credit rather than sell everybody who comes along, and then find themselves short at holiday time, when they have opportunity to sell to reliable customers, and many for spot cash. Every year dealers find that the last minute people come in who have the cash in their jeans to pay for talking machines. It's not nice to lose such business, and some of it can be avoided by a little discrimination on the part of the dealer.

So once more we advise precautionary methods on the part of the dealer as to whom they sell their talking machines this fall.

The Detroit Talking Machine Association started its series of fall meetings on September 18 with a splendid attendance at the Hotel Charlevoix. Most of the leading firms were represented, and many of them even had their entire sales force on hand. It was a successful meeting, and good results are sure to come. There was considerable discussion as to the policy of charging interest. There were many good arguments pro and con. The installment furniture houses claim it would be almost impossible for them to charge interest because they do not do so on furniture, and the same customers would strenuously object to paying it on talking machines. However, the fact was brought out that they would be helping the situation along if they at least did not advertise the fact that they charge no interest. On the other hand, it was the contention that dealers who confine their business exclusively to talking machines should certainly charge interest, otherwise they were making competition unfair, and one particular downtown dealer said that unless those exclusive firms did inaugurate a policy of interest-charging they would discontinue their present method and join the band-wagon by advertising the fact that "hereafter we charge no interest." This particular dealer said it was certainly better for all concerned if every dealer did charge interest in preference to no one charging interest, and concluded his address by remarking, "Now, we are all in the business to make money; why not look at this matter from the most sensible standpoint, and let's all charge interest. If we do that the public will pay interest without kicking and we will all benefit; if we don't charge interest, we certainly will not sell any more machines, and our profit at the end of the year will be considerably less. Why throw away profit?" A committee of seven is now handling this proposition, endeavoring to work out some sort of an agreement between the firms who are exclusively talking machine dealers.

At the time of writing this article, we understand from R. B. Alling, manager of the Phonograph Co., that there is to be a general meeting of Michigan Edison dealers in Detroit, sometime during the month of October. It will be the first meeting of its kind in Michigan. Mr. Alling, by the way, recently made a trip through the West, accompanied by Mr. Bloom, of Cleveland, for the purpose of seeing what other jobbers were doing.

Wallace Brown, of 31 East Grand River avenue, has started a big advertising campaign on the New Edison. The copy being used in Mr. Brown's advertising is of an entire different nature than usually seen in this class of advertising. It has "punch," and is certain to cause people to read it. We must take our hats off to Mr. Brown for his ability to inject originality in his advertising.

We are looking forward anxiously to the new ground floor Victrola parlors of Grinnell Bros., at 243 Woodward avenue, which, from information handed out, will be one of the finest first-floor institutions of its kind in the country. Heretofore all of the Victrola business of Grinnell Bros. has been transacted in the basement.

K. Mills, manager of the local Columbia branch, says there is very little news to report; that the demand for machines and records was never greater, and that his only hope is that he will be able to keep his warerooms well filled in order to take good care of his dealers.

H. N. McMenimen, managing director of the Pathé Frères Co., recently spent considerable time here conferring with J. R. Peckham, of the Pathephone Co., regarding business.

John M. Dean Corporation
Putnam, Conn.

Manufacturers of

Talking Machine NEEDLES

Dean Service covers every essential need in talking machine needles. Needles furnished in bulk or in special packages. Quality needles only.

The Brunswick-Balke-Collender Co. branch in this city will soon start activity to solicit orders for the new Brunswick phonograph.

Albert R. Saunders, in charge of the phonograph department of The Michigan Drug Co., in this city, recently took on the Michigan agency for the Carola machine.

In the hope that he could get the factory to increase shipments on machines, A. A. Grinnell, treasurer of Grinnell Bros., Michigan Victor jobbers, made a trip several weeks ago to Camden. He was assured that everything would be done to take better care of Michigan dealers. Of course, we all know that never in the history of the Victor Co. were they so flooded with orders.

During the "opening" of the J. L. Hudson Co. the week of September 25, the whole store was in autumn colors. The windows of the piano store were in keeping with the rest of the store. The floors were draped in grey panne velvet, and the walls hung in the same material. Three Victrolas were on exhibition in the center of the window with a half dozen records.

The Phonograph Co., of Detroit, has enlarged its floor space by taking the entire fourth floor of the building at 184 Jefferson avenue, in addition to its four-story building at Woodward avenue. The reorganization of floor space means that the 256 Woodward avenue location will hereafter be for retail exclusively, while the Jefferson avenue place will take care of wholesale.

On September 18 Max Strasburg, Victor and Columbia dealer at 74 Library avenue, celebrated the fifth year of his existence in the retail business. Previously to starting for himself, Mr. Strasburg was for many years in charge of the Victrola department of Grinnell Bros.

F. S. Binger, who audits for the Columbia Graphophone Co., recently spent a few days at the Detroit branch. He was astounded at the big figures as compared to the last time he was in town, which shows how the company's business in the Wolverine State is growing.

ROBSON & ADEE SECURE THE AGENCY

SARATOGA SPRINGS, N. Y., October 5.—Robson & Adee have just been given the exclusive agency for the Edison Diamond Disc, and the firm has a large number of styles of these machines on hand. There has been little difficulty in interesting the patrons of this large store in the merits of the Edison proposition when it is presented properly.

BOLWAY & SONS NEW BUILDING

In Syracuse, N. Y., Is Rapidly Approaching Completion—Opening Will Occur on November 15—Big Demand for the Edison

SYRACUSE, N. Y., October 5.—One of the finest talking machine shops in the city, rapidly nearing completion, is that of F. E. Bolway & Sons, Inc., which is located at 224 Salina street. The building is four stories high of the Gothic style, and terra cotta trimmings on the front add to the general architectural effect. It will be exclusively an Edison shop. The first and second floors will be devoted to retail purposes, while the upper floors will be used for wholesale purposes. On the ground floor there are to be seven booths, together with a handsome recital hall and showrooms. F. E. Bolway & Sons are Edison distributors for the Syracuse zone, and the official opening of this handsome establishment will take place on November 15.

BOOM TIMES IN PITTSBURGH

Payrolls in That Section the Largest in History, Declares J. C. Roush

PITTSBURGH, PA., October 4.—These are boom times in this section of the country, and talking machine dealers are getting their share of the good business. "Pittsburgh and vicinity, on account of its immense steel, coal, oil and coke industries, is having the largest payrolls in its history," declared J. C. Roush, president of the Standard Talking Machine Co., Victor distributors, "and the talking machine business is booming to such an extent that it is almost impossible to even approximately supply our dealers with goods, though we are all confining our shipments to the immediate vicinity and permitting nothing to go to any point beyond half way to the nearest jobber."

FEATURES THE HEINEMAN MOTOR

May Co. Cleveland Department Store Advertises Fact That Music Master Machines it Handles Contains That Motor

CLEVELAND, O., October 6.—An unusual tribute was paid recently to the Heineman motor, when the May Co., one of this city's leading department stores, in advertising the fact that it had secured the agency for the "Music Master" phonograph, mentioned specifically in its advertisement that the machine is equipped with the Heineman motor. This is one of the first (if not the first), advertisements which has appeared in a Western newspaper referring by name to a talking-machine motor, and the Otto Heineman Phonograph Supply Co., manufacturer of the Heineman motor, has been complimented by the local trade on the prestige its motor has achieved. The paragraph referring to the Heineman motor read as follows:

> The Music Master has a Heineman double spring motor, fully guaranteed in every way. Will play four records with one winding.

BUY YOUR

SAPPHIRE NEEDLES

WHILE PRICES ARE LOW

Prices are advancing rapidly on jewel points, so stock up today. We have a tremendous stock of needles at low prices, and can guarantee immediate delivery.

Supertone supplies are made right and are the ideal needles for securing good music.

Don't delay but write today for prices

Supertone Talking Machine Co.
8 West 20th Street NEW YORK

Talking Machine Supplies and Repair Parts

SPECIALTIES: MAIN SPRINGS, GOVERNOR SPRINGS AND SOUND BOX PARTS

THE RENÉ MANUFACTURING CO.

HILLSDALE, NEW JERSEY

The Sign of the Starr Store — *Where Starr Service is Guaranteed*

How about after the Holidays?

You can sell

STARR RECORDS

Before Christmas, but more of them after Christmas

But get ready now!

STARR factory facilities and Starr distributing methods enable us to give the best attention to all orders, large or small, insuring you an immediate, efficient and complete service and the steady sale of Starr Records means a large and continuous profit. Our systematic, thorough plan of cooperating with dealers insures complete satisfaction.

Starr Records are quality itself. In musical talent and range of repertoire they are superb. Of the "Hill and Dale" type, 150 lines to the inch, Starr discs play up to 4¾ minutes and are priced from 65c to $4.00.

New Records are out the 15th of each month. Our monthly Record Supplement will enable you to keep an up-to-the-minute bulletin of all new records as offered.

The Starr Piano Company

Manufacturers of Starr Phonographs and Records

Richmond, Ind.

A Complete Line of Starr Records Is Carried by Each Distributor

STARR DISTRIBUTORS

M. L. McGINNIS & CO.,
43 S. 8th St., Minneapolis, Minn.

MELVILLE CLARK PIANO CO.,
410 S. Michigan Blvd., Chicago, Ill.

W. H. CALDWELL,
Shelbyville, Ky.

STARR PHONOGRAPH CO.,
805-806 Century Bldg., Pittsburgh, Pa.

STARR SALES CO.,
923 Walnut St., Philadelphia, Pa.

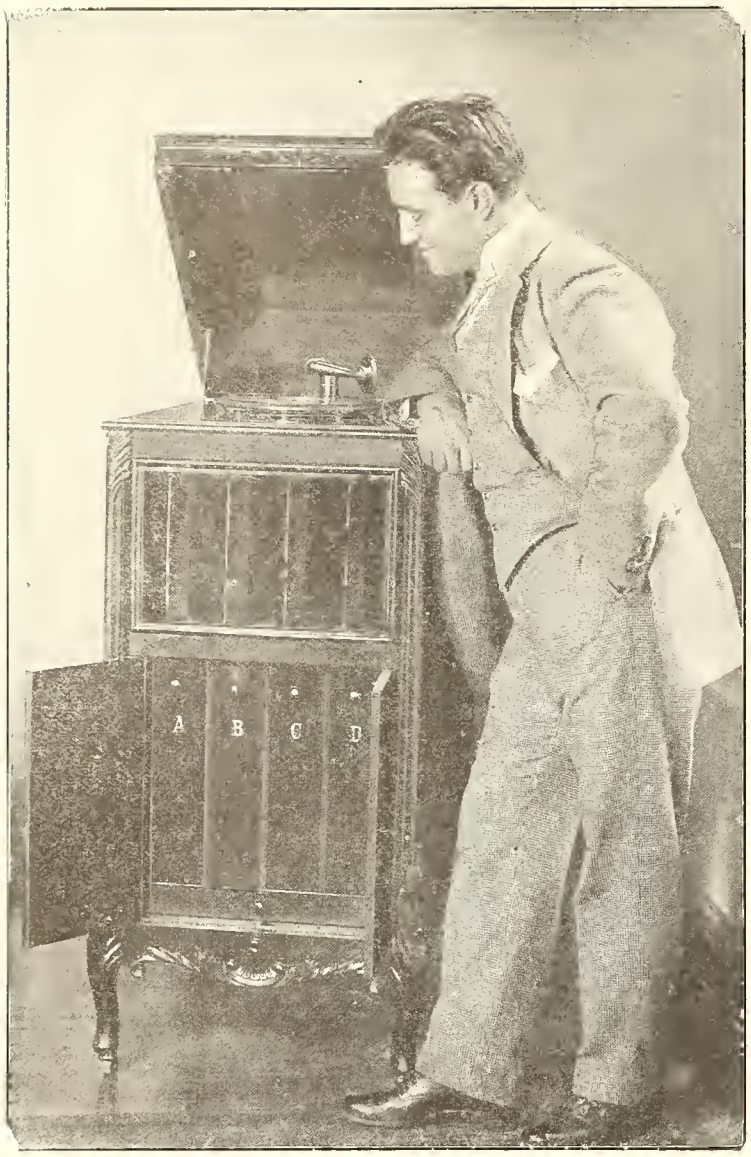
STARR PHONOGRAPH SALES CO.,
56 West 45th St., New York City, N. Y.

Representatives Everywhere

LAZARO TO RECORD FOR COLUMBIA

Famous Spanish Tenor to Sing Exclusively for the Columbia Co.—A Gifted Artist

The Columbia Graphophone Co., New York, announced this week that arrangements had been concluded, whereby Hipolito Lazaro will record exclusively for the Columbia record library. His first records will go on sale October 10 and include four arias, which are among the most popular selections in this famous tenor's repertoire.



Lazaro Listening to His Columbia Records

Although Lazaro has never appeared in this country, he has achieved renown and fame in different parts of the world, having appeared on the operatic and concert stages in Spain, Italy, Buenos Aires, London and Havana. In all of these cities he won the enthusiastic applause and commendation of critics, music lovers and fellow artists.

Born in Barcelona, in 1890, Lazaro, at the age of twenty-six, possesses a voice which is recognized by the musical world as one of the few marvelous voices of the present generation. His voice is remarkably powerful with exceptional range and control.

It is understood that Lazaro will probably visit this country in the near future to appear at several special performances, and it is further reported that he may become a member of the Metropolitan Opera Co. within the very near future.

The Columbia Co. is planning to spend a very large sum of money in national and newspaper publicity to feature Lazaro's records. In fact, this tenor's recordings will be more extensively advertised than those of any one prominent Columbia artist in recent years.

GOOD WINDOW DISPLAYS

While visiting in large cities you have observed the care and art that is displayed in the show windows, and the crowds that are attracted thereby. You have said to yourself, "That is all fine for big cities, but not essential to my welfare in a small place." A blundersome mistake. Human nature, in city or village, is the same old thing. A village merchant who keeps his windows as an index finger pointing inside, sets the pace for weal or woe. If he realizes the value of displays then he is on the right track.

ORIGINATE CLEVER STUNT

The Musical Record Co., of Los Angeles, have originated a clever stunt in printing on small cards a verse and chorus of some of the popular hits, accompanied by the Victor record number. In this way interest is stimulated in this latest issues of the Victor records.

REPAIRS

All Makes of Talking Machines
Repaired Promptly and Efficiently

TALKING MACHINE REPAIR AND SALES CORPORATION
ANDREW H. DODIN, President
25 East 14th Street New York
TELEPHONE, STUYVESANT 292

ACTIVITY AT THE UDELL WORKS

Noted Cabinet Manufacturing Concern in Indianapolis Reports Exceptional Demand for Its Products From Talking Machine Trade—Comprehensive New Catalog Issued

INDIANAPOLIS, IND., October 4.—There are few busier spots in the music trade industry to-day than the plant of the Udell Works in this city. There is evident a steadily growing appreciation of the company's cabinets, both in talking machine and the player-piano fields. This is undoubtedly due to the very attractive designs gotten out, and the reliable construction and careful finish of their products.

An idea of the wonderful line now produced is to be found in their new cabinet catalog, which has just been issued. As the index page shows, this company is making an extensive line of cabinets for Victrolas, Grafonolas, Pathephones, Aeolian-Vocalions, Sonora and Empire talking machines. This volume is very handsomely produced, and dealers and manufacturers will find it to their advantage to have one of them on hand for reference purposes.

In a chat this week with Tom. Griffith, sales manager of the Udell Works, in regard to the business growth of the company, he remarked: "We are in close touch with the dealers throughout the country, and know exactly what they require and what they can sell. We, therefore, are able to supply those designs that they are apt to duplicate on and which show a good profit. Our construction and finish is recognized as being second to none. We realize, however, that we must make the price which we are able to do because we get the volume of business. In the line of talking machine cabinets, we have built them so that the portable types of machines and the cabinet would match and make an attractive unit, and we have unquestionably succeeded wonderfully well.

"As far as our plant is concerned, we were never busier, and, in fact, our production department is working on top speed all the time. Our suggestion to dealers would be that if they consistently can place their orders early that they do it. We are not entirely selfish in making this suggestion, as we want to give them the right kind of service, and this year, of all years, the matter of deliveries is proving to be a big problem."

The ROWLAND Sound Regulator

The simplest yet most efficient device of Sound Control for Talking Machines. No mechanical skill or knowledge required for attaching or operating.

RETAIL PRICE:

Nickel Plated Regulator - - - - - - - - - - - $1.00
22 Karat Gold Plated Regulator - - - - - - - $1.50

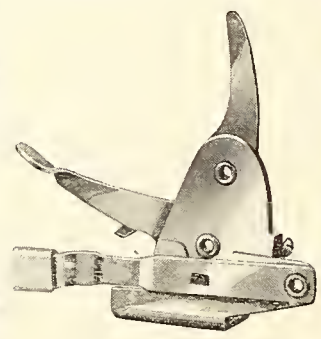
Usual trade discounts to authorized jobbers and dealers

Sample To Dealers, 50c.

Apply for Exclusive Territory

The Rowland Sound Regulator Co.

261 Broadway New York

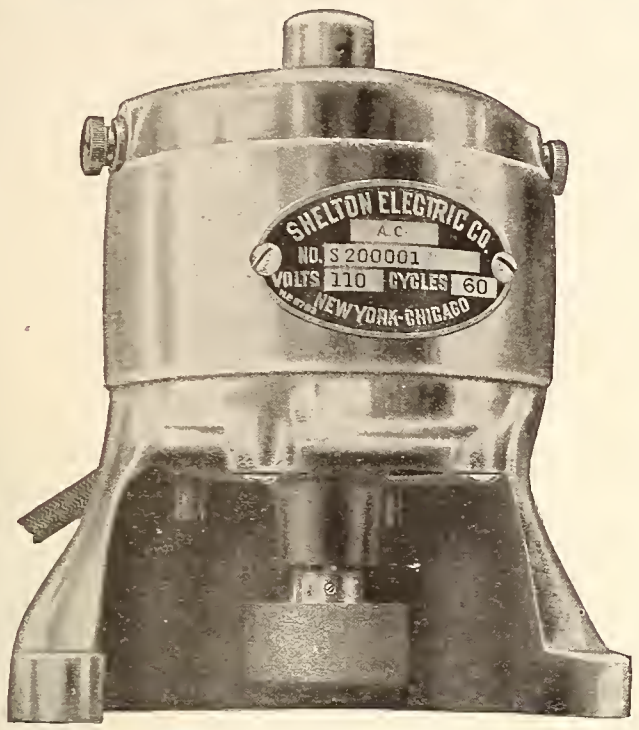


For Talking Machine Manufacturers and Dealers

The Perfect Automatic Brake. Simple construction. Easily attached. No Talking Machine complete without it.

Write for sample and attractive quantity prices.

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



SHELTON ELECTRIC MOTOR

The Shelton Electric Motor

was awarded the *Gold Medal* at the Panama-California Exposition

To secure a customer is one thing. To hold him is another. To accomplish this you must give him what he wants. We have sold and are selling thousands of these Motors, which proves the Public wants an electric-driven machine at a medium price.

Order a sample. Demonstrate it to your favorite customers. Be the first in your city to give 100 per cent. service.

Write for Terms, Prices, etc,

SHELTON ELECTRIC CO.
Factory: Fort Wayne, Ind.

New York 30 East 42nd Street
Boston 101 Tremont Street
San Francisco 62 Post Street

NEW CONCERNS IN CANADIAN FIELD

There Will Be More Competition in Handling Great Demand that Is Expected to Materialize this Fall and Winter—Advertising by Use of Talking Machine Records—Some Strong Publicity by Established Concerns

TORONTO, CANADA, October 4.—The talking machine trade in the Dominion is keeping up in excellent shape, according to reports from all sections and there is every reason to believe that the coming season will break all previous records in the matter of demand.

A number of new concerns have entered the field, with the result that there will be plenty of competition in handling the increased trade.

Among the new dealers is W. McPhilips, of 189 Dundas street, London, Ont., who is handling the new Edison Diamond Disc phonograph.

The Carola Co., of Canada, with headquarters at 59 Yonge street, Toronto, also gives much attention to the field.

During the recent visit of the Aborn Opera Co. to this city several firms handling the Victor line made a special drive which included opera records, and have also featured the Victor book of opera with success.

During the recent Toronto Fair, the Columbia Graphophone Co. ran full pages in the leading local newspapers, calling attention to their product in general, and giving a list of all local dealers handling their line.

A man in Victoria, B. C., is credited with having installed an old-style horn talking machine in one end of his buffet. The machine was placed in one drawer, the horn discarded and the drawer above the machine used in place of the horn. A sliding panel was built at the end of the buffet to permit of the changing of needles and records.

A progressive Canadian publication recently called the attention of 2,500 prospective advertisers to the value of its columns by sending each a small record on which was recorded some of the chief arguments used by the publication. It is declared that the scheme proved very fruitful.

Several types of the Brunswick phonograph are now on display at the Toronto showrooms of the Brunswick-Balke-Collender Co., having been constructed at the local factory.

The Brantford Piano Case Co. factory at Brantford, Ont., is now marketing a new talking machine called the Brant-ola.

Gourley, Winter & Leeming are featuring daily recitals in their music rooms from 12.30 to 1.30 P. M., and again later in the afternoon, featuring the Edison Diamond Disc phonograph.

The R. S. Williams Sons Co., Ltd., Canadian jobbers of the Edison line, have been running some strong advertising under the caption of "A Word About Music." The name of the company and that of the product which it handles does not appear.

NEWFOUNDLAND WANTS TALKERS

WASHINGTON, D. C., October 9.—An American Consular officer in Newfoundland reports a possible market in that country for inexpensive talking machines costing from $3.50 to $5. Manufacturers interested in receiving further information may secure the same by addressing the Bureau of Foreign & Domestic Commerce, Washington, D. C., or at the Custom House, New York City, and referring to foreign trade opportunity No. 22,542.

NEW EDISON DIAMOND DISC SHOP

LITTLE FALLS, N. Y., October 5.—A new Edison Diamond Disc Shop has just been opened in this place by M. J. Coates, who is familiar with the Edison business, and is destined to make a good success. The official opening of the new shop was on September 30, and there was a large crowd of interested persons present.

NEW CRESCENT REPRESENTATIVES

Important Retail Connections Recently Made in New York and Vicinity

During the last month the Crescent Talking Machine Co., of New York, added some new retail representatives to their rapidly growing chain. The "Little Music Shop" at White Plains, N. Y., and the "Little Music Shop" at Tarrytown, N. Y., both handle the Crescent line under the direction of H. R. Stanton. In New York City, Bauman & Co., of 152d street and Third avenue, have established themselves as exclusive Crescent dealers and three handsome soundproof demonstration booths are now in the process of construction. These booths are of a style which is properly termed "Crescent Style"—in other words, Crescent dealers are adopting a uniform type of booth consisting of sash work of a cream color with an interior of compo-board which is patterned to represent large yellow tiles. The continuation of this policy means, of course, that wherever Crescent dealers are found this same unique style of high-class booth will also be found.

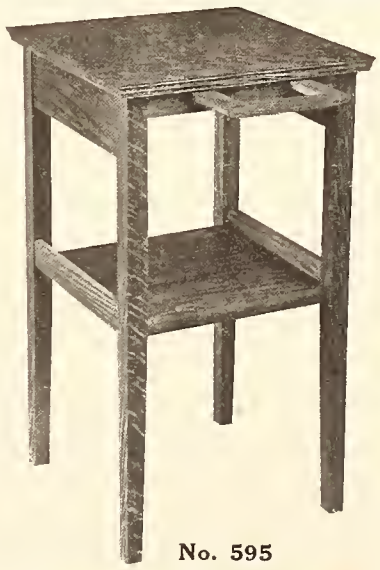
KANE INSTRUMENT STANDS

SUBSTANTIALLY CONSTRUCTED—ELEGANTLY FINISHED

Slide under top is a "third hand" for changing records.

□ □

AN ORNAMENT IN ANY HOME



No. 595

The shelf is convenient for record files.

□ □

KANE STANDS SELL AS EASILY AS NEEDLES

STANDS ARE ADAPTED FOR THE FOLLOWING MACHINES:

No. 594—13¼"x14¼". Victrola IV, Columbia Meteor and smaller.
No. 595—17"x17". Victrola VI, Columbia Eclipse, Jewel.
No. 596—20¼"x24½". Columbia Favorite, Edison A-80.
No. 597—17¼"x20⅞". Victrola VIII and IX.

Rubbed Finishes—Mahogany; Golden, Fumed and Weathered Oak

KANE BLIND AND SCREEN CO., KANE, PENNA

Columbia Records TRADE MARK Note the Notes

Last month's triumph eclipsed! The Columbia November list of records is by far the most attractive, from a selling point of view, that has ever been issued by *any* talking machine company.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

BECOMES FACTORY MANAGER

Chas. W. Neumeister Takes Charge of the Heineman Plant at Elryia, O.

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., New York, announced this week the appointment of Charles W. Neumeister, as factory manager. Mr. Neumeister is spending a few weeks at the company's executive offices in New York, and will then proceed to the Heineman factory at Elryia, O. Mr. Neumeister is well known in industrial and commercial circles in London, having for many years successfully conducted some very important concerns in the British domestic and foreign trade. His lengthy executive experience, coupled with his technical knowledge, ideally equips him for his new position.

Chas. W. Neumeister

Mr. Neumeister succeeds W. C. Pilgrim, who has joined the Western sales offices of the Otto Heineman Phonograph Supply Co. as assistant to S. A. Ribolla, sales manager of the Western division.

PORTFOLIO OF OUTING PICTURES

Pleasing Souvenir of Talking Machine Men's Picnic Prepared by Philip Marcus

Philip Marcus, manager of the wholesale department of the S. B. Davega Co., prominent Victor distributors, surprised a number of his friends in the retail trade recently by presenting them with attractive portfolios containing ten photographs of groups and happenings at the outing held at Rye Beach last month.

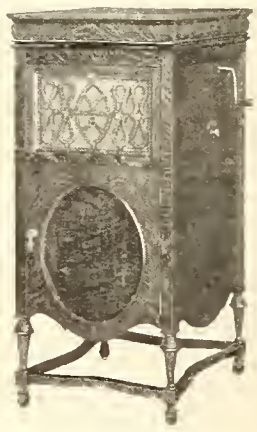
The pictures were snapped by Mr. Marcus, who ranks high as an amateur photographer, and the portfolio made an excellent souvenir of the pleasant occasion.

The Stewart Phonograph Co., Chicago, has increased its capital stock from $50,000 to $100,000.

STARR CO. ANNOUNCE NEW MODELS

Art Styles Have Been Added to the Starr Line of Phonographs—Output Almost Doubled

RICHMOND, IND., October 5.—Four new models have been added to the line of phonographs



Style VI
"William and Mary"

Style VII
"Jacobean"

manufactured by the Starr Piano Co. These are of classic design following the styles of the old English masters and are beautiful exponents of the school to which each belongs. Style VI. is of "William and Mary" design; Style VII., of the "Jacobean;" Style VIII., of the "Adam," and Style IX., of the "Sheraton." They are priced from $250 to $300.

Style VIII
"Adam"

Style IX
"Sheraton"

The output of phonographs at the Starr plant has almost doubled since the completion of the new six-story building and new agencies are being made daily to facilitate the distribution of these instruments.

DEMAND FOR EDISON LINE

BENNINGTON, VT., October 5.—P. R. Burt has been able to build up a very satisfactory business in Edison disc machines since he took the agency. The same story is true of Mr. Burt's Greenfield, Mass., store, where a large line of Edison styles is constantly kept on hand.

Bernard Titler, who recently opened a talking machine shop at Lenox avenue and 116th street, New York City, reports a very pleasing demand for Jewish talking machine records during the recent holiday season.

Not An Experiment

The VICSONIA is favorably known to the trade as the reproducer that plays the Edison Records *perfectly*.

It is *NOT* a "cheap" instrument.

It does *NOT* damage the record.

It does *NOT* require a mechanic to attach it.

By its pure, sweet tones and remarkable absence of blast and rattle

The VICSONIA
Has Demonstrated Its Superiority

SPECIAL OFFER—We will send one N. P. VICSONIA to any dealer in the U. S. or Canada on receipt of $3.50. Mention this advertisement and state make of machine.

VICSONIA MANUFACTURING CO.
313 East 134th Street New York City

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W LIONEL STURDY, MANAGER.

Despite War-Time Handicaps the Talking Machine Trade of England Shows Activity Far Beyond Expectations — Factories Working Night Shifts—Increased Cost of Production Believed to Seal Doom of Cheaper Records—D. Denville Simons, Noted Expert, to Make Headquarters in New York—Something Regarding the Newest Record Lists—Military Exemption for Employes of Gramophone Parts Factory—A New Portable Machine Introduced—Form Russo-British Chamber of Commerce—New Record Exchange Plan—Growth in Export Trade—News of Month

LONDON, E. C., ENGLAND, October 3.—With the season now well ahead of us, gramophone and record sales, as may be expected, are steadily rising week by week, the indication being one which leads to the belief that bulk trade will reach proportions quite beyond the most sanguine anticipations. Already we hear of night shifts for the larger factories, that is, so far as labor conditions permit. It is the latter feature perhaps that appears to be causing more anxiety than anything else, for all the time there is an insistent call for men, and yet more men by the army authorities on the one hand, and commerce on the other. As the supply for the army increases, so of course, the labor position in trade circles becomes more acute, and manufacturers must perforce make the best of it by substitution in the shape of girls and such unskilled men of the older class as may be available. Another reservoir is that of discharged soldiers who, if not physically disabled, quickly become efficient record pressers after a few weeks' tuition. With it all, however, there is a shortage of men. It is not confined to one particular trade more than another, but perhaps our industry must expect to suffer the most.

The demand for records is already sufficient to justify the inauguration of a night shift in nearly all gramophone record factories. It is obvious, therefore, that the supply this season will not outrun the demand; rather the contrary, I should say.

Assured of the demand, we may leave it to the manufacturers to meet it somehow or other, though the job is not an easy one.

Is the 18-Penny Record Doomed?

The natural result of the foregoing conditions in the labor market has been a general all-around increase of wages. The voice of the working man grows stronger and stronger; it is impossible to withstand; and in consequence we are in the throes of an insidious competition among the manufacturers themselves. This competition for labor is not openly recognized, but it none the less rests upon a strong foundation. The system in force is a flat rate for each dozen records pressed and passed. It should be noted, however, that the rate varies somewhat, according to locality—London or provincial, with the inevitable result that labor is naturally attracted by the best price. Among some of the manufacturers there is an unwritten law which recognizes the principle of discouraging a man who goes from one firm to another — the always-on-the-move-never-satisfied-sort, bartering his services to the highest bidder. But there is no general acceptance of this principle. A is only too glad if he can get a good man from B, and B perhaps feels justified in playing the same game on C. The consequence is productive of a good deal of restlessness among the workmen in the plants.

Partly on the foregoing grounds, and more particularly to the increased cost of living, wages are very much up. This preliminary aspect of the situation leads me to perhaps a more important reason why I think that manufacturers of 18-penny discs will eventually be forced to seriously consider the prospect of having to raise the retail price. The margin of profit on a double-sided disc carrying two good selections by reputable and often expensive artists, is of a continually diminishing quantity. We have seen that this is partly on account of the natural increase in the value of labor, and on top of this are two further considerations—the enormous increase in the price of record material, etc., and higher taxation charges in every department of commercial and social life. Dealing particularly with the cost of materials, we find that shellac, one of the chief ingredients of records, has gone up so enormously in price—largely, it is said, in consequence of speculation, that the government is now considering what steps should be taken to put a stop to this inflation of the price of a commodity which, be it noted, is used a good deal for military purposes. However, the latter may be, the increased cost means a big slice out of the profits of record manufacturers, and though I am deeply sensible of the government's right to first claim, it only emphasizes one of the many and increasing difficulties in which the gramophone trade finds itself to-day. In the manufacture of records, it would not be wide of the mark to put the total productive cost at 33⅓ per cent. higher to-day than formerly. What of to-morrow?

(*Continued on page* 104)

"His Master's Voice" *Copyright*

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists — the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañia del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain:

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

SOMETHING NEW!!!

This Gramophone

is the line that has proven the greatest seller among traders throughout the world. It is the famous

COMPACTOPHONE

— the smallest complete machine on the market
— with a tone, both in quality and volume, equal
— to the largest. IT HOLDS 12 DISC RECORDS.
Outside measurements when closed 14 x 11½ x 7 inches!

JOBBERS—DOES THIS LINE INTEREST YOU?

WRITE US FOR FULL PARTICULARS TRADING TERMS, ETC.

MOTORS WE ARE SOLE AGENTS IN GREAT BRITAIN FOR THE WELL KNOWN SWISS MOTORS MADE BY MERMOD FRERES

THE STERNO MANUFACTURING CO., Ltd., 19 City Road, LONDON, E. C.

FROM OUR LONDON HEADQUARTERS—(Continued from page 103)

W. Denville Simons Leaves for America

Owing to present trade circumstances and restrictions over which there can be little or no control during the war period, the British gramophone trade, it must be admitted, offers but a limited field for enterprising men, to whom active mental and physical work is the very salt of life. It is on this ground that W. Denville Simons has been moved to seek a new field for his almost insatiable craving for higher achievement in the industrial sphere of talking machine trade development. He sailed on the steamship "Alaunia" September 16, for New York, where he expects to settle more or less permanently. A few days before sailing Mr. Simons visited the London office of this trade newspaper, and in the course of a chat with the writer, spoke of his regret that circumstances compelled a severance from social and business friends of so many years close association. Up and down the country wherever one may go, his friends are many, and not least among the Provincial factors and dealers. Mr. Simons' early commercial life experience in American trade circles, over a number of years, were diplomatically modified to suit what is sometimes termed British insular prejudice, and in no field was his great knowledge of men and the world applied more successfully than when he joined the Edison concern as sales manager soon after they started in London. He it was who did most of the missionary work in establishing the principle of price maintenance among our dealers. To those acquainted with conditions prevalent during the early talking machine propaganda work in England, it will be obvious that Mr. Simons undertook a task of some magnitude which called for the exercise of tactful persuasion and argument. A long chapter could easily be devoted to the many difficulties which beset his path, but sufficient for the day, and the restricted space at my disposal, is that he succeeded in gaining the signatures of quite 90 per cent. of Edison dealers to the famous price-maintenance agreement, which set the seal of a fine principle to what has since proved "a boon and a blessing" to the British gramophone trade as a whole.

Over ten years with the Edison Co., Mr. Denville Simons finally left to take his place in the development of disc record manufacture. He pinned his faith to the phono-cut, and in 1914 started the Diamond Disc Record Co., Ltd., in association with an old trade friend—S. P. Turner, one time manager of Messrs. Pathé Frères. It says sufficient for Mr. Simons' trade standing, and the merits of his product that the first month's supply of Diamond records was sold four times over in the first few days! Due, partly to difficulties in manufacture consequent upon the war, the Diamond Co. was early this year absorbed by the Pathé people, Mr. Simons becoming sales manager of the whole Pathé output.

And now to the new world he wends his steps, fully assured of a right hearty welcome from more than one big corporation. At the moment I am precluded from divulging his future plans, but this much may be expected—that within a short time we shall have news of him more probably than not, connected with one of America's foremost talking machine companies. By his intense activity, organizing ability, and unbounded faith in the future of the gramophone, Mr. Simons has left a mark of no mean character and strength. The Talking Machine Society movement, which happily continues to gain strength in this country, evoked his interest almost from its commencement some six years ago. He was president of no less than five phonograph and gramophone societies, whose growth was, to a large extent, due to his encouragement and influence.

It need only be said that our friend will be very much missed, and in his new sphere of action we shall all follow with interest his future movements towards the goal which he has set out to attain. To that end—confident in his ability to "get there"—our sincere good wishes.

If Dealers Got the V. C.!

If a V. C. were awarded to the dealer with the biggest sales of the year, and he were asked, like the newly-elected M. G., why he succeeded, his answer would be brief and to the point—"Zonos"!

So runs the opening paragraph of this month's bulletin to Zonophone dealers directing their attention to as fine an array of new records as could be issued for the opening-of-the-season month. A new baritone, George Parker, makes his debut on twelve-inch record A214. In company with Sidney Coltham, the Zonophone tenor, Mr. Parker takes his part in "The Crucifix" and "Solo Profugo"—from Martha—with exceptional brilliance. We are to hear him in some solo numbers next time. Paul Astor's pianoforte technique, in two well-known items,

Treasurers of the Trade

IT'S easier to get custom than to *keep* it, but you can ensure keeping your customers by repairing their machines only with

REYNO CARBO
MAINSPRINGS AND PARTS

The Reyno Carbo Mainspring is made by special process and is free from flaw and sag. It's made in all sizes, hook eye or loop, and warranted to give satisfaction always. There's no way of getting the *best*, unless you say REYNO when ordering.

W.H. Reynolds (1915) Ltd., 45, City Road, London, E.C.

Mr. DEALER: You Will Be SHORT OF RECORDS This Season!

REGISTERED

TRADE MARK

You lost business last season through the demand exceeding the supply. Don't let it happen again.

Get into touch with us right away, and make sure of your stock for the busiest Fall trade you've ever had.

Our Records are ***better,*** our Prices are ***better,*** and our Deliveries are ***surer*** than any brand you've ever handled.

All enquiries to:—The Manufacturers

THE INVICTA RECORD CO., Ltd., 1 New Inn Yard, London, E. C., England *Cables*

FROM OUR LONDON HEADQUARTERS—(Continued from page 104)

bespeaks at once the master, and sufficient unto the day is the fact that his records command very large sales. The evergreen "Raymond Overture," parts one and two, is down to the credit of the Black Diamond Band, who also contribute two attractive selections of a semi-patriotic nature on ten-inch disc 1668. A record that will attract more than ordinary attention in 1677 bearing Schubert's "Serenade" (arranged by Charlton), on the reverse being the "Evensong," both to the credit of Miss Louise Brooks (soprano), and Harold Wilde (tenor), with orchestra. The combination is excellent—reaching a degree which we are inclined to think will make the public thirst for more. There is, of course, many other prominent names on the list, which, as usual, well emphasizes the Zonophone quality throughout.

A Good Advertising Start

No one firm can afford to neglect the political and material results arising from a well-planned advertising offensive. That is more obvious than ever in these troublous days. Though, at the same time, it must be admitted that gramophone firms could find plenty of excuse did they so desire. But no excuse is needed; every firm is out to maintain its position and general standing, apart from the sales-stimulating aspect, no matter how good its products, or its system of trading. But particularly do we admire the big outlook which the "His Master's Voice" company consistently display in good as in difficult times, like the present. Their broad policy, which has for its direct aim, a whole-hearted support for their large army of retailers, has never relaxed, and to-day we see it as strong as ever. A good start for the season has been made by the acquisition of front pages in expensive daily newspapers, etc. One of the most attractive advertisements was that in the Daily Mail last month, which heralds, we believe, a special advertising campaign for the season. When it is considered in conjunction with the enormous amount this company annually spends on folders, lists, window and shop display hangers, and other publicity ideas, it may reasonably be accepted as a pretty good index of the increasing homage of the public to the pre-eminent claims of the gramophone as an instrument comparable to the highest form of musical art. Which again is fully endorsed by the greatest artists of the day, who confide their reputations to His Master's Voice Co. New and glorious musical programs are out, and that is sufficient for the wise dealer!

Present Claims for Exemption

Under the Military Service Acts there is a clause which leaves to the Tribunals the power to grant exemptions to men who can prove their indispensability in their particular business. It may be mentioned that in the majority of cases the Tribunals take the view that no man is indispensable, and in consequence the employers find they are only allowed a month or so's grace in which to replace managers and others in responsible positions. A case in point is that of Messrs. Brown Bros., Ltd., of 22-34 Great Eastern street, E. C., gramophone and gramophone part factors, who appealed on behalf of sixty-two of their employes, on the ground that it would be a business hardship to them if they went. Two members of the Tribunal, together with the military representative, had spent a day at the firm, as a visiting committee, to investigate the appeals, and they had now brought forward their recommendations as to the exemptions and dismissals. Mr. Harwood said the firm had a splendid record, as they had lost two hundred and seventy-two men out of the original staff of five hundred and twenty-six. He had to frankly admit that he felt the gravity of the situation as to adjudicating on such an immense business, and to be candid he would say that, although they spent something like four hours on the firm, it was impossible to grasp even in a minor degree the immensity of the business. They had fifty-four departments, and a man was absolutely essential for each. To give an idea of the huge business he had only to say that the annual turnover was a million and a quarter sterling. Mr. Porter said it seemed strange to him that such a number of married men had been recommended as having to go, while so many single men remained behind. Mr. Harwood, who was one of those to visit the firm, said the real honest fact about the matter was that the single man had shown that he had got the brains, and had pushed himself forward, while the married man had lagged behind. There was a good deal of argument between the representative of the firm and certain members of the Tribunal, which finally resulted in the majority of the men being given until the end of the year.

Smallest Portable Gramophone

What may truly be described as the smallest portable gramophone on the market is aptly named The Compactophone, the invention of D. Sternburg, the Sterno Manufacturing Co., 19 City road, London. It is put up in a finely polished oak cabinet, with mechanism, fitments, etc., of reliable quality. When closed the total outside measurements are fourteen by eleven and one-half by seven inches, and this, be it remembered, includes carrying space in the lid of the instrument for no less than twelve discs! The scientific adjustment and arrangement of the tone-arm position allows for a sound-resonating chamber of a size sufficient to produce a tone volume equal to the average exterior-horn machine. The Compactophone is really a wonderful little gramophone. To say that it has caught on would be something beside the mark in view of the fact that notwithstanding special efforts, the company has until recently been quite unable to satisfy the demand. In the latter respect, the position shows signs of improvement, and oversea traders are, therefore, invited to put in stock what is one of the finest trading lines extant.

It should be mentioned that this firm is the sole agents for the well-known gramophone motors made by Messrs. Mermod Frères, Switzerland.

London Musical Successes Presented

Much of the cream of London's musical successes are impressed on the well-known Grammavox records, the latest list of which shows that the company are fully alive to the necessity of maintaining a standard of quality comparable with any similar-priced record on the market. A specialty of the Sound Recording Co., Swallow street, Piccadilly, W., is the cultivation of stronger commercial relations with oversea traders. The company is in a position to offer most attractive prices, and equally as important, complete and prompt delivery. All interested may obtain lists, catalogs, trading terms, etc., upon application.

Trade Is Satisfactory

A recent interview with Hirst & Co., of Grove road, Willesden Green, elicited the pleasing information that trade was never so satisfactory as during the last few weeks. This firm caters for a number of wants in the musical industry, its specialties being sound boxes, springs, needles, screws, electric batteries, and a number of lines notably in pianoforte iron mongery.

Form Russo-British Chamber of Commerce

In view of the prevalent desire to establish more intimate commercial relations between the Russian and British Empires it was decided at a large gathering of British and Russian firms interested to form a Russo-British Chamber of Commerce in London. Official recognition is secured by the promise of the Imperial Russian Ambassador to become honorary president. The objects of the Chamber is both political and commercial, with, of course, special attention to the promotion, study, and development of trade between the two countries. Composed of British and Russian business men, M. P.'s, etc., and apparently free from the atmosphere of lawyers, one may hope that some good will result. It is assured if only the hard-headed business man has a free hand.

New Record Exchange Scheme

The Winner Record Co., Ltd., has just completed a very good record exchange scheme with their dealers, which made provision on liberal terms for the release of retail junk stock, broken and otherwise slow selling records. It has proved altogether successful. With the opening of the season sales are looking up, and no more appropriate time, therefore, could have been chosen. Shelves filled with new stocks offer the best possible encouragement for increased activity, and realizing this, it is no wonder that Winner dealers have seized a golden opportunity to start on the right side for a quick turnover. The huge Winner manufacturing facilities are already closely taxed to keep pace with the demand; indeed I am told that given their ability to get the necessary labor, night shifts are to be started as soon as may be possible.

The foregoing makes good reading as a prelude to a brief examination of the company's new record offerings. Figuratively speaking, any firm can make a record, but the Winner people certainly know how to make good ones. To its indorsements refer to the latest program. Here we have the best crystallized genius in shape of—The Two Bobs, Olga and Eli Hudson, Sergt. Leggett, Robert Carr, The Schumann Quartet, Jack Mills, Stanley Kirkby, etc., all of whom contribute just those selections as are best calculated to achieve the dis-

(Continued on page 106)

J. Stead & Co., Ltd.
Manor Needle Works
SHEFFIELD, ENGLAND
MANUFACTURERS OF
Talking Machine
Main Springs
Best Prices—Best Quality
Inquiries Solicited

A SPECIAL JOB LINE OF DISC RECORDS FOR SALE

We are factors for machines, parts, accessories, and nearly all makes of British Disc Records.

A Snip for Big Buyers

40,000 10-inch double-sided records—quite new—good assortment of attractive titles—instrumental and vocal. Offered in one lot or would split up in parcels of not less than 5,000.

PRICE £25 PER THOUSAND FOR QUICK SALE!!

Also 20,000 two-and four-minute Edison and Clarion CYLINDER RECORDS—good assortment to clear at a very low price—no lists—terms on application.

Write for lists of disc records to

LUGTON & CO., Ltd.
133-135 OLD ST. LONDON, E. C.

REG. TRADE MARK

Gramophone Records

Special Points for Overseas Keen Houses

"A British Firm of Repute"
"Offers Close Quotations"
"5000 'Five Thousand' Lots and Up"

Address: **EXPORT MANAGER**
SOUND RECORDING COMPANY, LIMITED
Swallow Street, Piccadilly, London, England
CABLES:—"GRAMMAVOX, LONDON"

POINTS

- Repertoire, nearly 2000 Titles.
- Hundreds of Superb Bands and Orchestrals.
- Lightning Shipments under Export Licenses.
- Packing by Experts.
- Special Labels if Required.
- Real Rock Quotations.
- F. O. B. London or Port of Entry.
- The Finest 10 inch Needle Cut in the Market.

FROM OUR LONDON HEADQUARTERS—(Continued from page 105)

tinction of enjoying big sales. I can but strongly advise all oversea trades to get samples of these Winner's, and let them, as they will, speak for themselves.

Interesting Trade Returns

Pleasant reading is that relating to our trade returns for last month. For that period the total export figures amount to just under £48,000,000, the highest since the outbreak of war, and over £15,000,000 greater than last August. Notwithstanding the difficulties of trading as a result of men being called up for the army, our total exports for the first eight months of this year amount to the huge figure of £335,851,000, which, be it noted, is nearly £12,000,000 higher than during the same period in 1914, before war broke out. The foregoing amounts refer only to exports. On the import side the figures are, of course, equally large, but it is satisfactory to observe that a decline is now registered almost each month. Other—not so pleasing news to some of us perhaps—is that the United Kingdom revenue during 1915-1916 totalled over £337,000,000! The new Customs duties amounted to very little altogether—only some £74,000 in the case of musical instruments!

A "Record" Offer

TEN thousand job records, all brand new and British made, 10" double-sided, 50% songs and 50% bands—and the price, $1.50 a dozen, f. o. b. Who'll be the wise man to snatch them up? Don't be too long thinking about it. Wire to-day!

¶ Write for our New Season's List, which contains some astounding offers.

W.H. Reynolds (1915) Ltd., 45, City Road, London, E.C.

Big Call for Guardsman Records

By the figures quoted last month, it is apparent that the call for "Guardsman" records from oversea traders is very much on the increase. The Invicta Record Co., whose product it is, informs me that they are doing their best under difficult circumstances to satisfy all requirements, and so far have been able to keep the supply fairly level with the demand. Now that the latter is reaching larger proportions each month, arrangements are in hand, whereby it is hoped to leave no loophole for complaint on the ground of deferred deliveries, etc., but customers abroad are asked to make every allowance for the exigencies of the times. No delay in executing orders has occurred so far, and it is hoped none will in the future. The Invicta Co. is certainly very much alive to the splendid opportunities for trade openings abroad, and they may, I have little doubt, be relied upon to keep their oversea customers fully supplied with Guardsman records.

Great Italian Tenor for Columbia

A sensational record by a great Italian tenor, who has taken America by storm, is provided in the announcement of the first recording by Hipolito Lazaro on Columbia this month. In this, his first record, he sings the air of Rhadames, "Celeste Aida," from "Aida," with a flawless beauty that is simply amazing.

The Columbia October supplement surely constitutes a landmark in the history of records, for never before has such a gathering of great artists been presented in one month's issue of records. To all earnest students of recorded music, this list will prove of absorbing interest and value.

The greatest of all British contraltos, Clara Butt, is represented by a notable trio of records in the Columbia October supplement, leading off with a superb exposition of the Handelian oratorio air "Rend 'il Sereno," from "The Redemption," in which Madame Clara Butt gives of her very richest powers. In the second record, "Time's Garden," this lovely voice with the 'cello obligato is delightful in the extreme. In the last of these three great records, the great contralto's rendering of "O Divine Redeemer" is a perfectly individual one, and the full round quality of the voice in the principal melody and the pure ringing upper notes, are striking features of this reproduction.

Godowsky, the famous Polish pianist, is represented by Chopin's waltz, and Henselt's "Gondoliera," and "If I were a bird."

Sergeant Dwyer's Regal Historic Record

When, in February last, we announced that Sergeant Dwyer, V. C., had made a unique record for Regal, we described it as "a human document." To-day, it is more so than ever—a priceless souvenir of one of the war's heroic figures. The record (it is No. G7228) is divided into two parts. One-half tells of incidents on the march, and carries us with dates and places from Mons to the Marne, concluding with a lively touch by the "V. C.," who sings one or two of the choruses used by the boys to cheer them on their way.

Henry Wood's Great Triumph

"Till's Merry Pranks," announced on this month's Columbia list, is regarded both by Sir Henry J. Wood and the Columbia Co. as the greatest orchestral record yet produced. Sir Henry J. Wood himself was delighted with the achievement.

RUTHERFORD CO. OPENS STORE

RUTHERFORD, N. J., September 30.—The Rutherford Music Co. has opened a store at 4 Ames avenue, for the sale of Edison Diamond Disc phonographs, and other musical instruments.

EBONITIS LIMITED

MANUFACTURERS OF PLASTIC MATERIAL

Manufactureros de materias primas

FOR
para

GRAMOPHONE RECORDS

los discos de Gramophone

QUOTATIONS GIVEN. ADDRESS
Se envian precios. Direccion

EBONITIS LIMITED, Willowbrook Grove, Peckham, London, S. E.
ENGLAND

EDUCATIONAL STAFF CONVENES

Fifteen Representatives of Victor Co. Educational Department Hold Week's Convention at Camden and Atlantic City—Rapid Progress Made in This Important Work

Preparedness is a byword, even in education, and the Victor educational department is preparing for a banner year in school work. The enormous gain in the number of Victors

Staff of Educational Department of the Victor Co.

and Victor records now used in schools, and the present activity of Victor jobbers and dealers in establishing educational departments, more than fulfill the highest expectations of the Victor Co. in establishing this department of work. Mrs. Frances E. Clark, the director, has recently found it necessary to increase the number of her staff to fifteen members in order to adequately carry on the field work among dealers and schools. The reception accorded this work and its representatives by educational people everywhere, and the increase in music appreciation among school children through the use of the Victor in teaching, at once identifies this movement as one of the most constructive educational projects ever undertaken by a manufacturing firm.

The summer meeting of the department was held last month at the general offices in Camden, and at the Hotel Traymore, Atlantic City. An entire week was spent in equipping each representative with a thorough knowledge of the Victor work in the schools. Work in the English classroom was analyzed and demonstrated. The teaching of folk dances, including some of the most interesting and attractive of the Old English country dances, received special attention. The newly revised Victor book, "What We Hear in Music," by Anne Shaw Faulkner, formed the basis of the discussion of music history and appreciation work in high and normal schools. Model demonstrations in primary, intermediate, grammar and high school grades were given by members of the department, while addresses were given by the heads of the various departments of the Victor Co. A feature of the meeting was an address on the Classical, Romantic and Modern Schools of Music by James Francis Cook, editor of The Etude.

The itinerary of the traveling educational representatives will take them into every State in the Union, and to every town where Victors are being used in the schools. They will co-operate with Victor dealers in the organization of their school work, and will assist teachers and music supervisors in systematizing Victor work in the schools. The educational department now issues five educational booklets, and two more are in course of preparation. The present members of the Victor educational department, under the direction of Mrs. F. E. Clark, are: Assistants, James E. Corneal and Harold D. Smith; traveling representatives, Misses Grace Barr, Henrietta Heaton, Elizabeth O'Connor, Emily Rice, Blanche Sorenson, Messrs. Branson M. DeCou, Franklin G. Dunham, Norman P. Foster, Thomas P. Ratcliff, G. Fred Rieman, Jerome A. Swineford, Robert H. Wilkinson and Irving O. Wyckoff.

ORDERING MOTORS FOR FUTURE

Otto Heineman Phonograph Supply Co. Closes $500,000 Deal for Next Year

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., New York, announced this week that the company has closed a deal totalling $500,000 worth of Heineman motors to be delivered during the coming year. This is one of the largest talking-machine motor orders ever received, and indicates the esteem and prestige which the Heineman motor has attained in the comparatively short while it has been on the American market.

Mr. Heineman returned recently from a visit to the company's factory at Elyria, O., where he was delighted to find all the new departments in complete working order, and the motor output steadily increasing. Mr. Heineman is giving his personal attention to the development of extensive plans whereby Heineman patrons will receive top-notch efficiency in their motor service this coming year.

WE ARE PREPARED

To Fill Your Order Without Delay

Avail Yourself of Our

SPECIAL SAMPLE OFFER

WM. F. NYE **New Bedford, Mass.**

MANOPHONE OFFICES MOVED

Now Located at Factory in Newburgh, N. Y.—P. J. Lynch Elected Vice-President and Treasurer—Arthur Figner Appointed Assistant Factory Manager—Is Thoroughly Experienced

At a recent meeting of the directors of the James Manoil Co., 60 Broadway, P. J. Lynch was elected vice-president and treasurer, and becomes one of the directors. As announced in The World last month, Mr. Lynch will also act as sales manager for the company, having had much experience in merchandising and developing sales organizations.

The executive offices of the company were removed from 60 Broadway on the first of October and are now located at the factory in Newburgh, N. Y. The removal of the offices to the factory will bring the manufacturing of the Manophone more directly under the supervision of the executive.

The plant is in full operation at the present time and representatives of the Manophone are being appointed throughout the country. Arthur Figner, who for seven years was connected with the Columbia Graphophone Co. and is a thorough practical man, has been appointed assistant factory manager at the Manoil plant. He assumed his new duties the first of October.

ACCORDING TO THE NEWSPAPERS

From all sources, including his records, which yield a fabulous return, Caruso's income must be near the $300,000 mark. Another popular vocalist, whose phonographic records alone yield him an income beyond that of a Steel Trust president, is John McCormack, who is said to have netted $125,000 last year from this source.

ESTABLISHED 1868

EDWARD B. JORDAN & CO., Inc.

127-135 DEGRAW ST.—36-60 TIFFANY PL., BROOKLYN, N. Y.

Talking Machine Cabinet Manufacturers

We made the first talking machine cabinets created in this country, and we have specialized in this particular line ever since.

We will submit special designs of talking machine or record cabinets, or quote you from blue prints or samples. We manufacture to order only.

Columbia Records TRADE MARK Note the Notes

Louis Graveure's magic baritone records are among the biggest selling chances in the Columbia list—which is new evidence that record buyers know good recording when they hear it. Two new selections by Graveure in the November list.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

PLANS FOR ANNUAL EDISON WEEK, OCTOBER 16 TO 21

Interesting Program Arranged for This Event—The Principal Feature a Contest for Opinions of Laymen Regarding the New Edison and Window Displays

Edison week this year will be observed October 16 to 21 inclusive, and the dealers and jobbers of Thomas A. Edison, Inc., will recognize the occasion by the inauguration of an opinion contest that will be open to owners of the New Edison or those who have heard it either on trial in their home or at the shop of an Edison dealer, and who will submit an opinion regarding its merits. Cash prizes aggregating $1,000 will be distributed among the successful contestants. The contest will be for the express purpose of securing the opinions of people who are representative of the average class of phonograph owners.

Thos. A. Edison, Inc., has received thousands of testimonials from musicians of standing, but the contest is designed to secure the opinions of the laymen. Any person may enter the contest who has been in a position to judge the New Edison, which includes those who own machines, and those who take advantage of a three-day free trial proposition, which will be in force during Edison week under which they can secure a machine for testing purposes. Should any of those who desire to participate be unable to secure a machine under the trial offer, owing to the demands made upon the dealers, they may qualify by hearing the New Edison at the dealer's store. Opinions must be confined to two hundred words or less, and those not winning prizes, but considered good enough to publish will be paid for at the rate of 10 cents per word.

There are three prizes in both the primary and the consolation divisions. In the primary division, the first prize is $500, and the second and third prizes are $200 and $100. In the other class, in the same order, the prizes are $125, $50 and $25.

Very ample time will be allowed for the preparation and entry of the opinions, and the manuscripts will be examined with all possible dispatch, and the awards announced as early as possible. The public announcement of the contest will be made through full-page ads. in a selected list of national periodicals.

Edison week also will be marked by a window display contest in which a large number of Edison dealers will enter. It has been arranged, and will be conducted by the Edison jobbers, each distributor offering prizes for the most attractive windows in his zone. Each jobber will offer four prizes as follows: $100; second, $50; third, $30; fourth, $20. Some jobbers whose zones are small may combine, but every Edison dealer will have an opportunity to compete and a chance to win a prize. The first and second prize winners in each zone will be eligible to the sweepstakes contest in which Thomas A. Edison, Inc., offer three prizes. The first is $200, and the others are $150 and $100. The full details of the window display contest have not been arranged as yet, but it is announced that this year the conditions that govern it will be specially phrased with a view to putting the small dealer upon an equal footing with the large dealer.

NEW WAREHOUSE FOR SONORA CORP.

The Sonora Phonograph Corporation leased recently the entire building at 30 Reade street, New York City, for a warehouse. This is the fourth building in this vicinity which has been secured by the Sonora Corporation for warehouse purposes.

W. PILGRIM ASSUMES NEW POSITION

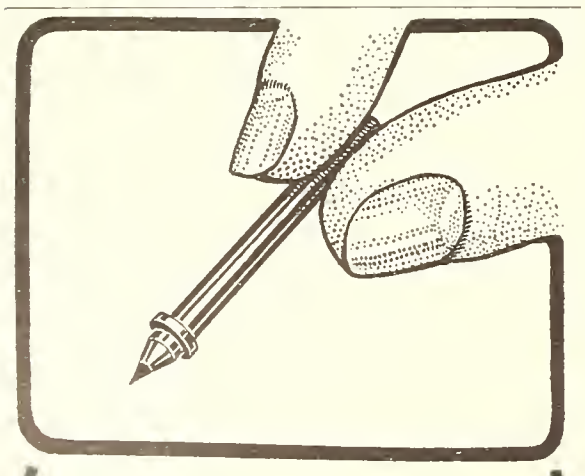
Appointed by Otto Heineman Assistant Sales Manager for Central West Division

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., New York, announced recently the appointment of W. Pilgrim as assistant sales manager of the company's Central West division, with headquarters in Chicago. Mr. Pilgrim will be associated with S. A. Ribolla, manager of the Heineman Central West division.

W. Pilgrim

Mr. Pilgrim is well qualified to co-operate with the Heineman clientele in the Middle West, as he spent six months at the factory in Elyria, O., gaining an intimate knowledge of Heineman motor, tone-arm and sound-box production.

During the past few months Mr. Heineman completed arrangements whereby the office and sales facilities of the Heineman Central West headquarters have been materially increased. Additional floor space was taken some time ago, and these extra facilities may be inadequate in the near future, as the Heineman business throughout the West is steadily growing.



Sapphire Needles

Jewel Points

for the reproduction of hill and dale cut records.

Samples

Full Tone - - - 30c each
Half Tone - - - 35c each

Special prices in dozen, hundred and thousand lots.

A. F. Meisselbach & Bro.
Congress Street NEWARK, N. J

"MAGNET" DECALCOMANIE NAMEPLATES
FOR TALKING MACHINE CABINETS ETC.

From the DORAN CO. 45 MICHIGAN AVE. DETROIT

SOLD BY HURTEAU, WILLIAMS & CO. Ltd. MONTREAL — OTTAWA

Kunkel Piano Co. BALTIMORE

We can furnish the same or similar style as shown herewith, according to the price scale given below.

	250	500	1000
Gold letters, black edged	$12	$15	$20
Black letters, solid gold background, with fancy border	$16	$20	$25

Samples upon application.
GEO. A. SMITH-SCHIFFLIN CO.
136 Liberty Street, New York, N.Y.

FROM THE PHONOGRAPH CO. 1240 HURON ROAD (ENTIRE THIRD FLOOR) PHONES - PROSPECT 2140 - CENT. 1406 CLEVELAND

SOLD BY WALTER D. MOSES & CO. Oldest Music House in VA and N.C. 103 E. BROAD STREET RICHMOND, VA.

SOLD BY J. E. STRATFORD AUGUSTA, GA.

BLANCHE RING AT SONORA SALON

Musical Comedy Star Presides at Tea and Takes Part in Interesting Musical Program—Audience a Large and Fashionable One

One of the particularly interesting and attractive features of the local publicity of the Sonora Phonograph Corporation, has been the series of impromptu recitals and receptions held at the salons of the corporation, 668 Fifth avenue, the latest of these events being the informal tea given by Miss Blanche Ring, the noted comedienne on Thursday, September 21.

L. S. McCormack, manager of the salon, stage-managed the affair and sent out invitations to a selected list. As each guest arrived he or she was conducted to the concert hall and presented to Miss Ring. The first number on the program was the playing by John Britz, musical director of the musical comedy, "Broadway and Buttermilk," of several selections from that production. The next feature was the demonstration of the Supreme Sonora, the new $1,000 phonograph, which apparently made a decided impression upon the guests, many of whom were enthusiastic over the tonal qualities of the instrument.

Later in the afternoon Miss Ring invited the guests to the lower showrooms, where a dainty luncheon was served, with Miss Ring and Mr. McCormack in the role of hosts. Following the luncheon the guests returned to the concert hall, where Miss Ring sang in her inimitable way several numbers from "Broadway and Buttermilk," in which she is the star, and also other songs which she has made famous. The program ended with the playing of several other selections on the Supreme Sonora.

DECISION IN FLOWER HORN SUIT

California Court of Appeals Affirms Finding of District Court in Patent Litigation

The United States Court of Appeals in California has recently affirmed the decision of the District Court, sustaining the Nielsen "flower horn" patent against the Columbia Graphophone Co. Similar decrees by the same District Court against Victor and Edison dealers in California had already been affirmed by the same Court of Appeals.

If the Columbia Co. does not continue the fight, the next step will be the accounting, in which the patent-owners will attempt to show the damages and profits (if any) to which they are entitled.

Some newspaper accounts give the erroneous impression that the Court has already awarded the patent-owners a large sum of money. The Court does not award any sum, but merely leaves the matter for future proofs.

TO MAKE CABINETS FOR MACHINES

LEOMINSTER, MASS., October 4.—Bernard P. Steele and Oscar Munroe, formerly connected with the F. G. Smith Piano Case factory, have formed a partnership and will manufacture cabinets for talking machines. They have leased a floor in the factory formerly occupied by the J. H. Lockey Piano Case Co., in this city.

The Singer Phonograph Co., of Davenport, Ia., has opened headquarters at 107 East Second street, and will handle the Singerola phonograph.

Truetone Combination Sets

MADE IN U. S. A.

Five different tones, each tone packed separately. 200 in a metal box, 5 boxes in a convenient container holding 1000 needles, retailing at 75c.

Five of these containers packed in a carton and sent prepaid to dealers anywhere in U. S. for $1.50, and postage on 2½ lbs.

(Cash with order on sample lots)

NEW YORK DISC NEEDLE CO.

110 WORTH STREET, NEW YORK CITY

Truetone TRADE MARK

Highest Grade Ever Made

SEND FOR SAMPLES AND PRICES ON OUR COMPLETE LINE

OUTING OF TALKING MACHINE MEN, INC., OF NEW YORK

On September 12 and Referred to in The World Last Month, a Great Success—Snapshot of Some of Those Who Were Present at This Enjoyable Event

Some of Those at Outing of Talking Machine Men, Inc.

From Left to Right: Meyer Goransky, Chairman Executive Committee; H. Jaffee, Vice-President for New Jersey; John E. Hunt, President; J. T. Coughlin, Vice-President for New York; Sol Lazarus, Secretary; A. Galuchie, Treasurer; J. Y. Shepard, Chairman Entertainment Committee; M. W. Gibbons, of Brooklyn; Joseph Newstead, E. A. Scheiger Co.; Adam Tisch, Tisch Music House, Elmhurst; J. Bieling, Silas Pearsall Co.; P. Kaufmann, Manager, Talking Machine Departments, Otto Wissner Stores, and J. J. Cavanaugh, Cabinet Manufacturer.

TALKING MACHINE TIMES EGGS

Cleveland Man Makes Public Receipt for Insuring Perfectly Boiled Hen Fruit—A Suggestion Containing Tremendous Possibilities

CLEVELAND, O., October 4.—Owners of disc talking machines in this city are seriously considering the general use of their machines for culinary purposes, as a result of the suggestion offered in the local papers by R. A. Alpers, manager of the Alpers' Phonograph Service Co. Mr. Alpers declared to a local reporter recently: "My wife and I boil our eggs by the talking machine. We have discovered that when we play one side of the record the eggs boil soft perfectly. When we play both sides of the record they are hard boiled. If one hasn't an egg timer in the house here's the way to keep a 'record' of it."

If the local restaurants take up the idea we may expect to see such signs as "eggs boiled a la Caruso, 20 cents, Al Jolson omelet, 35 cents," and so forth. Then there is the chance for the very particular man to carry his own record about with him so that he will be sure that his eggs will be right.

The American Graphophone Social Club, consisting of employes of the American Graphophone Co., Bridgeport, Conn., held their annual clambake a few Sundays ago.

HEAVY DEMANDS FOR CABINETS

Edward B. Jordan & Co., Inc., States Season's Business Is Best Ever

Edward B. Jordan, pioneer talking machine cabinet manufacturer, and head of Edward B. Jordan & Co., Inc., in speaking to a representative of The World regarding the heavy demand for cabinets said, "All our plants are working full capacity, and even so we will not be able to fill all orders now on hand before the first of the year." Mr. Jordan also said this has been one of the best seasons in all the twenty-five years in which he has made talking machine cabinets in Brooklyn, N. Y., with no prospects of an early let up.

UKULELES

The biggest sellers in the small musical instrument business. Why handle poorly constructed, inferior-toned imitations when you can get at similar prices the beautifully toned

Genuine Hawaiian Gold Medal Instruments

Hand made throughout of old, thoroughly seasoned native Hawaiian Koa, superior to any other wood in tone quality. Send for wholesale price list.

SHERMAN, CLAY & CO.

163 KEARNY ST. SAN FRANCISCO

Largest Distributors of Hawaiian Instruments in the World

Hardware for Talking Machine Cabinets

Lid Supports, Tone Rods, Needle Cups, Knobs, Continuous Hinges, Etc.

Write for Samples and Prices

WEBER-KNAPP COMPANY

JAMESTOWN, NEW YORK

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., October 7.—VOICE AND SOUND RECORDING MACHINE.—Frank Ebenezer Miller, New York. Patent No. 1,190,787.

This invention relates to improved sound mechanism having features applicable both to the recording of sound and to the reproduction of sound from a record or other known means.

The object of the invention is to provide functioning parts for overtones and the many peculiar refinements of sound as well as for fundamental tones.

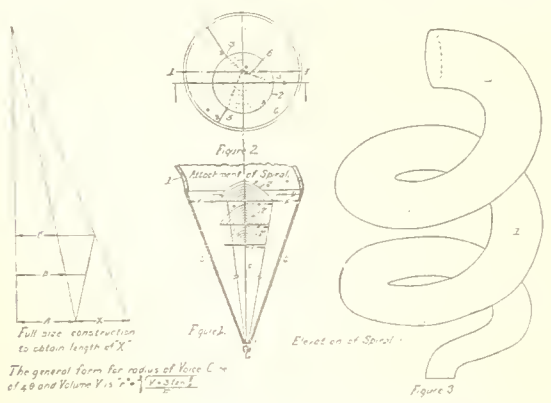
A further object of the invention is to provide a sound mechanism as nearly omnifunctioning as possible relatively to the variations in tone and quality without the excluding or limiting effect of a mechanical medium having itself a definite pitch period or pitch periods of too limited variation.

More concretely expressed, the object of this invention is to improve upon the employment of a flat disc of vibratory material for the reproduction of or the recording of sounds. That is, to improve such a disc, for example, as is commonly employed in a telephone receiver or phonograph sound box.

Experiments have revealed that a flat disc is greatly limited in its range of pitch periods in that its vibration is dependent upon nodal arrangements wholly in the same plane, while special study and practice in connection with the human anatomy of the auditory and vocal organs has shown that nature never limits its sound mechanism to a nodal arrangement in a unitary plane. For example, the outer ear of the human anatomy comprises approximately two and one-half turns of what may be termed a sound spiral and then terminates inwardly against the tympanum which itself is a cup-shaped diaphragm having the umbo peculiarly eccentric relatively to the tympanic ring to which the margin of the tympanum is attached. It is against this eccentric projection of the cup called the umbo with which the engaging end of the malleus or hammer bone co-operates in the sound-functioning of the bones of the ear. It has been discovered that the umbo is located relatively to three equi-distant points on the margin of the tympanum at distances 3, 4 and 5. It has likewise come under observation that the three main cavities of the human voice anatomy likewise have the volumetric proportion of 3, 4, 5. They are respectively the laryngeal cavity, the nasal cavities and the mouth cavity.

In carrying out the objects of this invention the purpose is to stimulate in a large degree the peculiar anatomical features as to proportion, shape and arrangement to be found in the human ear.

Referring to the drawings, Figure 1 is a vertical section through line I—I of Fig. 2; Fig. 2

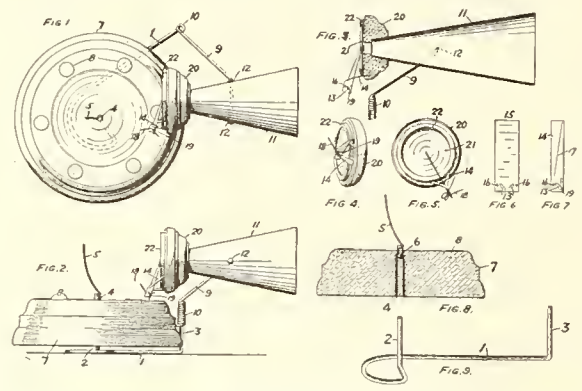


is a plan view of the parts shown in Fig. 1; and Fig. 3 is a perspective elevation drawn to a reduced scale of a spiral horn.

TOY PHONOGRAPH.—Thomas J. Little, Jr., Woodbury, N. J., assignor to the Taux-Wel Talking Machine Co., same place. Patent No. 1,191,202.

The principal object of the present invention is to provide a phonograph so cheap in respect to labor and material that it can be sold and used as a toy.

Figure 1 is a top or plan view of a toy phonograph embodying features of the invention. Fig. 2 is a side elevational view of the same. Fig. 3 is a sectional view of the sound box and its accessories. Fig. 4 is a perspective view of the sound box showing the stylus arm. Fig. 5 is a front view of the sound box. Figs. 6 and 7 are views showing the blank, in different stages of

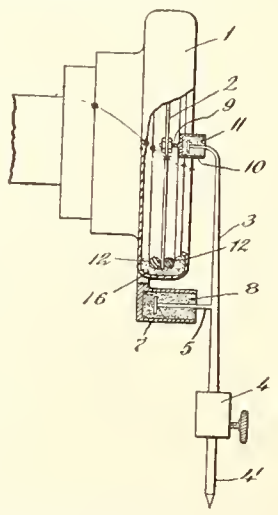


manufacture, from which the stylus arm is made. Fig. 8 is a transverse sectional view through the turn table, and Fig. 9 is a perspective view of the base wire.

METHOD OF CONSTRUCTION OF TALKING MACHINES.—Patrick B. Delany, South Orange, N. J. Patent No. 1,191,674.

This invention relates to improved methods of phonograph construction and forms a divisional application from co-pending application Serial No. 779,947 filed July 19, 1913, and also in part a continuation of prior application No. 739,939, filed January 3, 1913.

The invention is designed to eliminate scratching or scraping noise from the record and to improve the quality of recordations and reproductions. It is well known that even the smoothest surface revolving under the needle will produce quite a loud or observable noise emitted by the horn or amplifier. It has been found that this is largely due to the method of construction in which a metallic vibrating arm connects the record and the diaphragm of the sound box. Other methods employing vibrating arms of wood, bone or other hard substance also produce the same effect to a modified degree. It has been sought to remedy such defect by rubber or other vibration deadening material interposed at the point of contact between the vibrating arm and the diaphragm; but on account of the elasticity of such materials, or for other reasons, the tone of reproduction has been greatly lowered and modified and, owing to the instability of such materials, particularly under pressure, the instruments soon become out of order.



There has been devised a method of mounting the arm whereby metallic connection between the record and diaphragm is entirely severed without appreciable loss of force but with marked suppression of the objectionable scraping sound, the result being a pure and faithful reproduction.

The object of this invention is attained by a method of mounting the arm in cells, one cell being interposed between the arm and its support and another cell interposed between the arm and the diaphragm, the cells being then filled with a mass of material of suitable density and stability to carry the major or sound producing vibrations, and yet of such character as to suppress or eliminate objectionable extraneous incidental and minor vibrations that produce the extraneous or scraping sounds in the tones produced by the diaphragm. The material of such mass may be a single material or a compound material composed, for instance, of rubber, asphaltum, tar, waxes of various kinds, etc., or compounds of any two or more of such simple materials.

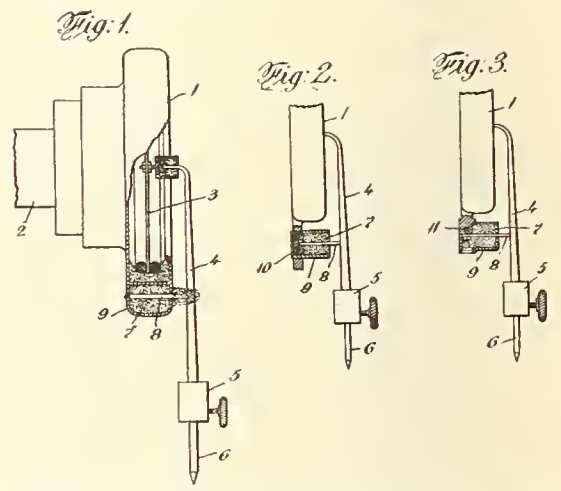
The drawing is an elevation partly in section of a device constructed in accordance with the improved method.

1 indicates the sound box, 2 the diaphragm, 3 the vibrating arm, 4 the needle holder, and 4¹ the needle.

PHONOGRAPH OR TALKING MACHINE.—Patrick B. Delany, South Orange, N. J. Patent No. 1,191,675.

This invention relates to phonographs or talking machines and to the production of records therefor. Its object is to improve the quality of the musical tones or vocal utterances and to improve the behavior of the apparatus in other respects.

This application is in part a continuation of former application No. 700,394, filed May 29, 1912, the features of the invention shown in Figs. 2 and 3 of the present application having been originally shown in said prior application, while the features of invention shown



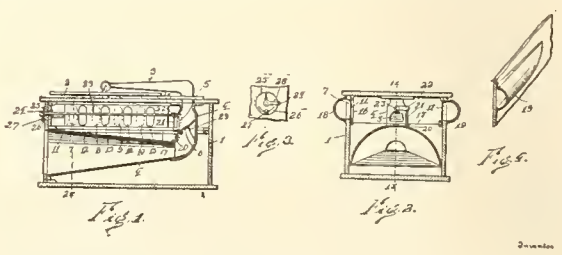
in Fig. 1 of the present application are also shown in prior application No. 779,947, filed July 19, 1913.

In the accompanying drawings, Fig. 1 is an elevation partly in section of an improved construction of a reproducer head and needle arm; and Figs. 2 and 3 are similar views showing modifications of the construction.

SOUND REGULATOR.—Alexander G. Marquis, Rochester, N. Y., assignor of one-fourth to George W. Rogers, and one-fourth to Anita B. Rogers, same place. Patent No. 1,191,808.

The object of this invention is to provide a new and improved device for varying the volume of sound produced more especially by a talking machine or for reducing and suppressing a part of the sound so as to prevent confusion and interference of the sound waves. This and other objects of the invention will be fully illustrated in the drawings.

In the drawings, Fig. 1 is a vertical section through a talking machine of the disc record type showing the improvement embodied therein, the section being taken on the line 1ˣ—1ˣ of Fig. 2. Fig. 2 is a section on the line



2ˣ—2ˣ of Fig. 1. Fig. 3 is an elevation of a handle for operating the valve. Fig. 4 is a perspective view of one of the auxiliary silencing chambers on the side of the cabinet.

MUSICAL INSTRUMENT.—Victor H. Emerson, New York, assignor to the American Graphophone Co., Bridgeport, Conn. Patent No. 1,192,402.

This invention relates to talking machines of the type intended primarily for giving audible reproductions from "sound records."

One object of the invention is to provide an apparatus of this kind which shall give im-

proved acoustical results, characterized by richness and fullness of tones, and with elimination of most of the disagreeable noises frequently attending such reproductions, but without sacrifice of clearness of definition.

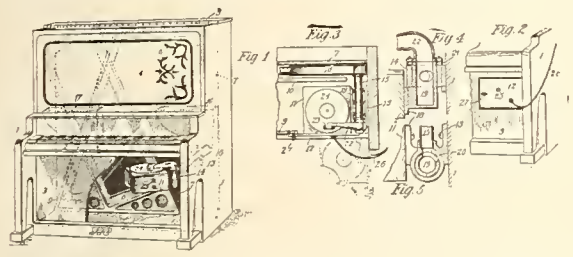
Another object of the invention is to provide the mechanism of the talking machine with a suitable cabinet or casing, of attractive appearance, which dispenses with the ordinary protruding horn or sound conveyor, and protects the mechanism from injury.

The invention comprises the providing a suitable inclosed sound chamber, located in the passage between the diaphragm and the exit, and so constructed and arranged that it will be responsive to and will reinforce the entire range of tones, as distinguished from a "resonance-chamber" (technically speaking) that responds to only one note of definite pitch (or to only a few notes), while remaining inert as to other tones.

The invention comprises the manner of mounting the mechanical parts of the talking machine proper, in connection with the sound chamber, within a suitable casing.

The invention will be best understood in connection with the annexed drawings, which represent one preferred embodiment thereof, showing, among other things, a so-called disc graphophone mounted within an ordinary upright piano. But the invention is not limited to this particular form of talking machine, nor is it limited to the use of a piano of the upright (or of any other) form. However, for the sake of clearness, the invention will be shown and described in connection with a disc graphophone and an upright piano.

In the drawings, Fig. 1 is a perspective of an upright piano, equipped with a disc graphophone swung part way out, part of the piano

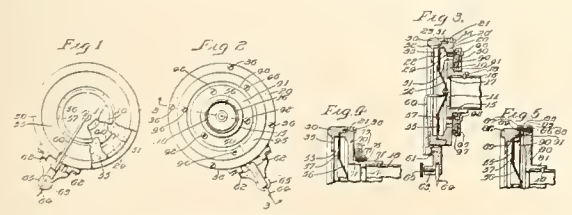


casing being broken away; Fig. 2 is a similar view of one end of Fig. 1, indicating the graphophone as inclosed in the inner position; Fig. 3 is a horizontal section through the piano casing, taken above the level of the talking machine; and Figs. 4 and 5 are vertical and horizontal sections respectively, through the joint or mounting, shown on a larger scale.

Sound Box.—John C. English, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,192,289.

The main objects of this invention are to provide in a sound box for talking machines, adjustable means for supporting the major portion of the same; to provide in a sound box, an improved diaphragm and mounting therefor; and to provide other improvements as will appear hereinafter, the purpose as a whole being to provide a sound box that will be extremely efficient in operation.

In the accompanying drawings, Fig. 1 is a fragmentary front elevation of a sound box con-



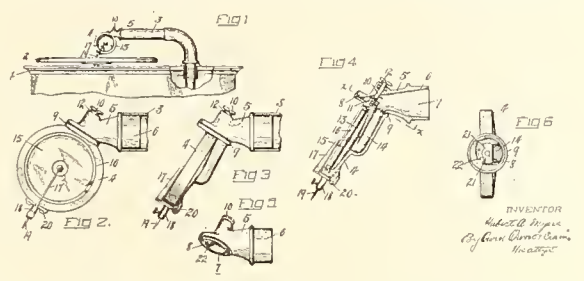
structed in accordance with this invention; Fig. 2 a rear elevation of the same; Fig. 3 a longitudinal section on line 3—3 of Fig. 2; and Figs. 4 and 5 are fragmentary longitudinal sections of two modified forms respectively of the same.

Sound Box for Phonographs.—Hubert A. Myers, Toledo, O. Patent No. 1,192,337.

This invention relates to sound reproducing instruments of the phonograph type, and particularly to improvements in the sound box of such instruments. In some instruments of this character the vibrations produced on the stylus by the record are of a lateral character, as in the case of records used on Victor and Edison machines, while in the case of records used on some other machines the vibrations produced on the stylus are of a vertical character. In other words, the records used on some makes of phonographs or similar machines have the sound wave undulations formed depth-wise of the groove therein in which the reproducing stylus travels, while with records used on other makes of machines the sound wave undulations are formed crosswise of the grove.

The object of this invention is the provision of a sound box of the character described which is simple and efficient in its construction and capable of universal use in connection with different types of machines of the class described, and of being easily and quickly adjusted to suit the character of the grove in the record which it is desired to use.

Figure 1 is a side elevation of a portion of the phonograph embodying the invention. Figs. 2 and 3 are enlarged side elevations of the sound



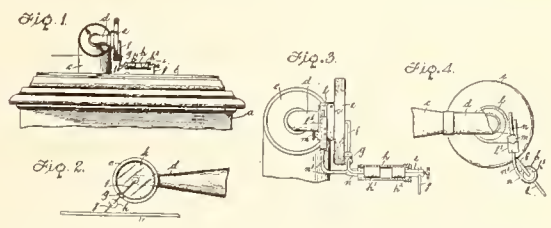
box embodying the invention in operative position for records having grooves of different styles. Fig. 4 is a central vertical section of Fig. 3. Fig. 5 is a perspective view of the sound box carrying head, and Fig. 6 is a section on the line x—x in Fig. 4.

Device for Reproducing Sound.—Wm. H. Crawford, Providence, R. I., assignor of one-half to Oliver Fletcher Best, same place. Patent No. 1,192,828.

This invention has reference to improvements in a device for reproducing sound, especially in talking machines and the like.

When music, articulate speech and other sounds are reproduced, in a phonograph for instance, thin shrieking sounds and secondary noises are audible which distract the attention of the listeners, impair the quality of the tone and thereby lessen the impression intended to be created.

To eliminate the disagreeable sounds and secondary noises and reproduce the sound in unimpaired quality of tone a novel means has been devised for reproducing sound. These novel means receive and transmit the original vibrations, produced when the stylus passes

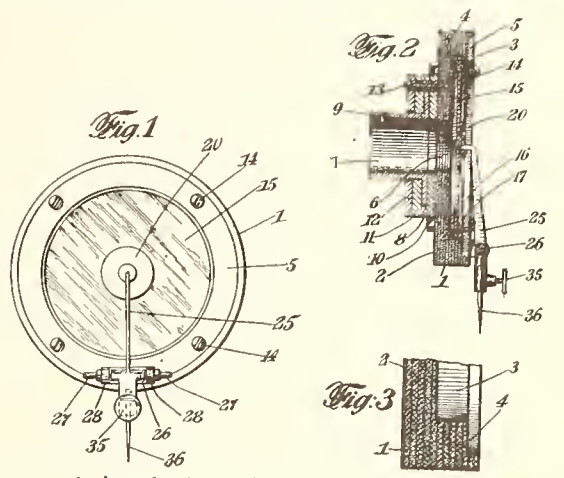


through the record grooves, to the rod fulcrumed to the sound box which in turn acts on the diaphragm and thereby the original vibrations are repeated. The novel improvements have been attained by providing means capable of confining an elastic medium, between the stylus and the rod which is fulcrumed to the sound box. In this way the original vibrations are imparted to an elastic medium, such as air, before being further transmitted. This results in the elimination of the disagreeable sounds and secondary noises. It is known that a confined body of an elastic medium or fluid, such as air is capable of transmitting sympathetic vibrations and the interposition of a confined body of an elastic medium eliminates disagreeable sounds and secondary noises. The reproduced sound resulting from the repeated vibrations of the diaphragm is further conveyed from the reproducer or sound box into the amplifier in the usual manner except that no disagreeable sounds or secondary noises are conveyed and amplified but merely pure tones.

Figure 1 represents in side elevation a phonograph embodying in desirable form the present improvements. Fig. 2 illustrates part of the device shown in Fig. 1 in front elevation. Fig. 3 is an enlarged view of the upper mechanism shown in Fig. 1, certain parts being in section. Fig. 4 is a rear view of Fig. 3, partly broken.

Sound Reproducing Box.—John A. Steurer, New York. Patent No. 1,192,834.

This invention consists in novel features, ref-

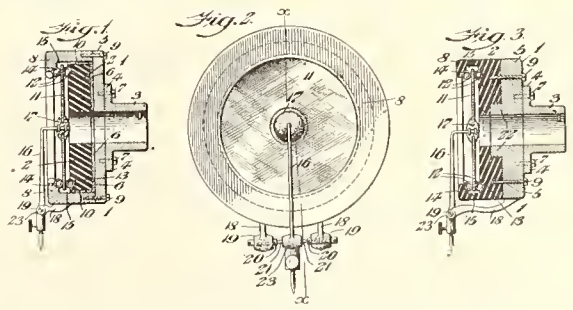


erence being had to the accompanying drawing in which is shown one embodiment of the invention selected for purposes of illustration.

Referring to the accompanying drawing, Figure 1 represents a front elevation of a sound box or sound reproducing device suitable for use in connection with a talking machine and having the invention embodied therein. Fig. 2 is a vertical sectional view of the same, the stratification of the box body being illustrated in somewhat exaggerated manner for greater clearness. Fig. 3 is an enlarged detail view of a portion of the box body, which supports the diaphragm in which the stratification is still further exaggerated.

Sound Box for Talking Machines.—Alva D. Jones, Philadelphia, Pa. Patent No. 1,192,836.

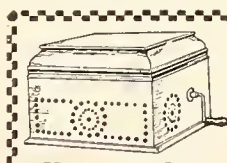
This invention in its broad aspects comprises in a sound box, the combination of a hardened rubber disc, back or body, having an opening through the center thereof, said body carrying at its rear portion a flanged rearwardly extended sleeve or coupling member adapted to engage the tone arm of a talking machine of the desired type, while said same hardened rubber body also serves as a carrier for a metallic annular member having a pair of integral lugs for pivotally supporting the stylus bar and said annular member



also having an inwardly projecting annular ring portion provided with a gasket retaining lip, said lip holding in position between it and said rubber back, a pair of annular gaskets between which a diaphragm is held, the stylus bar being secured at its inner end to said diaphragm and pivotally supported between said lugs.

Figure 1 represents a vertical section on line x—x Fig. 2 of a sound box embodying the invention. Fig. 2 represents, on an enlarged scale, a front elevation of Fig. 1. Fig. 3 represents a view similar to that of Fig. 1, of a modified form of construction.

Eugene F. Haines, of Mt. Holly, N. J., and Miss Anna Lee Tovey, of Camden, N. J., were married last week. Mr. Haines is connected with the Victor Talking Machine Co.


Greatest value on the market. Distributors inquire for special prices.
Harpvola Talking Machine Co.,
Harrisburg, Pa.

RECORD BULLETINS FOR NOVEMBER, 1916.

COLUMBIA GRAPHOPHONE CO.

SYMPHONY SINGLE DISC RECORDS

HIPOLITO LAZARO, *Tenor*

48762 Aïda (Verdi). "Celeste Aïda" (Radiant Aïda). Tenor Solo, orch. accomp.....Hipolito Lazaro 12

48741 La Bohème (Puccini). "Che Gelida Manina" (How Cold Your Hands). Tenor Solo, orch. accomp. .....Hipolito Lazaro 12

48747 L'Africana (Meyerbeer). "O Paradiso!" (Oh! Paradise on Earth). Tenor Solo. orch. accomp., Hipolito Lazaro 12

48783 I Puritani (Bellini). "A Te O Cara (Often, Dearest). Tenor Solo, orch. accomp., Hipolito Lazaro 12

SYMPHONY DOUBLE DISC RECORDS

Metropolitan Voices Sing for Columbia

A5865 Im Kuhlen Keller Sitz Ich Hier (Down Deep Within the Cellar) (Fischer). Sung in German, with orch. accomp., Carl Braun, Metropolitan Opera Bass 12

"Der Waffenschmied." Lied Des Waffenschmied (Song of the Armorer) (Auch Ich War Ein Jungling) (Lortzing). Sung in German with orch. accomp., Carl Braun, Metropolitan Opera Bass 12

A2076 Spielmannsleben (Lorleberg). "Minstrel Life." Part III. Sung in German, with orch. accomp. Otto Goritz, Metropolitan Opera Baritone 10

Spielmannsleben (Lorleberg). "Minstrel Life." Part IV. Sung in German, with orch. accomp., Otto Goritz, Metropolitan Opera Baritone 10

A54864 Die Beiden Grenadiere (The Two Grenadiers) (Schumann). Sung in German, with orch. accomp., Herman Weil, Metropolitan Opera Baritone 12

Wald Andacht (Forest Worship) (Abt). Sung in German, with orch. accomp., Herman Weil, Metropolitan Opera Baritone 12

LOUIS GRAVEURE, *Baritone*

A5870 O Lovely Night (Ronald). Baritone Solo, piano and 'cello accomp.....Louis Graveure 12

A Farewell (Liddle). Baritone Solo, orch. accomp. .....Louis Graveure 12

MORGAN KINGSTON, *Tenor*

A5863 Onaway, Awake, Beloved! (Coleridge-Taylor). Tenor Solo, orch. accomp..Morgan Kingston 12

Judas Maccabaeus (1746) "Sound an Alarm" (Handel). Tenor Solo, orch. accomp., Morgan Kingston 12

EDDY BROWN, *Violinist*

A5859 Variations On a Theme by Corelli (Tartini-Kreisler). Violin Solo. George Falkenstein at the piano.....Eddy Brown 12

Witches Dance (Küzdo). Violin Solo, Eddy Brown 12

LEOPOLD GODOWSKY, *Pianist*

A5858 Serenata (Moszkowski-Scharfenberg) and Valse in E Minor (Chopin-Joseffy). Piano solo, Leopold Godowsky 12

Berceuse (Chopin). Piano Solo, Leopold Godowsky 12

FLORENCE MACBETH, *Soprano*

A5867 Parla Waltz (Arditi). Soprano Solo, orch. accomp. .....Florence Macbeth 12

Lo, Here the Gentle Lark (Bishop). Soprano Solo, orch. accomp.....Florence Macbeth 12

CHICAGO SYMPHONY ORCHESTRA

A5860 Carmen (Bizet). Two Spanish Dances. Frederick Stock, Conductor, Chicago Symphony Orchestra 12

Sleeping Beauty Waltz (Tschaikowsky). Frederick Stock, Conductor, Chicago Symphony Orchestra 12

LUCY GATES, *Soprano*

A5866 All Through the Night (Old Welsh Air). Soprano Solo, orch. accomp.....Lucy Gates 12

Shells of Ocean (Cherry). Soprano Solo, orch. accomp.....Lucy Gates 12

BLUE-LABEL DOUBLE-DISC RECORDS

Popular Hits of the Month

A2084 For Dixie and for Uncle Sam (Ball). Orch. accomp. .....Peerless Quarette 10

Way Out Yonder in the Golden West (Weinrich). Contralto Solo, orch. accomp. Dolly Connolly 10

A2085 Across the Rio Grande (Ball). Orch. accomp., Peerless Quartette 10

When Orders Come to Go (Hager). Tenor Solo, orch. accomp.....Henry Burr 10

A2083 Just One Day (Lange). Orch. accomp., Peerless Quarette 10

Not So Very Far From Zanzibar (Olman). Orch. accomp.....Sterling Trio 10

A2081 When the Black Sheep Comes Home (Berlin). Tenor Solo, orch. accomp.....Ernest Aldwell 10

Turn Back the Universe and Give Me Yesterday (Ball). Tenor Solo, orch. accomp, Ernest Aldwell 10

A2082 Come On and Baby Me (Meyer). Soprano Solo, orch. accomp.....Marguerite Farrell 10

Love Is Just a Lottery (Von Tilzer). Soprano and Tenor Duet, orch. accomp., Grace Nash-M. J. O'Connell 10

A2088 Somewhere There's a Little Cottage Standing (Marshall). Baritone Solo, orch. accomp., Henry I. Marshall 10

You Were Just Made to Order for Me (Von Tilzer). Soprano and Tenor Duet, orch. accomp...Marguerite Farrell-M. J. O'Connell 10

A2086 He's Got a Bungalow (Ward). Baritone Solo, orch. accomp.....Arthur Fields 10

The Dance of All Nations' Ragtime Ball (Gotler). Mezzo-Soprano Solo, orch. accomp., Anna Chandler 10

A2091 There's a Little Bit of Bad in Every Good Little Girl (Clarke-Fischer). Tenor Solo, orch. accomp. .....Irving Kaufman 10

In Florida Among the Palms (Berlin). Tenor Solo, orch. accomp.....Irving Kaufman 10

DANCE RECORDS OF THE MONTH

A5862 American Jubilee (Claypoole). Fox-trot. Patriotic Rag).....Prince's Band 12

I Lost My Heart in Honolulu (Cobb-Edwards). Introducing "You Can't Keep a Squirrel on the Ground." Fox-trot.....Prince's Band 12

A5868 The Two Key Rag (Hollander). Fox-trot, Prince's Band 12

Welcome, Honey, to Your Old Plantation Home (Gumble-Botsford). Introducing "On the Old Dominion Line." One-step, Prince's Band 12

A5869 In Florida Among the Palms (Berlin). One-step. Prince's Band 12

Mississippi Days (Piantadosi). One-step, Prince's Band 12

A5872 Romany Waltz (Keiser).....Prince's Orchestra 12

Valse Pathetique (Onivas)...Prince's Orchestra 12

BLUE-LABEL DOUBLE-DISC RECORDS

A2080 Now He's Got a Beautiful Girl (Snyder). Orch. accomp. .....Al. Jolson, Comedian 10

You Ain't No Relation of Mine (O'Connor-Horn). orch. accomp., George O'Connor, Character Singer 10

A2078 The Lee Family (Rogers and Vodery). Orch. accomp. .....Bert Williams, Comedian 10

I'm Gone Before I Go (Carroll). Orch. accomp., Bert Williams, Comedian 10

A2075 Angels Meet Me at the Crossroads (Hays). Baritone Solo, orch. accomp..Harry C. Browne 10

Angel Gabriel (Stewart). Baritone Solo, orch. accomp. .....Harry C. Browne 10

A2028 Bonnie Sweet Bessie (Gilbert). Soprano Solo, orch. accomp.....Grace Kerns 10

When the Roses Bloom (Reichardt). Soprano Solo, orch. accomp.....Grace Kerns 10

A2074 La Feria—La Reja (Lacombe). George Barrere, conductor .....Little Symphony Orchestra 10

Aubade No. 1 (Lalo) (Arr. by H. Mouton). George Barrere, Conductor, Little Symphony Orchestra 10

A2071 Rose of My Heart (Lohr). Soprano-Tenor Duet, orch. accomp.....Grace Kerns-Reed Miller 10

Kilkenny (Harmonized and arranged by Rudolf Thaler). (An old Irish air). Tenor Solo, orch. accomp.....Charles Harrison 10

A2073 O My Father (McGranahan). Orch. accomp., Columbia Mixed Quartette 10

We Thank Thee, O God, for a Prophet (Fowler and Norton). Baritone Solo, orch. accomp., Andrea Sarto 10

A2077 Kalaluhi's Hawaiian Medley of Hulas (Cunha and Kailimai). Introducing (1) "My Honolulu Tom Boy," (2) "My Honolulu Hula Girl," (3) On the Beach at Waikiki," (4) "Waikiki." George Kalaluhi's Hawaiians. Hawaiian Orchestra 10

Waiu Lulilui. Helen Louise, Frank Ferera and Sam Kainoa .....Guitar and Ukulele Trio 10

A2079 Liberty Bell March (Sousa).....Prince's Band 10

Standard Bearer March (Fahrbach). Prince's Band 10

A2089 Sweet Genevicve (Tucker). Violin, 'Cello and Piano .....Taylor Trio 10

Silver Threads Among the Gold (Danks). Violin, 'Cello and Piano.....Taylor Trio 10

A2057 The Band Festival at Plum Center (Doty). Steve Porter, Ada Jones and Byron G. Harlan, Descriptive Trio 10

New York Hippodrome Rehearsal (R. H. Burnside). orch. accomp., New York Hippodrome Chorus and Manager 10

STUPENDOUS ORCHESTRAL RECORDINGS OF FAVORITE OPERATIC SELECTIONS

A5857 Gioconda (Ponchielli). "Dance of the Hours." Part I.....Prince's Symphony Orchestra 12

Gioconda (Ponchielli). "Dance of the Hours." Part II.....Prince's Symphony Orchestra 12

A5871 The Prophet (Meyerbeer). "Coronation March." Prince's Symphony Orchestra 12

Cavalleria Rusticana (Mascagni). Intermezzo, Prince's Symphony Orchestra 12

A2090 Zaragoza (Franco). Jota. National Spanish Dance. Luis Casas, Conductor, Infantry Band of Havana 10

Amorose (Franco). Waltz. Lius Casas, Conductor .....Infantry Band of Havana 10

A5861 Mikado (Sullivan). "Madrigal." Orch. accomp. Florence Macbeth, soprano; Margaret Keyes, contralto; Morgan Kingston, tenor, and Frank Croxton, bass..... 12

Yeoman of the Guard "Strange Adventure" (Sullivan). orch. accomp., Florence Macbeth, soprano; Margaret Keyes, contralto; Morgan Kingston, tenor; and Frank Croxton, bass..... 12

VICTOR TALKING MACHINE CO.

POPULAR SONGS

18128 The Two-Key Rag (Joe Hollander), Collins-Harlan 10

Honest Injun (Sterling-Moran-Von Tilzer), Collins-Harlan 10

18129 On a Summer Night (Goodwin-Edwards), Avon Comedy Four 10

Just One Day (Bobby Heath-Arthur Lange), Peerless Quartet 10

18133 Way Out Yonder in the Golden West (Percy Wenrich) .....Avon Comedy Four 10

I Ain't Got Nobody Much (Roger Graham-Spencer Williams) .....Marion Harris 10

18134 Mississippi Days (Ballard Macdonald-Al. Piantadosi). (Banjo by Van Eps)..Peerless Quartet 10

Dancing Down in Dixieland (Abe Olman-Irving Bibo) .....M. J. O'Connell 10

18137 Moonshine Sally (McCarthy-Johnson-Santly), Albert Campbell-Henry Burr 10

You Were Just Made to Order for Me (H. Von Tilzer) .....Albert Campbell-Henry Burr 10

18138 The Eves of Heaven (My Mother's Star). (Wm. A. Wilander-Harry De Costa)....Henry Burr 10

In Florida Among the Palms (Irving Berlin), Sterling Trio 10

18139 When Uncle Sammy Leads the Band (Lou Klein-Harry Von Tilzer).....Peerless Quartet 10

L-I-B-E-R-T-Y (Ted S. Barron).....Henry Burr 10

18143 There's a Little Bit of Bad in Every Good Little Girl (Grant Clarke-Fred Fischer..Billy Murray 10

I'm Gonna Make Hay While the Sun Shines in Virginia (Young-Lewis-Gottler).Marion Harris 10

DANCE RECORDS

18141 Under the Rambling Roses—Fox-trot (S. R. Henry) .....Conway's Band 10

Bantam Step—Fox-trot (Jentes). Conway's Band 10

18142 The Clown Dance—Fox-trot (M. L. Lake), Conway's Band 10

Poet's Vision—Waltz (J. S. Deutsch) (Arr. by Tobani) .....Conway's Band 10

35575 Yearning for You—Waltz (McKee), McKee's Orchestra 12

Irresistible Waltz (McKee)..McKee's Orchestra 12

35587 The Big Show—One-step (from Hippodrome Show) (Hubbell-Darewski). "My Skating Girl"—"We'll Stand by Our Country"—"Come On Down to Rag Time Town"..Victor Band 12

She Is the Sunshine of Virginia—Medley One-Step (Carroll-Dreyer). "The Stormy Sea of Love"—"My Country I Hear You Calling Me"—"I'm Gone Before I Go"—"She Is the Sunshine of Virginia".....Victor Band 12

MISCELLANEOUS INSTRUMENTAL RECORDS

17844 By the Brook—Revcrie (Au bord du ruisseau) (Adolphe Fischer) (Violoncello Solo) (Pianoforte by George Falkenstein).....May Mukle 10

Lullaby (Alice Bredt-Verne) (Violoncello Solo) (Pianoforte by George Falkenstein), May Mukle 10

18092 Stars and Stripes Forever March (Sousa), Hurtado Bros. Royal Marimba Band 10

Love's Power—Waltz (Santamaria), Hurtado Bros. Royal Marimba Band 10

18121 Battle of the Nations (E. T. Paull), Conway's Band 10

Napoleon's Last Charge (Ellis-Paull), Conway's Band 10

18130 Sweet Genevieve (Henry Tucker) (Violin-'Cello-Piano) .....McKee Trio 10

When You and I Were Young, Maggie (Butterfield) (Violin-'Cello-Piano).....McKee Trio 10

18140 Saxophone Sohs—Fox-trot (E. Erdman) (Saxophone Sextette).....Six Brown Brothers 10

Walkin' the Dog—Fox-trot (Brooks-Shrigley) (Saxophone Sextette).....Six Brown Brothers 10

18145 (1) My Old Kentucky Home (Stephen C. Foster). (2) Battle Hymn of the Republic (Julia Ward Howe) (Air "John Brown's Body") .....Victor Military Band 10

(1) Believe Me, If All Those Endearing Young Charms (Old Irish) (Thomas Moore) (2) Home, Sweet Home (Payne-Bishop), Victor Military Band 10

35569 Poet and Peasant Overture (von Suppé) (Accordion Solo) .....Pietro 12

Pique Dame Overture (von Suppé) (Accordion Solo) .....Pietro 12

35580—Fifth Symphony (2d Movement—Andante con moto—Part 1) (Beethoven)..Victor Orchestra 12

Fifth Symphony (2d Movement—Andante con moto—Part 2) (Beethoven)..Victor Orchestra 12

35584 Zampa Overture—Part I (Herold), New Symphony Orchestra of London 12

Zampa Overture—Part II (Herold), New Symphony Orchestra of London 12

35583 Chimes of Normandy Selection (Planquette), Introduction—"On Billow Rocking"—"With Joy My Heart"—"As He's Looking Somewhat Pale"—"Legend of the Bells"—"Just Look at That, Just Look at This"—"The Cider Song"—Finale .....Victor Concert Orchestra 12

Erminie Selection (Jakobowski) (Arr. by Theo. Tobani)—"Soldiers' Chorus"—"Downy Jail-Birds of a Feather"—"Dream Song"—"Darkest the Hour"—"What the Dicky Birds Say"—"Lullaby"—Finale...Victor Concert Orchestra 12

VOCAL RECORDS

18122 To-day (Carrie Jacobs-Bond) (Poem by John Bennett) .....Elsie Baker 10

The Melody of Home (Bowles-Stephenson), John Barnes Wells 10

18132 On the Beach at Waikiki—Medley Hula (with Ukulele and Guitar by Louise and Ferera)—Introducing "Bath House Hula" and "Two More Hula".....Wright and Dietrich 10

My Luau Girl (H. Kailimai) (with Ukulele and Guitar by Louise and Ferera), Wright and Dietrich 10

18135 You've Got Me Going with Your Irish Eyes (A. Von Tilzer).....Marguerite Farrell 10

Sweet Babette She Always Did the Minuet (Sterling-Moran-H. Von Tilzer)..Marguerite Farrell 10

18136 Foolish Questions (Hone).....Ada Reeve 10

Father's Little Man (Elton).....Ada Reeve 10

18146 Sweet Is True Love (from "Idyles of the King"—"Lancelot and Elaine") (Tennyson-Gilchrist) .....Elsie Baker 10

My Bonnie Lass She Smileth (Old English) (George B. Nevin).....Lyric Quartet 10

35577 The Hospital Patients (Golden-Marlowe), Golden-Marlowe 12

The Liar's Contest (Golden-Marlowe), Golden-Marlowe 12

35578 Songs of the Past—No. 17 ("Harrigan-Hart-Braham Melodies," No. 2)—Chorus, "Denny Grady's Hack"—Mixed Qt., "The Market on Saturday Night"—Solo and Chorus, "Never Take the Horse-Shoe from the Door"—Solo and Chorus, "The Babies on Our Block"—Solo and Mixed Qt., "The Old Feather Bed"—Male Qt., "Mary Kelly's Beau"—Chorus, "Slavery's Passed Away"—Chorus, "Dip Me in de Golden Sea".....Victor Mixed Chorus 12

Songs of the Past—No. 18 ("Harrigan-Hart-Braham Melodies," No. 3)—Chorus, "Major Gilfeather"—Solo and Male Qt., "My Dad's Dinner Pail"—Solo and Male Qt., "I Never Drink Behind the Bar"—Solo and Male Qt., "Are You There Moriarity"—Solo and Chorus, "Sweet Mary Ann"—"Solo and Mixed Qt., "Maggie Murphy's Home"—Solo and Chorus, "Put on Your Bridal Veil." Victor Mixed Chorus 12

35581 Berceuse from Jocelyn (Godard) ('Cello obbligato).....Olive Kline-Marguerite Dunlap-Elizabeth Wheeler 12

Blow, Trumpet, for the World Is White With May (from "The Coming of Arthur") (Tennyson-George B. Nevin).....Orpheus Quartet 12

45101 The House of Memories (St. John Adcock-Florence Aylward).....Reinald Werrenrath 10

Tommy Lad (E. J. Margetson) (Poem by Edward Teschemacher).....Reinald Werrenrath 10

RED SEAL RECORDS

EMMA CALVE, *Soprano—In French*

(Pianoforte by Romualdo Sapio)

88572 Three Little Songs for Very Little Children (Trois chansons pour les tout petits) (a) "Frère Jacques" (Brother James); (b) "Au clair de la lune" (In the Moonlight); (c) "Une poule" (The Hen)..... 12

ENRICO CARUSO, *Tenor—In French*

88561 Chantique de Noël (Holy Night)..Adolphe Adam 12

JULIA CULP, *Contralto—In German*

74461 Du bist die Ruh' (My Sweet Repose)..Schubert 12

EMILIO DE GOGORZA, *Baritone—In English*

74478 The Magic Song (Das Zauberlied), Meyer-Helmund 12

MABEL GARRISON, *Soprano—In French*

(Orchestra under the direction of George Siemonn)

74491 Lakmé-Où va la jeune Hindoue (Bell Song), Delibes 12

ALMA GLUCK, *Soprano*—EFREM ZIMBALIST, *Violinist*

(With String Quartet)

88573 Sing Me to Sleep. Clifton Bingham-Edwin Greene 12

FRIEDA HEMPEL, *Soprano*

88567 The Last Rose of Summer (Introduced into Flotow's Opera, "Martha").....Thomas Moore 12

LOUISE HOMER, *Contralto*

87264 Where Is My Boy To-night.....Rev. R. Lowry 10

JOHN MCCORMACK, *Tenor*

64606 Cradle Song 1915 (Adapted from "Caprice Viennois").....Alice Mattullath-Fritz Kreisler 10

MAUD POWELL, *Violinist*

(Pianoforte by Arthur Loesser)

64621 Guitarrero ..... Frank Drdla 10

CLARENCE WHITEHILL, *Baritone*

(With Male Quartet)

64608 Tramp, Tramp, Tramp.....George F. Root 10

HERBERT WITHERSPOON, *Bass*

64535 Just You.....Madge M. Miller-H. T. Burleigh 10

EDISON BLUE AMBEROL RECORDS

CONCERT LIST

28245 Ernani! Involami--Ernani (Giuseppe Verdi). Soprano Solo in Italian, orch. accomp..Alice Verlet

28246 Tambourin Chinois (Fritz Kreisler). Op. 3, Violin, Piano accomp. by Jacques Grunberg, Mary Zentay

REGULAR LIST

2986 Arrah Go On, I'm Gonna Go Back to Oregon. Tenor Solo, orch. accomp.....Billy Murray

3000 By the Sad Luana Shores—Step This Way (E. Ray Goetz). Soprano and Tenor Duet, orch. accomp....Elizabeth Spencer-Geo. Wilton Ballard

2991 Good-Bye, Good Luck, God Bless You (Ernest R. Ball). Soprano and Tenor Duet, orch. accomp.....Gladys Rice-Walter Van Brunt

2996 In a Dusty Caravan (Gilbert-Lee). Tenor Solo, orch. accomp.....Walter Van Brunt
2995 San San Soo (from "Hip-Hip Hooray"), New York Hippodrome (Alf. J. Lawrance), Tenor Solo, orch. accomp., George Wilton Ballard and Chorus
3009 She Is the Sunshine of Virginia (Harry Carroll). Tenor Solo, orch. accomp.....Walter Van Brunt
2997 There's a Little Baby Up in the Moon (David-Godfrey-Wright). Tenor Solo, orch. accomp., Irving Kaufman
2989 When That Little Yellow Fellow Plays Piano (Hannah Plays Banjo) (David Lindeman). Orch. accomp. Arthur Collins and Bryon G. Harlan

SONGS AND BALLADS

2998 Home, Sweet Home (Payne-Bishop). Soprano Solo, orch. accomp.....Betsy Lane Shepherd
2987 I'll Take You Home Again, Kathleen (Thomas P. Westendorf). Tenor Solo, orch. accomp., Walter Van Brunt and Chorus
2994 In Dreamy Spain (Alberto Rizzi). Soprano Solo., orch. accomp.....Elizabeth Spencer
3003 Songs of Other Days—No. 3, Mixed Voices, orch. accomp.....Metropolitan Mixed Chorus
2992 Sundial (Herman Darewski). Contralto Solo, orch. accomp.....Helen Clark
2990 There's a Garden in Old Italy (Jack Glogau). Tenor Solo, orch. accomp.....Irving Kaufman

BANDS AND ORCHESTRAS

3002 Bantam Step—Fox-trot (Harry Jentes). For Dancing.....Jaudas' Society Orchestra
3008 Boomerang March.....New York Military Band
2993 Dragon's Eye (Byron Gay).....Peerless Orchestra
3011 Smiles, Then Kisses—Waltz (Chas. W. Ancliffe). Waikiki Hawaiian Orchestra
3005 Spring Bird—Intermezzo (Abe Olman). Sodero's Band
2988 Sunset on the St. Lawrence—Waltz (M. Keller). For Dancing.....Juadas' Society Orchestra

WITH THE FUNMAKERS

3010 He's the Makin's of a Darn'd Fine Man (Otto E. Herman). Comic Song, orch. accomp. Ada Jones
2999 I Sent My Wife to the Thousand Isles (Harry Von Tilzer). Comic Song, orch. accomp., Billy Murray
3007 Two-Key Rag (Joe Hollander). Tenor and Baritone Duet, orch. accomp., Arthur Collins-Byron G. Harlan

A STIRRING PATRIOTIC NUMBER

3006 For Dixie and Uncle Sam (Ball). Tenor Solo, orch. accomp...George Wilton Ballard and Chorus

AN IMPRESSIVE SACRED QUARTET

3001 I Surrender All (W. S. Weeden). Sacred, orch. accomp.....Metropolitan Quartet

A BRILLIANT XYLOPHONE SOLO

3004 Valse Danseuse (Walter E. Miles), Xylophone Solo, orch. accomp.....William Dorn

TWO SWEDISH RECORDS

9446 Moder Svea—No. 1 (Swedish Songs and Dances), New York Military Band
9447 Moder Svea—No. 2 (Swedish Songs and Dances), New York Military Band

PATHE FRERES PHONOGRAPH CO.

NEW OPERATIC AND IMPORTANT VOCAL RECORDS

60007 La Tosca, "E lucevan le steele" (Puccini), in Italian. Tenor Solo, piano accomp., F. Constantino 12
La Tosca, "Recondita armonia" (Puccini), in Italian. Tenor Solo, piano accomp., F. Constantino 12
60029 Cavalleria Rusticana, "Siciliana" (Mascagni) in German. Tenor Solo, orch. accomp., F. Vogelstrom 12
Les Huguenots, "Auftritt Des Raoul" (Meyerbeer), in German. Tenor Solo, orch. accomp., F. Vogelstrom 12
62021 The Pearl Fishers, "Della mia vita rosa asso-pita" (Bizet), in Italian. Tenor Solo, orch. accomp. .....Aristodemo Giorgini 12
I Pagliacci, "No Pagliaccio non son" (No Punchinello, no more) (Leoncavallo), in Italian. Tenor Solo, orch. accomp., Aristodemo Giorgini 12
80013 Aurora, "Inno alla Bandiera" (Puccini), in Italian, Tenor Solo, orch. accomp., Amedeo Bassi 14
Manon Lescaut, "Donna non vidi mai" (Puccini), in Italian. Tenor Solo, orch. accomp., Amedeo Bassi 14
80018 Don Pasquale, "Cerchero lontana terra" (Donizetti), in Italian. Tenor Solo, orch. accomp.....Aristodemo Giorgini 14
Don Pasquale, "Serenata" (Donizetti), in Italian. Tenor Solo, orch. accomp., Aristodemo Giorgini 14
80032 Faust, "Rammenta i lieti di" (Gounod), in Italian. Bass Solo, orch. accomp..G. Bardi 14
Faust (Serenata), "Tu che fai l'Addormentata" (Gounod), in Italian. Bass Solo, orch. accomp. .....G. Bardi 14

NEW BETTER CLASS VOCAL SELECTIONS

35013 Keep the Home Fires Burning (Novello). Soprano Solo, orch. accomp.....Mary Ryan 12
Ask Nothing More (Marzials), Baritone Solo, orch. accomp.....Arthur Grover 12
70012 Pirates of Penzance, "Gems," Part 1 (Sullivan).....Imperial Light Opera Co. 14
Pirates of Penzance, "Gems," Part 2 (Sullivan).....Imperial Light Opera Co. 14

NEW INSTRUMENTAL NOVELTIES

20037 When Irish Eyes Are Smiling (Ball). Cornet Solo, orch. accomp.....Sergeant Leggett 10½
The Sailor's Hornpipe. Piccolo Solo, orch. accomp.....George Ackroyd 10½
35014 The Sun Dance (Friedman) (Characteristic Indian Dance), Van Eps-Panta Dance Orchestra 112
Chinese Picnic and Oriental Dance (Victor Herbert)...Van Eps-Panta Dance Orchestra 12
40046 Serenade (Gounod), Violin, Harp and Flute, Cecilia Trio 12
Whisper and I Shall Hear (Piccolomini). Violin, Harp and Flute.....Ackroyd Trio 12
40055 Melody in F (Rubenstein). Violoncello Solo, piano accomp.....Josef Hollmann 12
Serenade (Blockoe). Violoncello Solo, piano accomp. .....Josef Hollmann 12
20001 I Ain't Got Nobody (Young and Warfield). Orch. accomp.....Arthur Collins, Baritone 10½
My Rosary of Dreams (Frost and Keithley). Orch. accomp.....Henry Burr, Tenor 10½
20027 Aloha Oe (Farewell to Thee) (Liliuokalani). Louise & Ferera Hawaiian Orchestra accomp. Mary Ryan, Soprano 10½
On the South Sea Isle (Harry Von Tilzer). Louise & Ferera Hawaiian Orchestra accomp. Sterling Trio 10½
20030 If I Knock the "L" Out of Kelly, from "Step This Way" (Young & Grant). Orch accomp. Louis J. Winsch, Baritone 10½
At Home with My Pathé Pathephone (E. R. Miller). Orch. accomp. Louis J. Winsch, Baritone 10½
20031 Sometimes You Get a Good One and Sometimes You Don't (Sterling and Von Tilzer). Orch. accomp.....Joe Remington, Baritone 10½
I'm Neutral (Gantvoort and De Costa). Orch. accomp. .....Joe Remington, Baritone 10½
20032 Ireland Must Be Heaven (McCarthy, Johnson and Fischer). Orch. accomp. Mary Ryan, Soprano 10½
My Honey Lu (Biese and Klickman). Orch. accomp. .....Henry Burr, Tenor 10½
20033 Honest Injun (Sterling, Moran and Von Tilzer). Descriptive Duet, orch. accomp. Collins and Harlan 10½
With His Hands in His Pockets and His Pockets in His Pants (Mahoney and Von Tilzer). Orch. accomp. Byron G. Harlan, Tenor 10½
20034 Mother Mine (Horwitz and Wilson). Orch. accomp. .....Al. H. Wilson, Tenor 10½
As the Years Roll On (Al. H. Wilson). Orch. accomp. .....Al. H. Wilson, Tenor 10½
20040 Out of the Cradle Into My Heart (Gilbert and Friedland). Orch. accomp....Sterling Trio 10½
Loveland (Routhnour and Edwards). Orch. accomp. .....Rosalie Zeamans, Soprano 10½
30303 The Mountain Guide (Bert Terrell). Orch. accomp.....Bert Terrell, Yodeling Comedian 12
My Dutch Flo (Bert Terrell). Orch. accomp. Bert Terrell, Yodeling Comedian 12
35073 There's a Rainbow in America, from "So Long, Letty" (Harris and Carroll). Orch accomp. Peerless Quartette 12
I Never Knew, from "Canary Cottage" (Earl Carroll). Orch. accomp. Henry Burr and Mary Ryan. 12

NEW FRENCH VOCAL RECORDS

30351 Laisse-moi pleurer (Vercolier), Valse Chantée, par Karl Ditan.....avec Orchestre 12
Pour Un Baiser (Patierno), Valse Chantée, par Karl Ditan.....avec Orchestre 12
30352 C'est M'sieur Poincare (Guindani et Doubis), Cri populaire, par Charlus...avec Orchestre 12
C'est Une Maladie (Gey et Doubis), Chansonette comique, par Charlus...avec Orchestre 12
30353 Un Baiser de Femme Jolie (Gavel), Romance, par Berard .....avec Orchestre 12
Le Depart Du Bleu (Daniderff), par Berard. avec Orchestre 12
30357 Oh Ma Poupee D'Amour (Rosi), Chanson sur les motifs de "Beautiful Doll," par Dalbret. avec Orchestre 12
Pauvre France (Izoird et Mailfait), par Dalbret .....avec Orchestre 12

NEW BAND AND ORCHESTRA RECORDS

20035 Kiki Valse, "The Glad Eye" (Benyon), Imperial Symphony Orchestra 10½
Nell Gwyn, Pastoral Dance (Ed. German), Imperial Symphony Orchestra 10½
20036 The Miracle (Humperdinck). Waltz, Imperial Symphony Orchestra 10½
Nell Gwyn, Country Dance (Ed. German), Imperial Symphony Orchestra 10½
20038 The Royal Legion (Sousa). March, Pathé Military Band 10½
The Crown of India (Edward Elgar), Imperial Infantry Band 10½
20039 Demoiselle Chic (Percy E. Fletcher) (Intermezzo).....Imperial Symphony Orchestra 10½
Kismet (Markev) (Intermezzo), Imperial Symphony Orchestra 10½
30019 The Spring Maid (Reinhardt), Sections, Part I.....Connaught Orchestra 12
The Spring Maid (Reinhardt), Sections, Part II.....Connaught Orchestra 12
35009 March of the Men of Harlech (Anon), Band of H. M. Scots Guards 12
The Maple Leaf Forever and Canadian Boat Song.....Band of H. M. Scots Guards 12
70028 Stradella, "Overture," Part 1 (Flotow), Pathé Military Band 14
Stradella, "Overture," Part 2 (Flotow), Pathé Military Band 14
70031 Meistersinger, "Overture," Part I (Wagner), Pathé Symphony Orchestra 14
Meistersinger, "Overture," Part 2 (Wagner), Pathé Symphony Orchestra 14
70032 Maritana, "Overture," Part 1 (Wallace), Pathé Military Band 14
Maritana, "Overture," Part 2 (Wallace), Pathé Military Band 14
70057 La Pampille (Daniderff), Novelle Dance, Bosc's Bal Tabarin Orchestra 14
Susanita (Gauwin and Villegas), Tango Argentine.....Bosc's Bal Tabarin Orchestra 14

MISCELLANEOUS NOVELTIES

30320 Well Known Stories About Sir Walter Raleigh, Told by Aunt Polly 12
The Tale of the Miller of the Dee, Told by Aunt Polly 12
30327 The Story of the Mouse and the Thomas Cat, Told by Aunt Polly 12
The Story of the Cobbler and the Brownies, Told by Aunt Polly 12
35078 Rabbit Hash (Golden), Darkey Comedy, Billy Golden and Jim Marlowe 12
A Good Friend in Rufus (Golden), Darkey Comedy.....Billy Golden and Jim Marlowe 12

NEW PATHE "DE LUXE" DANCE RECORDS

20026 Shim-Me-Sha-Wabble (Roger Graham). One or Two-step.....American Republic Band 10½
Popsy Wopsy (B. Scott). One or Two-step, American Republic Band 10½
20029 Ole Virginny (Zamecnick). One or Two-step, American Republic Band 10½
The Call of the Woods (Tyers). Descriptive Waltz).....American Republic Band 10½
35012 Romany (Keiser). Waltz, Pathé Dance Orchestra 12
The Original Chateau Three-step (Donaldson), Rector's New York Dance Orchestra 12
70095 Everybody Loves My Girl (Ayer, Goodwin and Brown). One or Two-step, Pathé Dance Orchestra 14
My Cleopatra Girl (Romberg). One or Two-Step .....Pathé Dance Orchestra 14

OPERAPHONE MFG. CORPORATION

POPULAR SONGS

1925 My Own Iona (Gilbert-Friedland-Morgan). Clark Morrell
Pretty Baby (Kahn-Jackson-Van Alystyne), from the "Passing Show of 1916".....M. J. O'Connell
1926 When Uncle Sammy Leads the Band (Von Tilzer).....Billy Edwards
A Little Bit of Bad in Every Good Little Girl.....Billy Edwards
1927 By the Sad Luana Shore (Goetz). (Ukulele accompaniment).....Sue Harvard
On the South Sea Isle (H. Von Tilzer)). (Duet).....Clark Morrell and Billy Edwards
1928 Oh! How She Could Yacki Hacki Wicki Wacki Woo (That's Love in Honolulu). Murphy-McCarron-Von Tilzer). (Duet)..Collins & Harlan
When Love Creeps in Your Heart (Bennett-Scott) .....Clark Morrell

DANCES

1625 They Made it Twice as Nice as Paradise and Called it Dixie Land (Egan-Whiting). Fox Trot.....Concert Band
Pretty Baby (Hackson-Van Alystyne), from "The Passing Show of 1916," Fox Trot, Concert Band
1626 Ole Virginny (Zamecrik). One Step..Concert Band
When the Sun Goes Down in Romany. One Step.....Concert Band

STANDARD SONGS

1826 The Nightingale (Zeller).....Sue Harvard
Love's Sorrow (Shelley).....Carl Berger
1827 Oh, That We Two Were Maying (Nevin). (Duet).....Harvard & Berger
Good Night, Little Girl, Good Night (Macy), Carl Berger
1828 I Know a Lovely Garden (D'Hardelot)..Carl Berger
Jocelyn-Berceuse (Lullaby). (Godard), Sue Harvard

INSTRUMENTALS

1724 Fete Boheme. Scenes Picturesque (Masssenet), Concert Band
On Tip Toe. Peace Characteristic (Hosmer), Concert Band
1725 The Beautiful Galatea (Overture). (Suppé), Concert Band
Lohengrin, Bridal Chorus .....Concert Band

PATRIOTIC MARCHES

1627 National Emblem (Bagley).....Military Band
Trumpet and Drum (Weldon).....Military Band

EMERSON PHONOGRAPH CO., INC.

SEVEN-INCH DOUBLE-DISC RECORDS
POPULAR SONGS OF THE DAY

785 Ireland Must Be Heaven for My Mother Came from There (Johnson and Fischer). Baritone Solo, Malvin Frankin at the piano. Herbert Morley
Turn Back the Universe and Give Me Yesterday (Ball). Baritone Solo, Malvin Franklin at the piano .....Morton Harvey
787 And They Called it Dixieland (Whiting). Baritone Solo, Malvin Franklin at the piano. Herbert Morley
Pray for the Lights to Go Out (Skidmore). Baritone Solo, accomp. by violin, trombone and piano .....Gene Rogers
786 Pretty Baby (Long, Jackson and Van Alstyne). Baritone Solo, accomp. by piano, violin and cello .....Morton Harvey
Tennessee Blues (Warner). Baritone Solo, accomp. by violin, trombone and piano..Gene Rogers

(*Continued on page* 114)

READY REFERENCE OF GENERAL SUPPLIES

DEALERS

Send for our "Trial Proposition" on the Regina Hexaphone—the latest and best paying popular priced coin-operated instrument for use in public places.

THE REGINA CO.

211 Marbridge Bldg., 34th St. and Broadway, New York City
Manufacturers of Regina Music Boxes; Reginaphones; Coin-operated Mandolin Orchestrions; Vacuum Cleaners and other specialties.

NEEDLES
WE MANUFACTURE
Diamond needles for Edison
Sapphire needles for Edison
Sapphire needles for Pathe
in stock ready for delivery
MERMOD & CO., 505 5th Ave., N. Y.

Keep Your Record Stock with

THE Heise SYSTEM TRADE MARK

Costs about $2.00 for 250 records for 50 years
Send for 20-page catalog
THE SYRACUSE WIRE WORKS,
SYRACUSE - NEW YORK

Leading Jobbers of Talking Machines in America

SERVICE FIRST
EXCLUSIVE VICTOR JOBBERS
WHOLESALE ONLY
Standard Talking Machine Co.
PITTSBURGH, PA.

Victor Exclusively
EASTERN TALKING MACHINE CO.
177 Tremont Street, Boston
VICTOR DISTRIBUTORS

Sherman, Clay & Co.
San Francisco, Los Angeles, Portland, Seattle, Spokane
PACIFIC COAST DISTRIBUTORS
Victrolas and Victor Records, Steinway Pianos, Pianola Pianos, Holton Band Instruments

Southern Victor Dealers
Largest Stock VICTROLAS and RECORDS.
Prompt Shipment and Low Freight Rates.
WALTER D. MOSES & CO.
Oldest Music House in Virginia or North Carolina.
RICHMOND, VA.

OLIVER DITSON COMPANY
BOSTON
Largest VICTOR Talking Machine Distributors East of Chicago.
Creators of "The Fastest Victor Service." Let us tell you more about our service.

The Chicago Edison Jobber
The perfection of musical Instruments—**THE EDISON** diamond disc **PHONOGRAPH**—with **EDISON** double disc records.
THE PERFECTION OF SERVICE—Our Service.
The Perfection of advertising for the dealer—Our plan.
The PHONOGRAPH CO.
229 So. Wabash Ave., CHICAGO

W. J. DYER & BRO.
Saint Paul, Minn.
VICTOR & EDISON
Distributors
Quick Service for all points in the Northwest. Machines, Records, Supplies.

1856 WURLITZER 1916
VICTOR
DISTRIBUTORS
VICTORS EXCLUSIVELY
We make a specialty of getting the order out on time—every time.
The Rudolph Wurlitzer Co.
CINCINNATI AND CHICAGO
Two points of supply; order from the nearer

GATELY-HAIRE CO., Inc.
If it's Victor, we have it
We have it if it's Victor
ALBANY, N. Y.

The PERRY B. WHITSIT CO.
Distributors of
Victrolas and Victor Records
COLUMBUS, OHIO

Pathephone
PACIFIC COAST DISTRIBUTORS
322 Post Street San Francisco

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure to have your card in this department of The Talking Machine World.

RECORD BULLETINS FOR NOVEMBER

(*Continued from page* 113)

788 There's a Little Bit of Bad in Every Good Little Girl (Fischer). Baritone Solo, accomp. by cello, violin and piano.....Morton Harvey
O'Brien Is Tryin' to Learn to Talk Hawaiian (Cormack). Baritone Solo, accomp. by piano and ukulele .....Gene Rogers
772 She Is My Rosie (Lauder). Scotch Dialect Song, accomp. by orch.....Evan Davies
Doughie the Baker (Lauder and MacFayden). Scotch Dialect Song, accomp. by orch. Evan Davies

DANCE AND STANDARD SELECTIONS

780 Sparkling Trot (Lynde). Fox-trot. Piano, Banjo and Saxophone Trio.....Van Eps Trio
The Globe Trot (Vesey). One-step. Emerson Military Band
781 Marriage Bells. Instrumental Novelty. accomp. by orch. New York Hippodrome Trap Drummer .....James Lent
Chinese Picnic and Oriental Dance. Descriptive Novelty. Banjo, accomp. by Piano.....Van Eps
782 Meditation from "Thais" (Massenet). Violin Solo, accomp. by piano.....Alberto Bachmann
Tamborin Chinois (Kreisler). Violin Solo, accomp. hy piano.....Albert Bachmann
768 Humoresque (Dvorak). Instrumental Trio. Rialto Trio
Ave Marie (Bach-Gounod). Violin, cello, accomp. hy piano .....Alberto Bachmann
784 A Little Pink Rose (Bond). Soprano solo, piano accomp.....Louise King
To-day (Bond). Soprano Solo, piano accomp. Louise King

HUMOROUS SELECTIONS

783 Louis Mann's "Cohen on the Telephone" (Louis Mann). Comic Monologue.....Louis Mann
Louis Mann's "Cohen on Astronomy" (Louis Mann). Comic Monologue.....Louis Mann

SIX-INCH RECORDS
POPULAR SONG AND DANCE HITS OF THE DAY

5100 There's a Quaker Down in Quaker Town (Solomon). Baritone Solo, accomp. by orch..Sam Ash
5126 Pretty Baby (Long, Jackson and Van Alstyne). Baritone solo, accomp. by violin, cello and piano .....Morton Harvey
5118 On the Beach at Wai Ki Ki (Kailimai). Baritone Solo. Malvin Franklin at the piano. Morton Harvey
5128 O'Brien Is Tryin' to Learn to Talk Hawaiian (Cormack). Tenor Solo, piano and ukulele accomp. .....Gene Rogers
5108 Loveland, Beautiful Land of Love (Edwards). Baritone Solo, piano accomp.....Morton Harvey
5116 She Is My Rosie (Lauder). Scotch Dialect Song. Orch. accomp.....Evan Davies
5127 The Globe Trot (Vesey). One-step. Emerson Military Band
5129 Sparkling Trot (Lynde). Fox-trot. Piano, Banjo and Saxophone Trio.....Van Epps' Trio

STANDARD AND MISCELLANEOUS SELECTIONS

5125 A Little Pink Rose (Bond). Soprano Solo, accomp. by piano .....Louise King
5114 Old Black Joe (Foster). Tenor Solo, accomp. by orch.....Henry Burr
5123 Marriage Bells. Descriptive Bell Solo, accomp. by orch. New York Hippodrome Trap Drummer .....James Lent

HUMOROUS SELECTION

5124 Hans Nix Telephones Sing Sing (Louis Mann). Comic Monologue.....Louis Mann

THE COLUMBIA AT THE BORDER

REDWOOD FALLS, MINN., October 5.—Lauterbach Bros. of this city, Columbia dealers, recently sold a Columbia Grafonola, which is being used to excellent advantage by Company L, of the Second Minnesota Infantry. This company is composed of the residents of this

How the Columbia Interests Soldiers

city, and when they left for the Texas border they selected a Grafonola to help them pass the time when they were off duty.

The members of the company state that this Columbia Grafonola has been an invaluable source of entertainment and enjoyment. The boys own a large library of Columbia records, which is most comprehensive in its scope, including all types of music from grand opera to the latest dance selections, and the machine and records are receiving continual use.

PATHEPHONE GETS FIRST PRIZE

CHICAGO, ILL., October 5.—The Hallet & Davis Piano Co. has just received an interesting letter from J. A. Hart, La Porte, Ind., stating that the Pathephone model No. 150 won first prize at the La Porte County Fair. Mr. Hart's letter reads as follows:

"It gives me great pleasure to inform you that your model No. 150 Pathé Pathephone brought down first prize at the La Porte County Fair, held at La Porte, Ind., August 28-29-31-Sept. 1. The model was entered as a special, there being two other leading makes of talking machines entered. It was very encouraging to me, as I had recently taken the agency for your machine. I expect great results in the city and county of La Porte. With best regards to you and great sales for Pathé, I remain, yours truly, J. A. Hart."

NEW BUILDING FOR VICTOR CO.

The United Electric Construction Co., of Philadelphia, Pa., was awarded a contract last month for the construction of a new building for the Victor Talking Machine Co., of Camden, N. J., which will cost $25,000. The architects are Ballinger & Perrot.

W. M. SHLAES IN WINNIPEG

W. M. Shlaes formerly of Hancock, Minn., is now located in Winnipeg, where he is secretary and treasurer of the Melotone Talking Machine Co., which recently started business there.

The Metronola Phonograph Co., New York, has increased its capital stock from $100,000 to $1,000,000.

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

The Highest Class Talking Machine in the World

Not merely a claim, but a fact!

IT'S easy enough to say "This is the best!" It's something else to *prove* it. Sonora not merely substantiates its claim of being *the peerless phonograph* by pointing to its winning of the highest score for tone quality at the Panama-Pacific Exposition, but it invites the most critical comparison *point* by *point*.

When you consider the purchase of a mechanical product (which a phonograph assuredly is) you investigate its details—its construction. In an automobile you want to know the kind of tires, the make of bearings, the type of motor, the style of transmission, etc.

READ again the second cover of this issue. **Check, feature against feature, the Sonora with every phonograph and talking machine and you'll be *convinced* that Sonora stands in a class alone.**

Sonora is popular. Its sales increase by tremendous leaps each year. *It is the instrument you should sell.* Write today regarding an agency.

Guaranteed!

AGAIN Sonora leads the way. Every Sonora phonograph is guaranteed absolutely as to materials, workmanship, finish, construction and perfection of operation for one year from the date of purchase. ("Supreme" model is guaranteed for five years.) And that there may be no doubt whatsoever, a *written* guarantee is given with each machine.

TEN SUPERB MODELS

$45 $60 $75 $100 $150 $175 $190 $225 $350 $1000

SONORA PHONOGRAPH CORPORATION

GEORGE E. BRIGHTSON, President

MID-WESTERN OFFICE
320 S. Wabash Ave., Chicago, Ill.

MAIN OFFICES AND SALESROOMS
57 Reade St., New York

WESTERN OFFICE
344 Geary St., San Francisco, Cal.

How High Are Your Merchandising Standards?

The higher your merchandising standards the more eligible you would be for an Edison dealership.

Successful Edison dealership requires merchandising standards of a high order —standards in keeping with the distinctive and superior qualities of

The NEW EDISON

Edison sales methods are as distinctive as the New Edison itself. They are sales *creative*. The dealer who succeeds in obtaining an Edison Probationary Zone license not only secures the benefit of this sales creative work, but has the opportunity to demonstrate that no additional dealers are required to produce the maximum Edison business from his zone.

An Edison dealership is a worth while dealership.

THOMAS A. EDISON, Inc.

279 Lakeside Ave: Orange, N. J.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS

CALIFORNIA
Los Angeles—Diamond Disc Distributing Co.
San Francisco—Pacific Phonograph Co.

COLORADO
Denver—Denver Dry Goods Co.

CONNECTICUT
New Haven—Pardee-Ellenberger Co.

GEORGIA
Atlanta—Phonographs, Inc.

ILLINOIS
Chicago—The Phonograph Co.

INDIANA
Indianapolis—Kipp Phonograph Co.

IOWA
Des Moines—Harger & Blish.
Sioux City—Harger & Blish.

LOUISIANA
New Orleans—Diamond Music Co., Inc.

MASSACHUSETTS
Boston—Pardee-Ellenherger Co.

MICHIGAN
Detroit—Phonograph Co., of Detroit.

MINNESOTA
Minneapolis—Laurence H. Lucker.

MISSOURI
Kansas City—The Phonograph Co. of Kansas City.
St. Louis—Silverstone Music Co.

MONTANA
Helena--Montana Phonograph Co.

NEBRASKA
Omaha—Shultz Bros.

NEW YORK
Albany—American Phonograph Co.
New York—The Phonograph Corp. of Manhattan.
Syracuse—Frank E. Bolway & Son, Inc.

OHIO
Cincinnati—The Phonograph Co.
Cleveland—The Phonograph Co.

OREGON
Portland—Pacific Phonograph Co.

PENNSYLVANIA
Philadelphia—Girard Phonograph Co.
Pittsburgh—Buehn Phonograph Co.
Williamsport—W. A. Myers.

TEXAS
Dallas — Texas-Oklahoma Phonograph Co.
El Paso—El Paso Phonograph Co., Inc.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—C. B. Haynes & Co.

WASHINGTON
Seattle—Pacific Phonograph Co., N.W.
Spokane—Pacific Phonograph Co.

WISCONSIN
Milwaukee—The Phonograph Co. of Milwaukee.

CANADA
Montreal—R. S. Williams & Sons Co., Ltd.
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Calgary—R. S. Williams & Sons Co., Ltd.

VOL. XII. No. 11.

SINGLE COPIES, 20 CENTS
PER YEAR, ONE DOLLAR

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

Published Each Month by Estate of Edward Lyman Bill at 373 Fourth Ave., New York, November 15, 1916

Victrola XVI, $200
Mahogany or oak

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

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

Entered as second-class matter May 2 1905, at the post office at New York, N. Y., under the act of Congress of March 2, 1879.

Sold before the invoice arrived!

A dealer who was handling the . . . . phonograph decided that his stock was not moving fast enough. After careful consideration he decided to store his line and to take over the Sonora agency.

He sent in an initial order that he thought would care for his business till just prior to Christmas, if not till New Year's.

In 3 days *before the invoice reached him, he had sold the greater part* of his order and had telephoned in an additional order for double the number of machines. He will sell about *five times* the number of Sonoras that he had estimated.

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

is admittedly

The Highest Class Talking Machine in the World

and the public never forgets (Sonora's steady, keen advertising sees to this) that

"The only jury which heard and tested all of the phonographs at the Panama-Pacific Exposition recommended that Sonora be given a marking for tone quality higher than that given to any other phonograph or talking machine."

No dealer can afford *not* to consider the remarkable advantages which a Sonora agency offers. Write today and learn whether *your* territory is still open.

TEN UNEQUALLED MODELS

$45 $60 $75 $100 $150 $175 $190 $225 $350 $1000

SONORA PHONOGRAPH CORPORATION

GEORGE E. BRIGHTSON, President

EXECUTIVE OFFICES, 57 Reade Street, NEW YORK CITY

CHICAGO, 320 S. Wabash Avenue SAN FRANCISCO, 109 Stockton Street

Each Sonora is guaranteed for one year

DEALERS PROTECT YOURSELVES!

The Sonora Phonograph is manufactured and sold under an agreement which permits it to operate under the GREAT BASIC PATENTS of the phonograph industry. Therefore dealers selling the Sonora are safe from troublesome litigation.

The Talking Machine World

Vol. 12. No. 11 | New York, November 15, 1916 | Price Twenty Cents

THE DIFFICULTY OF TURNING FIGURES INTO DOLLARS

Can't Be Done Without a Makeup in These Days of Big Business—Something of the Fellow Who Follows the Janitor's Example and Tries to Clean Up—Interesting Disquisition

"Figures don't lie. Of course not, they stand up. That's about as far as the old proverb works. Figures—just plain little numerals—have started up more trouble for these get-rich-quick boys than anything that has ever come over the river. Figures about the other fellow's business have caused more would-be captains of industry to hit the skids than any other one factor," said the Old Timer. "Many a young and trusting heart who has read the reports of a machine shortage and seen the figures showing the millions in profits made by the big talking machine concerns staring him in the face in the next column, immediately goes over to Riverside drive or the Lake Front and picks out where he is going to build his mansion; does a little Weston through Benzine Buggy Row, and picks out the twelve-cylinder locomotive that is going to haul him around; and counts up his cash and finds that he has got $147.14, but with no place to go. The next morning sees him launched as a talking machine manufacturer. He buys a dozen tone arms, a dozen reproducers, and as many motors and turn-tables, then a few boxes to put them in and hangs out a sign.

"Then comes the big slam. The three special cops hired to keep the crowd away from the door haven't a thing to do. He wears out several records playing for himself, and decides that instead of making two millions the first year, he will be satisfied with a million and a half. Later on the prospects are reduced to a million profit, but still few buyers. The young man then remembers the story of the man who declared that if he had $1.85 he would spend the 85 cents in stock and the dollar for advertising. Then he advertises, and he gets results. That's the trouble. He fills the orders. His capital is tied up for thirty days or more. He gets more orders that he cannot fill. He wiggles around and gets an 'angel.' The 'angel' sticks some change in the pot, but 'taint enough. The millions of profits are getting smaller every minute, and bye and bye the one drops off and there is nothing but a row of goose eggs.

"They talk about poker being a hard way to make an easy living, but it is like finding money compared to going into the talking machine business, or any other business without preparation or capital. These annual profits of hundreds of thousands or millions of dollars are not earned on a shoe string investment. They come out of businesses that have tremendous plants and tremendous outputs, that have distributing facilities and are in every way prepared. When the new concerns in the field start on the proper basis they get the glad hand.

"In several cases recently large companies have entered the talking machine field with a great splurge only to finally discover that their preparations were nowhere equal to the demand. No man would start a peanut stand with a quart of peanuts and an alcohol lamp. Why should he expect to turn things upside down in the talking machine field with a dozen assembled machines. It can't be done. These men who want to realize on the opportunities offered in this new field should learn first that it is not a one-horse proposition; that a business establishment built on a shoestring basis is going to bring shoestring results, if anything; that to enter a field properly with any idea of permanence, the manufacturer must be able to supply goods that are satisfactory, and in suitable quantities before he can hope to reap the benefits of advertising.

"The talking machine field is no stock market proposition. There are no 'war babies' in it. The fortunes that are being made, and will be made, will be the result of hard work and persistent effort. A quick realization of that fact will save somebody money."

"TALKER" AIDS OPERA ARTISTS

Owing to War Dangers, Singers in America Record Voices so That London Managers May Make Decisions—Plan Works Out Well

Talking machine records made by grand opera singers in America for the purpose of securing engagements to sing in European centers are being used to great advantage by both singers and managers. There have been several engagements secured by grand opera artists by this means, among them being Freda Gallick Baker, American soprano, whose singing through the medium of the record has secured her an engagement to sing "Carmen" at Covent Garden during the coming winter. Another singer who has made a wonderful record is a Miss Martin, of San Francisco, who has a remarkable coloratura voice. Her record of the Caro Nome from "Rigoletto" may be the means of getting her an engagement to sing at La Scala, which every American artist so covets.

In these days of perilous ocean voyages, submarining, etc., incident to the great war, the convenience of sending a voice record and a phonograph across the seas is one that cannot be denied. However, the records should be very carefully made under direction of a competent conductor, and should include not only arias from operas in the repertoire of the singer, but scales, roulades, trills, and every vocal exercise calculated to show the range, flexibility and quality of the voice, as well as the singer's qualifications in phrasing and general vocalization. But few of the records sent over are complete in all these respects. Merely to have a record of an aria or two is not enough to permit the impresario to form a judgment upon the artist's abilities. The more complete the repertoire in record form the better it will please those who have to pass upon the capabilities of the singer.

DETROIT SCALE OF ALLOWANCES

Local Association Fixes Figures at Which Used Machines Are to Be Taken in Exchange

DETROIT, MICH., November 6.—The scale of allowances on traded-in machines recently adopted by the Detroit Talking Machine Association is being adhered to strictly by members of that organization with most satisfactory results. The schedule was approved only after the most careful consideration, and has been printed up on convenient cards so that it may be presented to a customer in understandable form. The text is as follows:

"Scale of allowances adopted by the Detroit Talking Machine Association:

"On all old horn or cylinder machines not over 5 per cent. of the machine purchased.

"On all other instruments full value may be allowed in exchange for a higher priced instrument within three (3) months from date of purchase, providing, however, old machine is in perfect condition.

"Machine not over six (6) months old, 80 per cent. of the original cost.

"Machine not over one (1) year old 60 per cent. of the original cost.

"Machine not over two (2) years old 50 per cent. of the original cost.

"Machine not over three (3) years old 40 per cent. of the original cost.

"Machine not over four (4) years old 30 per cent. of the original cost.

"Machine not over five (5) years old 25 per cent. of the original cost."

NEW BUILDING FOR STARR CO.

RICHMOND, IND., November 8.—Work has begun on the new building to be used as sales and display rooms of the Starr Piano Co. in this city. The store, which has been at 931-935 Main street, for a number of years, will be moved to 10-12 North Eighth street, to meet the requirements of more room. The company's property on Eighth street will be remodeled at a cost of over $6,000. There will be a new front of stone, the ceiling will be raised, as well as rearranging the interior for greater display space. Since the Starr phonograph has been placed on the market the need of more room in this territory has been felt.

NEBRASKA DEALERS ORGANIZE VICTOR ASSOCIATION

Have Get-Together Meeting in Omaha and Form Permanent Organization—Elect Officers—Nebraska Cycle Co. Entertains Visitors of a Banquet at the Rome Hotel

OMAHA, NEB., November 2.—There is considerable general interest manifested in the recent organization of the Victor talking machine dealers in this city by the Nebraska Victor Dealers' Association, and it is probable that every Victor man in the city will become a member of that body.

Heading the new organization is Edwin Walt, manager of the Walt Music Co., of Lincoln, president; Chas. Gaston, of the Gaston Music House, Hastings, vice-president; H. S. Thorp, of Norfolk, treasurer; W. E. Mickel, of the Nebraska Cycle Co., this city, secretary. J. E. Gaston, of Nebraska City, and C. Robertson, of Omaha, were chosen members of the executive committee.

Dealers and Their Friends Who Attended Recent Gathering in Nebraska

During the course of the meeting here there were numerous business discussions, and the dealers and their wives were the guests of the Nebraska Cycle Co. at a banquet at the Rome Hotel, with Geo. E. Mickel, president of that company, as toastmaster.

RUNNING DOWN "GYP" DEALERS IN MINNEAPOLIS

Vigilance Bureau of Advertising Forum in That City Takes Action Against Parties Who Made Misleading Statements Regarding Talking Machines—A Step Worth Emulating

MINNEAPOLIS, MINN., November 2.—The Vigilance Bureau of the Minneapolis Advertising Forum, which has been quite active at various times in investigating practices in the piano and other trades, has also taken action against "gyp" dealers in talking machines, and recently disposed of a case of this nature.

On October 1 there was advertised in the classified columns of both the Journal and the Tribune a "new $200 Victrola size mahogany cabinet, $48." Complaint was made that persons who responded to the advertisement were under the impression that the instrument offered was a genuine Victrola. A representative of the Vigilance Bureau called at the address and asked, "Are you advertising a $200 Victrola for $48?" An affirmative answer was given, but a representative declared that the advertiser was making the cabinet himself and that the instrument shown was fitted with a Columbia motor. The advertiser was warned of the misleading character of the copy and promised to be more careful in the future.

On October 15 there appeared in the classified columns of the Journal the announcement, "For Sale—Victor Phonograph in mahogany cabinet, fifty inches high for $55 delivered." The advertisement was accepted by the paper only after the advertiser had given assurance that the complete instrument had been made by the Victor Talking Machine Co.

Investigators were sent to the address given and were assured that it was a Victor machine. When they stated that the cabinet shown differed from other Victor machines, they were assured that the man made the cabinets himself and could, therefore, sell them cheap. Further inquiries elicited the information that the cabinet was the same size as that of the $150 Victrola and that it contained the motor of the $15 Victor machine, which motor, it was alleged, was the same as that used in the $150 Victrola. Victor records were also used in demonstrating the machine.

Subsequently another investigator was sent to the advertiser and purchased the machine, getting a receipt reading: "Paid in full for Victrola, $55." The representative of the Vigilance Bureau, accompanied by an attorney, immediately called on the advertiser and explained the provisions of the misleading advertising law, and came back with a signed promise from the advertiser not to offend again. In consideration of the signed agreement the Bureau withheld prosecution. In view of the similar cases that have resulted in other sections of the country, the action of the local Vigilance Bureau should receive the hearty endorsement of the trade.

WITH THE TRADE IN TORONTO

Business Reports Generally Good—Montagnes & Co. Issue Sonora Catalog—Ralph Cabanas Visits Columbia Headquarters and Factories—F. R. Hoffman's New Post—"Edison Week" Generally Observed—Other News of Month

TORONTO, ONT., November 3.—General talking machine business throughout this section of Canada has been most satisfactory in all lines, according to the reports made by the various concerns. The demand is keeping up in wonderful shape, and the great problem is to get sufficient machines and records to meet it.

The Canadian distributors of Sonora phonographs, I. Montagnes & Co., this city, have issued a new catalog, illustrative and descriptive of the Sonora line. The catalog is an elaborate one and shows various Sonora models pictured in the home surroundings in which they would naturally be placed. Montagnes & Co. have already received a number of complimentary letters from dealers concerning their new selling help.

Ralph Cabanas, manager of the Canadian business of the Columbia Graphophone Co., recently returned from a visit to the headquarters of the company in New York and also to the factories in Bridgeport. He states that the company is still thousands of machines behind in deliveries in spite of the great additions to factory facilities. Columbia sales during September were the largest of any single month in their history.

F. R. Hoffman has become assistant manager of the Columbia Co.'s organization in Canada, succeeding Otis Dorian who recently resigned to become manager of the Pathé Frères Phonograph Co., in Canada. Mr. Hoffman is a native of Connecticut, and for the past thirteen years has held an important position in the Columbia factories in Bridgeport.

John A. Sabine, of the Music Supply Co., of this city, has returned from a short visit to the offices and factories of the Columbia Graphophone Co. in an effort to stimulate shipments of machines.

Edison Week was celebrated throughout Canada in royal style and all dealers held daily recitals with special artists in conjunction with their demonstrations. In the city of Toronto twelve moving picture theatres demonstrated the New Edison Diamond Disc in addition to other features on their regular program.

The Nordheimer Piano & Music Co., Ltd., are introducing in Canada the Aeolian-Vocalion, for which they are the Canadian distributors.

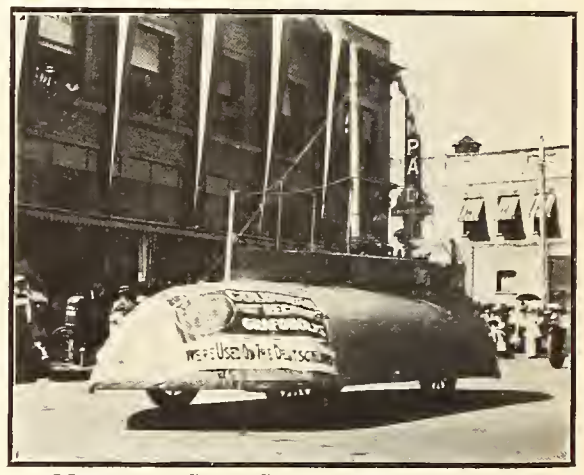
Rev. Geo. A. House, who comes direct from the Edison laboratory, recently spent three weeks in Kingston, Ont., demonstrating the Edison Diamond Disc. The T. F. Harrison Co., Ltd., who handle this line, reports increased sales as a result of Mr. House's visit to Kingston.

The Home Outfitters' Co., Ltd., 170-78 King street, East Hamilton, Ont., is featuring the Pathephone line of machines and records.

Al Jolson recently appeared in Toronto featuring "Robinson Crusoe, Jr." The Toronto dealers as a result sold a large number of Columbia records of this artist. A full-page announcement appeared in some of the dailies, drawing attention to his various songs and where they could be procured.

UNIQUE FLOAT WINS MUCH PRAISE

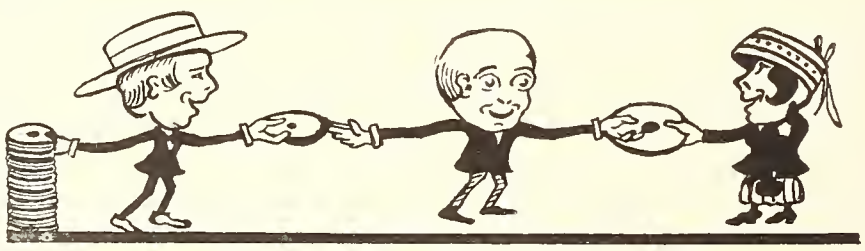
NAMPA, IDAHO, November 6.—H. L. Mickels & Co., of this city, sponsored a float in the Nampa Harvest Festival, which was one of the most unique displays prepared by any concern in local territory. A complete line of Columbia



Mickel & Co.'s Clever Publicity Stunt

Grafonolas and records is handled by this house, and as soon as it learned that the "Deutschland," the mammoth German submarine, had included a Columbia Grafonola in its equipment, it decided to utilize this fact as the subject of the fantastic float shown herewith. The Columbia trade-mark formed a prominent part of the display, which was greatly admired.

Henry C. Brown, advertising manager of The Victor Talking Machine Co., is at present on his annual hunting trip in the big game country of Canada. Mr. Brown, as usual, will come back with the legal limit of game.



JOBBER —— to —— DEALER —— to —— PUBLIC

EASTERN VICTOR SERVICE

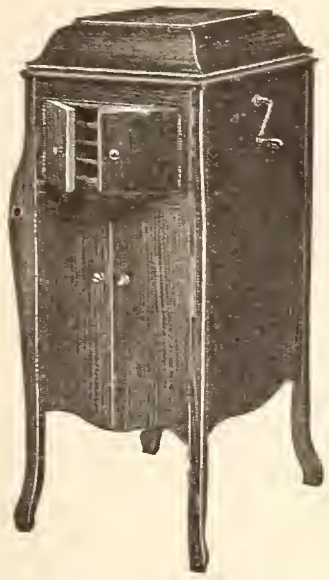
The wide-awake dealer knows the public won't come in to buy simply because he has got the goods at a PARTICULAR time. The wise dealer knows he MUST HAVE the goods WHENEVER customers come in.

The dealer making a MAXIMUM of sales has got to have a jobber behind him who delivers COMPLETE orders and ON TIME. You want attention of this sort the next few months. Why not make us prove you can get it from

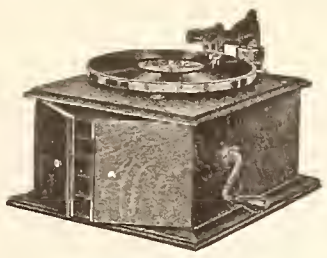
The Eastern Talking Machine Co.

177 TREMONT STREET, BOSTON, MASS.

Largest Exclusive Victor Distributors in the East

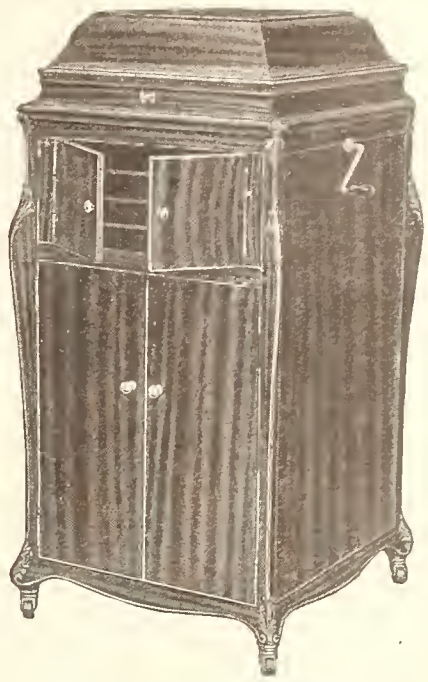


Victrola X, $75
Mahogany or oak



Victrola IV, $15
Oak

Victrola VIII, $40
Oak



Victrola XVI, $200
Victrola XVI, electric, $250
Mahogany or oak

"Will there be a Victrola in your home this Christmas?"

This important question is confronting the people of the whole country.

It is the key-note of our nation-wide holiday advertising campaign, and its force is sending thousands of customers into the stores of Victor dealers everywhere.

It will help to make this the biggest holiday season you ever had—even ahead of the phenomenal business of last Christmas.

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

Berliner Gramophone Co., Montreal, Canadian Distrihutors.

Important warning. Victor Records can be safely and satisfactorily played only with *Victor Needles or Tungs-tone Stylus* on Victors or Victrolas. Victor Records cannot be safely played on machines with jeweled or other reproducing points.

Victor Distributors

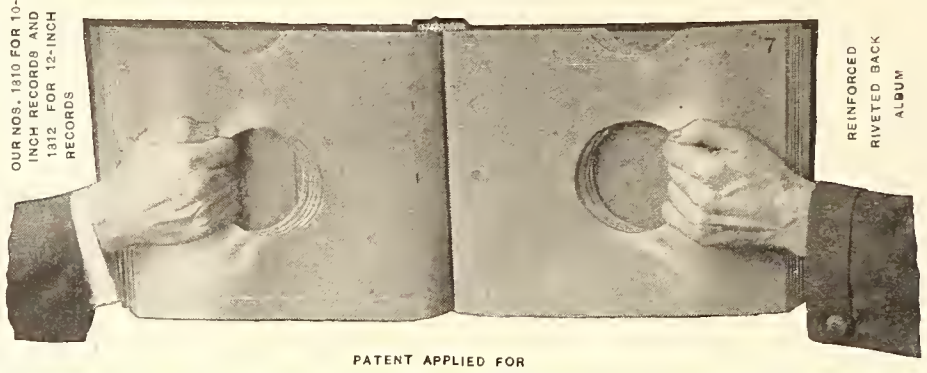
Albany, N. Y.	Gately-Haire Co., Inc.
Atlanta, Ga.	Elyea-Austell Co. Phillips & Crew Co.
Austin, Tex.	The Talking Machine Co., of Texas.
Baltimore, Md.	Cohen & Hughes E. F. Droop & Sons Co. H. R. Eisenhrandt Sons, Inc.
Bangor, Me.	Andrews Music House Co.
Birmingham, Ala.	Talking Machine Co.
Boston, Mass.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

THE PULLING TEST—THE STRENGTH IS THERE

THE STRONGEST ALBUM MADE AT ANYWHERE NEAR ITS LOW PRICE

The Well-Known "National" Record Albums Are Always the Leaders

The only Safe and Convenient Way to Protect Disc Records



PATENT APPLIED FOR

For Durability, Finish and Artistic Design Our Albums Have No Equal

They are made in the most substantial manner by skilled workmen

STRENGTH AT THE STRESS AND STRAIN POINT PRACTICALLY UNBREAKABLE FOR REGULAR USAGE

We manufacture disc Record Albums containing 12 pockets to fit the Victrola Cabinets Nos. X and XI. We also make Albums containing 17 pockets. With the indexes they are a complete system for filing all disc Records.

THESE ALBUMS ARE THE BEST FOR VICTOR, COLUMBIA AND ALL OTHER DISC RECORDS

CORRESPONDENCE SOLICITED WRITE FOR PRICES NATIONAL PUBLISHING CO., 239 S. American St., PHILADELPHIA, PA.

EDISON RECITAL AND DEALERS MEETING IN ST. LOUIS

One of the Great Events of Closing of Edison Week—Interesting Addresses Made at Gathering and Luncheon at Majestic Hotel—Some Interesting Addresses—Dealers Who Were Present

St. Louis, Mo., November 5.—The Anna Case tone test recital and dealers' meeting held by The Silverstone Music Co., as a final of the Edison Week observance proved to be a most enjoyable and profitable affair. The day began with an address of welcome by Mark Silverstone, and next came a personal message from Mr. Edison, delivered through E. C. Boykin. V. E. B. Fuller, also from the laboratory, delivered a talk on tone tests, which included some extremely practical advice for dealers who are contemplating this feature. This was followed by a general discussion, in which Mr. Silverstone got most of those present to participate. A luncheon was served at the Majestic Hotel, and it was arranged that no time was lost from business there.

At 2 p. m. the session again convened, and Mr. Silverstone talked on "Salesmanship." J. E. Marks, of Marks, Weber & Co., Edwardsville, Ill., talked on "My Experience with the Edison." The discussion was cut off just in time for the dealers to go to the Columbia, a high-class vaudeville house, where Mayo & Tally were including a tone test in their act. Then the dealers were given a rest until 6.10, when they met at the Elks' Club for a banquet. This lasted until they all went to The Victoria Theatre, where the tone test recital was held.

As has been the case with the other tone tests, the fire department finally closed the doors because the 2,500 permitted in the house were already there, and scores were turned away.

Mr. Silverstone was master of ceremonies at the tone test and opened the program with a graceful tribute to Mr. Edison, which was several times interrupted with applause. The tone test with Miss Case was perhaps the most successful of any held here. She was in good voice and entered into the spirit of the occasion. She alternated with the machine as the occasion offered, and in "The Song of India" the lights were turned out and were turned on to show that she had left and none knew when she had stopped singing. The test was successful, too, in interesting the newspaper critics, and fine comment was obtained from each of the five leading dailies, some of them signed by the critics. That by Homer Moore, of the Republic, who is widely known as a critic, says in part:

"Mr. Silverstone is, by these concerts, contributing very largely to the advancement of musical taste and interest in this city. Doubtless many went to the performance last night out of curiosity, but that element soon gave place to genuine enjoyment of the program. The problem of music in the home is solved when the singing of the greatest artists is made possible by an instrument that does not betray itself in the very presence of the artist herself."

The following dealers were present: E. C. Boykin, Edison Laboratory, Orange, N. J.; V. E. B. Fuller, Edison Laboratory, Orange, N. J.; Arthur Walsh, Edison Laboratory, Orange, N. J.; Miss McDougall, Sedalia, Mo.; Thos. McHarg, Columbia, Mo.; J. O. Robnett, Columbia, Mo.; Chas. Duesenberg, Concordia Music Co., city; J. W. Medairy, Stix, Baer & Fuller, city; Fred P. Watson, Mt. Vernon, Ill.; C. A. Hueter, Greenville, Ill.; Geo. Hoots, Greenville, Ill.; J. E. Marks, Marks, Weber & Co., Edwardsville, Ill.; R. Davis, John Bressmer Co., Springfield, Ill.; C. Kimber, John Bressmer Co., Springfield, Ill.; C. W. Slaybaugh, Taylorville, Ill.; H. L. Coffey, H. L. Coffey Music Co., Centralia, Ill.; C. Durham, Southern Illinois Music Co., DuQuoin, Ill.; W. H. Taylor, Anna, Ill.; W. J. Krug, Krug Jewelry Co., Staunton, Ill.; E. L. Jacoby, C. J. Jacoby & Co., Alton, Ill.; J. A. Berns, C. J. Jacoby & Co., Alton, Ill.; E. E. Lutes, Poplar Bluff, Mo.; R. B. Keyes, Keyes Bros., Blytheville, Ark.; Franklin Meyer, Meyer's Music House, Carlinville, Ill.; E. M. Webb, Schubert Mercantile Co., Russellville, Mo.; F. A. Leatherman, Nashville, Tenn.; M. A. Skalowski, Nashville, Tenn.; L. S. Demint, Waterloo, Ill.; J. E. Caldwell, Quincy Phonograph Co., Quincy, Ill.; W. C. Brewer, Lair Furniture Co., Charleston, Mo.; H. A. Tunehorst, Jerseyville, Ill.; E. Tunehorst, Jerseyville, Ill.; G. Tunehorst, Jerseyville, Ill.; L. N. Rost, L. N. Rost & Son, Macomb, Ill.; Miss Conreaux, B. Nugent & Bro., city; D. W. Hulen, Centralia, Mo.

NEW STARR CO. AGENTS APPOINTED

Richmond, Ind., November 6.—Jobbing centers for Starr phonographs and records have been active the last few days, and the Starr Piano Co. report the appointment of the following agencies: Chas. C. Hammond, Nantucket, Mass.; Henry Armstrong, Dorchester, Mass.; S. R. Richardson, Woonsocket, R. I.; The Recotone Co., Inc., New York City; D. J. Sill, Franklinville, N. Y.; Phono Cycle Co., Newark, N. J.; Faller Bros., Donora, Pa.; E. D. Newell & Co., Hampton, Va.; Threlkeld Piano Co., Flemingsburg, Ky.; R. H. Harp, Mt. Sterling, Ky.; Shrout, Piper & Shrout, Owingsville, Ky.; J. G. James, Carlisle, Ky.; M. A. Barker, Poplar Bluff, Mo.; Conner Music Co., Hillsdale, Mich.; Lou D. Smith, Ironton, O.; H. F. Murray, Lansing, Mich.; W. Muir, Bisbee, Ariz.; Marvin Moore, El Centro, Cal.; Batte Furniture Co., Jackson, Miss.; R. Rogers & Sons, Frankfort, Ky.; Geo. H. Cox Co., Owensboro, Ky.; Frank E. Charipar, West End Music Co., Detroit, Mich.; L. J. Ronan, Uhrichsville, O.; Mann Bros., Henderson, Ky.; M. Koplan, Scranton, Pa.; The Colvin Piano School, Omaha, Neb.; William Stradtman, Lansing, Mich.; Frank Hartman, Monterey, Ind.

GIVE BANQUET IN PORTLAND, ORE.

James L. Loder, Manager of Victor Department of the Wiley B. Allen Co., Entertains Staff—Victor Co. Traveler a Guest

Portland, Ore., October 30.—Upon the recent visit of Herbert Shoemaker, traveling representative of the Victor Talking Machine Co.,

Who the Wiley B. Allen Manager Entertained

to this city, he was the guest of honor of a banquet given by James L. Loder, manager of the Victrola department of the Wiley B. Allen Co. During the course of the dinner Mr. Shoemaker gave a very interesting talk regarding the making of Victor talking machines and records and the various systems in force at the Victor factory, and after the dinner proper the rest of the evening was spent in dancing. The accompanying photograph shows the guests at the dinner who were from left to right: Mrs. Paul Norris, Chas. McNeill, Otto Pankopf, Mrs. Olga Binder, James L. Loder, Herbert Shoemaker, Paul B. Morris, Mrs. James Loder, Robert Callahan and Clyde Wilcox.

NYACCO

Place Album Orders NOW!

We are in a position to take care of your album orders promptly and adequately. We are offering **better** values from the most moderate-priced to the finest metal back albums.

We have increased our manufacturing facilities, purchased raw material in large quantities, and can serve you efficiently and well.

NEW YORK ALBUM & CARD CO., 23 Lispenard St., New York

Victrola IV, $15
Oak

Victrola VI, $25
Oak

Victrola VIII, $40
Oak

Victrola IX, $50
Mahogany or oak

"Will there be a Victrola in your home this Christmas?"

There's a lot in the power of suggestion, and we're using this phrase extensively in our advertising to suggest the Victrola for Christmas.

We get the people thinking "Victrola," and then it is easy for you to get action.

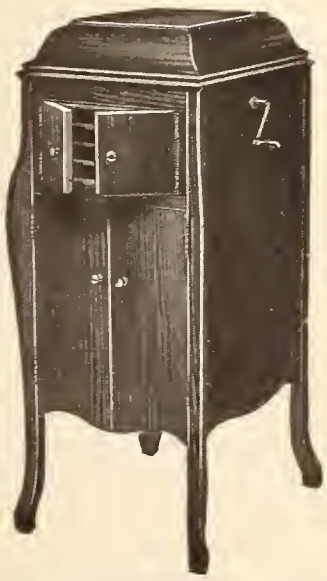
And there's going to be plenty of action this coming holiday season.

With every Victor dealer doing his part, the volume of Christmas business will be unprecedented even for the Victor.

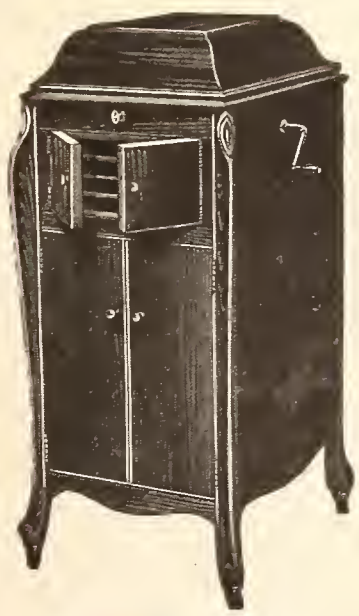
Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors

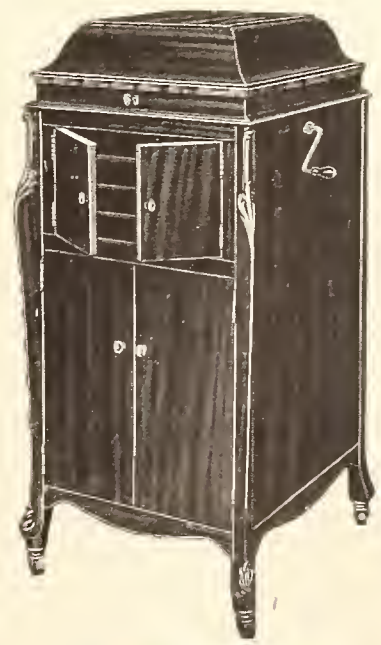
Important warning. Victor Records can be safely and satisfactorily played only with *Victor Needles or Tungs-tone Stylus* on Victors or Victrolas. Victor Records cannot be safely played on machines with jeweled or other reproducing points.



Victrola X, $75
Mahogany or oak



Victrola XI, $100
Mahogany or oak



Victrola XIV, $150
Mahogany or oak

Victrola XVI, $200
Victrola XVI, electric, $250
Mahogany or oak

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

PUBLISHED BY THE ESTATE OF EDWARD LYMAN BILL
(C. L. Bill, Executrix.)

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J. RAYMOND BILL, Associate Editor
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London, Eng., Office: 2 Gresham Buildings, Basinghall St. W. Lionel Sturdy, Mgr. The Talking Machine World has regular correspondents located in all of the principal cities throughout America.

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ADVERTISEMENTS: $4.50 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising pages, $125.00.
REMITTANCES should be made payable to the Estate of Edward Lyman Bill by check or Post Office Money Order.

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

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

NEW YORK, NOVEMBER 15, 1916

WE are now in the midst of one of the most active musical seasons in the history of New York, or the nation, for that matter. The war in Europe has driven to our shores the most eminent artists, the majority of whom are presenting themselves for public consideration, not merely in person, but through their records, which are listed in the catalogs of the leading talking machine manufacturers. The public is interested in music to-day as never before, thanks to the educational work of the talking machine, and this accounts for the increased interest in musical affairs, which is now so evident all over the country.

The concert season affords a great opportunity for talking machine dealers everywhere to feature their products in such a way that they can take advantage of the publicity which the great artists are receiving.

The managerial plans of the leading artists call for visits to the principal cities from the Atlantic to the Pacific, and preceding the visits of these artists much can be done by dealers in featuring through window displays and other ways, the fact that they are handling the records of the visiting artists, and in a broader way still, affording an idea of the importance of the talking machine and its wonderful value as a musical educator.

A beautifully decorated window is one of the best talking points for a live dealer, and it is a matter of congratulation that such a large number have taken advantage of this medium for bringing their products to the attention of the public.

The talking machine, and the publicity connected with it, enables the introduction of many novel features in a window display, giving the imagination an opportunity for play, which is resultful in creating some decidedly attractive shows.

It is evident that the advertising advantages of the show window will be utilized this winter more effectively than ever before, but dealers should aim to take advantage of the visits of distinguished artists whose records they handle to as great an extent as possible, and thus give a news interest to their display, which is certain to bring them a good return for the time and labor given to preparing such special features.

THE question of price maintenance is one of the most vital confronting this, or any other industry to-day; hence the importance of displaying a keen, active, personal interest in the Stephens Bill, which will come up again for consideration at the next session of Congress.

There is no industry that is more benefited by price maintenance than the industry which we represent.

Price maintenance means business stability, and the up-holding of those principles which are of real interest to the public, and which are recognized as an incentive in the promotion of business efficiency among merchants. Price maintenance means protection for the merchant all the way through, and price cutting means the destruction of those conditions which stabilize and develop business.

The special committee appointed by the National Association of Talking Machine Jobbers is doing excellent work, but every dealer should be alert and interested in the passage of this bill. He should keep in touch with his congressman, and keep him fully aware of the desires of the talking machine industry regarding the enactment of such a law as is outlined in the Stephens Bill.

EACH month, as dealers learn to appreciate the benefits that come through organization, there come reports of the formation of associations of talking machine men in various cities. The great value of these associations for the most part lies in the fact that they include dealers in the varied makes of machines, the sole requirements for membership being that a man must be engaged in retailing talking machines to join. By thus bringing together dealers in competing lines, the association tends to eliminate much of the harshness of competition.

Competition is a fine thing. It helps to stimulate the efforts of the retailer, but competition that is clean, that is carried on with regard to the rights of other men, is far more profitable than competition of the cut-throat sort, which digs into the profits both of the dealer himself and the competitor he is working against.

If the record approval system is an evil it affects those handling one make of records just as much as those handling another. If the charging of interest on instalments is desirable, it should apply just as well to dealers of one line of machines as another.

If machines, cabinets and records should be advertised separately to avoid misconception and alienate the public from the fixed price idea, that move would apply just as well to dealers in every line, and it is a trade organization that can bring about this standardization of method.

There is considerable talk of a National Association of Talking Machine Dealers, and each new local association that is organized brings the dealers of the country just that much closer to a national body.

The problems of the talking machine dealer differ very little according to locality and for the most part have the same basis, and as the trade grows and new phases develop a national body will probably become very desirable as a protective measure.

WHILE advertising results may be immediate, the full effect of advertising cannot be felt at once, for the value of advertising lies in the fact that its power is cumulative. Therefore, advertising must be systematic, in order to obtain a maximum of result with a minimum of effort and expense. Persistent advertising will always carry its message home, spasmodic advertising is of doubtful value, and far less benefit. The wise advertiser is the one who believes in keeping everlastingly at it, and who carries out that belief in actual practice.

NOW is coming the day of the talking machine de luxe—talking machines of special design whose cost will run into thousands of dollars. Some years ago the Victor Co. introduced the Auxetophone, but it was the individual mechanical features of this instrument rather than the design that necessitated charging a substantial price for it. Then came the Columbia Co., with the Columbia grand, designed somewhat on the lines of a grand piano. Since that time the Sonora Phonograph Corp. have introduced the Sonora Supreme, selling at $1,000, and the Aeolian Co. have put on the market the Aeolian-Vocalion in period designs, priced at several thousand dollars.

During the coming year it is reported that two prominent companies will introduce elaborate period designs for the exclusive trade, the price of the machines to run as high as $6,000. That there is a demand for machines selling at $1,000 and more is the best proof possible of the present standing and stability of

the industry. People do not pay thousands of dollars for "toys." The call for exclusive types of talking machines goes to prove that the period of doubt is passed. People have tried talking machines, have been convinced, and are willing to spend money for something that they know represents a permanent and rational investment. It is a condition worth thinking about.

THE members of the talking machine trade have upon more than one occasion recently had the fact brought home to them that the fraudulent advertiser is still abroad in the land, and has entered their own particular field. A man was recently up for trial and held under heavy bail in Brooklyn because he carelessly advertised and sold as a Victrola an instrument that had never been within one hundred miles of Camden, had in fact been assembled in New York City.

Some of the advertisers qualify their statements by describing the machines as "the Victrola style." Others have been less particular and have described machines of uncertain make as just "Victrolas." There are laws against misleading advertising in many of the cities and states that are broad enough to cover this feature and make it unhealthy for the fraudulent advertiser of talking machines.

Then there is the "gyp" dealer, a character well known in the piano trade, who does his business from a private residence and offers sad excuses for selling instruments of doubtful quality at less than usual prices. It is such men that offer talking machines of questionable origin under names of instruments of established value.

Another factor that causes a good deal of trouble for both talking machine dealers and retail purchasers is the fellow who buys a machine for $100 or more on instalments and after making three or four payments sells it to some unsuspecting man at about one-half its list price. Everything is fine until the dealer traces the machine and seeks to, and generally does, recover the unpaid balance from the innocent third party. Numerous instances of this character have come to light. There are many cases where the dealers do not succeed in recovering the machines at all.

The Information Bureau suggested by The Talking Machine Men, Inc., of this city should go far to eliminate some of these troubles locally.

FROM all reports the South generally should be pretty good stamping ground for talking machine people this fall. Concentration of influences which have been at work for some time should produce conditions distinctly favorable to the sale of musical instruments on a larger scale than ever. Travelers all speak of the fact that a number of piano and talking machine stores of the better grade are increasing. A good deal of new blood is coming into the business and dealers who have been content to go along with poorly equipped stores are remodeling, moving into new quarters, and paying attention to window and interior displays as they have not heretofore. General business conditions are good. The European situation has increased the demand for cotton goods enormously and the Southern mills are unprecedentedly prosperous. Exportation to South America of Southern-made goods is also becoming an increasing factor in Southern commerce. In addition to all this is the fact that the South has learned the secret of diversified crops and buys her meats, hay and corn elsewhere. The people of the South are now enthusing over talking machines just as they are in the North, and the proportion of talking machine sales in the South this fall promises to be the greatest in her history.

THE reasons offered by advertising men and salesmen for placing talking machines in the home have been many and varied and all good. There has been brought forth the question of entertaining, developing musical taste, improving the child mind, all based upon fact.

That the talking machine may be used for the suppression of evil, however, is not always impressed upon the prospect. Magistrate Groehl, in a talk before a meeting of New York piano men recently, declared that music in the home proved a powerful factor in cutting down crime by improving the sensibilities and making for culture and an appreciation of the higher things of life.

A statement coming from a man who is not trying to sell a musical instrument, but who is acquainted with the criminal and his habits through long experience, should prove a strong selling argument.

THE same hammer that breaks a piece of iron in two can be used to weld two pieces of iron into one. The circumstance that spells disaster for the man without a fixed purpose becomes a stepping-stone to progress for the determined man. The man with a definite aim has these powerful aids to success. He works intelligently to qualify himself for a certain position. He wastes no time, money, thought or energy that could be applied to the attainment of his purpose. His abilities grow to fit his mental vision of the position he wants to fill. His superiors are so anxious to develop executives that, once they perceive his earnest purpose, they will lend all possible aid toward its accomplishment. His anxiety to win teaches him how to make chance or circumstance serve his ends.

WITH the National election out of the way, and the majority of our citizens satisfied that the right man has won, it is time to shelve politics and talk business. Prosperity is in evidence on all sides, and it is up to the talking machine men to get their share of it.

Records—Their Significance!

The Victor Dealer who supplies his customers with the records they want when they want them is not only closing profitable sales, but is building up a friendship with his trade that is founded on service and satisfaction.

Pearsall Record Service

Enables Victor Dealers to make many friends among their customers. We prepared ourselves months in advance for the 1916 holiday record trade, and as a result of this foresight we are shipping record orders complete the same day they are received.

Let us give you a sample of this service

SILAS E. PEARSALL CO., VICTOR DISTRIBUTORS, 18 W. 46th St., NEW YORK

Six-story home of Stewart Talking Machine Company, at Indianapolis

Victor Records are just as profitable as Victrolas. Many Victor Dealers are awaking to that realization. They are boosting record sales systematically. They like the cash-down feature of record selling.

Our record stock has been built up to a high point of completeness. Under our thorough purchasing plan, the slogan, "All the Records," becomes less a motto and more a statement of facts. We have accomplished a thorough filling of our shelves with both the foreign and domestic class of records, and have heavy supplies of the more desirable numbers. Now you can order records from us with the assurance of most prompt and complete service.

Your record shelves should be bolstered up for the Christmas shock, and you should begin bolstering now. Christmas music as made by Victor artists is as standard an institution as the Christmas turkey. There are a number of records in the Victor catalog that bloom in the light of demand just as appealingly now as they have in the past. Order them before there is danger of shortage. Grapes should be picked before frost.

Stewart

Talking Machine Company

INDIANAPOLIS

"HIS MASTERS VOICE"

And now Barrientos! The world's greatest coloratura soprano has just signed an exclusive Columbia contract. Barrientos Records available December 10th. See your distributor about a supply.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK
Note the Notes

BRING SUITS OVER ROYALTIES

Music Publisher Takes Action Against Talking Machine Record and Music Roll Manufacturers to Test Provisions of Copyright Law—Record Makers Should Observe Care

Claiming that the music publishers are not treated fairly by some of the talking machine manufacturers, and music roll manufacturers, Leo Feist, Inc., one of the leading publishers of popular music, has started several suits to enforce the payment of royalties on the mechanical reproduction of the company's music as is provided by the copyright law.

One of the provisions of the statute is that the manufacturer of mechanical musical instruments, which is taken to mean the manufacturer of records and music rolls, must furnish a sworn statement to the owner of the copyright on the 20th day of each month regarding the copyrighted selections reproduced mechanically, and the payment of royalties accruing thereby must be made on the 20th of the next succeeding month.

The statute also provides that in case of failure of the manufacturer to pay to the copyright proprietor within thirty days after demand the full sum of royalties due pursuant to the provisions of said act, the court may award taxable costs to the plaintiff and a reasonable counsel fee besides, in its discretion, awarding further damages not exceeding three times the amount of royalties actually due.

Leo Feist, Inc., claimed that they have experienced great difficulty in getting some manufacturers of mechanical parts to remit royalties, with the result that the suits have been brought.

A decision has been rendered in one suit against a record manufacturer, confessing judgment, and paying in addition to the royalties actually due, a sum of $50 counsel fees and $12.90 taxable costs and disbursements.

It would be well for manufacturers of records to give attention to this matter. The law is very explicit regarding submission of settlements and the payment of royalties, and good intentions do not make up for any lapses in the strict observation of the statute.

With the Feist concern in the lead it is intimated that other publishers will bring suits. It is much better to pay the 2-cent royalty when due than to be forced possibly to pay 6 cents, together with the other expenses of a legal action after suit is brought.

The music publishers declare that cases against other manufacturers are to be instituted, the first case being regarded somewhat in the light of a test case.

NEW EDISON STORE IN VANCOUVER

Kent Piano Co. Opens Handsome Quarters in that City With James Callaghan as Manager

VICTORIA, B. C., November 1.—The Kent Piano Co., Ltd., of Vancouver, has opened an exclusive Edison phonograph store in this city. The building in which the new store is located has been remodeled throughout and handsomely equipped, several sound-proof parlors being among the features. W. J. Carson, formerly with Thos. A. Edison, Inc., has been engaged as manager.

James Callaghan, at one time a member of Pike, Evans & Callaghan, has joined the staff of the Kent Piano Co., in Vancouver.

BARTON CO. OPEN DEPARTMENT

The Barton Co., of Manchester, N. H., holding the honor of being the largest and most magnificent department store north of Boston, have recently installed a very extensive Victor department under the management of Robert Matheson. In connection with the general Victor equipment, they have an auditorium as large as an ordinary theatre for the purpose of giving Victrola recitals to their patrons. Their qualifying order was placed through Cressey & Allen, the enterprising Victor distributors of Portland, Me.

OUTDOOR ADVERTISING RESULTS

Lorn L. Haight, McGregor, Ia., Using Billboards Extensively in Featuring the Victor and Columbia Lines in his Section

MCGREGOR, IA., November 2.—Lorn L. Haight, who handles Columbia and Victor machines and records in this city, is a firm believer in outdoor advertising, and has used that form of publicity with gratifying success.

Mr. Haight's signs, featuring the Victor and

Advertising Victor and Columbia Products

Columbia names in large letters, are to be found painted on many of the most conspicuous barns in the vicinity, and form permanent advertisements of his business. One particularly interesting sign is that featuring the Victrola, which was recently put in place in the public square of this city. The sign is painted in oil on galvanized iron, and shaded electric lights illumine its surface at night. The sign is right in the center of things, attractive in design, and proves a result producing bit of publicity.

INCORPORATED TO MAKE CABINETS

The Melrose Furniture & Cabinet Manufacturing Corporation has been chartered under the laws of New York with a capital stock of $25,000, to manufacture wood and steel cabinets, furniture, phonographs, etc. The incorporators are L. H. Axman, E. M. Souza and S. Schwartzman.

YOU CAN MAKE A RECORD

FOR TOTAL SALES DURING THE YEAR 1916 IF YOU
WATCH YOUR VICTOR RECORD STOCK AND PREPARE
FOR THE RUSH THAT WILL SURELY COME IN DECEMBER

WE CAN HELP YOU KEEP YOUR STOCK FILLED UP
OUR VICTOR RECORD STOCK IS BIG. OUR SERVICE THE BEST
THE COMBINATION MEANS BIG BUSINESS FOR YOU IF YOU USE IT

AMERICAN TALKING MACHINE COMPANY
368 LIVINGSTON ST. *Victor Distributors* BROOKLYN, N. Y.

Albert Spalding, America's greatest violinist, proving that the New Edison perfectly Re-Creates his masterly art

The New Edison

HAVE you ever heard great artists testing the fidelity of phonographic records of their singing or the music of the instruments they play, before audiences of thousands of music lovers and critics—have you ever seen pictures of such tests, like the illustrations on this and the opposite page—have you ever even heard of such tests taking place with any other sound reproducing device but the New Edison?

No, you have not, because no other sound reproducing device could sustain such a test. Why? Because no other invention reproduces music so perfectly that the reproduction cannot be distinguished from the original when compared side by side. No other sound reproducing device actually RE-CREATES music.

Christine Miller, America's favorite concert contralto, making a personal comparison to prove that the New Edison perfectly Re-Creates her beautiful voice.

Above Comparison

BECAUSE of the accomplishment of Music's Re-Creation by the New Edison, Edison dealers are equipped with a line of musical merchandise above comparison. They are equipped to render music lovers a service of the highest order by bringing Music's Re-Creation to their attention.

The New Edison is classed with the finest musical instruments of all time. Quality overshadows price to such an extent that an unusually high average sale price is realized. Each sale carries a worth while profit, in most cases requiring less effort to secure than with merchandise on which a much smaller profit per sale is realized.

The Edison Probationary Zone Policy keeps the dealer keyed up to his best pitch and offers a most generous reward for good dealership.

THOMAS A. EDISON, Inc.
279 Lakeside Avenue ORANGE, N. J.

THE TRADE IN BOSTON AND NEW ENGLAND

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

BOSTON, MASS., November 7.—One could write a volume on window displays, what they mean as advertising mediums, and the amount of artistic effort needed to make the exhibits both effective and valuable. With large department stores in particular a window dresser is an important factor in the business, he is usually a high-priced man. There are certain stores in Boston, which are famed for their artistic windows before which one can always find a crowd of people. Some of the Boston talking machine shops make good displays, and when the passerby sees something that is really striking it does not take more than a moment for him to come to a sense of due appreciation. Our talking machine shops should put more thought into their displays; originality should be sought for and once something is produced that is different there will be an eager public quick to appreciate. And that means publicity; the window will be talked about and a knowledge of its beauties will tempt persons even to go out of their way to view it.

A window that comes to mind at this point is that of the C. C. Harvey Co. in Boylston street, which house carries the Victor and the Edison lines. It was about a year ago that this window was in line for the big Edison prize, and the conspicuous attention given it was well worth all the time and thought given to its arrangement. The present window is a typical autumn exhibit. Large jars filled with autumn foliage are placed at intervals, and the central object is a unique vase filled with the fruits of the season. Across the pedestal is draped fabrics carrying the season's colors, and conspicuously placed yet not obtrusively are handsome Edison and Victor machines. The window was arranged by Vesper L. George, a well-known Boston artist, who was responsible for the interior mural decoration of this store. Another window that deservedly attracts attention is that of the M. Steinert & Sons Co., farther out on Boylston street. The present adornment is the third in a series of beautiful interiors, which are not over furnished, and wherein the color scheme is immediately attractive. Just now the Columbia Graphophone Co. is featuring the "Ladder of Roses" in one of its windows, this being a feature of "Hip-Hip-Hooray," which is soon coming to the Boston Opera House, and whose music is thus featured by the Columbia Co. It is true that not all windows adapt themselves to good displays; some are small and cramped, and little effective work can be done; but take the proposition as a whole, there is not that originality and individuality displayed that there should be.

Business Continues to Loom Up

Business at the Columbia Graphophone Co. is looming up very large these days, and the prospects are good for a simply gigantic business if one recalls what has been done under Arthur Erisman's management in the past few years, especially approaching the holiday season. Manager Erisman has been making several trips among the New England local managers the past few weeks, and following a conference at Providence Mr. Erisman went down to Hartford, where he gave expression to some of his constructive views regarding the furtherance of sound business.

Hume's New Victrola Warerooms

One of the interesting events in the local trade is the opening of the new Victrola warerooms at the A. M. Hume Music Co.'s store, 194-196 Boylston street, a few doors west from Park square. A. M. Hume is the president, and H. N. Baker is the treasurer. Both of these gentlemen will be remembered for their connection with the M. Steinert & Sons Co. The warerooms were opened to-day, and many friends of these and the other gentlemen associated with the business, called to offer congratulations. The warerooms run through to Park square. The house has been fortunate in securing the services of Warren Batchelder, who formerly was manager of the Victor department of the Henry F. Miller Co. farther out on Boylston street. Mr. Batchelder's department is mid-way down the length of the store with a series of demonstration booths at the right, and the record racks opposite on the left. Mr. Batchelder has a wide following. The large consignment of machines and records was secured from the Eastern Talking Machine Co.

Ditson & Co.'s New Building

Manager Henry A. Winkelman is keenly interested in the new Victor warerooms that he is to have in the new Oliver Ditson Co. building farther up Boylston street, and which is now to be ready by June 15 of next year. Charles H. Ditson, of Charles H. Ditson & Co., was over here from New York a while ago, and at that time the contracts were awarded for the construction work. Manager Winkelman's department will be on the second floor, and his private offices will look out on Head place. The demonstration booths, which promise to be something quite unusual among the Boston stores, will look across the Common, and in arrangement and furnishings will be quite up-to-date.

Visits Victor Co.'s Factory

Manager Herbert L. Royer, of the Arch street department of the M. Steinert & Sons Co., was over at the Victor factory at Camden for a short visit lately, and a few days ago he was over in New York in conference concerning trade conditions. Manager Royer reports business as unusually active, especially in the wholesale department.

Vocalion Co. Opens in Providence

The Vocalion Co., of which R. S. Hibshman is manager, is branching out, this time in another city, Providence, R. I., having been selected as the particularly desirable place in which to exploit the virtues of the Vocalion. The location chosen is Westminster street, close to where the new Keith's Theatre is to be erected. The manager of the new store, which will occupy the entire first floor of the building, will be Leo Shatney, whom Manager Hibshman is sending over from the Boston warerooms. Mr. Shatney is an alert, progressive young man who, during his Boston residence, has been able to make some excellent sales for the company.

Brings Many Columbia Visitors

"Hip-Hip-Hooray," the big New York Hippodrome production, which will soon be opened for a long engagement at the Boston Opera House, has opened a downtown office in the Columbia warerooms. This corner of the store, therefore, is an unusually popular one just now Percy Heath, who is ahead of "Hip-Hip-Hooray," is frequently found there at his desk. Percy is one of the most popular advance men in the theatrical business.

Andrew F. Lyons Married

Andrew F. Lyons, of the talking machine department of Chickering & Sons, was married October 25 to Miss Helen F. Callahan, of Roxbury, and a honeymoon to New York and other places followed. Mr. Lyons and his bride were the recipients of many beautiful presents, Mr. Lyons' friends in the Chickering warerooms are taking advantage of the occasion to show their regard for him.

BOSTON "Exclusively" EDISON NEW HAVEN

PARDEE-ELLENBERGER

MORE than ever does the dealer realize that an "exclusive" representation works to his advantage. The Edison Diamond Disc Phonograph is the ideal of the progressive dealer, because it is the art-creation of Edison's master genius, and you know and everybody knows that Edison's endorsement spells BUYERS' CONFIDENCE.

Joins Sales Force of Chickering & Sons

A new member of the sales force of Chickering & Sons is William H. McCann, who has lately joined the talking machine staff after having had experience in other departments of the Chickering business.

Pardee, Ellenberger Co.'s Great Business

Manager Frederick H. Silliman, of the Pardee, Ellenberger Co., Inc., reports business as rushing to the limit, and it would be wellnigh impossible to take care of any more. Mr. Pardee was up here from New Haven a couple of days ago and expressed himself as well pleased at the volume of business being done in the Edison Diamond Disc line.

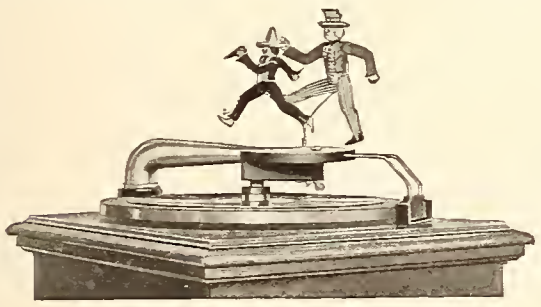
Makes Excellent Trade Report

George Lincoln Parker's Victor and Edison departments, of which John Alsen is manager, is making rapid strides these days. The exhibit at the Food Fair at Mechanics Building has been productive of a great many prospects.

"UNCLE SAM AND THE MEXICAN"

Clever, New Novelty for Talking Machine Owners Offered by National Toy Co.

The latest addition to the novelties for use for the talking machine manufactured by the National Toy Co., Boston, Mass., who long ago gained a reputation in the trade for their "Ragtime Rastus" and "The Boxers," is based on the subject of timely interest, and is marketed under the name of "Uncle Sam and the Mexican." The figures represent Uncle Sam gripping the collar of a typical Mexican and applying his feet to the rear of said Mexican in the most effective manner, as the talking machine provides the accompaniment of lively music.



"Uncle Sam and the Mexican"

With the holiday season approaching the trade is naturally interested in accessories that have a particularly ready sale during that season, and Uncle Sam and the Mexican should share in this interest, especially so in view of the shortage of imported toys. An illustration of the new novelty is presented herewith.

The National Toy Co. is now located at 273-279 Congress street in much larger quarters than formerly occupied. Even now the house is cramped for room, so great has been the growth of business during the past twelve months. The toys of the company have been most favorably received by the talking machine trade everywhere and they are easily adjusted to almost every make of machine.

ANTICIPATING THE FUTURE IN BUILDING BUSINESS

Meeting the Problem of Stock and Distribution Before They Materialize in the Modern System—Preparing for the January Demand for Records That Follows Holiday Machine Sales

Every month comes and brings with it a thousand little problems of its own. Ordinarily one would think that success consisted in meeting these problems as they come up with a profitable result. Modern business, however, has stepped far beyond the scope of present time—the live dealer in the talking machine trade is forced to anticipate what is going to transpire months ahead. For instance, it is now November and yet the really live dealer has to be thinking well beyond the holiday season if he is going to meet conditions after the holidays in a satisfactory way. The Christmas holidays are the greatest time in the year for machine sales, while record sales also take a wonderful jump in popular music and operatic selections.

The significant thing, of course, is the tremendous sale of machines within a comparatively short period. The boost in record sales need not be considered in the light of its results, because there is nothing very definite left as a result. But machine sales at Christmas time do leave a wake of the most important kind. They leave a gigantic wake which is labelled "Big Record Business for January." All the new machine owners are bound to start shopping for "music for the home" and as a result records of all sorts are in great demand.

Having recognized the January demand for records which is bound to follow December machine sales, it remains to prepare to take a maximum advantage in actual record sales. Along the line of preparedness, there are perhaps three important measures. First, the dealer must stock in heavy on records of all varieties. Customers will not wait. They want particular selections "on demand," and dealers cannot meet this call if the records are not in stock.

Second, there is the matter of preparing the proper kind of reception for the throng of record buyers. In this case, demonstrating booths have proved of great advantage because in a given space the greatest number of buyers can be listening to selections at once without interfering with each other. In fact the soundproof booth has proved a salvation for the dealer whose quarters are limited and yet who desires to accord each prospect the distinction of an individual reception. The booth system in part eliminates the work of salesmen, as a customer can be placed in a booth to sell records to himself. When the salesman is present, on the other hand, he can cater to the individual tastes of a particular person.

Another point of considerable importance is the systematizing of the record department. Various types of record filing cabinets have been designed to help the dealer, but it remains for the dealer to determine what style is best adapted for his own establishment. The main thing to bear in mind is, of course, to make all varieties of records easily accessible to all the salesmen and in such a way as not to interfere with or interupt each other's customers.

Finally, a lot of preparation must be done to the end of getting the buyers into a particular store. Advertising must be done in the local papers and the advertising copy prepared well in advance. Posters, window decorations, interior attractions—all these things must be planned out before the busy season arrives.

It behooves every dealer to start thinking along the lines suggested—to stock in heavy with records, to get his booths ready, to get his advertising copy ready, to get his windows planned, to get his record filing cabinets established and do the hundred and one other things to meet the big record business that will come in January.

DEMAND FOR VEECO MOTORS GROWS

Many Manufacturers Arrange to Install That Motor in Their Machines Exclusively

Boston, Mass., November 3.—Chas. F. Simes and J. A. Davis, of the Victor Electrical Equipment Co., has during the past two months been sometime calling upon manufacturers of talking machines with the result that many manufacturers have adopted the Veeco electric motors exclusively for their product, and consequently the output has been materially increased.

The manufacturers who have tried the Veeco motors are not only impressed with their simplicity, and ease of operation, but have appreciated the fact that the consumer is glad to eliminate the winding when possible.

The new composition turntable marketed by the company is also being well received, especially by those manufacturers who desire turntables that will match their machines in color.

Common Knowledge

Music stays on the record just as long as a needle is not running in the record grooves.

Therefore, it makes a big difference what kind of a needle is used to "lift" from the record, music of a thousand different kinds.

Use BAGSHAW NEEDLES to do the work and you get "the best in music" because BAGSHAW NEEDLES are THE needles of artistic merit.

"BEST BECAUSE THEY ARE BAGSHAW"

W. H. BAGSHAW Lowell, Mass.

ESTABLISHED 1870

In view of the pending conditions in labor and material markets, the trade is advised to anticipate needle requirements for 1917

BARRI

World's Greatest

The Latest Exclusi

Photo (c) Mishkin

In Maria Barrientos, another world-famous name is added to the exclusive Columbia list.

No coloratura soprano before the public today has such a following as Barrientos. Her successes have been achieved in the leading opera houses of New York, Milan, Paris, London, Petrograd, Buenos Ayres and Barcelona.

Barrientos Records o

COL

Graphop

Wool

ENTOS

Coloratura Soprano

e Columbia Artist—

In this epoch making announcement of records by the world's greatest coloratura soprano another source of profit and prestige is given Columbia dealers. It is an announcement as far reaching in effect as the recent one featuring Columbia Records by Lazaro.

There is a ***big*** field open for Barrientos Records and the dealer who profits most will be the one who first announces these remarkable recordings to his trade.

Sale Special—December 10th

UMBIA

hone Company

rth Building, New York

THE "HERE TOO" MAN IN THE TALKING MACHINE TRADE

Too Many Dealers Satisfied to Take What Business Comes to Them, Instead of Going After it Energetically—The Silent Salesman Idea Not a Practical Success

Some years ago there were two hot corn merchants doing business at the same crossing on Sixth avenue, New York.. Both were negroes. One fellow, a little energetic cuss, with a voice entirely out of proportion to his size, walked up and down the pavement with short, quick steps, bellowing at the top of his voice, "Heah's you' hot cone. Bes' what is, right heah, five cents a ear." The other negro, a great big, overgrown darkey, would walk slowly up and down his side of the street just barely mumbling, "Heah, too, heah, too." The first darkey did a land office business—the second got just about enough to live on.

That system of competition applies to every line of business, including the talking machine business. Even to-day, after years of education, years of coaching, of protesting, there are still dealers who operate their stores in the "here, too" plan. They have talking machines and records to sell. That lets them out. Their competitors have the same goods to sell, but with this distinction—they sell them.

The only really successful silent salesman is the casket in the undertaker's window, and nobody wants to buy that if they can help it. But, every other product must be sold. If the dealer can make a living by sitting down and waiting for the trade to discover that he is selling talking machines and come in and insist on buying, a fortune is in his grasp if he will simply raise up his voice, either personally or through printers' ink, and tell the people that his store is not just a private den, but is a business house.

In every newspaper one picks up to-day, there is to be seen talking machine advertising of one sort or another, and it is the dealer who gives that advertising a personal application, that brings before the prospects the fact that he sells talking machines and records advertised so liberally, who is getting the most out of his business.

There are too many of the "here, too" variety who are satisfied with the business that comes to them without effort, and with the crumbs that fall from the live dealer's table, as it were.

Jewel Needles

DIAMOND, SAPPHIRE, AGATE

For All Types of Records

Our methods of grinding needles are the most scientific known, producing a most uniform and highly polished product.

We manufacture ALL parts of Talking Machines

Dixon Manufacturing Co., Inc.

295 FIFTH AVENUE NEW YORK

VICTOR ADVERTISING FOR NOVEMBER

Post-Holiday Campaign Calls for Five 800-Line Advertisements in One Month—Company Urges Dealers to Be Prepared

Proofs of five advertisements, each of 800 lines, and all to be run by the Victor Talking Machine Co. during November, have been sent out to the trade and serve properly to emphasize what this company is doing to advertise as their product, which is already oversold.

The first of the five advertisements appeared in the daily papers on Saturday, October 28, and the other four will appear on the four following Wednesdays, urging dealers to take advantage of this great publicity which is country-wide in its scope. The Victor Co. says in a letter accompanying the proofs:

"If an advertising solicitor had induced you to increase your advertising space this month by an additional 4,000 lines, you would make a very considerable effort to cash in on that expenditure. You would see to it that in the matter of stock and service you were in position to back it up. Everybody in your entire organization would be 'on edge' to make the special campaign a success, and it would be a success largely because of the extra enthusiasm and extra 'vim' which every one in your establishment would put into his work. Enthusiasm is contagious. We admit that these five big advertisements are not published for your benefit exclusively. All Victor advertising is done for the benefit of all Victor dealers, but we know positively that those dealers who join hands with us most heartily are those whom this Victor advertising results most profitably."

RECORDING SONGS OF THE ESKIMO

Some Important Work Done by the Stefansson Canadian Arctic Expedition

TORONTO, ONT., November 3.—Writing in a British daily Dr. Anderson, leader of the Stefansson Canadian Arctic Expedition, relates, after describing much of the valuable scientific researches and experiences, the fact that about 100 talking machine records were taken of Eskimo songs and chants, with careful transcription and translations. To most of us in this civilized part of the world they will no doubt be a revelation. People will no doubt be looking forward to the pleasure of a demonstration of these unique and wonderful records from the land of snow and ice. This is just another evidence of the variety of high class entertainment available for talking machine owners.

Complete Victor Stocks

and

STEINERT SERVICE

Our commanding position in the New England Victor field is due in no small measure to the above fact.

We offer it to you as a means for greater profit.

If it's in the Victor catalog we have it.

You cannot merit the patronage of your locality without complete stocks.

Steinert Service provides it for you with no additional expense.

Write or telephone Beach 1330

M. STEINERT & SONS CO.

35 Arch Street Bet. Franklin and Milk Streets

BOSTON, MASS.

ANDS KOCH

Manufacturer

KOCH-O-PHONE

Phonographs, Parts, Tone Arms, Sound Boxes, Records, etc.

Write for samples and prices

296 Broadway, New York

GETTING THE GREATEST RESULTS FROM ADVERTISING

Reaching Several Million Circulation Through General Magazines Does Not Pay Unless Distributing Organization Is First Perfected—What Trade Paper Publicity Does

The business man of to-day who does not believe in advertising is on a par with the farmer who, after a serious study of the elephant at the circus, declared there was no such animal. In other words, he refuses to believe what his own common sense and his own judgment tells him is right. The great trouble, however, is that a great many men even in the talking machine trade believe in advertising, but have a false conception of its scope and purpose.

There is a great fascination in figures. One magazine has 500,000 circulation, another a million and still another two million. It costs money to advertise in these publications, but the new talking machine manufacturer, for instance, believes that by placing his advertisements before these three million and a half or four million people, he is on the right road to success. Probably he is if he has the goods to back up the advertising.

Two nationally famous concerns recently advertised talking machines on a mail order basis in the general magazines. The result simply swamped their producing facilities. They could not begin to fill the orders the advertising created. In one instance the concern was put to great expense to return money that was sent in for machines that could not be delivered for several months to come.

While such instances are proof of the producing powers of advertising, they furnish still greater proof of the fact that advertising should be in proportion to the ability of the advertiser to meet demands. It is generally realized that it is much better not to have received an order than to have disappointed the prospective purchaser. In the first place, when the goods are ready, the order can be gone after and secured. In the second place the disappointed customer must first be placated before the order can be secured, which means extra work and extra expense.

Where the product is distributed through local representatives, the trade paper offers the only logical first field for advertising. Its purpose is solely to interest prospective dealers. When a sufficient number of dealers are obtained to give the manufacturer a direct representation in most sections of the country, then it is time to start a national campaign.

One manufacturer recently remarked that he had difficulty in inducing dealers to handle his line until he did national advertising. It was pointed out to him that the dealer would be just as well satisfied if, pending the lining up of more dealers, the manufacturer spent a certain amount of money in that dealer's own locality, and the plan worked out well. In other words, instead of scattering his advertisements broadcast in places where the demand could not be by any means filled, he concentrated that demand into sections where it could be filled for the benefit of the local dealer.

Firemen do not flood the entire building to put out a small blaze in the basement. Neither should a manufacturer flood the entire country with advertising when his distributing facilities are confined to one or several sections. It's a point worth thinking about.

"THE MUSIC MASTER'S CONVERSION"

Interesting Little Story on Effect of Voice Recreation Issued by Thos. A. Edison, Inc.

The advertising department of Thos. A. Edison, Inc., has just issued a most interesting little twelve-page booklet containing a well written story in dialogue centering around the re-creation of artists' voices as accomplished by the Edison Co.

The story tells of the conversion of an old music master who was antagonistic to all talking machines until the Edison was smuggled into the house, and he heard the voice of a protegé as re-created by Edison issuing from the phonograph. The story is entitled "The Music Master's Conversion," and is well told.

GRAFONOLA FOR THE "MANNING"

Crew of U. S. Revenue Cutter Buys $75 Grafonola From the Eilers Talking Machine Co.

PORTLAND, ORE., November 6.—The accompanying photograph shows the crew of the U. S. revenue cutter "Manning" with a $75 Grafonola sold by M. Dunphy (the gentleman with overcoat at extreme right), for the Eilers Talking Machine Co., of this city. This boat is at present stationed at the mouth of the Columbia River, but spends about six months of each year in the Alaskan territory, during its regular duty of chasing seal poachers. The crew is very enthusiastic over the Grafonola, which will prove a most entertaining factor during their long cruise to the North.

"Jackies" Enjoying Grafonola Music

INCORPORATED

The Vicsonia Manufacturing Co., Inc., New York, has been chartered with a capital stock of $5,000 to act as agent for talking machines, phonographs, etc. The incorporators are W. M. Seymour, W. J. Sess and T. T. Carolin.

KO-HI-OLA

The article of furniture that is absolutely new in its Idea and Purpose. More useful than the Ordinary Phonograph, more ornamental than the usual style of Grandfather's Clock and has ***Exclusive Features*** not found in other machines.

PATENTS PENDING

The Combination:

—Grandfather's Clock.
—Phonograph.
—Secret Chamber.
—Record Compartment.
—Interior Electric Lighted.

DIMENSIONS—70 x 20 x 16 inches

DEALERS—Our factory facilities permit us to offer only 3000 KO-HI-OLAS to the first of the year.

Write at once for the Dealer's proposition.

Koehler & Hinrichs MERC. CO.

MANUFACTURERS, IMPORTERS, WHOLESALERS
SAINT PAUL, MINNESOTA

PATENTS PENDING

Announcing Our Permanent Exhibit of the

Rishell Phonograph Co.'s

COMPLETE LINE OF

High Grade Period Design Phonographs

in Mahogany and Oak, at $50, $60, $75, $100, $150, $200, $250 and $300

"Our Cabinets are made by the J. K. Rishel Furniture Co., whose forty-nine years' experience in the manufacture of fine furniture is a guarantee of a perfectly designed, constructed and finished phonograph, playing every type of record."

Every Machine Equipped, free of charge, with the RISHELL AUTOMATIC STOP

RISHELL PHONOGRAPH COMPANY, Williamsport, Pa.

NEW YORK SHOWROOMS
56 West 45th Street
"Just a few steps from Broadway"

PHILADELPHIA SHOWROOMS
1019 Filbert Street
"Near 10th and Market Streets"

COLUMBUS SHOWROOMS
40 West Spring Street
"Next the Chittenden Hotel"

Weber and Fields and Al. Jolson—leaders in the art of fun, leaders for Columbia dealers—new records by each in the Columbia December list.

(Write for "Music Money" a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

HANDSOME SHAVERT WINDOW

Live 'Possum Feature of Schmidt Music Co.'s Display in Davenport, Ia.

DAVENPORT, IA., November 1.—One of the effective window displays of the harvest season made in this city was that of the Schmidt Music Co., who featured the Aeolian-Vocalion most artistically. The window of the store on West Third street, was trimmed throughout in autumnal colors with gold predominating, corn stalks and other harvest products were arranged artistically about the window and lighted by globes designed to give a sunburst effect. The feature of the display that attracted the most attention, however, was a live 'possum captured near Muscatine, and which enjoyed the gaze of the multitude in a little cage all its own. Above the cage was the inscription, "Quit Your Playin' 'Possum. Yo' Know Yo' Want a Vocalion."

The Smith Music Co.'s Attractive Aeolian-Vocalion Window

EDISON WEEK A GREAT SUCCESS

Jobbers and Dealers in All Sections of the Country Participate in Special Event Through Medium of Tone Tests, Concerts and General Advertising—Interest Grows Each Year

The effectiveness of the national campaign, carried on by Thos. A. Edison, Inc., is reflected in the success that attended the celebration of Edison Week from October 16 to 21. Numerous tone tests of an elaborate character were given in the larger cities under the auspices for the most part of Edison Disc jobbers. In other sections ordinary but thoroughly interesting recitals were given by the dealers, either in their own stores or in quarters specially hired for the occasion. Moreover, the offer of prizes for special window displays made a strong play to those who handle the Edison in every section.

During Edison Week it was almost impossible to pick up a newspaper without finding some reference to some particular dealer who was in some way impressing upon the minds of the people in his locality that it was Edison Week, and it was time for them to become interested in the Edison phonographs. As Edison Week is held each year so does the interest grow, with the result that the celebration of last month was the most successful in the history of the company, not only in the amount of interest aroused, but in actual results obtained.

SCHMELZER ARMS EXPANDING

Lease Building Adjoining Present Quarters in Kansas City for Victor Department

KANSAS CITY, MO., November 3.—The Schmelzer Arms Co., Victor distributors, have enjoyed a volume of business this year in Victrolas and records that has passed all previous records, and as a result have been forced to make a substantial increase to their plant to take care of the holiday trade.

Five years ago the company occupied its present quarters with an abundance of excess space to provide for a normal growth, but they have now been compelled to lease an additional building with a fifty-foot frontage, which will be devoted exclusively to talking machine business. With the addition the company now occupies a total frontage of 125 feet.

Arthur A. Trostler, general manager of the Victor department of the Schmelzer Arms Co., recently returned from a trip to the Victor factory, and reports that the factory is snowed under with orders, but is leaving no stone unturned to take care of the jobbers and the dealers. "All the jobbers seem to be in the same boat as we are," declared Mr. Trostler. "We can't keep a nickel's worth of stock on hand.

"Just as fast as we get the goods just so fast are they shipped out again. The Victor Talking Machine Co. is entitled to a world of credit for making this demand possible. It is said that as the holiday season approaches the jobbers will be more busy, but I can't say that they can be any busier than they have been for the past ten months. It has been Christmas at my desk for the past fifteen months with long distant calls and telegrams for stock, and with every visitor that enters my office asking the question, 'When can I get some Victrolas?'"

NEW HERZOG CABINET CATALOG

We are in receipt of a copy of an elaborate new catalog of talking machine record cabinets issued by the Herzog Art Furniture Co., Saginaw, Mich. The cabinets for various types of machines are classified in seven sections, for Victrolas, Edison, Columbia, Sonora, Pathé, Aeolian-Vocalion and Rex machines. There is also a section devoted to auxiliary record cabinets and another to newspaper cuts of the cabinets for the dealer's use. Every style cabinet is beautifully illustrated, the cuts being printed in sepia. The volume is one that should be in every dealer's hands.

Two Unico demonstrating rooms have been installed in the warerooms of C. E. Downing, in Augusta, Me.

ALBANY
For Capital Service

Exclusive Victor Distributors
Unsurpassed Record Service

GATELY-HAIRE CO., Inc.
121 N. PEARL STREET

NEW RETAIL WAREROOMS OF SONORA PHONOGRAPH CORP.

Just Opened at 279 Broadway, New York, One of the Most Attractive Establishments in City—Display Rooms Most Artistically Conceived and Arranged—Right in Heart of Business Section

The new retail warerooms opened late last month by the Sonora Phonograph Corporation, at 279 Broadway, New York, corner of Reade street, give every indication of soon rivaling in point of sales totals the other Sonora establishment at 665 Fifth avenue, which is one of the most popular retail phonograph stores in that section.

These new Sonora warerooms are furnished in a manner fully commensurate with the standing of the Sonora phonograph in the musical and phonograph worlds. Decorations and furnishings are symbolic of quality in every detail and gaudiness and over display are missing in this new home of the Sonora.

The accompanying photographs will give some idea of the dignified character of the salons. The demonstration booths are tastefully furnished, each booth containing two or three of the different Sonora models. The booths are sound-proof, and the white ivory gives an atmosphere of refinement which is characteristic of the entire establishment.

There is one room in the new Sonora warerooms termed the "Supreme" room, which is probably one of the finest single phonograph rooms that has ever been constructed. This room is devoted exclusively to the presentation of the Sonora "Supreme" model, which retails at $1,000. This instrument is displayed amidst surroundings which are in complete harmony with its artistic beauty, and in fact the decorations were conceived with the one idea of giving a fitting home to this $1,000 phonograph. The "Supreme" room is shown herewith, but the beauty of the color scheme in the rear, and on the sides can hardly be appreciated in a photograph. The scene depicts the view from an Italian villa, and the lattice view carries out this thought unusually well. A special constructed dome ceiling with exceptional acoustical properties is another feature of the "Supreme" room.

General Retail Manager McCormick's Office

A Section of the New Sonora Warerooms

A Partial View of the "Supreme" Room

The new warerooms at 279 Broadway, which are located in the heart of the downtown business district make a particular appeal to the business men of the section, many of whom have been acquainted with the prestige of the Sonora phonograph for some time past, but have delayed hearing it until they could visit the Sonora headquarters at 665 Fifth avenue, or the store in the Standard Arcade at 50 Broadway. As the new showrooms are located but a few steps from Chambers street, every convenience is afforded prospective purchasers who have occasion to spend a few minutes in the hub of the downtown business world.

It is planned to make the new Sonora warerooms at 279 Broadway the home of many important musical events similar to those which have been held at the uptown Sonora salon during the past year. Prominent musical and theatrical celebrities will visit the warerooms in the near future, and give informal recitals in conjunction with the Sonora phonograph.

Thomas F. Delaney, Jr., who has been associated with the Sonora Phonograph Corporation for a number of years, is manager of the new Sonora warerooms. L. S. McCormick, general retail manager of the company, is also making his executive offices at the new warerooms, and is personally in charge of a number of important plans which will doubtless result in developing a most profitable retail clientele at the new Sonora salons. Every phase of this campaign will be directed towards presenting the Sonora phonograph as a quality instrument to music lovers strictly on its tonal and musical qualities.

J. G. Heidner & Son, piano and talking machine dealers of Holyoke, Mass., are arranging to consolidate their two stores in that city, and with that end in view have leased large quarters in the new La France Building on Maple street, that city.

LANSING

Khaki Moving Covers

Protect from Cold or Stormy Weather

and will enable you to deliver your phonographs free of blemishes of all kinds.

No. 3 Carrying Strap Shown in Cut, $1.00

THESE covers are made of Government Khaki, interlined with heavy felt or cotton, fleece-lined, quilted and properly manufactured. Perfect protection in all weather.

GRADE B $5.00

GRADE A $7.50

Carrying Straps Extra

Use the Lansing Khaki Moving Cover and your delivery troubles will be over.

Write for booklet

E. H. LANSING

611 Washington St. BOSTON

Madrid, le 26 Avril 1916.

Monsieur,

J'ai le plaisir de vous renouveler que Leurs Majestés le Roi et la Reine, mes Augustes Souverains, ont été véritablement enchantés de l'audition du nouveau phonographe "VOCALION" de l'Aeolian Company, que vous avez présenté au Palais.

Leurs Majestés, agréablement surprises de la perfection de cet instrument, ont daigné me charger de vous le faire savoir et, en même temps, de vous exprimer Leurs remerciments pour le magnifique modèle que l'Aeolian Company Leur a dedié.

C'est avec une véritable satisfaction que j accomplis cet ordre, profitant de cette occasion pour vous renouveler, Monsieur, l'expression de ma considération distinguée.

Marquis de Torrecilla

Monsieur H. Dubois,

Représentant de l'Aeolian Company

THE AEOLIAN-VOCALION IS PRESENTED BEFORE THEIR MAJESTIES *THE KING & QUEEN OF SPAIN*

Madrid, April 26, 1916.

Sir:

It gives me pleasure to announce to you that Their Majesties, the King and Queen, my August Sovereigns, have been really enchanted by the audition of The Aeolian Company's new phonograph, the VOCALION, which you presented at the Palace.

Their Majesties have been so agreeably surprised with the perfection of this instrument, that they have commissioned me to acquaint you with this fact, and at the same time to express their appreciation for the magnificent model which the Aeolian Company prepared for them.

It is with genuine satisfaction that I carry out these instructions, taking advantage to renew to you, Monsieur, the expression of my most distinguished consideration.

(*Signed*) MARQUES DE TORRECILLA.

Monsieur H. Dubois,
Representative of The Aeolian Company.

[TRANSLATION OF THE ROYAL LETTER]

AT the PALACE of SPAIN the Aeolian-Vocalion was granted an audience by Their Majesties, the King, Queen and the Queen Mother.

The high respect paid the Vocalion by the most exalted personages everywhere — the almost immediate recognition accorded it in Europe where musical standards are notably severe — substantiates that this wonderful phonograph is truly a great, new musical instrument.

The Vocalion triumph at the Palace of Spain is one of utmost significance. And the quotations given below from the modestly phrased report by M. Dubois, the Aeolian representative, relate the details of this occasion in a simple, straightforward style. Mr. Dubois' paragraphs constitute, in themselves, a brief human interest document, establishing a new and greater musical importance for the phonograph:

"I am very glad to be able to inform you that I was admitted on Saturday last to present the Vocalion before Their Majesties, the King and Queen of Spain. The Queen Mother was also present.

"The impression made by our instrument was most flattering. The King, especially, who was standing with me near the instrument, was most interested, asking for the smallest details of each operation, and

expressing his admiration with enthusiastic words and gestures. He tried the effects of the Graduola and understood immediately how interesting this device is, which gives — as he said to himself — an increased interest to the phonograph; which, until now, always played the same piece in the same way.

"After the King, the Queen Mother wished to play a record. Whilst manipulating the Graduola she accompanied the record by voice — this shows how keen was her appreciation of the Vocalion.

"When the Queen and Queen Mother had gone, I remained alone with the King, when I had with His Majesty the most charming talk. After I had given him all the details about the Vocalion, he was kind enough to speak to me of my family, which remained in Belgium, and he gave to me the most comforting words.

"Then shaking hands with me he said the following, which I reproduce quite truthfully —

> "'I thank you very much for having shown me the Vocalion, which is a splendid instrument. Please give my best thanks to The Aeolian Company for their kind attention. The Vocalion is a wonderful instrument that really interests me much. Please say so to The Aeolian Company.'"

Aeolian prestige, Aeolian ideals, and above all, the Aeolian faculty for harmonizing true artistic endeavor with modern organized production methods, are writing a greater phonograph history — have already created a permanent niche for the Vocalion in the artistic world of music.

The Aeolian-Vocalion is made in many Art and Period models. Prices to $2000. Special case designs to comply with architects' or decorators' specifications.

ABOUT VOCALION REPRESENTATION

LREADY much Vocalion territory has been assigned—Vocalion representation is recognized as the most profitable any dealer can secure. The number of firms manufacturing phonographs is already increasing. Competition is growing, and popular demand is depending less and less on the glamour of association with individuals and artists, and more and more on intrinsic merit and demonstrable superiority.

The Aeolian-Vocalion is not only far in the lead today, but the whole history of its manufacturers is a certainty of its remaining so. Moreover, this leadership is obvious at a glance, even to the least musically cultured. It is apparent in the most moderate-priced "stock" model—overwhelmingly evident in the Art Styles.

When in addition it is realized that the Aeolian-Vocalion line is the broadest in the industry, ranging from instruments at $35 to magnificent art models at $2000, and that Aeolian representation is *exclusive*, insuring the dealer the advantage of all the business in his territory, the tremendous value of this representation becomes apparent.

▼ ▼ ▼

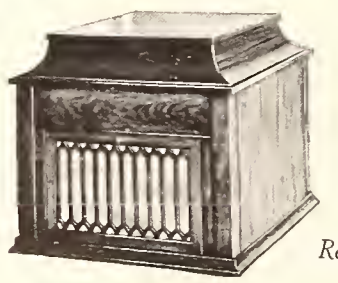
Style H
Retail Price $150

We invite you to write for details of the Vocalion proposition. Address the Aeolian-Vocalion Department.

THE AEOLIAN COMPANY

AEOLIAN HALL, NEW YORK CITY

Chicago Office: Fine Arts Building, Michigan Avenue
A complete display of all models of the Aeolian-Vocalion may be seen at this office



Style E
Retail Price $50

Style K
Retail Price $300

Good product, sold to the dealer and by the dealer strictly on its merits, co-operation always, and protection as a matter of course —that's *business* Columbia style.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

GRAFONOLA CO. OPENS IN CLEVELAND

Spacious Quarters Formally Opened at 1115 Euclid Avenue—Those at the Head of the Company—Union Phonograph Supply Flooded With Orders—General Reports Excellent

CLEVELAND, O., November 6.—A new Grafonola store here, is the November message to The Talking Machine World. Visitors from the east, as well as from Chicago, say it ranks well with the best stores of its kind anywhere in the United States.

The spacious headquarters of the Grafonola Co., at 1115 Euclid avenue, were opened for public inspection October 21. But it was not until the first of this month that everything in the store found its proper place. The store adjoins the new Stillman theatre in the building recently added to the Hotel Statler, and is in the bon-ton district of Cleveland.

About the personnel of the company. No changes were made in the management, as the store is merely new quarters for the company which temporarily occupied the store at 913 Euclid avenue. The company was organized a little over two years ago with S. A. Jaeger as president and W. M. Wright as secretary and treasurer. The sales force is composed of twelve inside salesmen and ten men working on the outside.

Of course the largest part of the business is dealing in Columbia Grafanolas and the Cheney talking machine. However, the firm has added a line of pianos.

The store occupies the basement and a second floor, has fifteen separate demonstration rooms, as well as special quarters for records and piano rolls and is by far the largest store of the kind in the city.

L. L. Brenneman, in charge of the educational department of the W. H. Buescher & Sons Co., dealers in Victrolas, announces the arrival of a seven-and-one-half pound baby girl in his family on November 2.

F. G. Marbach, of the Union Phonograph Supply Co., the first of this month, stated that his factory can not supply all the demands made for newly patented tone arms and reproducers. He said they can not fill one half their orders. The first week of this month the company added a night force at their factory.

The Eclipse Musical Co., distributors of the Victor products, report one of the largest months of business in the history of their firm. Figures show that October business of 1916 increased 100 per cent. over business of the corresponding month a year ago.

C. K. Bennett, manager of the Eclipse Musical Co., has just returned from a visit at Camden, N. J., and from a trip through Ohio. He reports a tremendous leap in business in all territories.

Mr. Bennett, Earl Poling and Miss Florence Boutell, the latter two also being members of the Eclipse Co. staff, attended the opening of a Victrola department in the store of Drake-Monninger Co., Alliance, O., October 1. Miss Boutell gave several vocal solos with Victrola accompaniment.

The Decorah Music Shop, Decorah, Ia., opened its establishment in the new Hutchinson Building on Main Street, last month. The Edison Diamond Disc line is handled.

HEALTHY SALESMEN GET RESULTS

O. K. Houck Piano Co. Encourages Athletics Among Members of Staff With that End in View—Selling High Grade Goods

MEMPHIS, TENN., November 4.—J. F. Houck, vice-president of the O. K. Houck Piano Co., this city, believes that the healthy salesman is the man who gets the best results, and as a result the members of the staff of the Victor department of that company, which is a Victor distributor, are encouraged to take an active interest in athletics to keep themselves physically fit. The employes enjoy various contests during the year. All of them are enthusiastic baseball fans and have already organized a team to go after some records next year.

The Houck Co. was recently visited by P. P. Ratcliff, representing the Victor Talking Machine Co.'s educational department, and did some effective work among the Memphis schools, and the company's sales staff is concentrating on the higher grade of instruments, and the effect is found in the fact that the first eighteen Victrola sales closed during October averaged over $200 apiece—a record which is worth studying. Fall business with the Houck Co. is most excellent. General conditions are good and the company expects that the holiday business will break all records.

The Wilson-Laird Phonograph Co., New York, has been incorporated with a capital stock of $10,000 to manufacture reproducers for phonographs. The incorporators are F. M. Applegate, C. L. Stephenson and H. W. Baker.

NEXT TIME

SEND US YOUR RECORD ORDER

ECLIPSE

We SPECIALIZE in the JOBBING of VICTOR Products Exclusively

ECLIPSE MUSICAL CO., VICTOR Distributors

CLEVELAND

To Victor Dealers!

The Problem

You know that each holiday season witnesses an acute shortage of Victor Records.

For several seasons past you have lost a percentage of your possible sales thru inability to deliver the Records called for.

The same situation will prevail again this year.

The Solution

We propose that you place your Record orders today.

Today we can fill any order for any amount.

Such a service will not be possible in any quarter within a short time.

For your own good we urge that you estimate your demand today and let us have your order.

Together let us settle your Record question on a basis satisfactory to both.

Today!

Schmelzer Arms Co.

KANSAS CITY, MO.

Distributors for The Victor Talking Machine Co.

GRAND OPERA SEASON HELPS KANSAS CITY BUSINESS

Serves to Bring Strong Record Demand to Various Stores—Koerber-Brenner Co.'s New Publications—New Manager for Trower Music Co.—Expansion of Starr Co. Business

KANSAS CITY, Mo., November 6.—The grand opera session held in Convention Hall the past week was a very helpful stimulant to the local talking machine business and particularly to the record trade, said J. F. Ditzell, who reports that his department did a great deal of co-operative advertising with the management of the grand opera, and the result was a large sale of Homer, Farrar and Whitehill records, beside a large increase in the sale of machines.

J. F. Ditzell, manager of the talking machine department of Peck's Dry Goods Co., reports that he has just received a copy of the first issue of a paper called "Kay Bee," which is published by the Koerber-Brenner Co., distributor of the Victor at St. Louis. This sheet, which will be sent to all retail dealers in the West who deal with the Koerber-Brenner house free of charge, contains much clear, helpful and interesting news for the dealer.

The E. E. Trower Music Co., of Kansas City, Mo., has a new manager, W. C. Junkins, who has been in the music business for a number of years in the Southwest. E. E. Trower, owner and formerly manager of the company, has accepted the general managership of the talking machine department which is now being installed in the Boston Store, Wichita, Kan. This department will occupy the fifth and sixth floors of the building. Mr. Trower has moved to Wichita and taken his family with him. The Pathé talking machine which is carried by the E. E. Trower Music Co. at Kansas City, will also be carried in the new department of the Boston Store at Wichita.

C. V. Bissell, the new manager of the Starr Piano Co., of Kansas City, dealer in talking machines, reports that the Kansas City house has taken over the entire territory of the Southwest in talking machines, where it formerly had only the Kansas City territory. Mr. Bissell was formerly wholesale talking machine salesman in the Southwest territory and expects to do a good business, as he is well acquainted with the territory.

L. V. Smith, formerly floor salesman for the talking machine department of the Peck Dry Goods Co., is now selling from a Ford car in the suburban district. He visits prospective customers and brings them to the store in the car, thus covering a much larger territory.

O. D. Standke, a new salesman added to the floor staff of the Peck Dry Goods Co. talking machine department, is well acquainted with the talking machine business, having had a number of years' experience as retail manager of the Columbia talking machine branch at New Orleans and also at Chicago.

May, Stern & Co., of Kansas City, dealers in Victrolas, report a splendid business. The higher priced machines are in greatest demand and people seem to have plenty of money. This general air of prosperity is expected to make the fall and holiday business the best in several seasons.

The Altman Piano Co., which recently had its opening in Kansas City, has added the Columbia Grafonolas to its line, and reports that it is impossible to get as large a stock as is desired.

E. S. Hall, of the Hall Music Co., of Kansas City, reports that he has been embarrassed by the shortage of steel needles of various kinds. Mr. Hall says that fall business with him has been very good, and he is expecting a nice holiday trade.

F. M. Weiss, traveling representative of the Artophone Co., of St. Louis, was in Kansas City recently.

L. E. Wood, formerly in the talking machine business in St. Joseph, Mo., recently joined the Victrola department of the Jones Store Co., and a new repair man has also been engaged especially for that department.

B. A. Beard, traveler for the Columbia Graphophone Co., operating out of the Chicago office, is now visiting the agents in the Southern States.

James T. Clenny, of the Architects' & Engineers' Supply Co., announces that he will soon open a store in the downtown district. This company handles the Brooks, the Mandel and the Playerphone and has already had a good success. In the few months that Mr. Clenny has handled the machines over fifty have been sold. W. G. Nourse has been traveling through Kansas and Missouri for the company. Mr. Clenny is having the troubles of the average talking machine agent—he cannot get machines delivered.

E. A. McMurtry, manager of the Kansas City branch of the Columbia Graphophone Co., will soon leave for a trip to the executive office at New York. While in the East he will also visit the factory at Bridgeport, Conn. Mr. McMurtry says he makes these trips to the East every year to get brushed up on the latest "dope." This will be a business trip entirely.

N. R. Fuller, of the Edwards-Ludwig-Fuller Jewelry Co., says that firm has taken on the agency for the Steinola, a Kansas City manufactured machine. W. G. Nourse is handling the territory through the Southwest and a good showing has already been made. The machine is made in three sizes: one which sells for $75, another for $105 and another for $160.

The local office of the Columbia Graphophone Co. has a special window display showing the evolution of a record from the beginning to the end, which it is sending to all of the larger agents in this territory. The display stays a week at each house. As there is only one display the bidding which goes on for it among the dealers is lively.

M. W. Bardwell, manager of the talking machine department of the Household Fair, reports business to be fairly lively in spite of the fact that there is no one traveling for that department at present.

W. C. Fuhri, the United States manager of the Columbia Graphophone Co., and Mr. Sterling, the European manager of that company, recently paid a visit to the branch at Kansas City, Mo., of which E. A. McMurtry is the head. Several days were spent over the city. The two men are making a trip through the East visiting the branches and Kansas City was their farthest point West.

"NATURE MAN" EXTOLS "TALKER"

Southern California Recluse Tells of the Enjoyment Derived From the Talking Machine

LOS ANGELES, CAL., November 3.—William Pester, known throughout Southern California as the "Nature Man," has some very unique and interesting statements to make regarding the usefulness and desirability of the talking machine. Mr. Pester endeavors to live (as nearly as it is possible in this modern era of speed and progress) the life of our Saviour. He resides in a hut of his own manufacture, made entirely without the help of modern implements of any kind. Here in the foothills of the mountains, away from the noise and confusion of the city, he lives the life of a hermit, with the exception of three tried and true companions, his dog, his violin, and last, but not least, his Victor. The records which Mr. Pester buys from time to time are the only connecting link between his secluded little hermitage and the great world outside, and they are all of the better class of music.

Enjoying the Victor Close to Nature

Interesting, indeed, are some of Mr. Pester's views on the good that can be accomplished by means of the talking machine. We quote from a recent article written by him: "There are but few people who are not susceptible to the charms of sweet music. Even were a person bereft of speech, he could appeal to the people of all nations if he were the master of some instrument. One may like to hear a comical song, but after hearing it several times it becomes stale and even obnoxious. The talking machine has become a universal instrument, and it is both the duty and privilege of the record producers to put before the public music that is charming and uplifting, thus contributing to the betterment and progress of all mankind. Give us the grand and beautiful exclusively and the vulgar will die."

98% IS HEALTHY

When the Doc sees 98% on his thermometer, he knows that his job is gone.

When the VICTOR DEALER sees 98% of his RECORD orders filled—and promptly—he knows that his Holiday business will not suffer from malnutrition.

We Are the Health Producers

We keep that 98% average in record order filling as the main objective.
When the percentage drops—WE'RE BOTH SICK.

℞ Try Standard Treatment for that Victor Business

P. S.—Order by name—there's nothing "Just as Good"

We deal in Victor Products exclusively, and have no interest in any retail talking machine business. We have no branch stores, so that we have no local interests but yours, and this insures you our best service and co-operation.

STANDARD TALKING MACHINE CO.

800-802 PENN AVENUE PITTSBURGH, PA.

Victor Wholesale Exclusively

SALES PROMOTION DEPARTMENT

Organized by the Columbia Graphophone Co. as Division of the New York Organization Devoted Entirely to the Interest of Dealers—H. Tuers in Charge of Department

R. F. Bolton, district manager of the Columbia Graphophone Co., announces the inauguration of a sales promotion department, a division of the New York organization devoted entirely to the interests of Columbia dealers. H. Tuers is in charge of this department and has as associates a competent corp of assistants who thoroughly understand the requirements of the retailer and are prepared to extend assistance and co-operation on all of the details of marketing Columbia Grafonolas and records, from store location and equipment to stock and selling suggestions. Preceding this formal announcement, the department has been collecting valuable data on numerous subjects, and dealers are welcomed to seek assistance in their problems through this department.

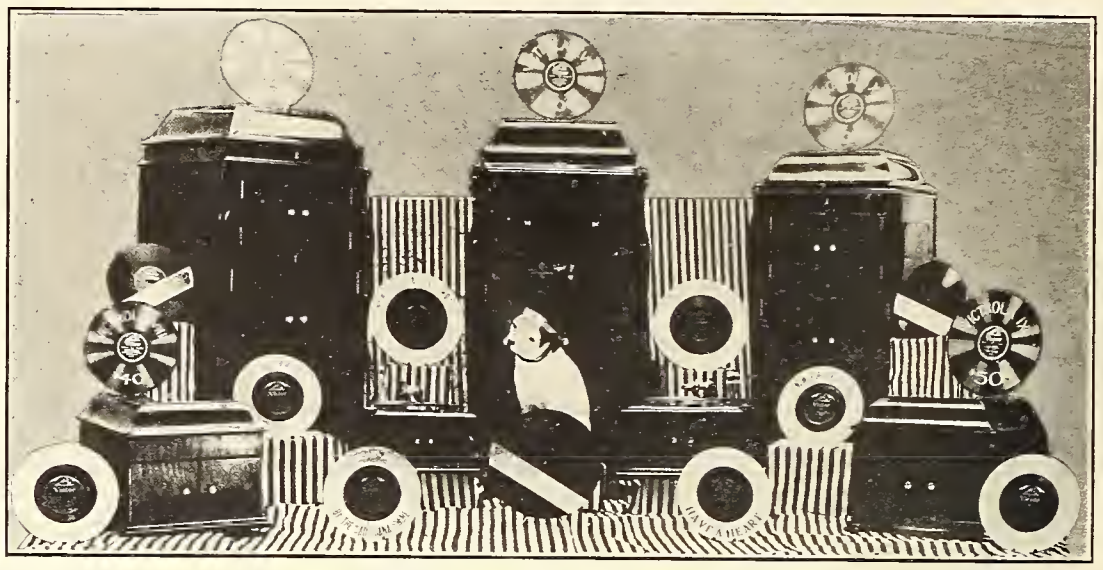
"A surprising and underestimated response from retailers has resulted from the department's initial attempts," said Mr. Tuers, "proving conclusively that a long felt exigency has been successfully met. Particularly encouraging results have come from efforts with the new dealers. In several instances the period of organization that the new man must necessarily go through while he solves the many new problems has been eliminated and Mr. Retailer steps into the talking machine field on his opening day educated to the 'needs of the trade,' well advised and doing the business that ordinarily might be expected in his third or fourth month.

"In the case of established dealers this department has started several schemes to assist the dealer in increasing his sale of Columbia product and while our experience in this work is limited, returns indicate that the dealer is not only very much interested, but that the schemes are entirely efficient; other selling suggestions will be made from time to time so our dealers may be supplied with a carefully planned and worked out selling campaign, good for twelve months in the year.

"The services of this department are without charge to the dealer except where extra supplies are furnished and these at cost prices. The department has one object only, to assist Columbia dealers and while the acceptance of this service rests entirely with the dealer, it is our thought that to specialized work in this department, we will have suggestions which will be valuable, even to the large dealer with a well-equipped organization.

"The field of work covered by this department is almost limitless and will be expanded from time to time as our dealers encourage us by their support. The department is already a success and gives promise of big things for the future."

YOU SURELY WANT TO SELL
VICTOR RECORDS



Here is a Window Display Service That
WILL SELL RECORDS FOR YOU

Send 50c. in stamps for the December issue. In many instances this display has increased record sales 200%

DON'T DELAY—SUBSCRIBE NOW

S. B. DAVEGA CO. *Victor Distributors*
831 BROADWAY NEW YORK CITY

WHAT'S IN A NAME

A Hibernian had wandered into a talking machine establishment.

"I want to hear some o' thim sweet songs by the great Irish tenor, John McCormack."

When he had listened with great satisfaction to "Mother Machree," "I Hear You Calling Me" and some others, he said:

"And now leave me hear some songs by this other Irishman I've heerd tell of—Al—Al—what's his name now? Oh, yes, Al McGluck!"—New York American.

Room 73
65 Nassau Street

Clifford A. Wolf
MANUFACTURER OF
Diamond and Sapphire
Phonograph Points

New York City
Phone, 2124 Cortlandt

EQUIPMENT FOR ELMIRA ARMS CO.

Well-Known Victor Distributor Remodels Quarters and Installs Additional Booths to Take Care of Expanding Business

Elmira, N. Y., November 3.—The Elmira Arms Co., the well-known Victor distributor of 117 Main street, this city, has added two more sound-proof booths to the equipment on the second floor to take care of the growing trade in machines and records. The remodeling operations were under way for several weeks, for the old parlors were completely torn out and the entire space redecorated. The main showroom on the second floor has also been divided into two sections, thus giving the company practically three additional demonstrating rooms. All are finished in white and handsomely furnished. Together with the rooms on the ground floor, the company now has all the sound-proof parlors available.

J. W. Butts, secretary-treasurer of the Elmira Arms Co., reports a Victor business which is increasing at a pace which at times defies the efforts of the company to provide sufficient stock to meet the demands.

The company is advertising very extensively in local territory and reports that both the wholesale and retail business is more than satisfactory, necessitating an increase in the sales staff.

NO RISE IN DECALCOMANIA PRICES

George A. Smith-Schifflin Co. Able to Maintain Prices at Normal

Contrary to prevalent opinion the price of Decalcomania transfers for name plates remains the same as before the European war. P. Schifflin, of the Geo. A. Smith-Schifflin Co., New York, manufacturer of "Magnet" decalcomania name plates, stated recently that while it was true there are certain European products used in the manufacture of the Decalcomania, that are now harder to procure, they have been able during the past two years to keep prices normal and have succeeded in placing themselves in a position where they will be able to continue to quote prices at as low a figure as for some years past.

The Spring Bros. Co. and the Eikenbery-McFall Co., Edison dealers of Eaton, O., made special window displays of the Edison Diamond Disc phonograph during the recently observed "Edison Week."

CABLE ADDRESS PIANOLAS NEW YORK CODES USED W.U. LIEBERS A.B.C. BROOMHALLS
THE AEOLIAN COMPANY
AEOLIAN HALL
FORTY SECOND STREET BETWEEN FIFTH & SIXTH AVENUES
NEW YORK AEOLIAN HALL
ST LOUIS 14 OLIVE ST
CINCINNATI 25 WEST FOURTH ST
INDIANAPOLIS 237 N. PENNSYLVANIA ST
DAYTON 114 NORTH MAIN ST
BROOKLYN FLATBUSH AVE
LONDON 135 NEW BOND ST
PARIS 32 AVENUE DE L'OPERA
BERLIN BELLEVUE 97A II
MELBOURNE 252 COLLINS ST
SYDNEY 357 GEORGE ST
NEW YORK, June 19, 1916.
PURCHASING DEPARTMENT
Doehler Die Casting Co.,
Court & 9th Sts.,
Brooklyn, N.Y.
ATTENTION OF MR. H.H. DOEHLER, PRES.
Gentlemen:
Answering your recent inquiry, we have now been buying die castings from you for about 12 years, during which time, the quality of your product and deliveries have been very satisfactory.
We have always found your Engineering Department ready at all times to co-operate with us toward improving our product and it has also been a great help to us to receive our deliveries strictly in accordance with promises made.
We are content to continue buying our die castings from you and the writer takes pleasure in recommending your good company to anyone desiring this class of material.
Yours very truly,
PURCHASING AGENT.
DOEHLER DIE-CASTING CO.
BROOKLYN, N. Y.
NEWARK, N.J. TOLEDO, OHIO.

BANQUET OF HEINEMAN STAFF

Department Heads and Assistants Hold Enjoyable Reunion in Cleveland on the Evening of October 28—New Production Mark Set

CLEVELAND, O., November 8.—A most enjoyable banquet was held at the Dover Inn on Saturday evening, October 28, when the department heads and their assistants at the factory of the Otto Heineman Phonograph Supply Co, Elyria, O., gathered for their first get-together dinner.

Otto Heineman, president of the company, was the honorary host of the occasion, Mr. Heineman giving the dinner as a mark of his appreciation of the efforts of his factory staff and the remarkable production figures they had reached last month.

Forty-two foremen and assistants traveled to the Dover Inn by automobiles from Elyria, the trip forming one of the enjoyable features of the evening. Invited guests included Herbert Dennis, of the Pathé Frères Phonograph Co., New York, and A. G. Bean, of the Garford Manufacturing Co.

L. E. Bonsieur, factory superintendent, presided as toastmaster with appropriate witticisms and good humor, and informal addresses were made by Messrs. Dennis, Bean, Neumeister and Strong. A specially arranged musical program was pleasingly rendered by the "Motor of Quality" quartet.

Mr. Heineman had made all plans to be present at the dinner, but owing to unprecedented pressure of business was obliged to change his plans at the last moment, W. C. Strong, factory manager presiding at the festive board, and acquitting himself well.

A new figure for daily production has been set at the Heineman factory, and judging from the enthusiasm of the factory forces, another set of record-breaking figures will soon be established, necessitating, of course, a repetition of the Dover Inn banquet.

MISS MAUDE H. SCHUYLER DIES

WATERTOWN, N. Y., October 30.—Miss Maude H. Schuyler, for four years manager of the Columbia department in the Hardman-Woolworth store in this city, died last Tuesday after an illness of several months. Miss Schuyler was very popular in local business and social circles, and had been unusually successful in developing a Columbia clientele.

DEATH OF MISS CLARA SHERMAN

SAN FRANCISCO, CAL., October 28.—Miss Clara Sherman, sister of Leander S. Sherman, of Sherman, Clay & Co., and a veteran teacher in the California public schools, succumbed on Thursday to injuries received when she fell through a skylight at her home, striking the floor fifteen feet below. Miss Sherman was seventy-four years old, and had retired from school work many years ago.

Best for Your Customers to Buy Therefore Best for You to Sell!

The good news of **OPERAPHONE RECORDS** has spread to every corner of the United States.

Their clarity—their long playing qualities—the well chosen selections—all contribute to **OPERAPHONE** popularity.

That's why **OPERAPHONE** dealers are making money.

Made in our own plant exclusively for the **OPERAPHONE** brand.

All the latest song and instrumental numbers; a wonderful list of classical selections and many novelty hits.

Here's absolute Quality at a low price and also a big bonus of Quantity.

Send in your orders now for the Xmas trade and get the profit that always comes to OPERAPHONE dealers.

The **OPERAPHONE RECORD** is not only the easiest seller—but is an unfailing repeater.

Users quickly get into the habit of demanding the **OPERAPHONE RECORDS** by name and refusing substitutes.

Think of 35 cent Records that play as long as high priced 10 inch records!

The **OPERAPHONE IDEA** is winning friends everywhere; look over the big list of selections; give the records one fair trial and you'll understand why the live dealer can't get away from our proposition.

Write today—right now!

OPERAPHONE

200 Fifth Avenue DEPT. 9 **New York City**

COLUMBIA USED TO DEMONSTRATE WIRELESS TELEPHONE

First Public Exhibition of the Power of the Wireless Telephone to Carry Music Held at Hotel Astor Recently—Dr. Lee De Forest Conducts Demonstration Before Interested Audience

The first public demonstration of the conveying of musical tones by wireless, under the auspices of the De Forest System of Telephony and the Columbia Graphophone Co., was held

Dr. Lee De Forest at Receiving Apparatus

at the Hotel Astor on Thursday evening, October 26, before a number of specially invited and distinguished guests. For the purpose of the demonstration a number of Columbia records were played on a Favorite Grafonola at the laboratory of the Columbia Co., 102 West Thirty-eighth street, transmitted by the De Forest Radio Telephone, and received at the wireless station at the Hotel Astor, a special receiving station having been installed in parlors A and B on the eighth floor of the hotel for the demonstration.

In order to prove the success of the system there were practically all types of music included in the thirty-three numbers making up the program, such tenor solos by Sembach and Lazaro, soprano solos by Alice Neilson and Lucy Gates, and instrumental numbers by Leopold Godowsky, pianist; Kathleen Parlow, violinist, the Blue and White Marimba Band, Prince's Orchestra and others, and without exception the tones came from the receiver with wonderful naturalness, even the human quality of the voice being sharply defined.

Where the Guests Listened to the Demonstration

A dozen or more individual ear sets were placed around a large table, and the guests took turns listening to sections of the long program. Only on very few occasions was there any interference from general wireless stations, and this was quickly overcome by the operator.

The demonstration, which was conducted by the inventor, Dr. Lee De Forest, in person, in co-operation with the Columbia Co., was the result of over two years of private experiment to convey music tones by wireless, and the success of the experiment was proven not only to those who listened to the demonstration, but also was emphasized by the fact that it was made possible for every wireless operator within one hundred and fifty miles to hear the concert with ordinary wireless equipment. Beginning November 1, professional and amateur wireless operators in and around New York are invited to "listen in" on the wireless transmission of the latest Columbia instrumental and operatic records sent by the De Forest Radio Telephone. Even ships at sea will be able to hear distinctly the nightly concerts in New York.

A more powerful sending apparatus will soon be installed in the tower of the Woolworth Building, where the Columbia Co.'s offices are located, by Mr. De Forest, and will serve to carry the music to ships a thousand miles out at sea. The same principle involved in the demonstration makes it feasible for passengers on ships to hear the operas at the Metropolitan Opera House, New York; to distinguish the voices of the great artists, and even to hear the applause of the audience. This is simpler than carrying music over land, as there is less "interference" at sea.

As in the recent epoch-making demonstration of trans-continental wireless telephone communication, the audion bulb, invented by Dr. De Forest, is the chief feature in the highly-improved apparatus used in the present tests.

The audion is a wonderfully sensitive incandescent lamp, containing, besides the ordinary filament, two metal plates and a metal grid of fine wire, which translates the inaudible, high-frequency electric currents that come through the ether into telephonic currents which can be heard by the human ear.

Dr. De Forest declares that by means of his newly-developed receiving apparatus more perfect music can be heard by wireless transmission than can be conveyed by telephone wires.

In addition to Dr. De Forest there was present at the demonstration Ed. M. Baker, advertising manager of the Columbia Graphophone Co.; G. C. Jell, superintendent of the recording department of that company, together with other Columbia officials and a large number of invited guests.

During the course of the demonstration an elaborate buffet supper was served to the guests in the college room of the Astor, immediately adjoining the parlors where the demonstration was held.

MANOPHONE CANADIAN AGENTS

The Music Supply Co., With 150 Distributing Points in the Dominion, Secure This Line—Official of Company Visits Manoil Factory

One of the recent visitors at the factory of the James Manoil Co., Inc., Newburgh, N. Y., was John Sabine, of the Music Supply Co., 36 Wellington street, East, Toronto, Canada, who has secured the Manophone line of machines and will represent the Manoil Co. as Canadian distributors. The Music Supply Co. maintains one hundred and fifty distributing agencies throughout the Dominion, and the executives of the James Manoil Co. have expressed great confidence and pleasure in having been able to place the Manophone at the disposal of this progressive house.

Edison

Any instrument which is the creation of Edison's Master Mind is THE instrument for every live dealer to handle.

Syracuse

Syracuse is the eighth largest distributing center in the U. S. A.

Bolway

Frank E. Bolway & Son, Inc., are "exclusively Edison" jobbers who deliver Edison goods from this important center.

Wherefore

The dealer is wise who handles the New Edison Disc, *the instrument backed by the great inventor's endorsement.*

The dealer is fortunately located who can get **Exclusively Edison** service from Syracuse, *the natural distributing center.*

FRANK E. BOLWAY & SON, Inc.

SYRACUSE NEW YORK

CHRISTMAS IS NEAR

Are you prepared? The Victor Talking Machine Co. have issued a splendid Xmas folder listing 49 choice records for the occasion. Unless you have a good stock of every one you lose the best part of your Christmas trade. The place to order these is from

"The House of Service"

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

"GOOD OLD-FASHIONED PROSPERITY" RULES IN BUFFALO

All Classes Now Employed and Have Money to Spend for Talking Machines and Records—Andrews Gets Many Orders for Accessories—General Activities of the Trade

BUFFALO, N. Y., November 6:—"Good old-fashioned prosperity" is the way one dealer described the condition which he expects will mark the coming holiday trade in talking machines and records in Buffalo. The palatial homes of the rich will not offer the only opportunities for sales on the part of the live talking machine salesmen during the Christmas season. The humble workingmen of Buffalo are now receiving wages that formerly they never dreamed would come their way, and they and their families also are reaching out for enjoyments such as the talking machine affords. The perspective of the local dealers has widened and their enthusiasm has increased.

From all parts of the United States W. D. Andrews has received orders as a result of the wide distribution of his "catalog of talking machine accessories," which he recently sent out. Mr. Andrews has a complete stock of records with which to supply dealers for the holiday trade which he predicts will be heavy in view of the present industrial prosperity. He is one of the pioneers in the talking machine field and has always been an ardent campaigner in favor of a strong organization of dealers in this territory.

I. Melzer, a Victrola dealer at 1046 Broadway, recently returned from a visit to New York City.

Albert F. Schwegler, a Victrola dealer at 219 East Genesee street, is receiving congratulations on the recent birth of a nine-pound daughter.

Winegar, Lindsay & Seales, who handle Grafonolas, have new sound-proof booths, which are proving satisfactory. A new background, which this firm has installed in its show windows, is changed every month.

H. G. Towne, manager of the Victrola department of Robert L. Loud's piano store, reports that the holiday outlook is unusually bright and trade will be limited only by the supply of goods received.

Manager Stettenbenz, of C. H. Utley's piano store, recently gave daily recitals on the New Edison in honor of Edison Week. His patrons were offered a three days' trial of this instrument.

The Poppenberg Piano House has offered a free auto trip to and from its store to those who want to look at or buy a talking machine.

Vigorous advertising has always been a feature of the Erion Piano Co., an East Side firm which handles Victrolas. Arthur Erion is in charge of the company.

The Victrola is featured by Martin and Carl Kaeppel, piano dealers at Jefferson and Riley streets. The business was established by their father fifteen years ago and is in a prosperous condition.

Charles J. Hereth, an Edison dealer at 397 East Genesee street, is celebrating his tenth year in the piano business. Among his best customers are many music lovers of Buffalo's great East Side. He is a practical handler of musical instruments, having learned his trade at C. Kurtzmann & Co.'s piano factory.

In view of the unsettled conditions in Mexico, C. H. Heinike, manager of Denton, Cottier & Daniels' Victrola department, may not return to his position for some time. Mr. Heinike is a member of Troop I of Buffalo, now stationed at the Mexican border. Mr. Farrar, in charge of the department in Mr. Heinike's absence, reports good results from the November supplement which this firm issued in connection with the complete catalog of Victor records for this month. The cover of the supplement contains a cut and history of Denton, Cottier & Daniels' store and the pianos carried. This establishment is advertised as "the store your forefathers patronized."

W. L. Sprague, manager of the Buffalo store of the Columbia Graphophone Co., and C. M. Wall, assistant manager, are jubilant over the advance sale for the holidays and in fact their business in general. Mr. Wall said that the sales are double the volume of business done last year.

The Dictaphone department of this store is being revised and enlarged under the direction of D. C. Cloud, formerly of the Edison Co., of New York.

Among the new Grafonola dealers in the Buffalo territory are the Lang's Hardware Co., of Olean; the Reliable Furniture Co., of Rochester, and B. L. Thomas, of 1278 Jefferson street, this city.

A. H. Dankman, Columbia road salesman, has just closed the largest month in his career as a talking machine man.

The records of Hipolito Lazaro, the famous tenor who recently joined the ranks of the Columbia artists, have met with great success in this section of New York State.

Manager L. M. Cole, of the John Schuler Music Co., will attend the convention of the Edison dealers to be held in Syracuse in the near future.

H. R. Skelton, zone supervisor for the Edison Co., visited Buffalo last week.

Brick & Enos Co. entered the window display contest for the best window during Edison week.

Mr. Wilgus, who has charge of the talking machine end of the business as well as being the publicity man, has several good ideas for creating a demand for the Edison instrument. One is called children's hour. Every Saturday between 2 and 3 o'clock a recital for children is given. At the last one sixty youngsters were present and each received a colored picture book free of any advertising. They now look forward for that hour.

Kuhn Bros., who recently opened a music store at 503 Elmwood avenue, are handling Columbia Grafonolas.

The ROWLAND Sound Regulator

The simplest yet most efficient device of Sound Control for Talking Machines. No mechanical skill or knowledge required for attaching or operating.

RETAIL PRICE:

Nickel Plated Regulator - - - - - - - - - - $1.00
22 Karat Gold Plated Regulator - - - - - - - $1.50

Usual trade discounts to authorized jobbers and dealers

Sample To Dealers, 50c.

Apply for Exclusive Territory

The Rowland Sound Regulator Co.

261 Broadway **New York**

Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORY, ELYRIA, OHIO

STEEL

COPPER

ZINC

COAL

are now almost unobtainable, with the scarcity becoming more acute daily, and prices rising rapidly.

All of these materials are necessary in motor manufacturing, and we suggest that you—

Make Your Contracts for Motors NOW
In Order to be Sure of Deliveries

WE ARE AT YOUR SERVICE

Otto Heineman
President

Columbia product today does not merely produce bigger profits per sale, or per dollar, or per hour, than almost any other line of merchandise now being sold, but it adds to the appearance of a music store and to the standing of a music business.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

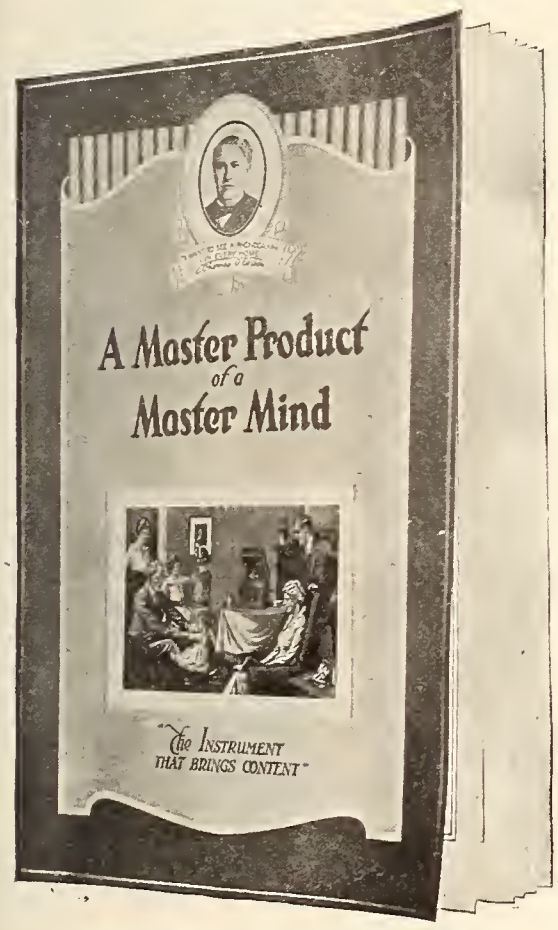
Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

NEW AMBEROLA CATALOG

Very Complete and Interesting Publication Just Issued by Thos. A. Edison, Inc., that Will Be Found Worthy of Perusal by the Trade

The Thomas A. Edison Co., Inc., has recently issued a very superb Amberola catalog, the



Cover of New Amberola Catalog

handsome cover of which is illustrated in this article.

The Amberola business of the Edison organization has grown so extensively during the last year that few people, even in the trade, have any conception of its actual proportions. The handsome new catalog and continued monthly reports to The World by K. R. Moses, sales manager of the Amberola division, are simply sign posts. Steady enlargement of the Amberola record list is another significant indication of the steady increase in the Amberola business. Mr. Moses always reports "a considerable increase over business for the preceding month and over the same period of last year."

The new catalog itself is characterized by exquisite treatment. The cover is a striking color affair with an embossed gold headline enhanced by a cream and blue background. The forepart of the catalog contains a superb picture of Mr. Edison and a panoramic view of the Edison factories at Orange. The introduction deals with the influence of music in the home and the colored illustrations which follow further this music in the home effect. The regular catalog matter follows, but it is handled in a very superior manner.

GREAT ACTIVITY IN LOS ANGELES

Big Sales of Talking Machines and Records Reported on All Sides—Look for Tremendous Christmas Trade—The News of the Month

Los Angeles, Cal., November 5.—The month of October in this vicinity has shown that the talking machine industry here is decidedly "on the jump." "Big sales and plenty of them" seems to have been the slogan of the local dealers during the past month. At the rate that business has been increasing this fall, the sales made before Christmas should be tremendous. Presidential year seems to have no evil effects on the trade here, indeed, quite the contrary.

The Andrews Talking Machine Co. continues to thrive in its new quarters on Broadway. The place is most attractively furnished, and draws many new friends. Manager Pease has just returned from an outing to Santa Barbara with the Los Angeles Lodge of Elks, one of the largest in the world, having nearly 3,000 members.

The Wiley B. Allen Co., who handles the Victor and Columbia lines, is doing a rushing fall business. Manager Lindsey expects his best Christmas season this year. The sales force loses one of its best representatives when Miss Cruise, who has been with the firm for some time, will be married. Miss Cruise has made many friends here and all extend their best wishes to her.

At the George J. Birkel Co. the work of making new machine sales rooms is progressing at a rapid rate. At least three new rooms of large dimensions will be finished, it is hoped, in time for the Christmas trade. Manager Beck has made many new friends here since he took charge of the department at Birkel's and the increase in sales is self-explanatory.

Manager Booth, of Barker Bros., is preparing for a strenuous Christmas season by having several new demonstration rooms opened on the second floor. These rooms are large, well lighted and ventilated, and the salesmen have easy access to records, as a dumb-waiter runs from each of the rooms to the stock room beneath. The alterations on the first floor have been postponed until after the holidays.

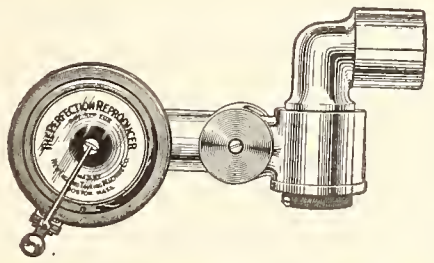
Mrs. Urquhart, in charge of the Pathé Shop, has made good from the start, making many new friends, and increasing the sales of her department to a marked degree.

The Platt Music Co., of this city has entered the talking machine "game," handling the Columbia line exclusively.

NEW CONCERN IN COLUMBUS, O.

The Columbus Talking Machine Co., Columbus, O., has been incorporated with a capital stock of $10,000 by Arthur Weldon, Frances Weldon, Albert H. Harwick and A. L. Harwick.

The Echophone Sales Co., of Elizabeth, N. J., has been incorporated to deal in all kinds of talking machines. The capitalization is $100,000, the incorporators being Ambrose and Harry McManus and Joseph J. Farrell, of Elizabeth.



The Perfection Ball-Bearing Tone Arm and Reproducer

The PERFECTION

Ball-Bearing Tone Arm

is manufactured exclusively by this company and the ball bearing idea is our exclusive patent. This accessory helps the Edison dealer to sell machines and will increase record sales for Victor and Columbia dealers when shown to owners of Edison machines.

The PERFECTION

Ball-Bearing Tone Arm

and reproducer is a STANDARD accessory for playing Victor and Columbia records on all types of Edison disc machines.

OVER 10,000 are now in use. Why? Because it is the highest grade mechanism manufactured for the machine and one that HOLDS its adjustment.

Our quantity prices are more than consistent —they are unbeatable, considering the quality, workmanship and finish of our product.

The "PERFECTION" arm is a *high class* tone arm for a high class machine — it produces *high class* results

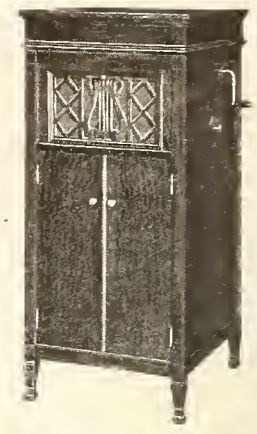
THE NEW ENGLAND TALKING MACHINE CO.
16 BEACH STREET **BOSTON, MASS.**

Starr
PHONOGRAPHS & RECORDS

STYLE I
$100.00
Oak or Mahogany

The Sign of the Starr Store

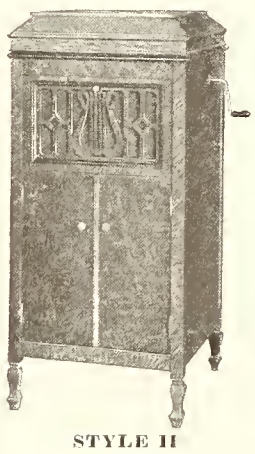
Where Starr Service Is Guaranteed



STYLE V
$200.00
Walnut, Oak or Mahogany

STARR

Phonographs and Records



STYLE II
$125.00
Oak or Mahogany

exemplify the attainments of a half century's experience in building the world's best pianos, player-pianos and musical accessories.

The greatest difference between the Starr Phonograph and other phonographs is a difference in Tone because there is a difference in construction. The Starr Sounding Board Throat and Horn are of Silver Grain Spruce which insures perfect tone-quality. A changeable tone arm permits, in addition to Starr Records, the playing of every disc record and there are other features and qualities which give every Starr incomparable distinctiveness among phonographs.

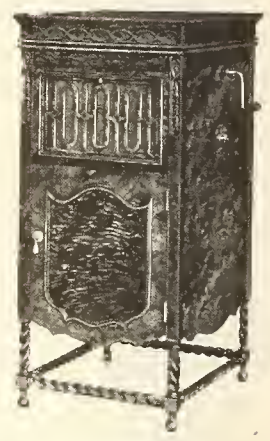
STYLE VI
"William and Mary"
$250.00
Oak or Walnut

STYLE III
$150.00
Walnut, Oak or Mahogany

Our systematic, thorough plan of co-operation has made Starr Service to dealers complete. Starr factory and distributing facilities insure immediate, efficient and satisfactory attention to every order.

Starr $50.00 and $75.00 Models will be offered December 1st.

Starr Phonographs and Records will be on display at the Grand Rapids Furniture Exhibition in January, seventh floor Temple Building.



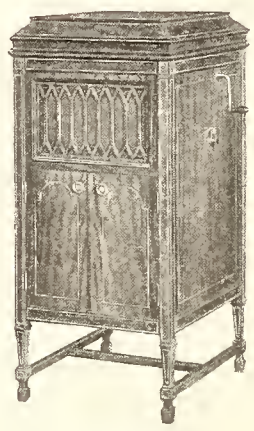
STYLE VII
"Jacobean"
$250.00
Oak or Walnut

THE STARR PIANO COMPANY

RICHMOND INDIANA

Jobbers and Representatives Everywhere

STYLE IV
$175.00
Walnut, Oak or Mahogany



STYLE IX
"Sheraton"
$300.00
Mahogany

STYLE VIII
"Adam"
$300.00
Mahogany

ILSLEY'S
Graphite Phono Spring Lubricant
Ilsley's Lubricant makes the Motor make good
Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.
(*Ask the manufacturer who uses it.*)
Manufactured by
ILSLEY - DOUBLEDAY & CO.
Established 1853
229-231 Front Street New York, N. Y.

HOLIDAY CAMPAIGNS IN INDIANAPOLIS

Talking Machine Dealers Already Preparing to Take Care of Business of Record Volume—Victor Books for Use in the Schools—Visiting Dealers Are Enthusiastic Over Situation

INDIANAPOLIS, IND., November 8.—Both retail and wholesale talking machine dealers continue to report business good and with the election out of the way they are expecting to get a good start on the holiday trade. Several of the retail dealers have already been featuring talking machines in advertisements as the ideal Christmas gift and are pushing the Christmas club plan.

The Stewart Talking Machine Co., jobber of the Victor line, is well pleased with the interest aroused by B. M. DeCou, of the Victor educational department, who addressed several meetings at the Indiana State Teachers' Association here last week. At one of the meetings held in the Masonic Temple more than 1,000 teachers from all parts of the State attended the demonstration of the Victor educational records given by Mr. DeCou.

Already there has been a quickening of demand for school machines all over the State. It is apparent that the teachers have been urging their school boards to get the machines and the Stewart Talking Machine Co. has been forced to fill a number of rush orders for schools.

A Victor dealer at Evansville has succeeded in getting the Evansville schools to adopt the Victor book on "What We Hear in Music" as a text book in the schools. The Stewart Co. distributed about 2,000 copies of the Victor book, "A New Correlation," to the teachers.

A decided increase in the record business shows that the Victor dealers are realizing that there is as much profit to be made in record sales as in machine sales and they are all working on the basis of getting each machine owner up to the $300 mark in records.

Among the out-of-town dealers who visited the Stewart Co.'s offices in the last week were: Frank Bacon, of North Vernon, Ind.; A. C. Reese, of Cambridge City, Ind.; Will B. Hill, of Bowling Green, Ky.; Clyde Williams, of Bloomington, Ind.; E. C. Sheets, of Auburn, Ind.; E. Parkhurst, of Palestine, Ind.; O. L. Foster, of Lafayette, Ind.; Mr. Reynolds, of Reynolds & Brooks, Loogootee, Ind.; Henry Levy, of Henderson, Ky., and B. Goodman, of Montecello, Ind.

At the Pathé Pathephone Store, M. Tobin reports business as good and he anticipates a live holiday trade all over the State. The out-of-town dealers have been lined up well and Mr. Tobin expects them to make a big record.

A. W. Roos, manager of the Columbia Graphophone Co.'s store, visited the Columbia factory and executive offices recently. He reports that business continues exceptionally good. He is arranging to assist the local branch of Steinway & Sons, 309 North Pennsylvania street, to put in the complete line of Columbia machines and records.

The Reliable Furniture store and the Home Furniture store, two of the leading furniture stores in Indianapolis, have installed talking machine departments and are pushing the Vitanola talking machines. The demand for talking machines has resulted in nearly every furniture store in the city installing complete talking machine departments.

Arthur C. Ruark, manager of the Vocalion department of the Aeolian Co.'s store, is expecting a big holiday trade. The Vocalion is being featured in some striking newspaper advertisements.

Walter E. Kipp, of the Kipp Phonograph Co., distributor of the Edison machine, is well pleased with the showing his dealers made during Edison Week. Twenty-six of his dealers entered the show window contest. All of them reported a large number of their patrons as entering the Edison contest for laymen.

At the Edison Shop a big feature was made of Edison Day. A public reception was held all day and in the evening, during which special recitals were given on the Edison machine. Roses were given to the ladies.

At the Starr Piano Co. the Starr phonograph and Starr records have been featured in window advertising. Arthur E. Pfeiffer, manager, is expecting the Starr machine to prove a big seller in Indianapolis during the holiday trade.

Nicholson Record Cabinets
Manufactured in Mahogany, Imitation Mahogany, Quartered Oak and Plain Oak.
Fitted with horizontal shelves or upright racks.
Exceptional Values. Write for illustrations.
K. NICHOLSON FURN. CO. - Chase City, Va.
Samples and Salesmen { 9th Floor, New York Furniture Exposition Bldg. High Point Show Rooms, High Point, N. C. and Furniture Buyers' Exchange, High Point, N. C.

WITH THE TRADE IN WINNIPEG

Western Gramophone Co. Opens Branch in Calgary to Expand Service—A. G. Farquharson Goes Back to Los Angeles—Other News

WINNIPEG, MAN., November 2.—The Western Gramophone Co., of this city, is opening up a branch distributing house at Calgary, Alta., with the idea in view of giving and maintaining a better service to dealers in Alberta and Saskatchewan handling Victor lines. T. Nash, of His Master's Voice Gramophone Co., Toronto, personally arranged for the new Middle West distributing house. Premises have been secured in the Northern Electric Building.

The Regina Phonograph Co., Ltd., has been incorporated at Regina, Sas.

A. G. Farquharson, who recently resigned the management of the Western Gramophone Co., has returned with his family to Los Angeles, from where he came in 1912 to take the Canadian managementship for the Columbia Phonograph Co., which position he resigned last year before coming to Winnipeg.

In a recent issue of the Winnipeg, Man., Telegram, a new department was created entitled "New Records for Your Talking Machine," in which a resumé of several popular Columbia records of a late date were commented upon.

Mr. Poisson, manager of the Canadian Phonograph & Sapphire Disc Co., has returned from a month's business trip to Toronto, Montreal and New York. Mr. Poisson states prospects are very bright for securing Pathé goods.

G. L. Stanwood, of Stanwood's, Ltd., has just returned from a business trip to Chicago. He has enlarged his phonographic parlors and is also securing more able assistants.

The Columbia Graphophone Co. still feels the shortage of machines, the supply not being equal to the demand, according to the Western management who reports sales materially ahead of last year.

D. K. McCrae, Columbia representative for Manitoba, and D. H. Elliott, representative for Saskatchewan and Alberta, both report splendid business from these points.

Babson Bros. report Edison phonograph business as being very fair, although the wet weather throughout the West which delayed threshing has also delayed the mail order business.

John De Angeli, former resident of this city, and well known in the music trade, is now with the Columbia Co. in Detroit.

INTERESTING VOLUME ON FREEPORT

FREEPORT, ILL., November 6.—There was recently published in this city an attractive book entitled "Greater Freeport—Illustrated," which gave the history of some of the leading manufacturing and retail establishments in Freeport. One of the concerns featured in this book was the Pathé Pathephone Shop at 148 Stephenson street. This business was established on September 1, and is owned by Edward Allington, Jr., who has sold a large number of Pathephones to well-known people of this city.

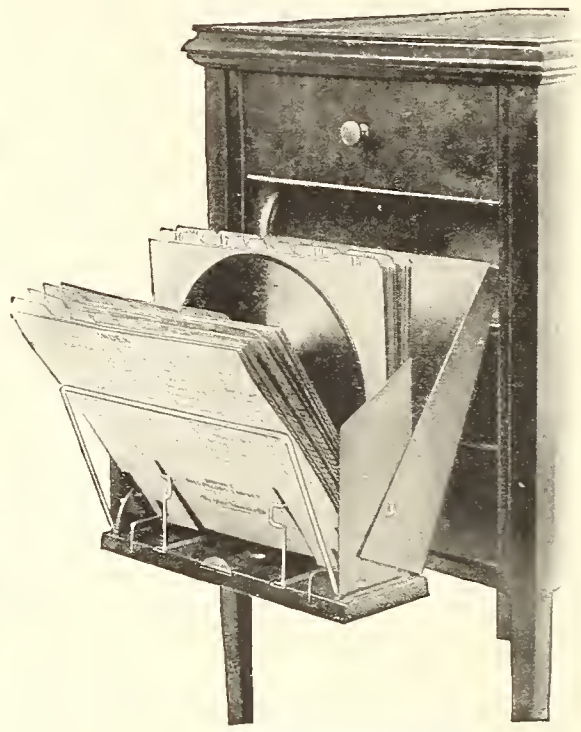
The Pathé Pathephone Shop is attractively furnished and decorated, a large concert room being maintained on the lower floor. A complete stock of Pathephones and is on hand at all times.

The Sonora Shops, Inc., Yonkers, N. Y., has been incorporated with capital stock of $25,000 for the purpose of dealing in phonographs and other mechanical musical instruments, by M. Moos, M. Jones and A. M. Nascher.

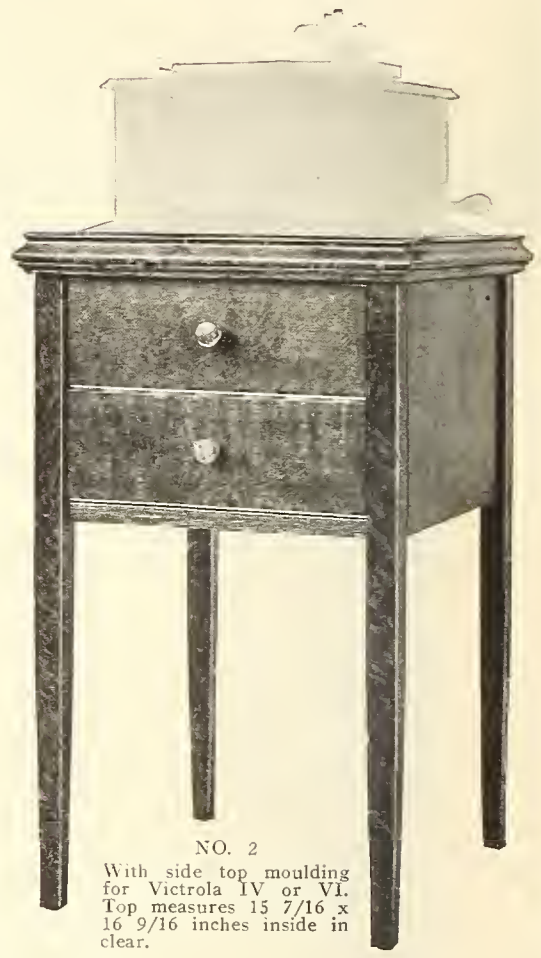
This Is Record Time In Maine
We have the goods, the organization—the "Service" that co-operates with the dealer in supplying him with a full stock of
VICTOR RECORDS
The holiday season is near at hand when an unparalleled demand will develop for Victor Records as well as Victor Victrolas. You must have the stock to hold your trade. We are equipped to handle your wants. Our "Service" serves.
CRESSEY & ALLEN
Victor Jobbers PORTLAND, MAINE

IMMEDIATE DELIVERY

NO. 4
With side top moulding for Victrola VIII Oak and Victrola IX Mahogany or Oak Top measures 16 15/16 x 20 7/16 inches inside in clear.
With flat table top and without moulding it measures 18¾ x 22¼ inches which will take any size of portable machine of any make.



Third position of drawer with spring pressure released and every record instantly accessible.



NO. 2
With side top moulding for Victrola IV or VI. Top measures 15 7/16 x 16 9/16 inches inside in clear.
With flat table top and without moulding it measures 17¼ x 18¾ inches, which will take all the smaller portable machines of any make.

When drawer is closed records lie flat and cannot warp. Pull out drawer and it suspends, then a second tilting drawer places records in vertical position, easily accessible. IT IS THE ONLY CABINET THUS MADE. Each drawer will take either ten or twelve inch records.

The drawers are made of steel and cannot warp or shrink, consequently do not stick or bind. Parts nickel plated.

BROWN'S is the PERFECT DISC RECORD CABINET. Direct orders from all dealers invited.

A NEW DEPARTURE IN RECORD CABINETS

A Cabinet Different From and Superior to All Other Known Methods for Filing Disc Records

BROWN'S DISC RECORD CABINETS

THE SIMPLEST AND MOST EFFICIENT

Solves All Difficulties of Filing and Finding Records Quickly

INSTANTLY YOU FIND THE RECORD YOU WANT. INSTANTLY YOU REPLACE IT.

One Low Price for High Quality to All Dealers

ASK FOR NET PRICES OR ORDER SAMPLES
—THE PRICES WILL NOT DISAPPOINT YOU

THESE CABINETS WILL FIT UNDER EVERY MAKE OF PORTABLE MACHINE

The Globe-Wernicke Co.®

CINCINNATI

Columbia Records TRADE MARK Note the Notes

The biggest and most beautiful feature of the country-wide Columbia advertising is the fact that the goods stand up through everything that is said there.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

HOLIDAY BUYING SEASON STARTED IN MILWAUKEE

Steadily Increasing Volume of Sales Leading to Record-Breaking Season—Talking Machine Strongly Featured at Teachers' Convention—Big Orders for Handles—Other News

MILWAUKEE, WIS., November 6.—The first week of November has marked the beginning of the holiday buying season in the Milwaukee talking machine and phonograph trade. October business was better than normal, but of no particular note, and the trade occupied itself mainly with preparations for the biggest season of the year—the two months just preceding Christmas. The shortage of machines continues, and added difficulties are noted in the matter of getting stocks of needles and specialties. Records are coming through in a satisfactory volume, but there are signs of a probable shortage as the season advances. Every month this year thus far has shown improvement over the business volume of last year, and every dealer has become accustomed to figuring in larger totals than ever before in the history of the talking machine.

There never has been a time when the trade, from manufacturer to the smallest retailer, has spent so much money for advertising and publicity as now. Using the heavy advertising drive of the factories as a basis, the jobbing and retail trade is buying much newspaper space and doing a vast amount of other publicity work.

The value of the talking machine as an aid to education is not a new topic, but it played a large part in the proceedings of the annual convention of the Wisconsin Teachers' Association, held in Milwaukee during the first week of the month. More than 7,000 teachers from every part of the State attended the gatherings. The factories were represented with large forces of demonstrators and specialists in educational promotion work.

The Edison Shop, 213-217 Second street, Edison jobber and retailer, has completed the work of increasing its floor space one-third by adding the adjoining store, and now operates one of the largest and most elaborate wholesale and retail establishments in the Middle West. The addition contains the new Diamond Disc hall, which Manager William A. Schmidt intends to make a popular community auditorium.

Victor business in Milwaukee and throughout Wisconsin continues to establish new high records week after week, according to Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber. Business is growing so rapidly that it is next to impossible to get delivery of sufficient stocks to fill all of the requirements of the trade, although factory outputs are increasing all of the time.

The Brunswick-Balke-Collender Co., 275-279 West Water street, has opened its new talking machine department, but the branch house is meeting with so large a demand that difficulty is experienced in maintaining stocks. Thomas I. Kidd, manager of the Milwaukee branch, reports that the reception accorded the new Brunswick is most satisfactory.

Something brand new in talking machine accessories is about to be marketed from Milwaukee by the Record-Lite Co., 135 Second street, which has developed a small, portable electric illuminating device attached to the tone-arm, which throws a light upon the record at the needle point during the setting of the automatic stop and starting of the record. It is the invention of George E. Bernecker, until recently sales manager of the Commonwealth Power Co., Milwaukee. The Record-Lite will be sold only through Victor jobbers and dealers, and retail prices are $3.50 in the nickel finish and $4 in the gold finish. The device is a neat, ornamental attachment. The installation is simple, as the light is slipped over the end of the taper tube or tone arm until it snaps into position and permanently fastens itself. The small battery box is set in the left hand, rear corner of the machine, or may be concealed within the machine. The control of the illumination is self-contained and the light burns only when the operator is adjusting the stop. It is figured that the battery and 3.8 volt flash light bulb will last a year or more without renewal.

Pathé record sales during the middle of October broke all records, due to the effective advertising campaign carried on by Manager Lawrence McGreal, of the Pathephone Co., of Wisconsin, 185 Fourth street, in connection with the recent short grand opera season. Lucian Muratore and his wife, Lina Cavalieri, spent several days in Milwaukee and created supreme interest in their exclusive Pathé records. The names of all Pathé dealers in Milwaukee, Wisconsin and Upper Michigan were given in the advertisements.

Frederick D. D. Holmes, secretary and manager of the Smith Piano Co., Columbia dealer, has been devoting considerable of his newspaper space contracts to the promotion of Columbia sales. Mr. Holmes is making a point of "service." The copy is prepared by Hr. Holmes' own advertising department and is original in every respect.

Bortin's Music Shop, 312 Grand avenue, is handling the Perfectrola baby grand exclusively and is doing so much business that orders are being accepted only for future delivery.

T. B. Schreiter, a well-known phonograph man, has joined the C. Niss & Sons Co., furniture dealers, 697-709 Third street, as manager of the New Edison Diamond Disc department.

Espenhain's new Columbia department, Grand avenue and Fourth street, is now in smooth working order and doing a large business. Miss Belle Gunnis, manager of the department, is well versed in Grafonola lore, having been manager of the Columbia department at the Milwaukee branch of the Story & Clark Piano Co., now closed.

C. G. Howell has taken the position of manager of the phonograph department of the Lake Side Crafts Shop, Sheboygan, Wis., a large manufacturer of talking machines.

A. H. Bulmer, Marshfield, Wis., who operates a Pathé department in his optical offices and shop, has doubled the size of both departments. J. E. Buoy, jeweler, who occupied half of the space in the Bulmer store, has retired from business, and Mr. Bulmer will occupy all of it.

H. L. Pendleton, Victor dealer at Prairie du Chien, Wis., has purchased the jewelry business of L. F. Wiltgen and enlarged his piano, talking machine and music store business to include jewelry.

R. H. Zinke, manager of the Badger Talking Machine Shop, 425 Grand avenue, took his first vacation in more than two years by hiding himself in the northern Wisconsin woods for two weeks late in October. He brought back plenty of evidence of his ability as a hunter and fisherman.

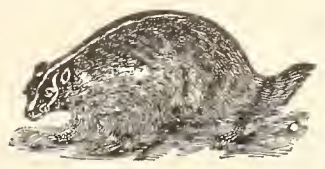
An order for 500,000 enameled handles for Stewart talking machines has been given to the Wood Products Co., Ladysmith, Wis. The company is installing seven large lathes and building a four-oven enameling shop.

T. W. Abell, manager of the Premier Talking Machine Co., 220 West Water street, is enthusiastic over the condition of business throughout his territory, which comprises Wisconsin and Upper Michigan.

The Sonora baby grand at $150 is at this time the most popular seller in this line, according to Charles J. Orth, local Sonora jobber and retailer.

George F. Ruez, president of the Badger Talking Machine Co., Victor jobber, 135 Second street, Milwaukee, has been making an extended vacation trip during which he spent some time in Arizona, New Mexico and Texas.

R. H. Zinke, manager of the Badger Talking Machine Shop, 425 Grand avenue, Victrola dealer, has been appointed chairman of the entertainment committee of the Kiwanis Club of Milwaukee.



PERSONAL SERVICE

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

Why not communicate at once with us?

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

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., November 5.—There is only the most glowing report to be made of the talking machine business in Philadelphia during the month of October. The business was exceptional, as has been the condition during all of the preceding months of the year, and most gratifying of all is that the condition so far as stock is concerned, has been much more than satisfactory.

Most of the firms during October have been able to fill their record orders almost to the extent of 100 per cent., while the machine scarcity has not been nearly so marked as during some of the months of the year.

A great deal of competition is developing in Philadelphia and many new machines have come into the market. One of the new machines to be introduced here and apparently in a way that they will cut quite a figure is the Sonora, made by the Sonora Phonograph Corp., who are just now preparing very elaborate quarters at 1311 Walnut street. They have taken the entire building and are having it completely remodeled for their purposes. It is an excellent location, and properly managed the machine will no doubt be a big factor in the trade here.

Another machine that has just come into this market is the Cheney talking machine. A company has been organized here to look after the local interests of the Cheney, and the Henry F. Miller house is the first to take the selling of it.

Big Business With Penn Co.

The Penn Phonograph Co. states that October was very big in comparison with previous months. The machine shipments received during the last few days of the month made up for the deficiency of the early part of the month and helped materially to the big October increase. The firm is arranging for extensive improvements in their warerooms, but on account of delay they will not institute them much before spring, not wishing to disturb their business at this busy season.

Domestic Co.'s New Sound Box

The Domestic Talking Machine Corp. announces a new sound box arranged to play both vertical and lateral cut records, and all Domestic machines are now being shipped equipped with this new sound box. The new features connected with this new sound box, which have been broadly covered through patent applications, consist in locking the box in two positions, one appropriate for playing vertical cut records such as the Domestic, and the other appropriate for playing lateral cut records. As it is only possible to play the sound box in these two positions, there is no danger, such as is frequently found with swinging sound boxes, to have the box assume other than its correct angle.

To Install New Booths

H. B. Herr, of Lancaster, Pa., has arranged to install a number of booths in his store, and D. S. Andrus & Co., of Sunbury, Pa., are also going to put in a number of booths. Their representative, Mr. Walters, came to the city the past week and made the arrangements.

Conditions With Buehn Co.

The Louis Buehn Co. states that it had the biggest October in the history of the business. Mr. Buehn says they are in very excellent shape on records, filling orders practically at the rate of 100 per cent. Their record business has been exceptionally good. He says that they still find a shortage of machines, and particularly in the IX., X. and XI. types.

Among the visitors to the Buehn warerooms were W. D. Andrews, a jobber of Syracuse, N. Y., who was accompanied by his brother, C. N. Andrews, of Buffalo, N. Y. Jack Fisher, manager of C. C. Meller, of Pittsburgh, was also a Buehn visitor. The firm has arranged with the Unit Construction Co. to place booths in the warerooms of the following firms: John Thomas & Sons Co., of Johnstown, Pa.; Christine Bros., of Bangor, Pa.; George Arnold, of Glassboro, N. J., and H. M. Eby, of Huntingdon, Pa.

The Hendricks Co. at Seventeenth and Venango streets, has added additional hearing rooms and are remodeling their entire second floor, which is now devoted exclusively to the handling of the Victor, and is very attractive.

Theodore Connelly, 2633 Girard avenue, is adding another hearing room to facilitate his selling.

Weymann Building Completed

H. A. Weymann & Sons have their new building entirely completed and visitors to Philadelphia should pay this firm a visit. They have a very simple yet a very effective arrangement, which is as attractive as it is convenient. The Weymanns' business has been large, and they were able to move their immense stock with so little detention that their business was in no way handicapped.

Blake & Burkart's Big Edison Month

Blake & Burkart report that they finished up a glorious month on the Edison; they also are very well satisfied with the piano end of their business, which is entirely separated from their talking machines, and in an adjoining building, C. E. Lucore being in charge of the sales force, and they have on the floor a full line of the Frederick pianos. The firm has added several new men during the month, including H. C. Trader, who has been connected with Thos. Edison, Inc., for three years as demonstrator.

Blake & Burkart report that the November list of records are selling very well, and exceptionally so "You're a Dangerous Girl," the Creatore band records; the double violin and 'cello record by Kathleen Parlow and Paul Gruppe, and the operatic record by Ferrari-Fontana, "E lucevan le stelle" from "Tosca."

The Ludwig Piano Co. has also done very well with the Edison, and during the past month it has doubled its number of booths, and Mr. Ryan says they are going to make a drive on the machine, for he believes a big business on the Edison is possible.

Activity With Pennsylvania T. M. Co.

Walter L. Eckhardt, head of the Pennsylvania Talking Machine Co., the distributor of the Columbia in this section, says that the sale of Lazaro records has surpassed all his expectations, although he was sure in advance that they would create a sensation. He says the sale has stimulated business in a way that is little less than phenomenal, and especially as to the coming announcements relative to high-class artists, particularly the new records by Mme. Barrientos, and the trade has been prompted to stock up for this class of trade stronger than ever before.

Mr. Eckhardt says that his firm has received several substantial shipments during the last month that assisted it very materially in making the big quota of business that October showed. The result was that the firm have been able to render a much better service to their dealers than otherwise would have been possible.

C. S. Keyes in Washington

Lansburg & Brothers talking machine department in Washington, D. C., has been opened within a fortnight under the most promising auspices, having been started with considerable red fire in the handling of the Columbia, and to the tune of extraordinary success under the direction of C. S. Keyes, a special representative, formerly connected with the Pennsylvania Talking Machine Co. in this city, and who formerly aided Mr. Eckhardt in the inauguration of many important departments in his territory.

Going After Talking Machine Trade

James Bellek's Sons are going in the talking machine business more seriously than ever before, and have moved their offices to the rear of their present store, and are about to have built a dozen very attractive talking machine booths.

"Service! Service!! Service!!!

Is the element in a man's makeup which makes him stand out pre-eminently from among his co-workers."—*From a speech by Samuel Crothers, at the Aronomink Country Club, Sept., 1916*

This quotation appropriately applies to the VICTOR JOBBER who is giving you the best service.

After 18 years of conscientious effort and service we feel justified in claiming a position in the front rank with the Victor jobbers who have likewise qualified.

PENN PHONOGRAPH CO.
17 So. Ninth St., PHILADELPHIA
ESTABLISHED 1898

HEPPE PIANO CO.'S ANNUAL MEETING

PHILADELPHIA, PA., November 4.—The Heppe Piano Co. at the annual meeting in Camden recently declared a dividend of 6 per cent. on the common stock. The following officers were elected: F. J. Heppe, president and treasurer; R. E. Lehman, vice-president; George W. Witney, secretary and assistant treasurer. Directors chosen were: F. J. Heppe, R. F. Lehman, M. F. McDowell Heppe, W. C. Harper and L. A. Heppe Shewell. The C. J. Heppe & Son Corporation also held its annual meeting. Officers and directors were re-elected.

In Line For Promotion

The salesman who knows record selling—the man who can develop the "one record" account into a large and continuous buying unit.

He is the man who is building business on a concrete foundation.

For records perpetuate profits.

Help your salesman SELL Victor records. Keep tabs on the live records, and never miss a sale because you are OUT. Excuses don't go, for you can always get the co-operation of

BUEHN
Victor Service

which is exclusively wholesale and was the first to specialize on records. Victor records constitute the "world of music" and our stock embraces all numbers. It delivers fast and for repetition of performance, Buehn Service works on a 23-jewel adjustment.

You cannot give us too large an order. And the smallest order receives the same attention as a big one.

THE LOUIS BUEHN COMPANY

EXCLUSIVELY WHOLESALE PHILADELPHIA

STARTS BUSINESS CAMPAIGN

The New McConnell Music Co., of Canton, O., Featuring the Victor Line

CANTON, O., November 7.—The new McConnell Music Co., which has been incorporated for $50,000 and which succeeds the Miller-McConnell Co., which was dissolved recently, has begun its campaign for business. The new company is capitalized at $50,000 and under the management of L. S. McConnell will doubtless extend its business to all parts of the company's territory. Mr. McConnell has been identified with the music trade of this city for the past four years and has a wide acquaintance. The company is handling the Victor line of machines and records and is offering its customers some excellent facilities.

TALKING MACHINES FOR TRENCHES

Donations of Machines and Records Accomplish Real Good in Bringing Cheer to the Soldiers and Others in the War Zone

Miss May Moulton has been collecting phonographs and records for the soldiers in the armies of the Allies for the past year, and has already been the means of sending many machines and records to Europe. She is now selling the Allies ribbon to raise money for this purpose, and is in addition still collecting old records and phonographs.

Miss Anne T. Morgan while in France cabled to Miss Moulton as follows: "Phonographs longed for everywhere. Particularly anxious for record varieties of songs, including 'Tipperary.'" Since her return from Europe Miss Morgan has urged Miss Moulton to continue her work of collecting records.

She has sent eight to Mrs. Griggs, of the American Girls Aid in Paris, and has just received a cablegram from Mrs. Griggs asking for more records and machines. Nine were sent by Miss Moulton to Miss Morgan in Paris.

Miss Moulton has sent phonographs complete with records and needles to France, Belgium, Corfu, Malta, Egypt, Salonica and England. Over eighty-five phonographs and 4,300 records, besides several dozen musical instruments and puzzles have already been donated.

Contributions of money, phonographs and records, etc., may be sent to Miss May T. Moulton at either of the following addresses: 4 East Sixty-first street, or in care of the Vacation War Relief Committee, 7 East Thirty-eighth street, New York.

STEPHENS BILL COMMITTEE MEETS

Committee of the National Association of Talking Machine Jobbers Plan to Further Interest of the Measure—Those in Attendance

The members of the Stephens bill committee of the National Association of Talking Machine Jobbers for local territory held an informal meeting recently at the office of J. N. Blackman, to discuss ways and means for furthering the interests of this measure. Mr. Blackman for the past year has been very active in behalf of the Stephens bill, and as a member of the association's legislative committee has far reaching plans in mind, which will doubtless be productive of excellent results.

Among the Victor jobbers who attended this meeting, and who will visit the various Congressmen in behalf of this measure were the following: R. W. Morey, New York Talking Machine Co.; Thomas F. Green, Silas E. Pearsall Co.; Lipman Kaiser, S. Davega; R. H. Morris, American Talking Machine Co.; B. R. Forster, I. Davega; Maurice Landay, Landay Bros.

Reflexophone, Inc., manufacturers of phonographs, of 114 Fifth avenue, New York, and with offices in Wilmington, Del., made an assignment to Lawrence K. Brown recently. The concern was incorporated in Delaware in October, 1915, with a capital stock of $40,000. John Reynolds is president.

FINE DEPARTMENT IN WACO, TEX.

Goldstein-Miguel Co. Open Elaborate and Exclusive Columbia Department in That City

WACO, TEXAS, November 2.—What is considered one of the most attractive talking machine departments in Texas is that recently opened

Goldstein-Miguel Co.'s Handsome Quarters

in the department store of the Goldstein-Miguel Co. in this city. The formal opening of the new department was held on October 16 and 17 with a series of special recitals and concerts, and attracted a large crowd. The Goldstein-Miguel Co. operate one of the largest department stores in the Southwest, and Edward B. Shiddell, manager for the Columbia Graphophone Co., in Dallas, is particularly pleased over placing the exclusive agency for the Columbia line with that concern in Dallas. The accompanying photograph shows a particularly fine view of the new department with the various types of Columbia machines much in evidence.

The third floor of the factory building of the Klerner Furniture Co., Albany, Ky., has been leased by a new company, of which J. J. Quinn, of Chicago, is the head, and which will manufacture talking machine cabinets.

Crescent TRADE Silver tone MARK Products

LAST CALL BEFORE XMAS!!

STYLE NO. 9, $35.00

Automatic lid support and tone moderator on all models $35.00 and up

TO insure prompt deliveries for the holidays we advise placing your order **NOW**. Although we have tripled our output this year everything points to a record breaking season, so do not get caught short of stock.

¶ We carry a complete line of attachments for all the standard machines.

¶ The "Playsall" attachment will increase your record sales 100%. Write for illustrations and quantity prices.

Crescent Talking Machine Co., Inc.

89 Chambers Street **New York City**

Chicago Office:

Crescent Sales Company

23 E. Jackson Boulevard **Chicago, Ill.**

EXTENSIVE IMPROVEMENTS IN PITTSBURGH STORES

W. F. Frederick Piano Co. Installing Sixteen Additional Demonstration Booths—Reorganizing Wholesale Staff—Buehn Phonograph Co. Enlarging Retail Department—Other Changes

PITTSBURG, PA., November 6.—The retail Victor talking machine section of the W. F. Frederick Piano Co. has undergone an extensive improvement, with the addition of sixteen record demonstration parlors on the second floor, making it one of the finest and most up-to-date in the city. The newly arranged department was opened November 4. Unico booths are used and are very conveniently arranged. The lights are reflected through the frosted glass tops of the booths, thus giving a soft glow. The decorations are in cream and white, lending a rich appearance to the department throughout. Manager George Hards states that he has made the record and the machine departments distinct, using different salespeople for each. The staff has been increased by four experienced members. The five original parlors and two new parlors now being installed on the first floor of the store are to be devoted to machines exclusively. Manager Hards' office will be removed to the mezzanine floor when completed.

One of the most important changes of the past month was the resignation of French Nestor from the wholesale talking machine department of the W. F. Frederick Piano Co. and the naming of Geo. H. Rewbridge as his successor. Mr. Nestor has become general manager of the Victor department of the new store of Cohen & Hughes, at Washington, D. C. Mr. Rewbridge was formerly traveling representative for the W. F. Frederick Piano Co., wholesale Victor department, and at one time manager of the store, having been connected with the house for the past twelve years. He is recognized as one of the most experienced and capable men in the talking machine field and his appointment met with much approval.

A reorganization process of the forces of the Frederick wholesale department has been effected by Manager Rewbridge and excellent results are being secured. C. E. Willis, formerly with the C. C. Mellor Co. for seven years past, has been made assistant manager. Albert Ingold, formerly with the same firm for two years, is now in charge of the Frederick wholesale record and stock rooms.

The Buehn Phonograph Co., Inc., 514 Wood street, is enlarging its retail department and adding a concert hall to the many unique features of its beautiful store. This concern is the jobber for the Edison line in the Pittsburgh district and also does a fine retail business. Since moving to the present quarters about ten months ago, a rapid growth has been experienced. Four new parlors are being added on the second floor and will be completed within the next few weeks. Part of this floor will be given over to a concert hall, which will be the first of its kind in the city. It is planned to give Edison recitals regularly.

The wholesale department of the Buehn Phonograph Co. is showing a big gain over last year. A number of new dealers are reported in the surrounding territory for both the disc and Amberola machines and records. Negotiations are under way for another important connection in Pittsburgh, Mr. Buehn states.

The Victor talking machine department of the Joseph Horne Co. is doing a phenomenal business in both machines and records. Manager A. R. Meyer, formerly head of the Henry Co., which was taken over by the Joseph Horne Co. about two months ago, states that the outlook is very gratifying. The location on the mezzanine floor has proven an ideal one. The popularity of the handsome concert room of the department is increasing daily.

L. Baskin, furniture dealer, 812 Federal street, has just installed a new talking machine department, and is featuring the Columbia line. This house is expected to build up an excellent trade as it occupies one of the best locations on the North Side.

Manager Henry Wood, of the Boggs & Buhl Victrola section, reports a nice increase in sales of both machines and records during the past month. The only drawback, Mr. Wood states, is the inability to secure enough machines of certain styles that are in big demand. Several additions have been made to the selling staff.

Harry Rewbridge, manager of Rewbridge Bros., leading Victor dealers of Beaver Falls, Pa., was married on November 5 to Miss Alice Kalbrack, of Pittsburgh. A honeymoon trip covering over 1,700 miles was made by automobile, and included stops at Philadelphia, New York and Boston. Mr. Rewbridge is a brother of Geo. H. Rewbridge, manager of the local W. F. Frederick wholesale Victor department.

Manager M. Max, of the Kaufmann Bros. Victrola section, reports great activity in machines and records and that sales show a marked gain over those of the same period a year ago. The addition of twenty-one new record demonstration booths the latter part of last month has made this department one of the largest and finest in the entire country.

The Schroeder Piano Co. recently completed three new demonstration parlors and reports business increasing by leaps and bounds. The Edison line of machines and records has been taken on and is now featured in addition to the Columbia line which was handled originally.

P. W. Blocher, Lawrence avenue, Ellwood City, Pa., recently installed a handsome Victrola section in his jewelry store. While Mr. Blocher has had the agency for some time in Ellwood City, he is now giving more attention to this end of the business and reports a big demand for both machines and records.

The Mather Bros. Co., 213 East Washington street, New Castle, Pa., recently made a number of improvements in its Victrola department, and Manager Price reports a splendid business.

The S. Hamilton Co. talking machine department effectively featured the Victor machine and records in connection with the appearance here of Charles Kellogg, nature singer, at the New Davis Theatre. Mr. Kellogg's famous bird-song records were demonstrated daily at the store, while several Victrolas were installed on the stage of the theatre.

Small "Victors" converted into cabinet types instantly

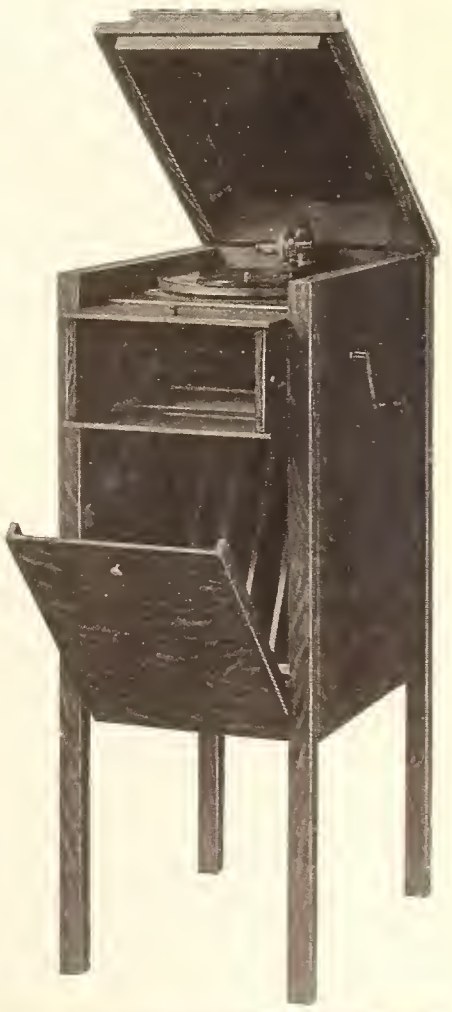
SOMETHING **new**—to sell to every present owner of $15 and $25 Victors **and every** new purchaser thereof—and to a lot of people who want only a cabinet type but can't afford the $75. Also an article with which you can beat competition by offering a combination that forms an enclosed cabinet type at **much less** than the cost of such machines.

By simply setting a "Victor IV" or "Victor VI" into a Lundstrom "Converto" Phonograph Cabinet, the machine is converted into a beautiful, larger, **enclosed type** that looks better and sounds better. The combination, from a practical utility standpoint, has even **more** advantages than the regular cabinet types, because **the machine remains portable.**

Lundstrom CONVERTO
PATENT APPLIED FOR

Enclosed Type Phonograph Cabinet

Has top which when lowered completely encloses machine. Two doors in front, one hinged at top, the other at bottom. The tone regulating doors of the machine open out through this space. When all four doors are open, they form a square compartment and thus a continuation of the "horn" or sound amplifying chamber of the talking machine which increases the volume of sound. Lower part of cabinet contains record rack divided off to hold about 70 records of any size. The winding handle, with extension, which we provide free, passes through side of cabinet so that it can be wound from outside, the same as any cabinet machine.



MADE IN TWO SIZES

"Converto" Cabinet for "Victor IV," retail price..... **$15.00**

"Converto" Cabinet for "Victor VI," retail price..... **$20.00**

Made in Quartered Oak to match machine. Also in Mahogany Finish, where preferred, at same prices.

Owners of $15 Victors can convert their machines into CABINET TYPES at an additional cost of **only $15**—combined cost **only $30.** Owners of $25 machines have a large cabinet type at a **combined** cost of **only $45.** And you make a good profit on every one you sell.

Safe to say you will sell ten of these combinations to one of the big machines—besides selling cabinets to present owners of small machines. Furthermore, you will be able to offset the inroads being made by the many cheap machines being offered, because you can sell a genuine Victor in cabinet style, with a "Converto" Cabinet, at low enough cost to appeal to anyone.

The Lundstrom "Converto" will be advertised extensively. It is backed by a house with fifteen years' experience in making Lundstrom Sectional Bookcases and Filing Cabinets, one of the leaders in this line.

Write at once for wholesale prices and full particulars

The C. J. LUNDSTROM MFG. CO., Little Falls, N.Y.

Branch Office, Flatiron Bldg., New York City

Join Pathé for Pr

"The Wor

IN every European country and dependency the name "Pathé" has been a synonym of "Quality" for over twenty years. The remote corners of the world knew the Pathé Disc long before they became acquainted with any other phonograph record.

To every land where the Pathé Instrument and Pathé Records have gone, success for these remarkable products has followed and endured.

The greatest artists of Europe and America contribute to Pathé greatness.

Masterpieces of Music are recorded in the lands of their origin. The musical centers of the world—Milan—Vienna—Paris—Berlin—London—New York—all have Pathé recording laboratories.

In America Pathé is making Phonograph History! Pat Campaign, started only a short time since, has been so succes that within the last few months the two largest concerns in country manufacturing and selling pianos, The W. W. Kim Co. and Hallet & Davis Piano Co., have become distributors Pathephones and Pathé Records.

The largest cabinet makers in the world, The Brunsw Balke-Collender Co., have chosen Pathé Records in prefer to others.

The first jobbing concern in the great Northwest, G. S mers & Co. of St. Paul, are pushing Pathé products *because wanted the best.*

PATHÉ FRÈRÉS PHONOGRAP

PATHÉ FRÈRÉS PHONOGRAPH CO. c

ge and Progress

s Record"

PATHÉ JOBBERS

Armstrong Furniture Co., Memphis, Tenn.
Berkhoel Music Co., Salt Lake City, Utah.
L. W. Blachly, San Francisco, Cal.
Curtis Colyear, Los Angeles, Cal.
Jacob Doll & Sons, New York, N. Y.
The Fischer Co., Cleveland, O.
Kruschke Phonograph Co., Berkeley, Calif.
Manila Trading & Supply Co., Manila, Philippine Islands.
Moore & Reid, Habana, Cuba.
National Piano Co., Baltimore, Md.
Pathé Phonograph Co., Inc., Indianapolis, Ind.
Pathephone Co. of Detroit, Detroit, Mich.
The Pathephone Co., Milwaukee, Wis.
Pathephone Sales Co., New York, N. Y.
Pathephone Distributors Co., New York, N. Y.
The Pathephone Co., St. Louis, Mo.
M. H. Pickering Co., Pittsburgh, Pa.
Southern Pathé Phonograph Co., Cincinnati, O.
The Stilwell Co., New York, N. Y.
Swanson & Nolan Supply Co., Denver, Colo.
E. E. Trower Music Co., Kansas City, Mo.
A. Victor & Co., Buffalo, N. Y.

Mr. Dealer:

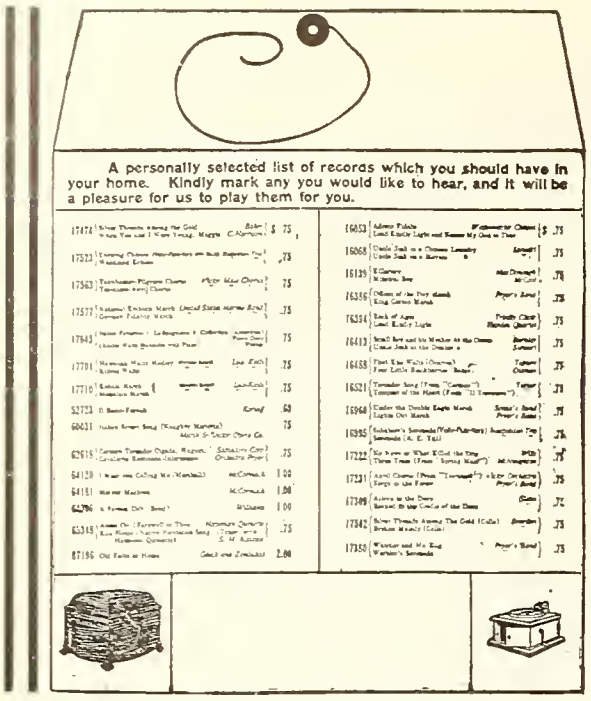
You who are looking ahead—

You who realize what it means to identify yourselves with Pathé at this time—

You who want the advantage of being able to supply your trade with records introducing them to the world's most famous talent on TWO continents—Write,

29 West 38th Street, New York

td., 6 Clifford Street, Toronto, Canada



BEE TRADE MARK CROFT

Conditions in the Paper Market are such that it will Pay to Order Record Envelopes for Holiday Trade NOW

SAMPLES AND PRICES ON APPLICATION

Record Delivery Envelopes
Record Stock Envelopes
Catalog Supplement Envelopes

Long Cabinets
Bagshaw Needles
Perfection Record Holders
Peerless Locking Plates

CLEMENT BEECROFT, 309 W. Susquehanna Ave., PHILADELPHIA

A FIRM BELIEVER IN PUBLICITY

W. H. Marshman, of Victrola Department of McClure & Cowles, Even Gets Newspaper Space When Mongrel Attacks His Victor Dog

ALBANY, N. Y., November 2.—Willard H. Marshman, of the Victrola department of McClure & Cowles, this city, never consciously lets an opportunity go by to get his store or the Victor product mentioned in the daily papers.

For some time past Mr. Marshman has kept one of the well-known Victor dogs on guard at the entrance to the store. One day recently a combative pup decided to test the powers of the Victor canine and literally chewed him up. The manner in which Mr. Marshman took advantage of the incident is indicated by the following item in one of the local papers:

"Midget, the large Victor dog that adorns the front entrance of McClure & Cowles' piano store on North Pearl street, was savagely attacked by a small fox terrier of the living type yesterday and badly torn about the mouth. W. H. Marshman, of the Victor department, says he will go the limit to learn who is the guilty one that urged the smaller pup to bite Midget, and as he is very fond of animals, says it is an outrage. The affair was witnessed by many and the daily passers by who had admired Midget will be disappointed to hear of his misfortune, but Midget says he will be out in a few days to greet them. The assault was ferocious and was thoroughly unprovoked. The police were not called, for 'Midget' is the huge plaster dog standing more than three feet tall, representing the trade-mark of the Victor Talking Machine Co., in the doorway of the popular Victrola and piano store. The little terrier was not afraid of big things, and although he was urged on by calls of 'sic him' from several boys he was not afraid of the huge model and attacked him most vigorously."

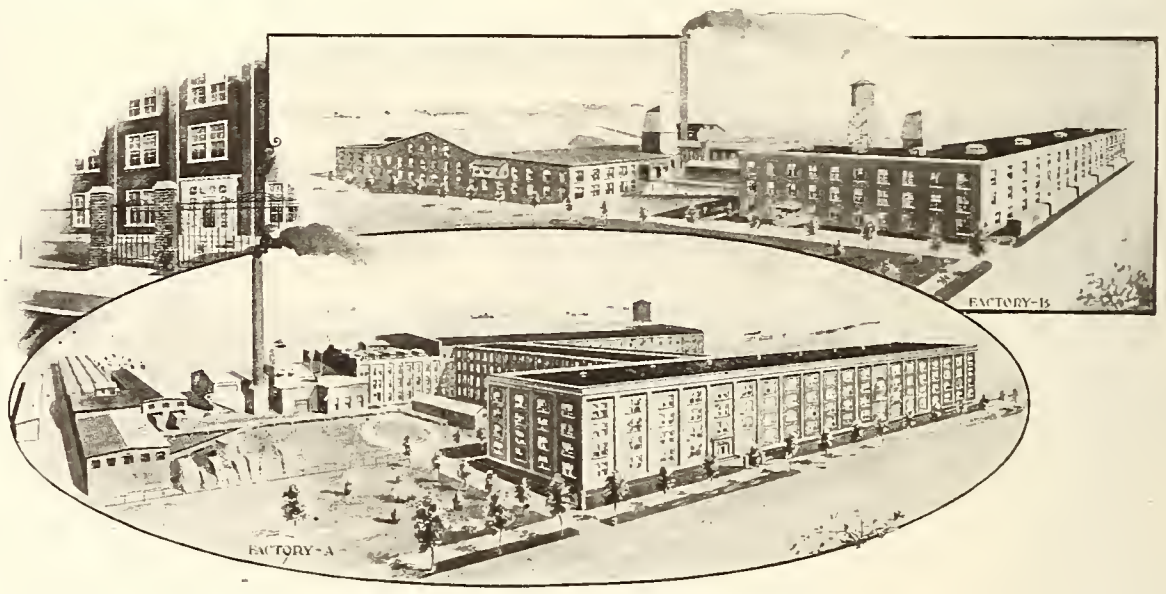
EXTENSIVE PLANTS FOR MAKING RISHELL PHONOGRAPHS

The accompanying illustration, showing the home of the Rishell Phonograph Co. and the J. K. Rishell Furniture Co., will give a fair idea of the facilities which are at the command of this company for the manufacture of "Rishell" phonographs. The factories shown are located at Williamsport, Pa., and Hughesville, Pa., and have a combined floor space of 315,932 square feet.

The small building in the upper left hand corner portrays the first home of the company, which it occupied in 1867. In forty-nine years the company has acquired a country-wide reputation as manufacturers of the finest grade of furniture, and by supplying its dealers with quality product and efficient service its business has steadily increased.

A number of years ago the J. K. Rishell Furniture Co. secured important contracts from several leading talking machine manufacturers calling for their most expensive models of cabinets, and so satisfying were these products that their business showed rapid growth.

A short while ago the J. K. Rishell Furniture Co decided to enter the talking-machine field on its own initiative, and the Rishell Phonograph Co. was formed to market the Rishell phonographs. Since the first announcement of this line a few months ago the Rishell phonographs have been placed with representative dealers throughout the country, and the company has every means at its hand to increase its facilities as its business warrants. This company manufactures a complete line of period design phonographs ranging in price from $50 to $300. Permanent exhibits of the line are on display at the company's showrooms in New York, Philadelphia and Columbus.



Homes of the Rishell Phonograph Co.

John M. Dean Corporation
Putnam, Conn.

Manufacturers of

Talking Machine NEEDLES

Dean Service covers every essential need in talking machine needles. Needles furnished in bulk or in special packages. Quality needles only.

TEACHERS HELP TWIN CITY TRADE

Educators in Convention Display Much Interest in the Talking Machine and Its Possibilities—Shortage of Machines Still Serious—Columbia Territory Is Expanded—Other News

MINNEAPOLIS and ST. PAUL, MINN., November 7.—Several thousand school teachers, coming from every corner of Minnesota, gave the talking machine trade of the Twin Cities an added impetus during the first three days of November. The traffic did not need any accelerators, what really was needed was a brake somewhere so that the supply and demand would balance, but the teachers are not brakes in the talking machine world. All school houses have them, not only for entertainment, but as auxiliaries in the classes and they prove highly efficient assistant teachers. A class of Victor experts, including Miss Sorenson and Mr. Foster, demonstrated the capabilities of the talking machine as an adjunct to educational arrangements, and drew great houses in the W. J. Dyer & Bro. concert hall. Several hundreds also visited the rooms of the Minnesota Phonograph Co., where Laurence H. Lucker and staff demonstrated the Edison machines and records.

Times are just as hard on the dealers now as they were a month ago and they do not know in what direction to turn to find relief. "We are about 2,000 machines short of the number of machines required for filling orders," complained David M. Dyer, of the house of Dyer. Our receipts from the Victor factories are about 40 per cent. larger than they were last year, but we are unable to catch up to the orders. It is almost as bad to have business so good that you can't take care of it as to be overstocked. Trade is excellent in our territory. We sell everything in the jobbing end, of course, but there is a steady demand for the high-priced Victrolas."

"Our warerooms are but a transfer station for the Victor Co.," explained Mr. O'Neill, of the Beckwith-O'Neill Co. "We are receiving large qauntities of goods, but most of the instruments disappear as fast as they appear, and we have no stock at all—absolutely none. One feature of the trade that is particularly encouraging is the great increase in the sale of records. Fortunately we can get a goodly supply of them and as they produce about as much revenue as the instruments we are a little gratified over this favor of the fates. A decided increase in the demand for grand opera records developed after the grand opera season in which Farrar, Destinn, Homer and others appeared and the recital concerts of Alma Gluck."

The northwestern part of Wisconsin has been added to the Minneapolis district of the Columbia Graphophone Co. in charge of Manager Robert Souders. The new territory includes the thriving cities of Ashland, Washburn and Beyfield and some smaller burgs and will produce considerable Columbia business.

W. C. Hubbard has been placed in charge of the Columbia's dictaphone department. He formerly was Twin City manager for a famous typewriter and knows all the big offices like a book. He succeeds H. B. McAlpine, who regretfully accepted a $12,000-a-year job with an investment concern.

Donaldson's Department Store reports a great demand for the high-priced machines, and records numerous sales for styles selling at $200 and better.

Robert Souders and F. A. McLeod, manager of the Grafonola department of the Emporium, St. Paul, are back from Chicago, where they had a meeting with some of the big Columbia people on business matters.

Politics have interfered as little with business this year as at any time in the history of the State. Time was when trade went all to pieces a week or ten days before the presidential election, but the event has not affected commerce a particle. The calmness was not due to indifference or apathy by any means as the registrations pointed to the largest vote ever cast in this State.

Novelties and Attractions

FOR YOUR

Christmas Trade

BRIGHTEN UP YOUR WINDOWS AND STORE. SOMETHING FOR THE CHILDREN

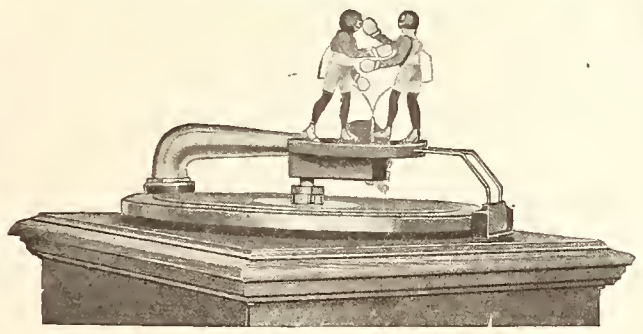
RAGTIME RASTUS
PATENTED MARCH 16, 1915.

Especially Good Sellers this Year on Account of the Scarcity of Toys.

RAGTIME RASTUS is an Automatic Dancing Darky Doll that does One Hundred Different Steps to Music and dances well with any jig or lively record. Rastus delights children with his funny Shuffles, Dances and Clogs.

Hand painted in four colors—a high-grade and unusual mechanical toy.

Ragtime Rastus retails at $1.00
(Item No. 100A)



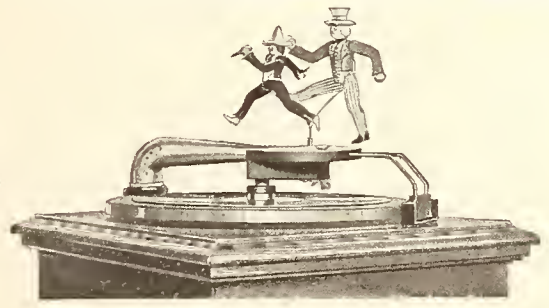
THE BOXERS
PATENTED MARCH 16, 1915.

THE BOXING DARKIES. These little black boxers execute all the blows, swings, shifts, counters and side steps known—and then some new ones. Put on a lively record and these little men box away in good earnest and with wonderful speed and accuracy. The figures are turned of wood, hand painted in bright colors and will amuse the whole family.

The Boxing Darkies retail at $1.25
(Item No. 100B)

THE COMBINATION RASTUS AND BOXERS is the combination of one mechanism and the two sets of figures—the Dancer and the Boxers, making two toys in one. This is very popular.

The Combination Rastus and Boxers retails at $1.50. *(Item No. 100AB)*



UNCLE SAM AND THE MEXICAN
PATENT NO. 1131895

UNCLE SAM AND THE MEXICAN. In this Novelty Uncle Sam Boots the Bandit in Vigorous Yankee Fashion and Boxes his Ears. The Mexican is running away as fast as he can go. Uncle Sam is attractively painted in Red, White and Blue and the Mexican typical of his country. This novelty goes well with "They're on their Way to Mexico," "National Emblem March," or other lively records.

Uncle Sam and the Mexican retails at $1.25
(Item No. 100C)

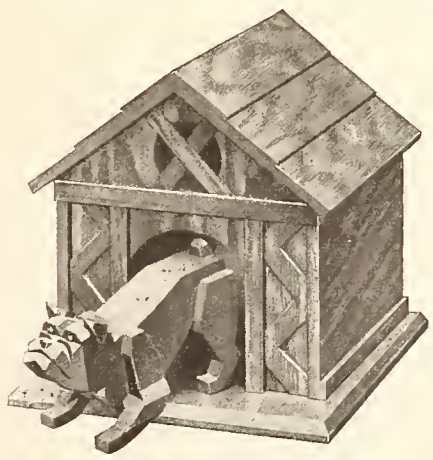
NOTE—These Talking Machine Toys fit on any standard machine (except Edison) and can be put on or taken off in 5 seconds. They do not injure the record or mar the machine.

We receive many letters like this from dealers: Please forward enclosed order for Rastus, Boxers and Combinations. I have had more people looking in my windows at the Dancer and Boxers than at any time I can remember. They seem to amuse old and young.

A Talking Machine Department in Boston sold over 4 gross of these Talking Machine Toys at retail during last December. Ordered again this year. One Victrola store in New York City sold an average of 6 dozen a day at retail during last December. Ordered again this year.

All Live Talking Machine Stores and Departments will find these attractions for their stores as well as good sellers.

Packed for shipment in 1 doz., 3 doz. and 6 doz. cartons of one kind, or assorted—each toy packed in an individual box. HANDLED BY VICTOR DISTRIBUTORS, COLUMBIA GRAPHOPHONE BRANCHES, or Direct From Us at Fair Dealers' Discounts. PROMPT SHIPMENTS.



The Wireless Pup

The Most Marvelous and Mystifying Toy and Novelty

THE WIRELESS PUP is operated at a distance by sound waves. Blow the whistle or call or clap your hands and on "hearing" the noise the dog will come out of his kennel. There are no wires or other mechanical contrivance attached to the dog.

A great attraction for every store that has Well-to-do, Educated Trade. Sold as a Toy and as a Novelty for Private Offices, Smoking Rooms, Dens, Clubs, etc.

Sells well to the Well-to-Do trade.

Kennel of Hard Wood Mission Finish, about 7 inches square.

NOTE—This is the article that was editorially shown and described in the April, 1915, Talking Machine World. It is a wonderful attraction and several talking machine stores have sold a quantity of them.

Scientific American in Nov. 4, 1916, issue says this is the Most Unique Toy of Recent Years.

In connection with the shipment of our Talking Machine Toys we sell these to our trade at $3.25 each, which is our dealer's price in large quantities to the High Grade, Large Toy Stores and Departments.

NATIONAL TOY COMPANY

Manufacturers of Toys and Specialties

281 CONGRESS STREET BOSTON, MASS, U. S. A.

FIRST AID
to the MANUFACTURER

THIS EQUIPMENT IS FOR YOUR USE

ENGINEERING DATA-EQUIPMENT CHART

CLASS OF WORK	EQUIPMENT	LIMITS
DRILL PRESS	PRENTISS DRILL PRESSES - 2-3-& 4-SPINDLE AVEY ONE SPINDLE SENSITIVE DRILLS SIGOURNEY ONE SPINDLE SENSITIVE DRILLS CINCINNATI - 1½ BACK GEARED SENSITIVE DRILLS BENCH DRILLS	UP TO ½" HOLE ON SENSITIVE DRILLS UP TO 4" HOLE ON BACK GEARED DRILLS
ELECTROPLATING AND FINISHING	TANKS FOR NICKEL-BRASS AND COPPER PLATING POLISHING LATHES AIR BRUSH FOR AIR DRY ENAMELING	
GRINDING	PEERLESS SURFACE GRINDER #4 WELLS SONS GRINDERS BINSEE SURFACE GRINDERS NORTON 1-UNIVERSAL GRINDERS	SURFACE GRINDING 8"x8"x18" CYLINDRICAL GRINDING - 4" DIA.
HEAT TREATING	AMERICAN GAS FURNACES - #16 " " CYANIDE FURNACES - #1 " " BABBITT " - #2 " " HIGH SPEED " BLOW TORCHES AND ANVILS HAND - 50-LB. DROP HAMMER	OVEN FURNACES 4"x8"x12" HIGH SPEED FURNACES 5"x5"x10"
LABORATORY EQUIPMENT	PYROMETER SCLEROSCOPE JOHANSSON GAUGES FULL SETS OF VERNIERS, MICROMETERS HEIGHT GAUGES, BEVEL PROTRACTORS	
LATHE	CATARACT - #4 - BENCH LATHES SLOAN AND CHASE - #5½ BENCH LATHES HENDEY - 12"x5' - LATHES MYERS - 12"x5' - " PRATT AND WHITNEY - 12"x5' - LATHES PRENTISS - 14"x6' - LATHES FLATHER - 14"x6' - " SENECA FALLS - 10"x4' - LATHES " " 10"x5' - " " " 12"x5' - " FLATHER - 12"x6' - LATHES	

CLASS OF WORK	EQUIPMENT	LIMITS
MILLING MACHINE	FREVERT HAND MILLERS - #1 BICKFORD HAND-POWER MILLERS - #1 OWEN MILLERS - #0 CINCINNATI - #1½ MILLERS (VERTICAL ATTACHMENTS) KEMPSMITH UNIVERSAL PLAIN MILLERS CINCINNATI PLAIN MILLERS - #0 BROWN AND SHARP - 2 Y - MILLERS BURKE BENCH MILLERS VAN NORMAN 2 - MILLERS - 10" - FULL UNIVERSAL INDEX CENTERS WITH SUBHEADS	
MISCELLANEOUS SMDR EQUIPMENT	GRANT RIVITING MACHINES FILING MACHINES WALKER MAGNET CHUCKS POWER HACK SAWS BLISS SHEARS WILMOUTH AND MORMAN DRILL GRINDERS WHITNEY WET GRINDERS	
PLANER	WHITCOMB - 5' - PLANER	12"x20"x5'
PUNCH PRESS	ZEH AND HAHNEMAN - #87 " " " - #5 HIBBARD - #5 " - #3	DRAWING WORK TO 1" - DEPTH
SCREW MACHINE	HARTFORD PIN AND STUD - ¼" MACHINES BROWN AND SHARP FULL AUTOMATICS - #0 " " " " " #00 " " " HAND - #1	AUTOMATIC ¾" IN BRASS " ½" IN STEEL HAND ¾" IN STEEL AND BRASS
SHAPER	GOULD AND EBERHARDT - 14" - SHAPERS WORCESTER - 14" - " PRENTISS - 21" BACK GEARED "	
WOOD WORKING	LATHES BAND SAWS TRIMMERS JOINTERS CIRCULAR SAWS	CONFINED TO PATTERN WORK

DE CAMP AND SLOAN INC.
CONTRACT MANUFACTURERS
MECHANICAL ENGINEERS
NEWARK, N.J.

This chart shows our equipment. Since this was made we have added a Gould and Eberhardt 12"x10" High Duty Automatic gear hobbing machine for spur, helical and worm gears, also an Oxygraph equipment for cutting dies. This equipment is for your use.

THAT'S what this organization is—*a first aid to the manufacturer*—when he finds that certain tools and dies are needed badly and delay means a money loss; when he wants wood patterns made accurately and quickly and his pattern shop is behind on work; or when he wants a special machine built that would help increase his production, yet his draughting room is too busy on regular work—then he needs this First Aid organization. Tool makers, pattern makers, draughtsmen, equipment—these cannot be added in a day. And if they could, next month the rush would be over and the equipment put in to take care of the rush would remain idle—capital tied up until the next rush, possibly one month, possibly six.

This organization is an auxiliary factory to yours. Working for you on your specifications, so long as you wish. You can use the whole organization, Mr. De Camp and associate engineers to design the special machine, the die and tool department, the pattern shop, the nickel plating department—all of these or any one to suit your requirements.

And accurate precision work is assured because all is done under Mr. De Camp's personal supervision.

Write today for the Engineering Data Chart which shows our equipment. By glancing at it you can quickly ascertain if we can do that work you have in mind.

And accuracy, precision, the work of the craftsman—that is the DeCamp and Sloan standard.

Our Bulletin "Factory Cost Plus Proportionate Profit" explains our method of working. Shall we send you a copy?

DeCAMP & SLOAN, Inc.

Works, 420 Ogden Street, Newark, N. J. **New York Office, 141 Broadway**

DETROIT DEALERS TENDING TOWARD CONSERVATISM

Not Inclined to Plunge on Possible Holiday Business—Bigger Business Means More Capital Invested—Edison Dealers Have Enjoyable Convention—Grinnell Bros. Move Wholesale Business

DETROIT, MICH., November 8.—The writer has talked personally and straight-from-the shoulder with many talking machine dealers both in the outskirts and downtown during the month of October, and really business was nothing to boast about. There were many complaints of dullness, and others who said it was just normal. Only here and there did a dealer report big business. Now, it may be that business was just as good as it ought to be for the capital invested, and the time of the year, but it is certain that dealers could create more business if they went after it with a stronger determination. One dealer went so far as to say that he did not want to do a larger business because he did not have the capital to carry it—and we all know that the more business that is done in the talking machine trade the more capital it takes.

Somehow or other there is a sort of uncertainty feeling existing in the minds of many of our dealers as to the amount of holiday business they are going to get. Detroit is certainly prosperous—and it is certainly growing—and wages are high here—at the same time the cost of living has advanced close to 40 per cent., rents have gone up 40 per cent., and there are still thousands of people who are up to their neck in realty investments having bought lots that they must either pay for on time as agreed or lose them entirely.

It must be admitted that there is to-day keen competition in the talking machine business. There is hardly a line manufactured that is not sold in Detroit and throughout the State. While they don't cut in heavily on the standard lines of machines, they do take some business away. It's an ill wind that does not blow some good, so that even if the new makes of machines on the market somewhat retard the sale of standard makes they help to stimulate the sale of standard records. A complete line of records is something that only a few of the companies can offer, and these companies are naturally reaping the benefit.

During October R. Babson Alling, manager of the Phonograph Co. of Detroit, Mich., sales agent for New Edisons, called in all of his dealers. Most of them gladly responded and a most enjoyable get-together convention was the result. During the morning and afternoon the dealers discussed the trade's problems and took up matters pertaining to every angle of the business. At 6 o'clock Miss Marie Kaiser gave a tone test for the dealers and the employes of the Edison shops in Detroit at the Edison Shop, 256 Woodward avenue. Then at 8 o'clock there was a banquet at the Hotel Pontchartrain which was a most successful function. There was little speech making, practically the whole evening being for entertainment. Since the convention, Mr. Alling reports, Michigan New Edison dealers have shown an unusual amount of enthusiasm and interest in the line and that has resulted in considerable extra business.

Another few weeks and the first floor Victrola shop of Grinnell Bros., 243 Woodward avenue, will be ready for use. This new shop is going to be an elaborate affair, with a mezzanine over most of the floor. Downstairs will be for records and the mezzanine for machines.

During Edison Week there was plenty doing at the shops of local New Edison dealers. Every day big advertisements appeared in the daily papers announcing the special recitals at the Edison Shop; there was also a special window display at the Edison Shop, a latest New Edison being at the top of stairs with captions on each step to show the advance of the Edison phonograph. Over at Wallace Brown's there was a recital every evening by Rudolph Polk, the Edison violinist, which proved a great attraction.

E. K. Andrews, Jr., of the J. L. Hudson store, recently made a trip to Chicago and Cleveland, searching for merchandise, including machines, records and needles; also to jog up some of the jobbers with whom he placed orders and ask that they make immediate shipments.

Joseph F. Adcock, of the W. E. Metzger Co., 501 Woodward avenue, is having a splendid year. He reports that record business is particularly prosperous.

Grinnell Bros. have moved their wholesale Victrola business from 231 Cass avenue to the corner of State and First streets, having bought the building at that address. It is a magnificent business and the ideal thing for their particular business. As soon as the necessary alterations are made and completed a formal announcement will be sent to all dealers of the change. The new place will have many advantages over the Cass street location; it will be much larger in size and will have every facility for making quick shipments, giving the best of service, carrying larger stocks and demonstrating the records and machines to dealers. A. A. Grinnell is general manager of the Victrola business, while C. H. Grinnell has charge of the sales end.

The W. W. Kimball Co. has moved from Bates and Farmer streets to 80 Broadway, and a feature of the new store will be a good-sized department on the first floor for phonographs and records. Pathé and Kimball machines will be carried. C. W. Belcher is manager of the store.

Frank Shaull is now manager of the talking machine department at the Bayley Music Store, 114 Broadway, while Larry Dow is once more with Wallace Brown in the selling end.

"The same old story—big business," said S. E. Lind, of the Columbia Phonograph Co. wholesale department, when seen by The World correspondent. "Our dealers are having a good business on machines and records and are buying heavy for fall."

Owen & Co., furniture dealers, have installed a large Columbia phonograph department on the first floor.

W. H. Huttie, manager of the Starr Piano Co. store, is exceedingly pleased over the way the new Starr phonographs and records are going. He reports that the number of dealers is increasing every week.

EXPECT EXCELLENT SEASON

The Whitney & Currier Co., Victor Distributor, Reports Optimistically Concerning Conditions in Its Territory—Machines Scarce

TOLEDO, O., November 6.—The Whitney & Currier Co., Victor distributor, has been enjoying an excellent trade in the Victor line. The reports from this and the adjacent territory indicate that the local dealers are extremely anxious to get a fair amount of stock in hand for the holiday trade, and R. D. Jarvis, treasurer of the Whitney & Currier concern, is of the opinion that the only limit to the business by the firm this fall will be that placed upon it by the number of machines it is able to secure. Trade conditions generally in Ohio are excellent, both the agricultural and the manufacturing sections of the State having experienced unusual prosperity during the year, all of which portends a record breaking trade in talking machines during the coming season.

VICTOR LINE FOR OTTO WISSNER

The New York warerooms of Otto Wissner, Inc., 53 East Thirty-fourth street, have added the Victor talking machine to their talking machine department. They will in the future feature both the Victor and Sonora lines.

FRAAD T. M. CO. IN NEW QUARTERS

Occupies Entire Third Foor at 224-232 West Twenty-sixth Street as Factory and Display Rooms—Executive Offices Not Moved

The Fraad Talking Machine Co., Inc., recently moved into new and larger quarters, this owing to the large increase in business during the last six months. The new factory and showrooms are located at 224-232 West Twenty-sixth street, New York, where the entire third floor, containing over 8,000 square feet of floor space, is devoted to producing the Fraad line of talking machines.

Prior to entering the new quarters extensive alterations were made so as to enable talking machines to be manufactured from the raw materials to the finished product under a most efficient system. Daniel Fraad, president of the Fraad Talking Machine Co., Inc., stated the executive offices will remain at 225 Lexington avenue, and that F. C. Cozens, secretary and general manager of the company will continue as heretofore in direct charge of the factory and showrooms, where the machines in quantities to meet all demands are now well in evidence.

The J. B. Goulette Novelty Store, Hayward, Wis., is a new Pathé dealer.

C. W. SNOW & CO.
Syracuse, N. Y.
NEW YORK STATE DISTRIBUTORS
advise dealers that orders must be sent in *immediately*, or shipments cannot be made in time for the big holiday trade.
CAREFUL, PROMPT, SATISFACTORY SERVICE
THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

Another Big *Domestic* Achievement

Domestic

Double Disk Records

35c (Retail Price)

FOLLOWING up the wonderful success of the Domestic line of high-grade, low-priced talking machines, we take great pleasure in announcing a line of

Strictly High Grade Records

Domestic Records are as much of an innovation as Domestic Talking Machines. The tone is pure, bell-like, brilliant, with a piece of music on both sides.

Although but 7 inches in diameter, Domestic Records are of the vertical-cut variety and play as long as ordinary 10-inch records.

Their velvety surface accomplishes the very important function of eliminating all surface noises (comparison with highest priced records of other makes will confirm this).

The present repertoire consists mainly of popular airs of the day, vocal and instrumental, among them the selections of

Well-Known Artists

in great variety. It is our intention to increase the Domestic Repertoire as rapidly as possible in both operatic and popular music, until it is complete.

Doubles the Domestic Dealer's Opportunity

Domestic Agencies have proven gold mines, and there has heretofore been nothing to sell but the machines (one sale only to a customer). Now, with a stock of Domestic Records, the sale of a machine is but the forerunner of a very profitable sale every little while.

If you are not already a Domestic Dealer, write or wire for this very valuable franchise.

All Domestic Talking Machines are now equipped with our new Combination Sound Box which plays both vertical and lateral-cut records.

DOMESTIC TALKING MACHINE CORPORATION
33rd and Arch Sts., PHILADELPHIA

NEW YORK AND NEW ENGLAND SALES AGENT:
Geo. W. Lyle, 815 Trinity Bldg., 111 Broadway, New York

PACIFIC COAST SALES AGENT:
Walter S. Gray, 422 Chronicle Bldg., San Francisco, Cal.

Domestic
TALKING MACHINE

IMPORTANT SUITS SETTLED

Sonora Phonograph Corp., After Several Years of Legal Contention, Abandons Contest With Victor Co. on Its Victor Patents and Acknowledges Their Validity and Infringement

As is well known in the trade, the Victor Talking Machine Co. brought several suits against the Sonora Phonograph Corp., based on infringement of patents, several of which were directed to the enclosed horn type of talking machine.

This litigation has been long pending, and by special assignment the cases were to be tried in October, and there has been widespread interest in the trade over the outcome of these suits, owing to the effect they would have on the talking machine industry.

The Sonora Phonograph Corp. had made most careful and exhaustive preparation for the defense of these cases, retaining very able counsel and the best experts available, but, according to Mr. Brightson, the president of the Sonora Corp., when the trials became imminent, he became exceedingly apprehensive of the outcome, because if defeated the Sonora Corp. would be practically forced out of business, or at least so seriously handicapped as to make the future of the company too uncertain to warrant its continuance.

Under these circumstances, Mr. Brightson thought it to the interest of his company to make overtures for a settlement of the litigation, and although the Victor Co. was insistent on the cases going to trial, Mr. Brightson's persistence finally had its reward; resulting in consent decrees being entered for the Victor Talking Machine Co., with the approval of the court, sustaining their patents as valid and infringed.

Mr. Brightson stated that while, of course, he would not make public the minor details of the settlement, he would say that the Sonora Corp., with the advice of its counsel, was willing to recognize the validity of the patents in suit, and that a license had been obtained from the Victor Co., which, while limited in its scope, would nevertheless permit the Sonora Corp. to continue to market its present product, and though the royalty to be paid to the Victor Co. under the license was very substantial and would undoubtedly be burdensome to the Sonora Corp., yet, as a matter of good business and to a certain extent guarantee the future of his company, he acquiesced in the advice of his counsel and recommended the agreement to his board of directors, which unanimously approved it.

Mr. Brightson believes that he could not possibly have brought about this altogether desirable arrangement with the Victor Co. unless the Sonora Corp. had uniformly been putting out high-grade machines, and that the Sonora Corp. will continue its policy in that regard.

THOS. A. EDISON GETS LL.D. BY PHONE

President of University of State of New York Confers Degree While the Inventor Was Busy in His Laboratory at Orange

The honorary degree of Doctor of Laws was conferred over the telephone the night of September 20, on Thos. A. Edison by the University of the State of New York. It was the twentieth honorary degree given by the University since 1792 and the second one of Doctor of Laws since 1850, the other recipient being Elihu Root who received the degree a year ago. The ceremony concluded the fifty-second convocation of the university. The session which led up to it took for its general subject "The Spoken Word," and was in recognition of the great invention of the transmission of electric current by Professor Joseph Henry, and of the achievement of Thomas A. Edison.

Every seat in the auditorium of the State Education Building had been fitted with an individual receiver, and five-minute remarks from Chancellor Sexton, at Palmyra; Governor Whitman, at Troy; President Benjamin I. Wheeler, at Berkeley, Cal., and Theodore N. Vail, at New York City, were listened to. Then Dr. John H. Finley, president of the university, called up Mr. Edison, who was in his laboratory in Orange, N. J., and conferred the degree in the following language:

"On behalf of the University of the State of New York, which is itself endowed with power by the State to express its educational purposes within its own boundaries, I, sitting in a hall nearly 200 miles from you, a hall lighted by the glowing filaments which you invented, employ an instrument which you had a part in perfecting, to express to you the congratulations and gratitude of this State for what you have done in making it possible to remember, to reproduce, and to transmit the spoken word, not only between neighbors but between peoples separated by mountains or seas, to turn darkness into light, and to make vibrations reproduce their moving images in places as far from each other as the antipodes.

"On behalf of the university representing this State I have the honor to notify you that the regents have unanimously voted to bestow upon you its highest degree, a degree conferred by universities since mediaeval times, a degree which the greatest universities of to-day have desired to bestow upon you, a degree of this university which was conferred upon Joseph Henry, but is held by only one living man, a degree which, for the first time in the history of universities is conferred by means of that instrument whose worldwide use you have yourself made possible, the degree of doctor of laws, conferred upon you, not in absentia, but merely in loco remote."

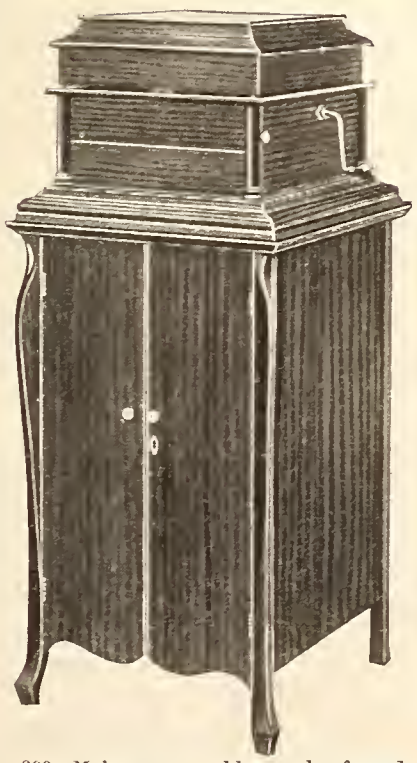
JOINS HAAG CABINET CO. STAFF

E. M. Howard, formerly connected with the Fergusson Music Co., Newport News, Va., has resigned to become sales manager of the Haag Cabinet Co., manufacturers of talking machine record cabinets in Philadelphia. He has had a long experience in the music trade.

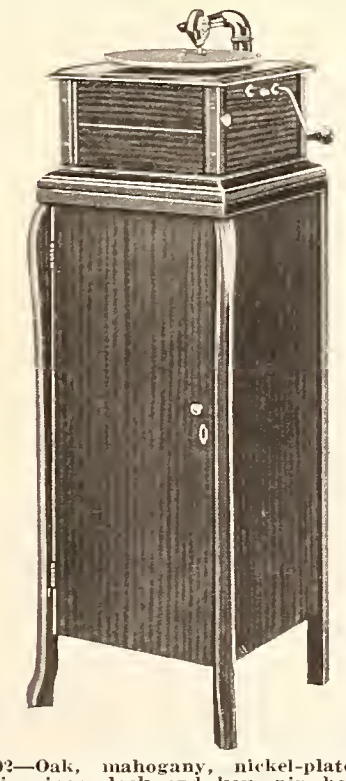
SCHLOSS BROTHERS
CABINETMATCH
NEW YORK

FOR

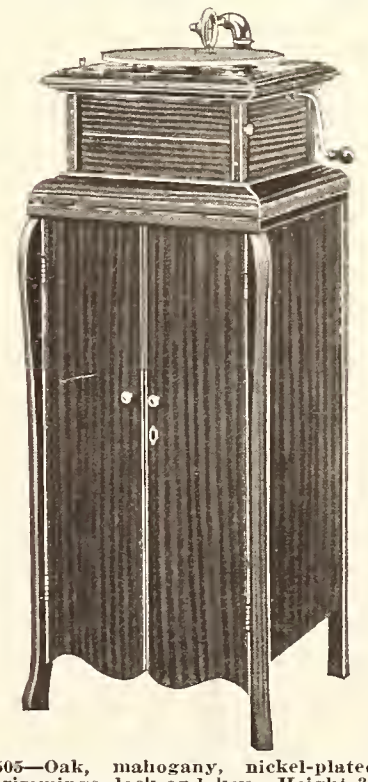
COLUMBIA MACHINES



800—Mahogany, golden oak, fumed oak, weathered oak, nickel-plated trimmings. Lock and key, height 33 inches. Matches Columbia Favorite shelves or rack interior.
809—Matches new Victrola IX.



502—Oak, mahogany, nickel-plated trimmings, lock and key, pin box, height 33 inches. Matches Columbia.
15; holds 126 twelve-inch records.
504—Same cabinet matches Victrola IV.



505—Oak, mahogany, nickel-plated trimmings, lock and key. Height 33 inches. Matches Columbia 25; holds 162 twelve-inch records.
506—Same cabinet matches Victrola VI.

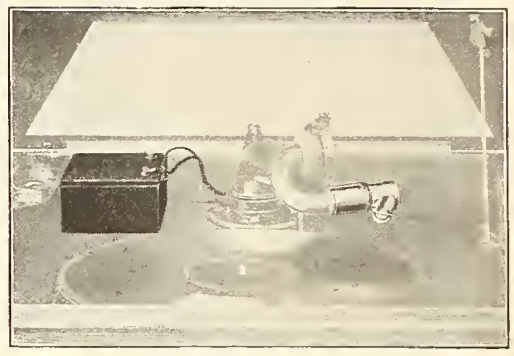
507—Oak, mahogany, nickel-plated trimmings, lock and key. Height 33 inches. Matches Columbia 35; holds 174 twelve-inch records.
508—Same cabinet matches Victrola XIV.

We also make many other styles of cabinets and will be glad to send our catalog for the asking

637-645 West 55th St. **SCHLOSS BROTHERS** NEW YORK CITY

Phone, Columbus 7947

Announcing the
RECORD-LITE



The RECORD-LITE Will
—Direct light on needle point.
—Eliminate possibility of scratching records.
—Enable user to operate Victrola in darkest corner.
—Make possible the correct setting of the automatic stop.

A practical invention that will be in great demand

A high class easy-selling speciality that opens a fresh field of profits for Victor dealers

THE RECORD-LITE

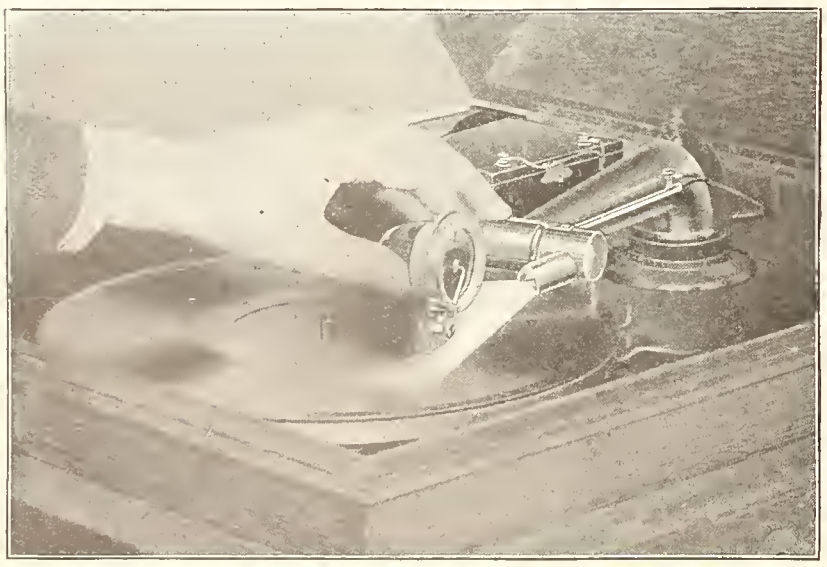
is a neat, ornamental attachment, that comes complete and ready for use. The installation is simplicity itself—the light is slipped over the end of the Taper Tube or Tone Arm of the Victrola until it snaps into position, and is then ruggedly and permanently fastened. The battery box is set in left hand rear corner of the machine, or may be concealed inside the machine.

The operation of the light is just as simple. The second finger of the left hand rests naturally on the contact spring when operating the machine and the light illuminates the record, where the needle rests. As soon as the hand is removed, the light automatically goes out.

No need to dwell on the sales possibilities of the Record-Lite

Every dealer knows the difficulties in operating a Victrola by the light of a shaded lamp and in a dark corner. This invention eliminates all such inconveniences. It is simple to operate, neat in appearance. It appeals to every Victor owner and sells rapidly.

The Record-Lite is distributed only through Victor Jobbers and Victor Dealers. The retail sale price is: nickel finish, $3.50; gold finish, $4.00. If your jobber cannot supply you, send us $5.00, together with the name of your jobber, and we will send you a sample of both nickel and gold finish.



Write for further particulars at once.

Don't neglect this opportunity to add this new, fast-selling specialty to your line.

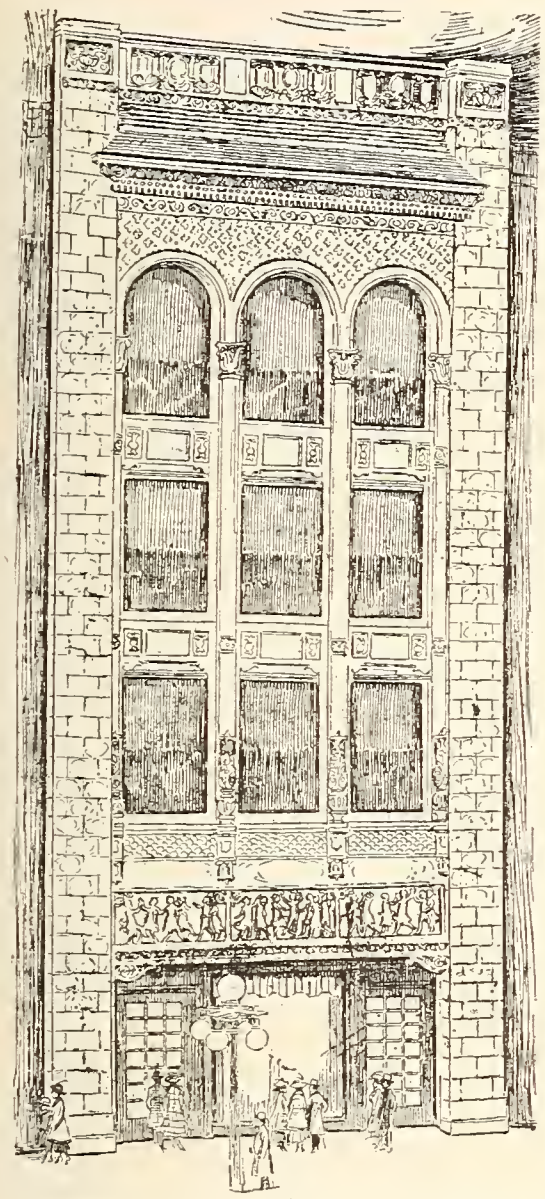
RECORD-LITE CO.
INCORPORATED
Sole Manufacturers and Patentees
135 Second St. Milwaukee, Wis.

NEW EDISON SHOP IN SYRACUSE, N. Y.

Establishment of Frank E. Bolway & Son, Inc., in that City, One of Handsomest in Central New York—Elaborate Formal Opening

SYRACUSE, N. Y., November 6.—A feature of particular interest in musical circles in this city was the reception and formal opening of the Edison Shop, at 220-222 South Salina street, this city, of which Frank E. Bolway & Son, Inc., are the proprietors, held on October 26, and which served to attract a crowd of surprising proportions.

The new Edison Shop is one of the finest in-



Artistic Sketch of New Bolway Building

stitutions in Central New York devoted to the sale of musical instruments, and in the treatment of the building both inside and out individuality and distinction have been sought. The style adopted is founded upon Italian architecture of the period of the early Renaissance. The material used is a new substitute for terra cotta. Axed granite is also used extensively. The interior arrangement is most impressive, the reception room, music room and private booths offering themselves to a wide range of treatment. In each instance the last detail of fixtures, lamps and drapery have been worked out with the sole idea of unity.

An interesting feature of the new quarters is the beautiful music room, where frequent demonstrations of the Edison disc phonograph and records will be given. Half-hour recitals for shoppers are among the things planned, and arrangements are being made for the personal appearance of Edison artists in tone tests.

"VOICE OF VICTOR" FOR OCTOBER

Latest View of Huge Plant Shown in Wide Cover Spread—Portraits of Victor Artists on Concert Tours and Their Schedules

The cover of "The Voice of the Victor" for October forms an impressive introduction to the interesting contents of the publication, for it presents in colors a bird's eye view of the wonderful Victor Co. plant in Camden. The view is so extensive that it runs over the edge of the cover proper and requires several inches of extra space on each side, which is folded in when the issue is bound. A view of the plant makes one wonder how it can be possible for such a shortage of Victor machines to exist when such a large output is possible and, moreover, real.

The center pages or "backbone" of the "Voice of the Victor" run over as does the cover to permit of spreading before the admiring gaze the full array of portraits of twenty-four famous Victor artists who are making concert tours this season. The dealers are urged to take full advantage of the appearance of any of the artists in their respective cities, to advertise and feature the records by that artist. In connection with the pictures of the artists there is presented a schedule of their various concert tours for the information of the trade.

NOVEL PHONOGRAPH CABINET

New Product Transforms Small "Table" Machines into Attractive Cabinet Models—Some of the Details of the Lundstrom Product

One of the latest entrants upon the stage of the phonograph business, and one which is seemingly attracting widespread attention among dealers, is a unique cabinet for use in converting small sizes of machines into enclosed cabinet types, by simply setting the machines into compartments prepared for the purpose.

The operation is extremely simple: a small machine is set into the top compartment, the winding handle inserted from the side of the cabinet into the machine, and the tone-regulating doors of the machine itself are opened outward through a space in the front that contains a door hinged at the top, and another hinged at the bottom. When all these four doors are open, it forms an oblong compartment, and thus a continuation of the "horn" or sound chamber of the phonograph, and increases the volume of sound. The lower part of the cabinet is divided off as a record rack.

The machine itself remains portable, and can be removed at will, but when placed in the cabinet is converted into a cabinet type. It is for this reason that the cabinet has been called "Converto" enclosed-type phonograph cabinet.

It proves of considerable attraction to dealers as with this they can increase the sale of their smaller machines among many people who prefer the cabinet type, but whose purses prohibit higher prices.

Furthermore, it has for it a market already established among present owners of these smaller machines who, because of the low prices at which the two cabinets are sold, are easily persuaded to purchase a cabinet for use in connection with their machines.

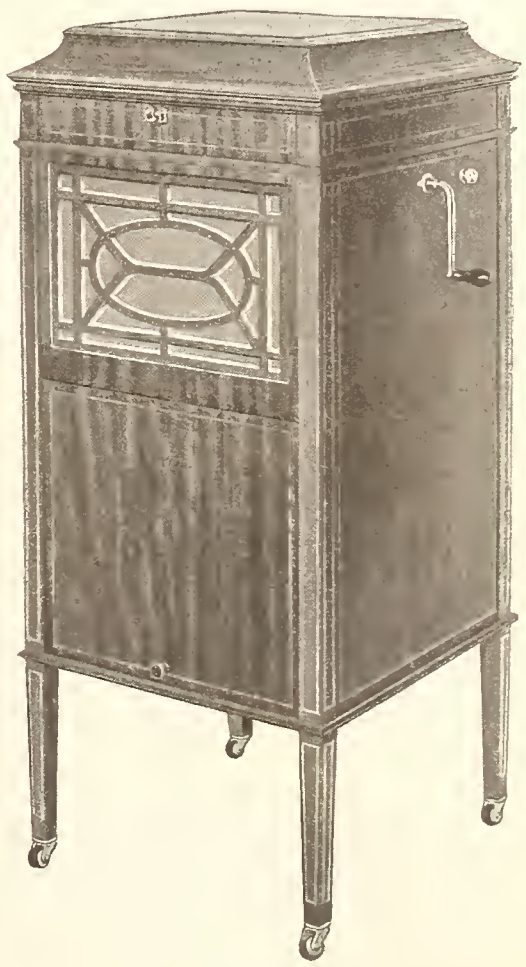
The "Converto" is made by the C. J. Lundstrom Manufacturing Co., of Little Falls, N. Y., who have for years manufactured sectional book cases, filing cabinets, etc.

The Santa Rosa Furniture Co., Santa Rosa, Cal., has installed two large new music rooms in its store on Fourth street, one for the display of pianos and the other for Edison phonographs.

NATIONAL BLUEBIRD

"BLUEBIRD"
TALKING MACHINES

Stand for *Quality, Value* and *Service*

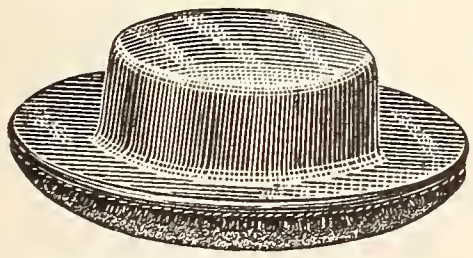


Bluebird, Style 200

They are made in genuine mahogany and oak, and are beautiful in finish and design. The motors, tone-arms, sound-boxes and tone modulators are the *best* made. All machines play all makes of disc records without an attachment.

There are four models retailing at $50, $85, $150 and $200, with liberal discounts to dealers.

National Talking Machine Company, Inc.
118 East 28th Street New York City



"STANDARD"
"SIMPLEX"
RECORD
CLEANERS

STANDARD CLEANER
Price 50 cents, list
"SIMPLEX" CLEANER
Price 15 cents, list

Send 10 cents in stamps for a sample cleaner. Write on your business letter head only. Place regular orders through your jobber.

KIRKMAN ENGINEERING CORPORATION
Successors to the Standard Gramaphone Appliance Co.
237 LAFAYETTE STREET NEW YORK

WHOLESALE TRADE REACHES NEW MARK IN ST. LOUIS

Retailers Report Business Slightly Below Expectations With Future Prospects Excellent—Comparing Record and Sheet Music Prices—Large Shipments of Vocalions—Other News

St. Louis, Mo., November 6.—October appears to have been a little below expectations of talking machine retailers but was a wonderful month in the wholesale departments. The sales totals for October will by no means be low for the month, they probably will show the usual gains but the men of the trade are setting their standards very high these days.

Already the question of sufficient machines for the holiday trade is becoming a leading topic and it seems that few of the dealers expect that the orders they have placed now will see them through. They are ordering freely of the lower-priced machines which they have been assured will certainly be obtainable in large quantities with a view of planting these for exchange.

The record trade has been up to expectations, with the popular numbers still in the lead. Recently several record and music dealers have been doing effective window display work by showing the talking machine record, the sheet of music and the music roll of certain popular songs or instrumental pieces. These usually carry in plain figures the prices of each and the fact that often the record is not much higher priced than the sheet music has considerable weight with the purchaser, who might have been inclined to think that his "music" was costing him too much. There appears to be an inclination for the consumer to think that he is "not being beat so bad" if the user of the old standard sheet music has to pay nearly as much as he and then supply his own rendition.

Manager Gordon of the Pathephone Co., has been busy checking in new shipments of machines and he says that he is being supplied with both machines and records very liberally. He is signing new customers for the out-of-town trade but says that for the present he is not going to urge additional local dealers to take up his line. The record business, especially, he says, has taken a good hold. The French opera numbers and the foreign band numbers are taking well.

Manager E. W. Guttenberger at Aeolian Hall, reports excellent business for the month just closed and he says that the outside sales staff, which he spent the summer in building up to a standard that almost suits him, is putting in excellent licks. His present idea is that his business will be limited solely by the supply of machines. Also he is making an excellent impression inside Aeolian Hall, from all appearances. The entire second floor has been turned over to the Aeolian-Vocalion department and four extra sized machine demonstration rooms are being remodeled there out of player-piano rooms.

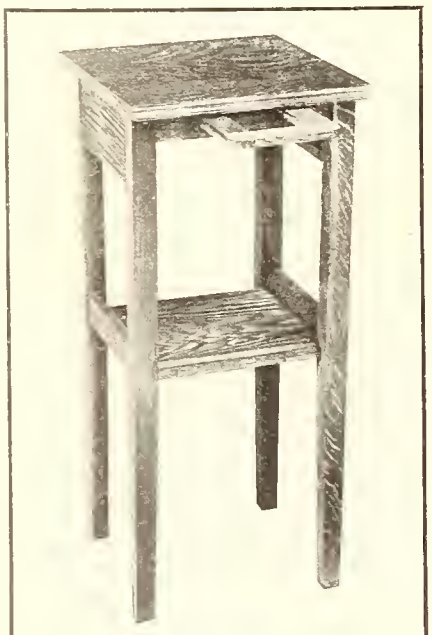
The first of the month at Aeolian Hall was made the occasion of a celebration over the arrival of a series of expensive new machines. One of the $600 machines was sold as soon as it was unpacked. The $1,250 model has found many admirers here. These machines will be demonstrated in the long, wide corridor of the second floor of Aeolian Hall and Mr. Guttenberger hopes soon to announce some informal recitals there.

Manager Irby W. Reid of the Columbia warerooms left as soon as he had voted for the east, expecting to be gone two weeks on a trip to the executive offices in New York and to the factory. He planned to stop in Washington for a few days, the attraction there being the home of his parents. His trip was so timed that he was to be present at their golden wedding anniversary.

Mr. Reid says that the wholesale business is taxing the entire facilities of that department of his organization and is growing wonderfully in all of the industrial districts and in many agricultural communities. The mining districts especially are clamoring for machines, while the southern territory of the local branch, where cotton has reached the price of twenty cents a pound, is breaking all previous records.

Manager Magoon of the new Kieselhorst Piano Co., reports a very surprising business for the last half of October, which is the entire term for which this department has been open to the public.

KANE INSTRUMENT STANDS

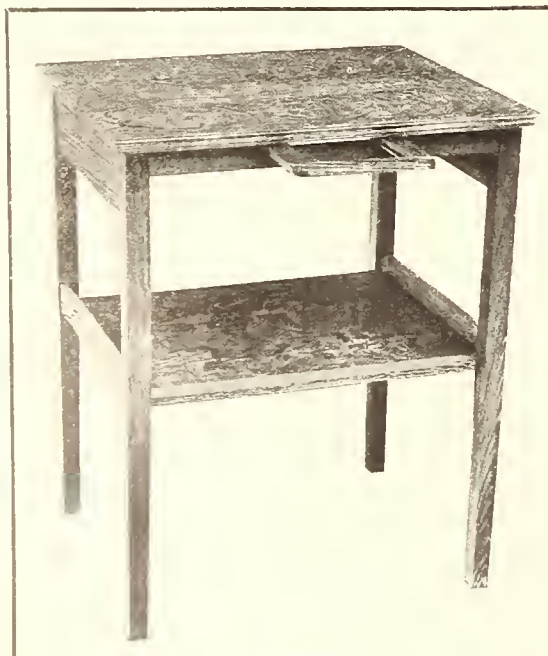


No. 594
For Victrola IV, Columbia Meteor and smaller machines.
Top 13¼"x14¼". Height 30".

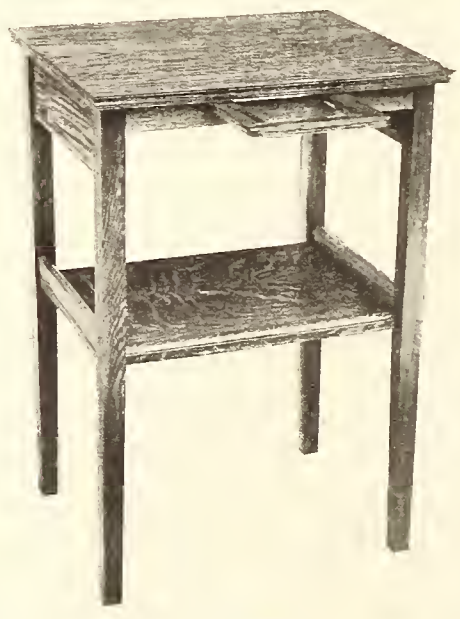
Praise Any Home

They Sell as Easily as Needles

No. 595
For Victrola VI, Columbia Eclipse, and Jewel
Top 17"x17". Height 30".



No. 596
For Columbia Favorite, Edison A-80.
Top 20¼"x24½". Height 30".



No. 597
For Victrola VIII and IX.
Top 17¼"x20⅞". Height 30".

Rubbed Finishes—Mahogany; Golden, Weathered or Fumed Oak

The slide under the top is a "third hand" for changing records.
The shelf is convenient for record files.
A large stock for the holiday trade. *Immediate shipments.*

KANE BLIND AND SCREEN CO., KANE, PENNA.

TALKING MACHINE EXPORTS

The Figures for August Presented—Exports Show Increase for the Month

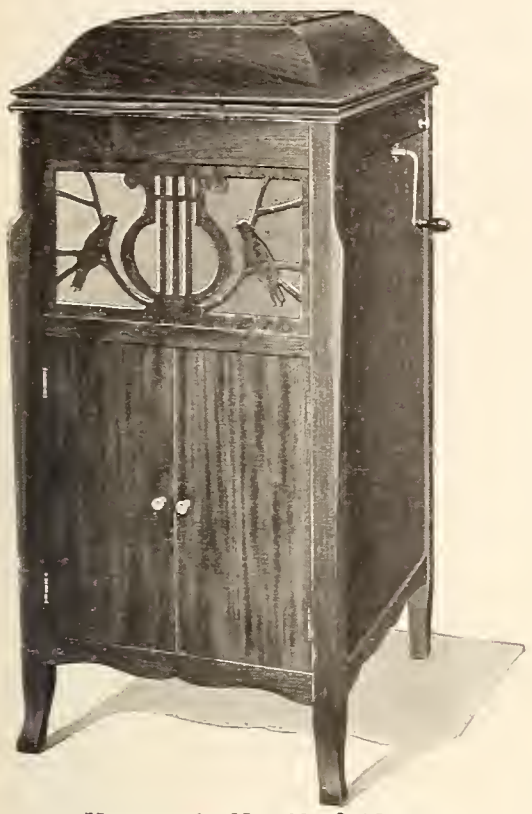
Washington, D. C., November 6.—In the summary of the exports and imports of the commerce of the United States for the month of August, 1916 (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following figures regarding talking machines and supplies appear:

Talking machines to the number of 6,078, valued at $155,662, were exported for August, 1916, as compared with 2,002 talking machines, valued at $62,423, sent abroad in the same month of 1915. The total exports of records and supplies for August were valued at $112,856, as compared with $89,419 in August, 1915. For the eight months 37,255 talking machines were exported, valued at $946,755 in 1916, and 17,324, valued at $496,109, in 1915, while records and supplies valued at $717,804 were sent abroad during 1916, as against $496,289 in 1915.

DEMANDS GROW IN VOLUME

"The double spring motor which we recently placed in our No. 5 machine has been the subject of considerable praise from our dealers," said Hugo S. Radt, vice-president of the Wonder Talking Machine Co., New York. "In fact our general trade for the holiday season has been considerably ahead of what we had anticipated, and we have been adding to our equipment and facilities in every department. We feel that 1917 will be a prosperous era for all factors of the talking machine industry, and we are now making plans to give our dealers more efficient service than ever before."

THE HARMONOLA



Harmonola No. 28—$115.00

Mahogany Cahinet with compartments for 200 records. Size, 48 inches high; 23 inches wide; 25 inches deep. Tompkins improved reproducer. Tompkins exclusive tone arm. New combination horn, sound chamher and amplifier. Speed regulator. Douhle spring, spiral drive motor (plays eight records and can he wound while playing). All metal parts nickel plated.

Close Comparison Invited

In the procession of new phonographs with their clang of extravagant advertising, how can the dealer form an intelligent judgment of merit except by close comparison.

The mystery and monopoly that once attended the making of Talking Machines no longer obtains. Out of the confusion caused by all manner of new, and mostly amateurish, claimants must stand eventually the time-honored principles, (a) *Understanding;* (b) *Skill;* (c) *Quality.*

Cautious Development

The HARMONOLA is not an assembled machine. For three years it has been slowly and patiently evolving in its own Philadelphia factory under the painstaking genius of an expert Phonograph Engineer, assisted by men experienced in the building of Talking Machines. Its builders do not claim any radical discoveries in acoustics or physics, but rather the perfected application of well-tried principles. No feature of the Harmonola is absolutely original, but every important feature is distinctive and superior.

The Tompkins reproducer used in the Harmonola is a marvel of mechanical triumph. It has a Japanese fiber disc to which a Tungsten steel stylus arm is cleverly adjusted with polished conical bearings equal in their non-frictional resisting features to the jewel bearings of the finest timepiece. The sensitive diaphragm picks up every particle of tone and gives a natural reproduction, free from harshness or metallic rasping. The volume, purity and quality of tone, as well as the overtones and color tones, are unequaled by any other reproducer.

Harmonola No. 21—$85.00

Mahogany Cabinet with compartments for 200 records. Size, 44 inches high; 20½ inches wide; 22 inches deep. Tompkins improved reproducer, Tompkins exclusive tone arm. New comhination horn, sound chamber and amplifier. Speed regulator. Douhle spring, spiral drive motor (plays five records and can be wound while playing). All metal parts nickel plated.

This announcement had been held in leash until after the instrument could be tested in the homes of several hundred purchasers. Now we are able to assert with confidence that the Harmonola, in our opinion, is *unequaled in tone value and unexcelled in other points.* But some Talking Machine manufacturers have made similar claims that have not been confirmed by investigation.

Here is the Fairest Proof

Any dealer or would-be dealer of good business standing may order a sample line of Harmonolas at our regular and invariable wholesale price, and these first four machines will be forwarded, prepaid, subject to being returned within ten days, at our expense, if it should not prove that the HARMONOLA has the purest and best tone of any phonograph that you have heard and affords the greatest value for the money of any machine that you have seen.

Pertinent Points About THE HARMONOLA

(1) It gives the clearest and most natural reproduction of any Talking Machine that we have heard.

(2) There is complete absence of metallic noise.

(3) It plays any make of record perfectly without change of equipment.

(4) It uses any standard needle.

(5) It has an exceptionally good and strong motor.

(6) The cabinet work is of the highest character in design, construction and finish.

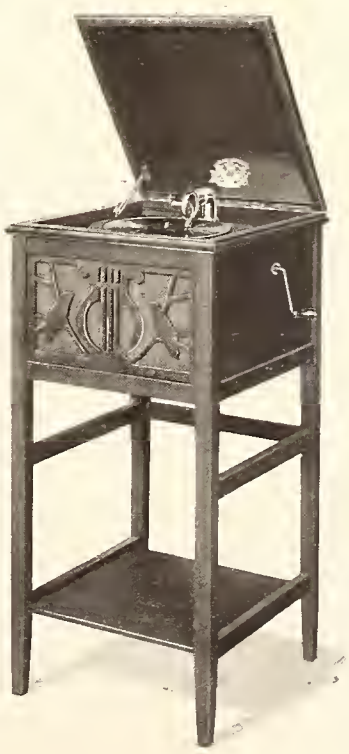
(7) The price is only about two-thirds the price of other high-grade Talking Machines of similar, but not equal standard.

Harmonola No. 7—$27.50

Cahinet is furnished regularly in mahogany. Size, 12½ inches high; 16½ inches wide; 19 inches deep. Tompkins improved reproducer. Tompkins exclusive tone arm. New combination horn, sound chamher and amplifier. Speed regulator. Double spring, spiral drive motor (plays three records and can he wound while playing). All metal parts nickel plated.

Substitute the Harmonola

We are endeavoring to accumulate a surplus of Harmonolas for December delivery. Dealers in old line machines who are unable to obtain enough stock for Christmas deliveries can turn to the HARMONOLA with the confidence that it will not only fill the gap, but will give at least as good satisfaction as the best machine that you are handling.



Harmonola No. 14—$55.00

Mahogany Cabinet furnished regularly. Size, 40½ inches high, 18½ inches wide, 20½ inches deep. Tompkins improved reproducer. Tompkins exclusive tone arm. New combination horn, sound chamher and amplifier. Speed regulator. Douhle spring, spiral drive motor (plays three records and can be wound while playing). All metal parts nickel plated.

THE HARMONOLA COMPANY

1611 CHESTNUT STREET PHILADELPHIA, PA.

THE TRADE IN NEW YORK CITY AND VICINITY

"Best month we ever experienced," is the consensus of opinion in the local talking machine trade when referring to October business. As a matter of fact, October sales were ahead of expectations, in view of the general shortage of machines, which it had been feared would exercise a detrimental effect on sales totals. Such was not the case, however, and the dealers concentrated their efforts on selling the styles of machines which they had in stock. As a result October business was very satisfactory to all factors of the industry.

Banner Record Business

A most gratifying feature of last month's business was the increased proportion of record sales. For several months past the manufacturers and jobbers have pointed out to their representatives that record business should be given very careful consideration this fall, especially as the shortage of machines would continue throughout the year. The great majority of dealers have heeded these suggestions, and have found that their record sales are increasing day by day. There is no doubt but that record business next year will be the subject of extended thought and study on the part of all dealers who are desirous of making their business profitable in every department.

A shortage of machines is general, including practically all styles and finishes. The record situation is excellent, the manufacturers and jobbers filling their orders complete as soon as they are received.

Interesting Discussion of Record Possibilities

"October business showed a very fine increase over the previous year," said J. N. Blackman, president of the Blackman Talking Machine Co., New York, Victor distributor. "This has been true of every month since the start of our new fiscal year in May, and this result is due very largely to our efforts to increase our record business through educating the dealer to the importance of that part of his business. The tendency has been without doubt to take the easiest course, and confine business to machines, which have practically marketed themselves, whereas, the foundation on which any successful Victor dealer can hope to permanently and successfully stand is a record business built on an adequate stock and efficient knowledge of the catalog. I cannot impress the importance of developing record business too strongly, nor am I in sympathy with the dealer who, in spite of what his competitors show an ability to do, says 'my case is different.' Probably it is different, only his interpretation of the difference is not the correct one. Otherwise, he would see the difference and apply the remedy."

Remarkable Cash Business

Referring to our October business, R. F. Bolton, district manager of the Columbia Graphophone Co., New York, said, "Our cash receipts during October were the largest in the history of our store. We collected more than one-half of our September business on a discount basis, which indicates the very prosperous condition of our dealers. The Lazaro records are going very well. In fact their sales to date have been ahead of expectations, and there is no doubt but that the sales of these records will increase rapidly when our advertising campaign is in full swing."

Featuring Recitals in Auditorium

The Edison Shop, at 473 Fifth avenue, New York (the Phonograph Corp. of Manhattan, proprietors), has been conducting an extensive advertising campaign in the newspapers featuring its auditorium. During an entire week Rudolph Polk, first violinist of Walter Damrosch's New York Symphony Orchestra, appeared at the Edison Shop and gave two concerts each afternoon. In connection with Mr. Polk's playing, several famous violin selections recorded on Edison Diamond Disc records were played, and the audiences were enthusiastic in their praise of these records.

A Sales Productive Campaign

Winterroth & Co., one of the leading local piano houses with several stores in Greater New York and nearby territory, has been conducting a very successful campaign in behalf of the Pathé line. Major E. J. Winterroth, head of the company, has been devoting a considerable part of his time to developing Pathé business, and under his able direction the Pathé departments in his stores have shown very gratifying sales increases.

Display Posters Producing Sales

The New York Talking Machine Co., Victor distributor, reports the closing of a splendid record business this season, with increases all along the line. This has been particularly noticeable since the company started to issue its series of four display cards each month with their attractive wooden frames for window and demonstration booths display. Many of the dealers have acknowledged that a considerable portion of their increased record business could be attributed to the use of these display cards. The display posters for the December Victor records will be unusually artistic, one poster being given over to Red Seal records as a class; another being a comic poster with a drawing by Herb Roth, the famous cartoonist, who conceived the very popular poster for the Victor records, "I Can Dance With Everybody but My Wife."

Special Window Displays

A number of local Columbia dealers have been

(*Continued on page* 54)

MORE PROFITS FOR YOU

TO-DAY

It is your record stock that counts.

The Victor Record Library with its wonderful array of talent is your greatest strength.

Your record stock therefore, should have your best thought and constant attention.

Upon your ability to supply from stock the records your customers may want to hear, depends the measure of your success.

No matter what you do you can't get enough machines for your needs.

But record business is unlimited. You *can* get records *now*.

Place your orders at once and provide against losing any record business.

C. BRUNO & SON., Inc.

ESTABLISHED 1834

Victor Distributors to the Dealer Only

351-353 Fourth Ave. NEW YORK

We Do Not Retail

Splendid Increases in Record Business

—produced entirely by these Service Features—

Record Supplement Envelope
Record Supplement Form Letter
Record Window Posters
Record Delivery Bags
Record Standard List and Letter

They are for YOU—Victor Dealer

Samples if you wish

NEW YORK TALKING MACHINE COMPANY
EXCLUSIVELY WHOLESALE
119 WEST 40th STREET

TRADE IN NEW YORK AND VICINITY

(*Continued from page 52*)

using special Lazaro window displays to feature the new Columbia records made by this distinguished tenor. Spear & Co., 18 West Thirty-fourth street, New York, and Hardman, Peck & Co., Brooklyn, N. Y., are two of the Columbia representatives who have used this window with excellent results.

Using Full Page Advertising

The Sonora Phonograph Corp. has been using full page advertisements in the rotogravure sections of the leading Sunday newspapers. These full pages have featured the new Sonora warerooms at 279 Broadway, and also presented a general discussion of Sonora merits and qualities. The advertising has been exceptionally artistic and the subject of general commendation.

Record Lists Proving Popular

The specially selected lists of Victor records, which were recently issued by C. Bruno & Son, Inc., New York, Victor distributors, are meeting with a very gratifying reception from Victor dealers, and C. F. Bruno states that the first edition is already exhausted. Many of the company's dealers have expressed their appreciation of the practical assistance represented in these lists.

BLACKMAN OFFICERS DINE GILES

James H. Giles, a member of the traveling staff of the Blackman Talking Machine Co., New York, Victor distributor, returned to New York last week after a stay of several months on the Texas border, as a lieutenant in the First Field Artillery in the New York National Guard.

Mr. Giles was the guest of honor at an informal dinner given him on Monday by the officers of the Blackman Talking Machine Co., and the members of the sales staff. J. N. Blackman, president of the company, presided at this dinner, and a number of impromptu addresses contributed to the dinner's success.

STRIKING WINDOW DISPLAY

Made by the Butler Music Co., of Marion, O., During Edison Week

MARION, IND., November 6.—Edwin Butler, of the Butler Music Co., created a sensation in local business circles by the way he featured Edison Week. Butler struck an idea for his window display that was not only novel but was exceedingly effective as a business getter and in driving home the selling points of the Edison machine.

He placed a big Edison machine in the window which was surrounded by nine telephones in charge of two telephone operators. A violinist was also there to accompany some of the records which were played.

Butler then proceeded to send the joy of Edison music into 15,000 homes by telephone. His patrons and prospects were surprised when they were first called to the phone and heard the music but they were immensely pleased at the idea. It got them to talking about Butler's store and the Edison machine until the whole city began to take a personal interest in the demonstration.

Butler sent some of the music by telephone to Mr. Edison and Mr. Maxwell at Orange, N. J. He also called Walter E. Kipp, the Edison distributor in Indianapolis, and Mr. Kipp became enthusiastic over Butler's idea.

INTRODUCE MONTHLY AD SHEET

The advertising department of the Columbia Graphophone Co. has perfected a new idea which should be of practical assistance to Columbia dealers. Instead of issuing every-once-in-so-often a cut book with suggested ads, it has been decided to issue a monthly ad and cut sheet, which will give dealers the newest advertising ideas and illustrations every thirty days. These advertisements will be prepared to link up with the national Columbia campaign in magazines and newspapers.

Cuts are furnished Columbia dealers free of charge of any size advertisements they may desire to use, and the new idea will enhance considerably the value of Columbia advertising co-operation.

OPEN MANY NEW ACCOUNTS

Excellent Reports Made by National Talking Machine Co. Regarding Progress

The National Talking Machine Co., 118 East Twenty-eighth street, New York, manufacturer of "National Bluebird" machines, reports the closing of a very satisfactory business since the first of September, a number of important accounts in New York and in other large cities having been established during the past few weeks.

"We have not endeavored to place our line before the trade on a price basis," said Albert Epstein, secretary of the company, in a recent chat with The World, "but have tried to point out to the dealers that our machines are offered them on the basis of quality and value. The dealers are beginning to appreciate the sales possibilities of our products, and the repeat orders we are receiving augur well for our future business.

"Last week we shipped twelve machines to one of the leading stores in a large Western city, and the following day received an order for fifty more, with a letter telling us of their entire satisfaction with the merits of our machines already received."

SPECIAL VICTOR FOREIGN RECORDS

The Victor Talking Machine Co. has just issued a new special series of foreign records, including two in German, one in Hungarian and five in Italian. The selections are of the timely sort, as is indicated by the inclusion of the "Hindenburg-Marsch" in the German list, and a series of scenes of the Italo-Austrian war. With one exception all the records are ten-inch.

The Edison Diamond Disc Studio, of Ediston, N. Y., was opened last week.

OUR 5 NEW VALUABLE SELLING POINTS

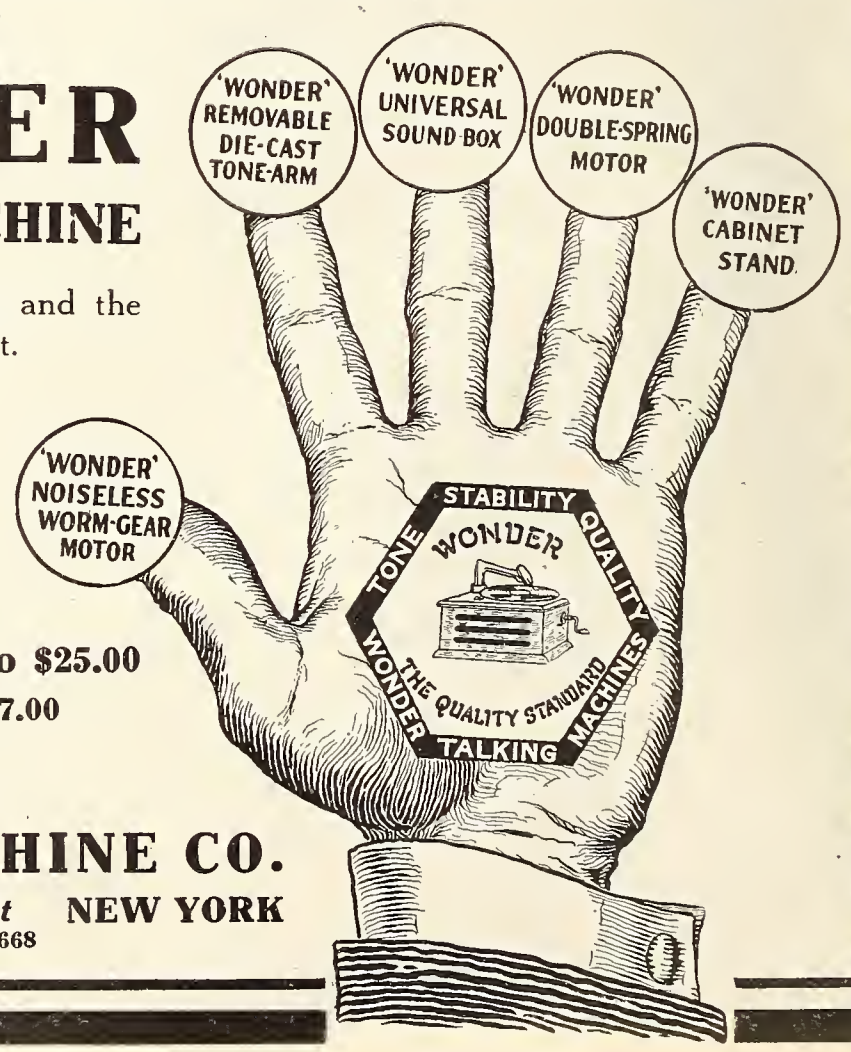
MAKE THE

WONDER

TALKING MACHINE

the biggest value, the most satisfaction giving and the easiest selling phonograph on the market.

1. Noiseless Worm Gear Motor, Absolutely quiet.
2. Die-Cast Tone Arm, removed by a simple turn.
3. Universal Sound Box, plays any style record.
4. Double Spring Motor, can play two 12-in. records on one winding.
5. Cabinet Stand—Beautifully designed, at astonishingly low prices.



WONDER TALKING MACHINES, $6.00 to $25.00

WONDER CABINET STANDS $5.00 to $7.00

Write for descriptive folder, advertising material and special dealers' proposition

WONDER TALKING MACHINE CO.

113-119 FOURTH AVENUE, *at 12th Street* **NEW YORK**

Telephones: Stuyvesant 1666, 1667, 1668

SONORA PHONOGRAPH CORP. ISSUES "SALES HELPS"

Some Valuable Suggestions for Dealers in Handling the Sonora Line, All Based on Actual Experience, Included in New Volume—Other Interesting Features of the Book

"Sales Helps" is the title of one of the most artistic and valuable publications that has yet made its appearance in the talking machine trade. This book was sent out last week by the Sonora Phonograph Corp., New York, to every dealer handling the Sonora phonograph line. The purpose of this publication is well summed

George E. Brightson

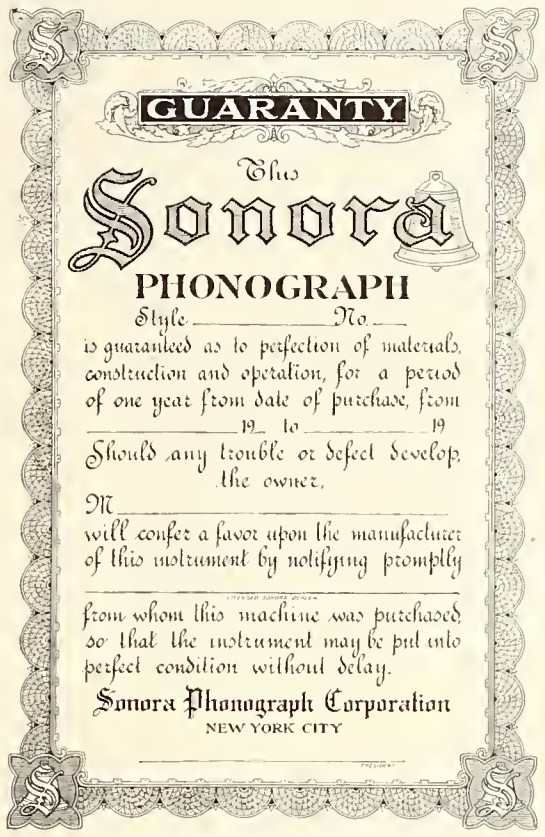
up in the paragraph appearing on the first page which reads, "Sales helps, being suggestions and recommendations based upon the methods and experience of many successful Sonora phonograph dealers."

Briefly summarized, this new book contains new advertisements for use locally, notes as to better methods of conducting business, ideas worked out successfully by Sonora dealers, plans that have brought in new customers, practical effective sales-making literature, forceful result-getting form letters and many other valuable helps for Sonora representatives.

The frontispiece of this new Sonora publication presents the latest portrait of Geo. E. Brightson, president of the Sonora Phonograph Corp., accompanied by the following inscription: "The man who in less than ten years has obtained definite and undisputed recognition for the Sonora as 'the highest class' talking machine in the world."

Two pages in this book are devoted to a concise description of some of the many features of the Sonora phonograph. A full page illustration is used to convey a visual idea of these talking points which include universal playing, tone quality, cabinet work and design, tone control, sound box, automatic stop, motor, sound amplifier or horn and envelope filing system. These various features are briefly described, arrows from each paragraph pointing to the different parts of the Sonora phonograph on the facing page.

One of the most interesting full pages in the Sonora book is the reproduction of the guaranty which is given to every purchaser of a Sonora phonograph. By the terms of this guaranty every Sonora phonograph is guaranteed for one year (the "Supreme" for five years). A white guaranty is filled out by the dealer and given to each purchaser; a blue duplicate is retained


GUARANTY

This

Sonora

PHONOGRAPH

Style _____ No. ____

is guaranteed as to perfection of materials, construction and operation, for a period of one year from date of purchase, from

_____ 19_ to _____ 19

Should any trouble or defect develop the owner,

Mr _____

will confer a favor upon the manufacturer of this instrument by notifying promptly

_____

from whom this machine was purchased so that the instrument may be put into perfect condition without delay.

Sonora Phonograph Corporation
NEW YORK CITY

The Sonora Guarantee

by the dealer and a yellow triplicate is filled out by the dealer and forwarded to the Sonora Phonograph Corp. for future references.

An unusual photograph which is shown herewith is a reproduction of an artistic oil painting that is being used extensively in various ways by the advertising division of the Sonora Phonograph Corp. The original of this painting is by an artist whose work is well known both here and abroad, and reproductions are being sent to Sonora dealers who are planning to display it prominently. The size of the picture is 18¾x13 inches.

The Sonora Picture Done in Oil

Other pages in this dealer book illustrate hanging signs, window cards, brass door signs, price cards, etc., which can be used to excellent advantage by Sonora dealers in attracting the attention of passers-by, and in stimulating real interest on the part of the casual visitor.

Under the heading "Getting Business," there are presented two interesting pages of letters and sales literature which have been carefully prepared for mailing to dealers' lists. One page gives a series of six letters to possible purchasers which have proved to be business getters for Sonora dealers. One of these letters is intended for mailing to the purchasing agent of a school; another to the purchasing agent of any public institution; a third letter suitable for names taken from an automobile directory, and the remaining three letters for use on general mailing lists.

The center spread of the Sonora book is devoted to photographic reproductions of all the machines in the Sonora line, consisting of the following models with their respective retail prices: "Supreme," $1,000; "Invincible," $350; "Grand," $225; "Laureate," $190; "Elite," $175; "Baby Grand," $150; "Imperial," $100; "Troubadour," $75; "Barcarolle," $60, and "Melodie," $45.

Following the illustrations of the Sonora phonographs are several pages reproducing postals which have been prepared for the use of Sonora dealers, catalogs and folders, street car and display cards, dealers' newspaper advertising and reproductions of some of the advertising used by the Sonora Phonograph Corp. in the leading national magazines.

The concluding pages of this book are entitled "A Heart to Heart Talk With Dealers" over the signature of Geo. E. Brightson, president of the Sonora Phonograph Corp. This talk is filled with helpful ideas.

Typographically this new Sonora book is well worth the close attention of the advertising world, as it represents the highest type of perfection in the production of dealer publications. The general color scheme is blue and cream, the shade of blue used being that distinctive color which is now recognized as "Sonora Blue" and which is being used in all Sonora publicity. The size of the book is most impressive, as it measures 17 by 12½ inches.

From cover to cover this publication reflects the quality and standing of the Sonora phonograph, and the Sonora Phonograph Corp. is well deserving of hearty congratulations upon the issuance of a book which is a credit to itself and the talking machine industry.

We are Headquarters for Tone Arms and Sound Boxes for all makes of Talking Machines

WE MAKE attachments for all Standard Phonographs and Talking Machines to play other makes of records.

Write us for Quantity Prices.

THE UNION PHONOGRAPH SUPPLY CO.

Successors to THE UNION SPECIALTY & PLATING CO.

1100 to 1108 WEST NINTH ST. CLEVELAND, OHIO

"Gentlemen, You Are About to Play to the Greatest Audience in the World"

So said Hugo Riesenfeld, Director of the celebrated Rialto Theatre Orchestra at the beginning of their work at the Emerson Recording Laboratory.

"No orchestra renditions have ever reached by other mediums as many hearers as yours have through Emerson 25c. double discs, whose votaries will far outnumber those who bear any other kind of record."

"Gentlemen, you are playing to America!"

MR. RIESENFELD is a great Orchestra Director. He knows how to effect spiritual communion with the great lay audiences. At the Rialto Theatre, New York, he has gained an enormous following, because he gives the people what they want and is raising the standard of music.

Mr. Riesenfeld has been engaged to direct the Rialto Orchestra for the Emerson Phonograph Co. His new Emerson 25c double discs are remarkable for their quality.

To reproduce in their very subtlest effects, the ensemble, the new Emerson reproducing room has been built. When you put on Emerson orchestral records you won't have the slightest difficulty in recognizing the strings, the brasses, or the woodwinds.

If you want to reach the millions rather than the few, give them Emerson 25c double discs. It is the now old story of Ford automobiles against Packards and Rolls-Royces.

EMERSON DOUBLE DISCS 25c

Play on all but one positive feed machine without extra attachments. Full 7 inches in diameter, each side plays three-quarters of the time of the standard 10-inch record.

Investments are small, the profits liberal, the turnover quick. There is no equal to Emerson in the entire industry. Mail your request for complete details of our proposition and list of new hits, today.

EMERSON PHONOGRAPH CO., Inc.

3 WEST 35th STREET NEW YORK CITY

PROFITABLE INSTALMENT ACCOUNTS

Certain Rules Should Be Followed in the Matter of Credits and Collections—The Latter Factor One of the Most Important

"We've got a Grafonola at our house."
"So've we. We got ours on the insolvent plan."
—Childhood's Artlessness.

And alas! this is not always a joke! There have been cases where many a dealer on looking over his instalment accounts has sadly admitted they much more resembled "insolvent" accounts than good, healthy, money paying, profitable instalment deals.

To the dealer who has had some such sad experience we write these words: Your Instalment Accounts should be a big profitable part of your business. They can be and will be if you follow a few clear rules. These rules we will give you in this article, compiled from the knowledge and experience of Marion Dorian, treasurer of the Columbia Graphophone Co., and some of the most successful district managers.

There are two major factors—and only two—in handling instalment accounts. One is "Establishing Credit," the other "Collecting the Account." We will now go over the first factor:

"Establishing Credit."

(a) Investigate the customer in advance of delivery of goods.

(b) Sell him no more than he can pay for comfortably.

(a) Investigate the customer in advance of delivery of goods. Here lies the crux of the success of your instalment accounts. When you go to work establishing credit establish it. Don't be backward in asking questions. A man comes and asks you to trust him; it is only business to give you all the information you need to protect yourself. The first great law in "Establishing Credit" is to make all investigations before making delivery of goods. In the majority of cases this is easy. Occasionally a man will come in with money, offer a cash first payment on, say, a $110 machine when investigation would develop he is really only in position to pay for a $75 instrument. In a case of this kind explain very clearly you accept his money "on account," subject to further confirmation before delivery of goods. If he wishes a lease signed, insert some clause in the lease giving you liberty to return the money or arrange for different payments or machine. Form 905—Reference Blank—should be carefully and completely filled in. In investigating the references ask any questions that will develop financial responsibility, tell approximate income, refer to other instalment records, certify the probable length of his present address.

Get all this information before delivery of goods.

(b) Sell him no more than he can pay for comfortably. After credit is substantially established you have a good basis to decide the best lease to draw up. Limit all final payments on instalment accounts to one year. The longer an instalment account is drawn out, the more likely it is the customer will become weary of payment which indirectly will cause him to become weary of his machine. Suppose a prospect receives a salary of $30 per week and has a family of four. If he has been receiving this salary for some time and his reputation is good, you are justified in assuming he can safely pay $2 or $3 per week. More than that is dangerous, because allowances must be made for possible sickness in some of his family. Allowing for a $2 a week payment over a period of eight months the customer could in that time pay for an outfit costing $64. This would be the limit which the wise dealer would sell him. In proportion to weekly payments it is safe to negotiate more expensive outfits. The larger a purchase, the larger should be the initial payment. By paying careful attention to the original arrangement of your instalment account you will secure satisfied customers and run far less risk of future unpleasantness.

With carefully established credit and satisfactorily arranged payment, the success of your instalment account business depends on only one other factor—"the collection of the account."

Van Veen Booths Satisfied SONORA

Van Veen Booths in New Sonora Warerooms, 279 Broadway, New York

We Know They Will Satisfy You

Van Veen Bed-Set Sectional Booths can be erected as easily as a bed (no skilled labor required). Booths shipped on short notice *anywhere*. Room sizes any multiple of 3 feet. High grade finish, will match your sample if desired. Sound proof construction. Mail your requirements for prices and descriptive circulars.

WE DESIGN and BUILD COMPLETE INTERIORS

ARTHUR L. VAN VEEN & CO., Marbridge Building, Broadway and 34th Street, New York

HAS 200,000 RECORDS IN STOCK

Neal, Clark & Neal Well Equipped at Present—Buffalo Association to Elect Officers—Dealers Carry on Special Campaigns

BUFFALO, N. Y., November 6.—"We have about 200,000 records in stock," said W. J. Bruehl, manager of the retail department of Neal, Clark & Neal. This firm is well equipped in its jobbing and retail sections to take care of a fine holiday trade in Victrolas. Mr. Bruehl reports that the dealers in Buffalo and vicinity are all busy. He says the Talking Machine Dealers' Association of Buffalo, of which he is secretary, will hold an election of officers November 25.

Herbert A. Brennan, manager of the Victrola department of the William Hengerer Co., recently conducted a "Victrola Week" at that store.

Four of the latest official models of the Edison were shown in the display window of the Albert Schuler Piano Co. during Edison Week. A picture of Mr. Edison was draped with American flags. William H. Reilly, sales manager of the company, arranged an artistic setting for the display.

Russell C. Downes, formerly with the New York Talking Machine Co., is now with Neal, Clark & Neal, Buffalo, N. Y.

Music Teacher: "Our son is improving, but when he gets to the scales I have to watch him very closely."

Mamma: "That's just like his father. He made his money in the grocery business."

MOTORS—TONE ARMS—SPRINGS

Double Spring Worm Gear Motor

Complete with 10" or 12" turntable. Plays three 10" or two 12" records with one winding. This is the best double spring motor on the market.

Sample price **$4.75.**

Ask for quantity price.

Single Spring Straight Gear Motor No. 10

Perfect true running—plays two 10" or one 12" record with one winding.

Sample price **$1.75.**

Single Spring Straight Gear Motor No. 15

Very strong motor, first class workmanship. Plays two 10" or one and one-half 12" records with one winding.

Sample price **$2.50.**

Ask for quantity price.

Universal Tone Arms

Acoustically perfect. Sample prices **$1.25** and **$1.75.**

Main Springs

Size 10 ft. x 7-8" x 22".
Sample price **35c.**

Size 8 ft. x 3-4" x 0.21".
Sample price **25c.**

Also Needle Cups

Ask for quantity price.

C. KRONENBERGER TELEPHONE SPRING 6229 **438 Broadway, New York**

ISSUE NEW FOLDER ON CABINETS

Globe-Wernicke Co. Offer Some Information Regarding the Brown Disc Record Cabinet

CINCINNATI, O., November 6.—A very attractive four-page folder has just been issued by the Globe-Wernicke Co., of this city, featuring the Brown disc record cabinet, which it manufactures. This folder is being mailed in large quantities to Victor dealers throughout the country, who can doubtless use it to excellent advantage.

The first page of this folder shows a view of the Brown cabinet with the drawer in its third position, having the spring pressure released and allowing the owner of the cabinet to have every record in front of him and instantly accessible. The second and third pages illustrate the cabinets with the Victrola IV, and Victrola IX, the photographs indicating clearly that the cabinets match these Victrolas perfectly. The fourth page presents the Brown disc record cabinet with the drawers in the first and second position.

Brown disc record cabinets are furnished in mahogany and oak to match Victrolas IV, VI, VIII and IX, and the wide demand for these cabinets would indicate that they have filled a long-felt want. The cabinets are made with flat or table tops to suit the requirements of Victor dealers.

INAUGURATE A SERVICE DEPARTMENT

ELYRIA, O., November 9.—The latest departure at the plant of the Otto Heineman Phonograph Supply Co. is the inauguration of a service department for the benefit of talking-machine manufacturers. This department is under the management of Paul Wood, for some time past master mechanic at the Heineman factory, and generally recognized as one of the leading motor experts in the country.

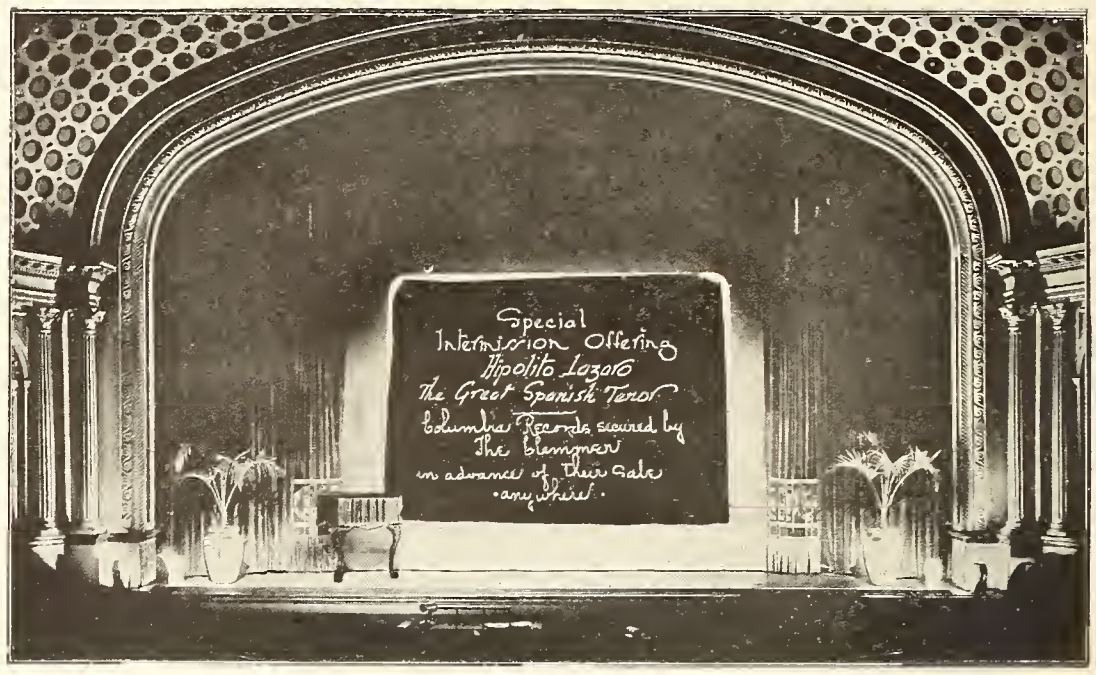
The plan of installing a service department has been under consideration for some time past, and all details were completed upon the recent visit of President Otto Heineman. Mr. Wood will tour the country extensively, visiting all the manufacturers using Heineman motors and other products, and giving them practical service and assistance in every direction.

INTERMISSION CONCERT TO INTRODUCE LAZARO RECORDS

One of the most unique and startlingly successful methods of introducing the Columbia records of Hipolito Lazaro was staged recently in Spokane, Wash.

Arrangements were made with the manager of the Clemmer Theatre of that city, one of the largest and most popular moving picture houses on the Pacific Coast, to give "intermission concerts" on a Columbia grand. This idea was successfully planned and announcement made on the screen of the theatre, as shown.

The novelty of this introduction of the great tenor's voice made a sensation in this city and received considerable press notice. It can doubtless be adopted by Columbia dealers throughout the country with equally as pleasing results.



"Intermission Concert" at the Clemmer Theatre, Spokane

A VISITOR FROM GUATEMALA

C. Becker, owner of El Centro de Sport, exclusive Victor jobber in Guatemala, C. A., was a visitor to New York this week, making arrangements for large shipments of Victrolas and Victor records, and also taking care of a number of important business matters. Mr. Becker spoke encouragingly of the business situation in Guatemala, stating that conditions in that country had improved considerably the past few months.

The Victor Talking Machine Co. will have a kiln-building erected at its plant in Camden, N. J., which will be 80 by 670 feet.

The Delpheon

Most Convenient

Record File

Holds 93 to 108 Records

Appeals at once to prospects because there is nothing else like it

Automatic Stop

Plays any Record

Model C

Tone Modulator

Shades music while playing. Renders it individual in character, the opposite of machine-like. Realistic reproduction. Plays 3 to 7 records with one winding.

"The Phonograph With an Individuality"

It is worth the purchase price to any dealer to learn at first hand the sales possibilities of this instrument. And there is just one way to convince yourself—see and hear the Delpheon. Examine the exclusive features and test the Tone Modulator and Stop. Lists at $100.00 up—best grade throughout—a beautiful cabinet—Oak, Walnut and Mahogany—immediate delivery. Remember hundreds of phonographs will be sold before Christmas. You can make more sales with the Delpheon than with any other. Isn't it worth a chance?

THE DELPHEON COMPANY **811 Boutell Place, BAY CITY, MICHIGAN**

References: Bradstreets; First National Bank, Bay City
Wire or Write for Catalog and Terms

All the way between the opera and the one-step, the guaranteed tone quality and the reproducing quality and the endurance of Columbia Double Disc Records makes a buyer every time the owner of a talking machine hears the first Columbia Record.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

CINCINNATI DEALERS BUILDING UP RESERVE STOCKS

Wurlitzer Co. Increasing Size of Record Department—Vocalion Department of Aeolian Co. Has Strong Line-up of Salesmen—Many New Dealers Being Listed—Recent Trade Visitors

CINCINNATI, O., November 4.—Language of the day is used by Charles Byars, manager of the Vocalion department of the Aeolian Co., in describing the results of the past month and the holiday prospects. After reporting that there was a remarkable increase in the sales of October as compared with the same month last year, Mr. Byars said: "A sales force of eleven live, enthusiastic men are now in the Vocalion line-up, and the game is waxing hot and furious. Every indication points to a landslide in favor of the Vocalion in the next sixty days. In fact, the problem we are facing now is how we can best take care of the Christmas rush in the limited accommodation of our Vocalion parlors."

The Rudolph Wurlitzer Co. just now is making the necessary changes towards securing the largest record shelf department in the Middle West. The time-honored violin department, which graced the west side of the main lobby of the big Fourth street house, was torn out Saturday and when the changes are completed the Wurlitzer house will have facilities for storing 40,000 records. The firm has decided that the principle of selling a record is not so much of having a machine handy as to get the buyer interested in picking out a list of the discs. The try-out is regarded as a secondary consideration.

The Edison folks are doing big things in the way of having tone tests in the Ohio district through the greater part of November. These are being held in all the principal cities and where they have occurred the Phonograph Co. is receiving favorable news from its dealers. Miss Helen Clark, assisted by Herman Sevely, 'cellist, will give an Edison demonstration at the Alms & Doepke Co. next Wednesday. The other artists are Elizabeth Spencer and Miss Kaiser.

John C. Weber's band, of this city, is in healthy demand by the Remington factory of the Starr Piano Co. for recording purposes. The entire organization was at Richmond early last week. The Starr folks are now getting out quite a catalog. It is reported in the same connection that the Aeolian Co. will likewise enter the record field on a large scale.

R. J. Whelen, manager of the local Columbia store, stated: "Never in the history of the Columbia Co. has there been such a demand for its products. The biggest question is the ability of the factory to supply this demand. However we are keeping our heads above water and we will have the biggest year the Cincinnati store has ever had."

John Cromelin, general manager; W. C. Fuhri, United States manager; Mr. Sterling, European manager; S. H. Nichols, district manager, and Mr. Parker, Australian manager of the Columbia Graphophone Co., visited the local Columbia store in a body this past month, en tour of the country, taking in the principal stores.

One of the big features of the past two months was the decided increase in the outlet for Columbia machines and records. Numerous new dealers have been landed right in the Cincinnati district. Their combined publicity campaigns are giving the Columbia people much prominence.

A. Hughes, formerly with the Pathé people, now has charge of the wholesale department of the Starr Piano Co.'s talking machine business. He will take up the question of putting on Starr agencies. One of his talking points will be the fact that the Starr manufactures every part of its machine.

Divisional Manager Wells, of Steinway & Sons, is just getting ready to push the Clayola, an electric talking machine.

Manager Dittrich, of the Victor department of the Rudolph Wurlitzer Co., as enthusiastic as usual, to-day made the following statement of interest to Victor dealers.

"The ideal weather enjoyed at the Cincinnati end during the month of October had its effect on the talking machine business, in the way of curtailing the demand for both Victrolas and records. In spite of conditions, however, the demand is now very active.

"The record situation is very good indeed, both the supply and the demand being very heavy. On machines, however, the shortage is growing more acute daily, because with increased shipments from the factory, there has also developed a vastly increased demand from dealers everywhere. The talking machine people of the Middle West, however, are pushing the record business, being assured of big returns for energy and money invested. The coming season will be a rare money-making opportunity to every wide awake dealer."

DITSON
VICTOR SERVICE

For many years we have helped dealers to grow, not only dealers in Victor talking machines, records and supplies, but also dealers in Musical Merchandise and Sheet Music.

All our experience is put into the kind of service we render to Victor dealers. This "EXPERIENCED SERVICE" is yours to command.

The Big months are now "on deck." Why not talk over your "Campaign" with us?

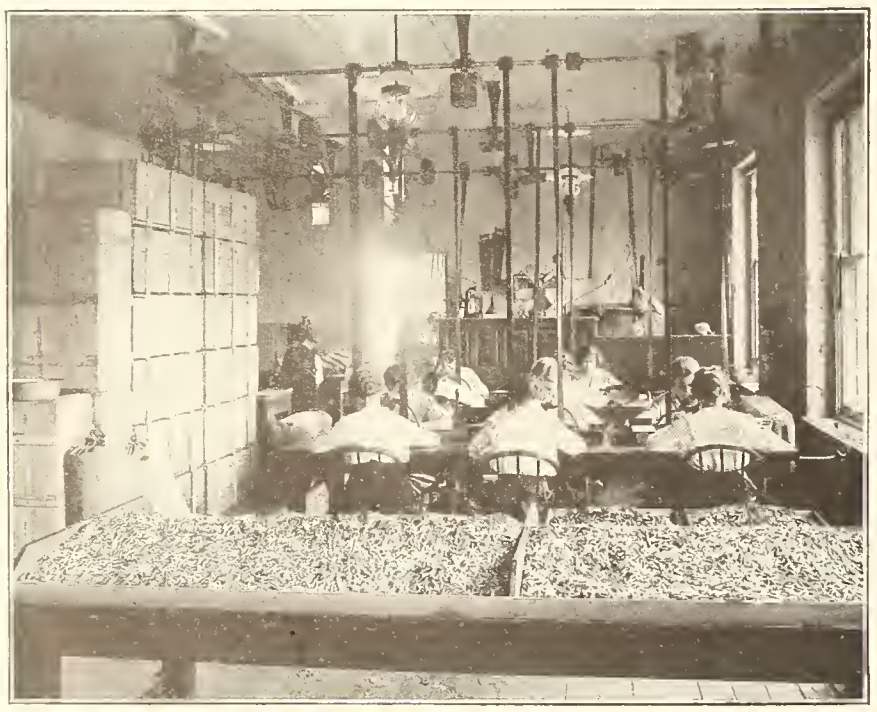
Oliver Ditson Company
BOSTON

Chas. H. Ditson & Co.
NEW YORK

GLIMPSES OF THE B. & H. FIBR

5,000 poles—20 feet long and 3 inches in diameter—are here stacked until thoroughly dried, then sawed between joints.

Blocks, sawed from joints, are here shown being fed into specially devised splitting machines. Capacity of each machine—162 needles per minute.



Section of pointing department.

Showing details of pointing machine into which one needle, at a time, is fed.

THE pictures shown above illustrate, in a small way, some of the many steps in the process of making fibre needles—by no means a simple one. The recognized charm of the fibre needle is its refinement of tone. The round, mellow transference of the delicate tonal shadings from the record to the tone chamber is the best testimonial to the inherent qualities peculiar to the fibre needle only—add to this the fact, that the fibre needle cannot wear or injure

33 & 35 W. Kinzie St. **B. & H. FIBRE**

E NEEDLES IN THE MAKING

100,000 needles in each dripper are being immersed in chemically prepared bath at 380 degrees of heat.

Polishing needles in hardwood sawdust and wax.

Corner of seasoning room. (Each pan contains 100,000 needles.)

Section of room where needles are assorted, gauged and packed.

the record, and you have all the most convincing arguments in its favor.

Commencing with January, 1917, the retail price of "B. & H." fibre needles will be $4.00 per thousand, or 40 cents per package of 100.

We are now allowing, on above price, the usual discounts on all orders received from jobbers and through them, to dealers.

MFG. COMPANY CHICAGO, ILL.

BUSINESS BRISK IN MONTREAL

Shortage of Stock Only Cloud on Horizon—New Dealers Enter the Field—Records That Are Selling Well—Some General News

MONTREAL, CAN., November 3.—Business at present writing is very active and gives promise from now on until the end of the year of being especially brisk, the only cloud on the horizon being the scarcity of machines.

C. W. Lindsay, Ltd., Ottawa branch, recently featured a "Victrola Week." Their show windows and store were devoted to a large display of Victrolas more especially for the children, and their advertising that week was along the lines of developing the tastes of the children, drawing the inference that the Victrola keeps the children at home and happy.

Wilders, Ltd., 292 St. Catherine street West, have taken on the representation of the Pathé as has also N. G. Valiquette, Ltd., 477 St. Catherine street East.

J. W. Shaw & Co., in a recent advertisement, featured the Columbia machine, and Al Jolson's record, in conjunction with that artist's appearance in Montreal this week.

Victor Tungs-tone needles are now being introduced in Montreal, and are to be had at the stores of the Berliner Gram-O-Phone Co., Ltd.

Charles Culross has opened up Sonora and Columbia parlors at 610 St. Catherine street West, where he has fitted up-to-date showrooms with the machines most attractively displayed. Business in both lines is reported as exceptionally good.

Henry Hamlet, advertising manager of Layton Bros., has been placed in entire charge of the firm's Edison and Columbia talking machine department, and has already made good. Business with them is now in full swing with the tendency in buying of Edison and Columbia machines leaning towards the higher priced models.

Almys, Ltd., report through the manager of their talking machine department, Miss Havard, that Columbia Rena records are enjoying considerable popularity.

The Berliner Gram-O-Phone Co., Ltd., are working with full forces in order to fill the orders they have on hand Additional orders promise operations at full capacity for some time to come.

DELIVERING EDISONS BY AUTO

Irving H. Klein Uses Up-to-Date Methods in Supplying a Constantly Growing Clientele

FAIRBAULT, MINN., October 30.—The R. H. Bach Piano Co. reports a constantly growing demand for the Edison Diamond Disc phonographs and

Irving H. Klein and His Auto

records. Irving H. Klein, the manager of the concern, believes in up-to-date methods of merchandising, as is demonstrated by the six-cylinder automobile which he uses for delivering Edison phonographs and records to purchasers. The accompanying photograph shows Mr. Klein standing beside his machine, the picture being taken while he was on his way to deliver a high-priced Edison machine to a suburban customer. A special box has been constructed on the rear of the auto, in which the instruments and records are carried.

SAVOY—Style 65

Mahogany, Highest Grade Finish. Size on Casters, 48 inches High, 22 Inches Wide, and 23 Inches Deep. Double Spring Wormgear Motor, 12-Inch Turntable. Plays all makes of records without an attachment.

How do you Measure the Value of a Line of Machines?

Savoy machines embody all the qualities that your customers will ever demand.

The cabinet work is excellent.

Double spring-worm gear, *Swiss* motors absolutely guaranteed.

Savoy machines play all makes of records without extra attachments.

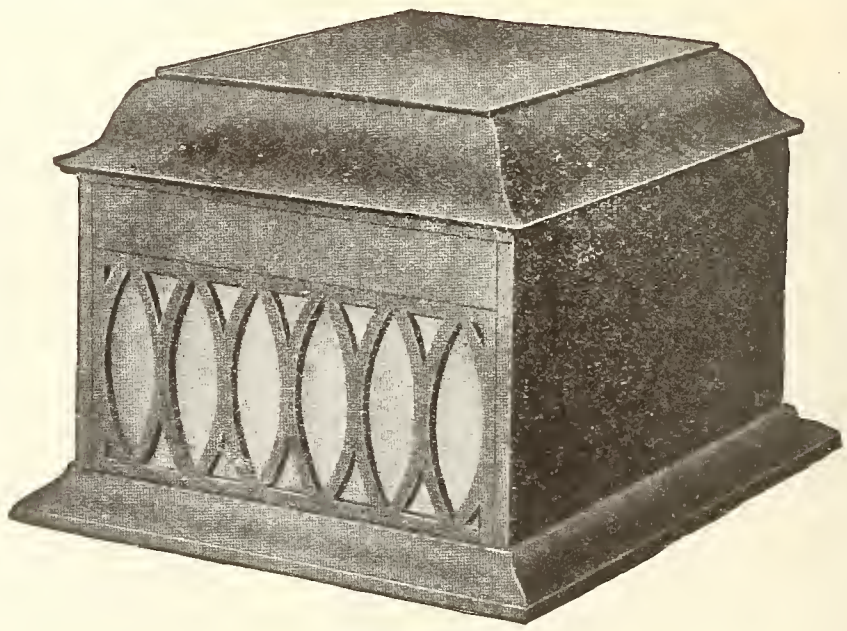
The ***Savoy*** line is complete; consisting of five models.

Immediate shipments guaranteed.

Write or wire for open territory.

Nanes Art Furniture Co.

Grand St. and East River, New York



SAVOY—Style 25

Mahogany, Highest Grade Finish. Size 18½ Inches Wide, 14 Inches High and 22 Inches Deep. Double Spring Wormgear Motor, 12-Inch Turntable, Plays all makes of records without an attachment.

MEETING OF TALKING MACHINE MEN

Monthly Session of Local Organization Addressed by Albert Leon on Interesting Subject—New By-Laws Are Adopted

The monthly meeting of The Talking Machine Men, Inc., was held Wednesday, October 18, at Keen's Chop House, 70 West Thirty-sixth street, New York, and was attended by over twenty members of the organization. In the absence of President Hunt, J. T. Coughlin, vice-president, presided.

As a guest of the association Albert Leon, president of the National Home Furnishers' Association, attended a luncheon prior to the meeting, after which he addressed the gathering, speaking on the value of organization, his remarks showing to a great extent the history of the early period and the later accomplishments of the body of which he is head. In a few supplementary statements in answer to questions, which were in order at the close of his talk, Mr. Leon showed the need for all organizations co-operating in their efforts to have the Stephens bill passed by Congress. An especially interesting statement was given Mr. Leon's hearers when he told them that there were now pending ordinances in New York, Newark, Philadelphia, and other cities compelling storage and moving men to register the names and addresses of every one whom they moved. After finishing his address Mr. Leon was given a rising vote of thanks.

The executive committee then presented the new by-laws for adoption, which had been prepared pursuant to resolutions which were presented at the last meeting.

After a full discussion of their merits, the by-laws were then adopted.

EDISON DEALERS DINE

DALLAS, TEX., November 5.—The Texas-Oklahoma Phonograph Co., wholesale representative for the Edison Diamond Disc phonograph, gave a banquet to seventy of its dealers at the Oriental Hotel recently. It marked the close of the Edison week celebration, and was a most enjoyable and successful affair.

TO CHARGE INTEREST IN DETROIT

Local Association Reaches Definite Agreement on That Matter—Other Accomplishments

DETROIT, MICH., November 6.—Detroit talking machine dealers have been devoting much time lately to their local organization, known as the Detroit Talking Machine Association. And their time has surely been well spent. First of all they got together and agreed upon a uniform schedule of allowances, which is printed elsewhere in this issue. This is bound to work out to the advantage of the dealer and will cut down the exaggerated allowances, thus giving the dealer a greater profit on sales. This was followed up by an agreement regarding interest. Not all of the dealers have come in under the agreement, but most of them can see the great advantage to be gained and have assured the association of their hearty support. Some of the downtown installment furniture houses are throwing their support to the agreement to the extent that while they will not charge interest they do not intend to advertise it or use it in any way to get business away from some dealer who does charge interest. A few of the smaller dealers throughout the city are willing to cooperate, but they want to wait a while. Irrespective of what others may do, such firms as J. L. Hudson, Grinnell Bros., Max Strasburg, Wallace Brown, Henry S. Doran, Frank Bayley and The Edison Shop, intend to get full 6 per cent. interest; they would rather lose an occasional sale than fail to charge interest.

NEW ADVERTISING ILLUSTRATIONS

Victrolas Featured Effectively in Sketches Prepared by Richardson Co.

A new series of eight clever and lifelike advertising illustrations just issued by the Richardson Illustrating Co., New York, for the use of piano and talking machine dealers, includes two illustrations featuring the Victrola very effectively in home scenes. There are also illustrations regarding pianos and player-pianos in the series. Electros and mats of the illustrations are supplied in various sizes, all of which, together with prices plainly marked, are shown on a special sheet issued by the Richardson Co.

DOMESTIC RECORDS ANNOUNCED

Domestic Talking Machine Corp. Enters Field With Seven-Inch Vertical Cut Record—First List Made Up of Popular Numbers

The Domestic Talking Machine Corporation have entered the record as well as the machine end of the talking machine business, and their first offering to the trade is announced in this month's issue of The World.

Their records are vertical cut, seven inches in size, and are recorded with a fine grove whereby they secure practically the same running time as with an ordinary ten-inch record.

In manufacturing this record, particular attention has been paid to two features, namely, that the quality of recording should be clear, brilliant and musical, and that surface noises be eliminated so far as possible, as the object of the Domestic Corporation has been to produce a record that will measure up to the requirements of high grade purchasers.

The original offering of Domestic records largely consists of popular selections of the day, and the company proposes to make frequent additions to their repertoire so as to fill the popular demand for high-grade records at a popular price.

Many well-known record artists will be found among the talent appearing on Domestic records.

WANT TO FIND SALESMAN

Information regarding the whereabouts of Willard N. Crissy, a talking machine salesman formerly employed in Buffalo, is very much desired by the Brunswick Phonograph Shop, 19 East Jackson boulevard, Chicago, Ill., according to advices sent to The World.

TAKE OVER THE KNABE-CRYSTOLA

The National Talking Machine Co., Holder of Patent Rights, Secures Release from Knabe Bros. and Organizes a New Company With Capital Stock of $100,000 to Handle Line

CINCINNATI, O., November 6.—Negotiations, whereby the Knabe Bros. Co. give a release on their rights to the manufacture and sale of the Knabe-Crystola, were consummated to-day, according to an announcement by A. J. Swing, inventor and president of the National Talking Machine Co., holder of the patent rights.

Steps are now being taken for the formation of a new corporation, the Crystola Talking Machine Co., which will absorb the National Talking Machine Co. This has a capitalization of $100,000 and that sum is to be increased.

The factory is to be retained in Cincinnati and from the start particular attention is to be paid towards landing local business. A retail store is to be opened for the holiday business. W. O. Black, now in Chicago, is to have charge of the selling department.

DEALERS PRAISE WINDOW SERVICE

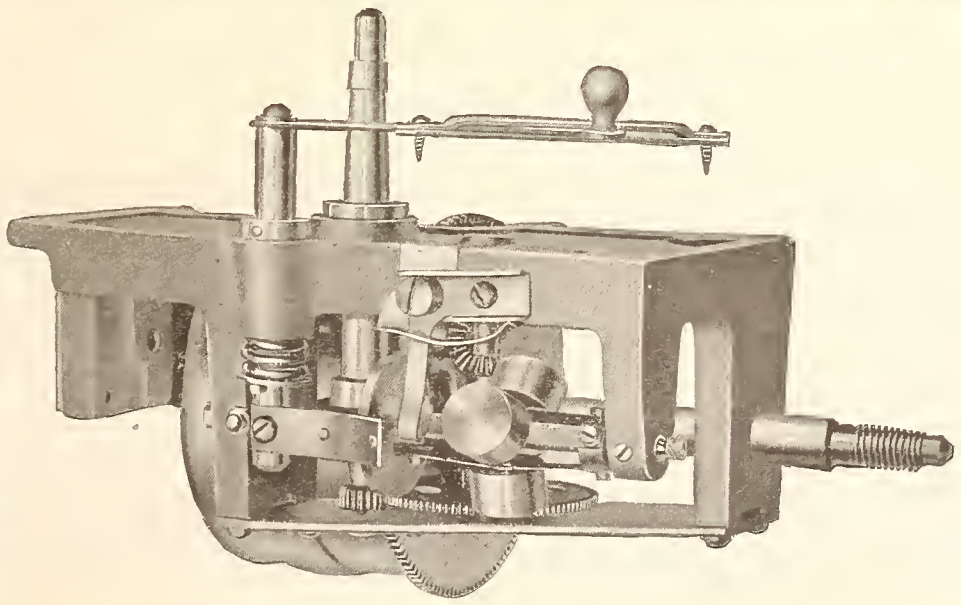
Get Excellent Results With Display Material Furnished by S. B. Davega Co.

The manner in which the window service offered to the dealers by the S. B. Davega Co., is appreciated by those who take advantage of it, is indicated by a recent letter to that company from Joseph Isaacs, 164 Sixth avenue, who said: "In filling my order for the November records, will you be sure to include the window display signs issued by you? I might state that this service has increased my record sales 300 per cent. on the new records, and believe it to be the best record poster yet."

We may say that the S. B. Davega Co. has also received many other unsolicited testimonials regarding the value of its service from the various dealers.

MEISSELBACH

TONE ARMS MOTORS SOUND BOXES



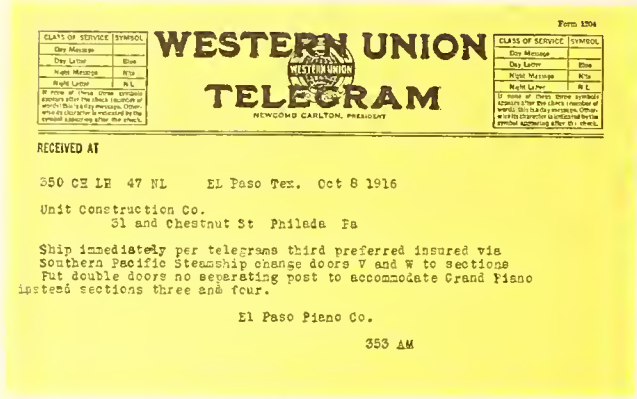
This is our No. 16 Motor, which will play five 10-inch or three 12-inch lateral cut records with one winding.

Double springs, made from the highest quality material. Worm driven governor. Cast iron frame. One-piece forged crank handle.

The lever shown on top of motor is the underneath turntable governor brake stop. A Speed Indicator and dial is furnished with this motor. Exceptionally silent winding mechanism and silent running.
By the turning of one screw, the spring cup can be readily removed, without taking apart the entire motor.
When you see this motor in any machine, it represents the highest quality motor that can be made, barring none. It has been made by a concern that has thirty years' experience in this line.
We guarantee the material and workmanship to be of the highest quality.
We also manufacture TONE ARMS, SOUND BOXES and other parts. Prices on application.

A. F. Meisselbach & Bro., Newark, N. J.

Unico Service *covers* United States



WESTERN UNION TELEGRAM
NEWCOMB CARLTON, PRESIDENT

RECEIVED AT

350 CE LH 47 NL El Paso Tex. Oct 8 1916

Unit Construction Co.
31 and Chestnut St Philada Pa

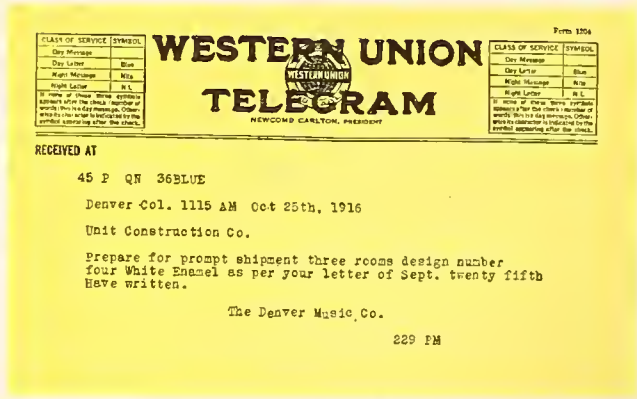
Ship immediately per telegrams third preferred insured via Southern Pacific Steamship change doors V and W to sections Put double doors no seperating post to accommodate Grand Piano instead sections three and four.

El Paso Piano Co.

353 AM

El Paso Piano Co.

UNIT CONSTRUCTION PATENTED UNICO TRADE MARK REGISTERED



WESTERN UNION TELEGRAM
NEWCOMB CARLTON, PRESIDENT

RECEIVED AT

45 P QN 36BLUE

Denver Col. 1115 AM Oct 25th, 1916

Unit Construction Co.

Prepare for prompt shipment three rooms design number four White Enamel as per your letter of Sept. twenty fifth Have written.

The Denver Music Co.

229 PM

Denver Music Co.

The El Paso Piano Company ordered four Unico Rooms October 8th. These rooms, in Special Finish, were delivered in Texas, October 30th

Unico Demonstrating Rooms are Promptly Shipped from Stock, Completely Finished, Glazed and Fitted, ready for use the day received. No Confusion, No Delay, No Costly Interruption to Business. Unico Rooms are made in many styles (Patented both as to Design and Construction). Any requirement as to Design or Finish, from the simplest to the most elaborate can be covered by a delivery more prompt than you can obtain locally and at a saving in Cost.

Unico Equipment, by virtue of our Patented Unit Construction is readily rearranged in plan or location as often as desired without Delay or Expense and, therefore, is the Ideal Equipment for covering the extra demands of your Holiday Business.

Unico Rooms to suit your Space and Appropriation may be readily selected from our 288 Plan and Price Combination. If our descriptive literature is not in your files, Wire at once.

Unico Record Racks **Unico Demonstrating Rooms**
Unico Record Counters

Stimulate your Sales **Increase your Profits**

Wire Your Order To-day and Insure Your Holiday Business.

January the Big Record Month will in 1917 be Bigger than ever
Prepare now for this business

Send us a Rough Diagram of your Space, we will prepare, without charge, Plans and Specifications for a Record Department of Highest Efficiency, but do it now. You will need such a Department in January

THE UNIT CONSTRUCTION COMPANY

121-131 SOUTH 31st STREET **PHILADELPHIA, U. S. A.**

Lucy Gates, "the Maude Adams of Grand Opera"—another Columbia exclusive—a popular favorite—a singer of records that sell—a magnet for your store.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

[This department of The Talking Machine World is designed for the service of all classes of our readers, including those who make, and those who sell, talking machines.
Andrew H. Dodin, who conducts this department, has a wide and enviable reputation as a repairer of talking machines and conducts an exclusive talking machine repair shop at 25 East Fourteenth street, New York. Tell him your troubles through The World and he will help you if possible. The service is free.—Editor.]

UNPACKING MACHINES IN THE WINTER

A condition which the dealers will have to meet within the next few weeks is the delivering and unpacking of machines, the motors of which have become very cold or chilled from exposure on trains or express wagons.

Take for example a few days before Christmas—the dealer sells a machine—the customer wants it delivered that day—the dealer takes a machine from the store floor, puts a canvas cover over it and pushes it out on the sidewalk to await the express or delivery wagon. From the even temperature of the store where it has probably been standing for a week or so it is put out into a temperature somewhere near the freezing point. The motor is instantly chilled, and the grease on the gears or spirals becomes congealed. When the machine arrives at its destination, the demonstrator will take off the canvas cover—immediately takes the winding key and starts to wind up the springs. He is generally in a hurry—both to get the machine running and then to get back to the store. In many cases the first few turns of the winding key will result in a broken mainspring, or if the springs stand the test it sometimes happens that the grease has congealed so that gears cannot turn. He never gives a thought to the fact that the motor has been subjected to the cold air, and is astonished to think that anything could become wrong with a machine which worked perfectly an hour or so before in the store.

It is good policy and a great saver of time and sometimes money to keep in mind during the coming cold months this little point: "Never wind up motor when it has just been subjected to intense cold." Always make it a point to have motor warm—place it near the heat, and allow it to become acclimated, as it were, before attempting to demonstrate it.

When the Motor Becomes Suddenly Weak

"Editor, The Talking Machine World.

"Dear Sir—While operating a machine with a strong double spring motor recently there was a load report from some section of the motor which I have been unable to trace. The machine still runs but requires considerable more winding than formerly. In other words, it does not run so long with one winding. The gears seem to be all right. Could you suggest where I can find the trouble?"—Chas. Frank, New York.

Answer.—There is no doubt but that you have broken the second spring, for in that case motor will wind up to about half strength and you would be able to use same for playing one record before rewinding. I would suggest that you look for the break in the spring near the cage rivet or second cage.—A. H. Dodin.

Repairing a Broken Spring

"Editor, The Talking Machine World.

"Dear Sir—On several occasions I have had springs break very close to the center pinion, as close as one-half inch in fact which, of course, has necessitated the insertion of a complete new spring at considerable expense. Would it be possible to remove the spring from the cage, cut off the broken end and redrill the hole to fit the pinion?"—W. B. D., Newark, N. J.

Answer.—If spring breaks near the outside end it is possible to drill a new hole providing you first heat end of spring and draw out temper. It would be very difficult to do this when, as you state, the spring has broken near the center shaft, for after drawing temper and drilling hole it would be necessary to reshape the spring to fit the shaft, and this cannot be successfully done unless you have a shaping tool. Without the proper tools for doing the work it would be a greater saving of time and expense to put in a new spring.—A. H. Dodin.

Wax in Center of Reproducer Diaphragm

"Editor, The Talking Machine World.

"Dear Sir—I have noticed in various sound boxes I have received where the needle arm is brought through the center of the diaphragm, the connection is covered with some form of wax and in some cases the wax does not add in the least to the appearance of the reproducer. Could you advise me if this wax could be removed or if it is really necessary?"—A. M. G. W., Youngstown, O.

Answer.—Wax is placed at the point of contact of needle box and diaphragm in order to make the connection positively air tight. For maximum results would advise you to continue to use wax in all cases and with a little practice there is no reason why you cannot place same so that it will not detract from the appearance of the sound box.—A. H. Dodin.

PHONOGRAPH CO. IN NASHVILLE

New Concern Takes Over Edison Phonograph and Piano Department of F. A. Leatherman

Nashville, Tenn., November 8.—M. H. Skalowski, who has been in business in Nashville for several years, has become principal owner of the Phonograph Co., a new concern that has taken over the Edison phonograph and piano department of F. A. Leatherman. The Phonograph Co. will be located in handsome quarters at 305 Fifth avenue, North.

Scott Bros., who handle an excellent line of pianos, players and talking machines in Ashland, Ky., are utilizing the local publicity to good effect in calling attention to their line.

EVERY VICTOR DEALER **First of All—RELIABILITY**

IN Ohio, Indiana and Michigan has a BIG field to do a BIG business in FOREIGN records. We are ESPECIALLY prepared to help dealers take PROFITABLE advantage of this demand, because we've stocked in heavy on the following records:

ARABIAN	HUNGARIAN	ROUMANIAN	AMOY
BOHEMIAN	ITALIAN	RUTHENIAN	SHANGHAI
CROATIAN-SERBIAN	LITHUANIAN	SERBIAN	CHANGCHAO
GERMAN	NEAPOLITAN	SLOVAK	CANTONESE
HEBREW	POLISH	TURKISH	MANDARIN
GREEK	RUSSIAN	CHINESE	AND OTHERS

If it's a foreign record you want, we've SURELY got it, and in quantities.

THE WHITNEY & CURRIER CO.

VICTOR Distributors TOLEDO, OHIO

EMERSON PIANO HOUSE HOLDS ITS FORMAL OPENING

Victrola and Piano Dealers of Decatur, Ill., Go Into Handsome New Home With Great Celebration —Elaborate Concert Program a Feature—Some Distinguished Guests

DECATUR, ILL., November 1.—The formal opening of the new store of the Emerson Piano House, of this city, on Saturday, October 14, was a gala occasion, and a number of members of the talking machine trade, among whom jobbers' representatives predominated, were invited by Manager Harry I. Spayd and Guy W. Deetz, manager of the Victor department, to spend a day with them, inspect the store and participate at a dinner in the evening, where a general interchange of ideas was indulged in.

Two Victrola Rooms in Emerson Piano House

The visitors found a beautiful store, ideally equipped for the sale of pianos and talking machines. The decoration of the store is of the Adam period, ivory and rose being the dominating colors. The frieze and pillars and even the artistic indirect lighting fixtures, telephone and typewriter are in ivory, the draperies in old rose, the ceilings a clear white. The fixtures and furniture are in white enamel and mahogany. The delicate green tinting of the wall contrasts admirably with the color scheme. The reception room, the office and the piano and player rooms are on the right as you enter. The Victrola department extends along the entire left side of the store.

First comes the record sales department. As will be seen in the illustration there is a remarkable record cabinet containing 10,000 Victor records. It is of mahogany, and is divided into six sections, each five shelves high. The numerical indexing system makes it extremely easy to locate the records at once. A drop cover closes each section of the cabinet when not in use. There are bottom drawers under each section for supplies and accessories. An ingenious strip in the back of the shelving permits the use of either twelve or ten-inch records as desired. The cabinet is the work of the Decatur Fountain Co., and is their first installation. Adjoining the record sales department are two beautiful record demonstration booths followed by three commodious machine sales rooms, which contain every device for the convenience of the customer. The machine rooms each have a small cabinet containing a special set of records for demonstrations. In the rear is a recital hall seating eighty people, where concerts will be given every afternoon and Saturday afternoon and evening.

Back of the store is a garage for the housing of a White motor truck and a Ford with truck body used for delivering pianos and talking machines and for going after the country trade within a radious of fifty miles around Decatur. Goods are loaded direct on the trucks from the shipping platform or from an electric elevator, which brings the goods from the basement.

Manager Deetz, of the talking machine department, is cultivating the field in a very intensive manner. The staff consists of Donald J. Starr, salesman; Wilhelmina C. Requarth, who is devoting herself to educational work; Celeste B. Abel, in charge of the record sales, and John R. Myers, repair man, who has a completely fitted up shop at his disposal.

View of the Record Department

Among the rules in force in the talking machine department is that records sent out on approval can be retained only twenty-four hours, and that at least one-fourth must be retained. The fibre needles must be used.

One of the notable features of the opening day was the singing of the Imperial Quartet, of Chicago, who are Victor recorders.

A dinner to the visiting members of the trade was given in the evening at the Orlando Hotel.

Guy W. Deetz, manager of the Victrola department of the Emerson Piano House, presided. The speakers of the evening were: L. C. Wiswell, of Lyon & Healy, who spoke on the conduct of a retail talking machine store, and Roy J. Keith, of the Chicago Talking Machine Co., who discussed the feature of the Victor business. F. E. Noble, of the Chicago branch of the Rudolph Wurlitzer Co.; George Stewart, of the Stewart Talking Machine Co., of Indianapolis; H. Reynolds, Victor traveler; Roy Page, for the Victor Talking Machine Co.; Roy Page, of Putnam-Page Co., Peoria, Ill., and V. B. Taylor, of the Koerber-Brenner Co., St. Louis, were called on and made brief talks. Among the others present were H. R. Smith, Lyon & Healy, Chicago; H. Woodward, Chicago Talking Machine Co.; H. H. Prescott, Stewart Talking Machine Co., Indianapolis; H. Elthorn, Rudolph Wurlitzer Co., Chicago; A. E. Severe, Putnam-Page Co., Peoria; C. S. Main, manager of the Victrola department of Block & Kube, Peoria; J. F. Goberdiehl, and A. E. Binckley, of the Scovill Co., and Fulton De Forest, of Linn & Scruggs, both Victor dealers of Decatur; D. G. Starr, Emerson Piano House, and Ben Tufts, Oliver Johnson, G. Robert Wood, and Wallace Moody, members of the Imperial and Wallace Moody, of the Imperial Quartet.

LINE OF STANDS ARE POPULAR

The Kane Blind & Screen Co., Kane, Pa., has been very successful with its line of stands which it introduced to the trade a short while ago. These stands are designed to fit all of the types of table machines, manufactured by the leading manufacturers, and their moderate price has enabled dealers to offer them to practically every customer on their books.

The stands are equipped with a slide under the top, which acts as a convenient rest for changing records, and the long experience which the company has had in the manufacture of other household equipment is reflected in the attractive finish of these stands, which are made to match mahogany, golden, weathered and fumed oak machines.

Stop! Look! Listen!

Metro-Phone No. 110
Retail Price $110.00

Cabinet of Mahogany Finish, measuring 51 inches high and 24x25 inches. Artistically designed, two doors to compartment for storing records, which is fitted underneath the sound chamber.

12-inch turn-table. Strong double spring worm-gear motor, playing three 10-inch records with one winding, and can be wound while playing.

Equipped with reversible Tone-Arm playing all makes of disc records.

Investigate the

Metro-Phone

Proposition

before arranging to handle any line of machines. We offer the dealer a complete line of seven models, retailing from $10.00 to $110.00; every model equipped with reversible tone arm.

We are making prompt shipments of all models and our factory is equipped to turn out large quantities of machines.

Wire today at our expense for open territory

FRANZ BRÜCKNER MFG. CO.
405 Broadway New York

REGULATE APPROVALS IN ST. LOUIS

Local Association Agrees on Plan to Mitigate Trade Evil—50 Per Cent. Limit Set

St. Louis, Mo., November 8.—After much discussion the members of the Talking Machine Dealers' Association have got together on a record approval plan. The following letter, drafted by Sidney Baer, of the Stix, Baer & Fuller Drygoods Co.; Mark Silverstone, of the Silverstone Music Co., and Charles Lippman, of the Field-Lippman Piano Stores Co., is being sent to all record customers by members of the association:

"In a spirit of fairness and protection to you, and in justice to the merchant, The Talking Machine Dealers of the Associated Retailers of St. Louis are obliged to make the following just and reasonable request concerning sending records on approval—a privilege granted the purchasers of records which has been considerably abused in many instances in the past.

"(1) All records sent on approval should be returned within twenty-four hours, and then only returnable if in perfect condition. They will be considered sold and not returnable if kept in the customer's possession longer than two days.

"(2) Not less than 50 per cent. of the amount of records sent out on approval should be kept by the customer. (This refers to the cost of the records—not to the number of them.)

"We ask your co-operation in complying with the above request, which is fair to the customer, and just to the stores and salespeople, who suffer a hardship for the loss of time (which means money to them), in selling goods which are returned.

"The Associated Retailers of St. Louis."

The signature of "The Associated Retailers of St. Louis" is that of the larger organization, of which the Talking Machine Dealers' Association is a bureau. The larger association includes the department stores and practically all large retail stores.

CONDITIONS IN ARKANSAS

Plenty of Money in That Section Declares E. C. Rauth, of the Koerber-Brenner Co., After Trip—Looks Good for Victrola Business

St. Louis, Mo., November 6.—E. C. Rauth of the Koerber-Brenner Music Co., Victor distributors, returned Monday from a Southern trip, which included Arkansas and neighboring territory. He said that he saw more evidences of money in Arkansas this year than ever before, and that business, if anything, was too good in the Victor line. This territory, Mr. Rauth says, is beginning to take a large number of records, this feature of the trade is developing strongly. The favorite records in that section are the "Blues." There is also a strong demand for the dances and popular airs.

Local business, Mr. Rauth finds, is gaining at an unusual rate this year.

SALES MANAGER FOR MANOIL CO.

E. P. H. Allen Appointed Head of New York Offices of Manufacturers of the Manophone

Announcement was made this week of the appointment of E. P. H. Allen, as sales manager for the New York office of the James Manoil Co., Inc., makers of the Manophone, whose executive offices and factory are at Newburgh, N. Y. Mr. Allen was at one time connected with Thos. A. Edison, Inc., and later with the Keen-O-Phone Co. Mr. Allen has had wide experience as a sales organizer, especially in the talking machine industry. He is at present developing a most effective selling force.

NEW VICTOR STREET CAR CARDS

Five Handsome New Designs Now Ready for Use of Dealers—One for Holiday Trade

The Victor Talking Machine Co. has issued to its dealers a sheet showing five new street car cards printed in brilliant colors, and which are furnished free of charge imprinted with the dealer's name and address, provided, his contract with the street car company calls for twenty-five or more cards. When a less number are required they are furnished without imprint. The cards are handsomely designed, well diversified, and one is particularly designed for the holidays, bearing the well-known slogan: "Will There Be a Victrola in Your Home This Christmas?"

CHANGES COMPANY NAME

For the purpose of dealing in musical instruments, the T. R. Goodwin Co., Providence, R. I., has changed its name to the Orpheus Corporation. The capital stock of the concern is $25,000.

SPEED INDICATOR

For Timing the Speed of Records and for Testing all Phonograph Motors by Mazda Lights on 60 Cycle Circuits.
SIMPLE and NOVEL. RETAILS FOR 15c.

THE PHANTOM-METER CO., NEEDHAM, MASS.
Sample to Dealers upon Request.

ORDER NOW
to insure delivery

We are booking orders for

1917 Shipment

100 LOUD PLAYING
Truetone TRADE MARK DISC RECORD NEEDLES
For Use on all DISC TALKING MACHINES

HIGHEST GRADE EVER MADE

"The Needle they come back for and pay the price, 10c."

Extra Loud	Finest Tone
Loud Tone	Opera
Full Tone	Half Tone
Medium Tone	Musical
Soft Tone	and others

Samples and prices upon request

NEW YORK DISC NEEDLE CO.
110 Worth Street
NEW YORK

No. 496 [Vertical Interior]
For Columbia "Favorite"

Height, 30 in. Width, 19 in. Depth, 22 in.
Holds 144 records.
Mahogany. Quartered Oak.
Average weight, crated, 65 pounds,
[When felt interior is desired, order No. 496F.]

UDELL Cabinets

Our Piece of News

We can't begin to "show" the Udell line of cabinets in this space.

BUT

We've just issued a GIGANTIC new catalogue with over seventy illustrations.

It will "show" you the host of different models we make for Victor Victrolas, Columbia Grafonolas, Pathé Pathephones, Aeolian Vocalions, Sonora, Empire, and other machines.

This Catalogue is written for YOU. Of course you want it and of course we'll send it, but what is your address?

The Udell Works
1204 West 28th Street
Indianapolis, Ind.

Stewart Phonograph

Dealers—There's an Unlimited Market for This Wonderful Instrument

Millions of people want the new and perfected Stewart Phonograph.

Beyond any question of a doubt it offers dealers the greatest money-making opportunity of the kind in the world.

It is just what everyone has been wishing for—a beautiful, practical phonograph that they could buy for a popular price. Everyone can afford to buy the Stewart Phonograph.

The retail price of $6.50 places it easily within reach of every customer that comes into your store. Your market is as large as the population of your vicinity.

A big, comprehensive, national advertising campaign which started last month will bring you immediate sales.

The demand was already there. The market was ready and waiting. Our smashing two-page announcement in the Saturday Evening Post, October 14th, brought it to life with a jump.

Are you getting your share? If not, you had better hurry.

The Stewart Phonograph is new—but not a novelty in the cheap sense of the word. It is a handsome, finished phonograph that will play—and play beautifully—any record on the market. Read the description on the opposite page.

Put the Stewart Phonograph on sale in your store. And do it now! Do it in time to get full benefit of our first big announcements. Do it before your nearest competitor takes the cream off your own legitimate market.

Write or wire us today for the extremely liberal proposition we are making to dealers. You will find it attractive and interesting.

Equipped with the Stewart Universal Reproducer

Plays records of any type, any make, any size, any price

Automatic Needle Stop, (prevents gouging records)

Stewart Instantaneous Time Control

Tone Arm and Sound Chamber Improvements greatly increase volume and tone quality of music

Improved Stewart Silent Motor

Stewart Phonograph

$6.50

A Marvel at the Price

Both in tone and appearance the Stewart Phonograph is one of the most finished and beautiful machines ever offered to the American public.

It is handsomely finished in that verde green so often used in high grade clocks, vases and other works of art. It will harmonize with the decorations of any room in any home.

The improvements on this new and greater Stewart Phonograph are numerous and important.

First, there is the universal reproducer, by means of which the Stewart instrument can play records of any type, make, size or price. This is a very important improvement and a big selling point. There are two types of phonograph records, known as the lateral cut record and the hill and dale record. The hill and dale record cannot be played on a phonograph designed for the lateral record, and vice versa. But with the Stewart universal reproducer you can play both kinds of records.

To play the lateral cut, the Stewart universal reproducer is turned to the right angle position, as shown in the illustration. To play the hill and dale record the reproducer is turned lateral or crossways with the tone arm.

The quality and tone of the music is unsurpassed. The tone volume—as well as the quality—has been greatly improved by means of the newly designed tone arm. An improvement in the sound chamber adds to the quality, tone and volume.

Another big improvement is the new motor, acknowledged to be the best designed motor in any popular priced phonograph. Its quietness and smoothness are astonishing. With a single winding you can play one twelve-inch or two ten-inch records.

A new stop, which works on the tone arm, stops the arm automatically when the piece is finished. This Stewart improvement prevents the needle from swinging across and gouging or ruining the records.

The new time control is an exclusive feature of the Stewart Phonograph. It is instantaneous. No fussing. The desired time is obtained immediately.

For beautiful appearance; for beautiful, accurate and life-like reproduction; for up-to-dateness and durability, this new Stewart Phonograph is superior to any other popular priced phonograph ever offered.

Do not overlook the wonderful business opportunity offered by this instrument. You will find it a fast seller—a money-maker in every sense of the word.

Communicate with us at once. Use the coupon below.

Unlimited Production

The Stewart Phonograph is backed by the same men, the same brains, the same facilities that have developed and built up the Stewart-Warner Speedometer Corporation—the largest automobile accessory business in the world.

The production of Stewart Phonographs is now unlimited.

Our mechanical facilities and our manufacturing organization are unexcelled. Our daily production right now runs into the thousands.

That, and that alone, enables us to build such a phonograph to sell for so remarkable a price—and yet offer dealers an unusually generous profit.

We have the material, equipment and money to increase production to any amount. You know what that means to dealers.

In a very short time we expect to have over one million Stewart Phonographs in use in America alone.

Dealers, get busy!

Stewart Phonograph Corporation
2827 Lincoln Street Chicago, Ill.

The big factory in which the Stewart Phonograph is made

Use This Coupon or Send a Wire

Stewart Phonograph Corp.
2857 N. Lincoln Street
Chicago, Illinois

Gentlemen:

I am interested in your dealer proposition. Please send me full particulars by return mail.

Name _____

Business _____

Street Address _____

City _____ *State* _____

BUSINESS GROWING IN BALTIMORE

Same Old Story Regarding Sales Volume and Possible Shortage Causes Worry—Sales Staffs Being Increased—Good Reports—Other News

BALTIMORE, MD., November 10.—October proved to be a banner month with the talking machine dealers in Baltimore and had they been able to obtain all of the machines and records they required the business would have been so great that it would have probably set a mark for a long time to come.

Distributors of every line of talking machines are all in the same class as to the lack of machines to supply their trade. The Victor people are the hardest hit in this direction and the failure of some of the dealers to obtain more machines than they did in October of last year prevented business from showing increases that they would have made.

Besides the large regular monthly advertising by the Victor and Columbia and Edison companies various dealers throughout the city advertised their lines and there was also liberal advertising featuring the Aeolian-Vocalion.

The record situation improved somewhat toward the end of the month and the tremendous increase in the sale of records is what prevented many of the firms from showing a decrease in their sales. Another feature of the local business is the increased demand for the better grade of machines. Cash business is also one of the bright spots in the trading.

As the holiday season draws near the dealers no longer worry about the amount of business they will do, but just how they will be able to get sufficient machines to accommodate their customers. This despite the fact that many dealers have been able to get in a stock ahead to care as far as possible for the rush, which is sure to come.

W. C. Roberts, manager of E. F. Droop & Sons Co., distributor of the Victor goods, is more than pleased with the way business is coming in. As usual his only complaint is that he is short on a number of styles. This is particularly true of the $75 and $100 machines although there are several other styles he is having a great deal of difficulty in securing. Mr. Roberts recently visited the Victor factory and was successful in getting additional stock.

The business at the Droop house is growing in such leaps and bounds that the manager has found it necessary to put on additional men. This makes five more employes put on during the last two months. Mr. Roberts reports quite a demand for Victrolas in fancy woods and believes this has been brought about mainly because of the shortage in mahogany.

A. J. Heath, manager of the Columbia Graphophone Co., reports a phenomenal month's business in October. It was by far the greatest month's business Columbia ever did since its entrance into the field. Mr. Heath was very much gratified to receive a telegram from District Manager Eckart which stated: "Congratulations to you and yours on the wonderful showing last month."

Mr. Heath stated that business just goes ahead by leaps and bounds. The machines are coming in right along and while not as many arrive as they can use still they are able to keep their customers in high spirits. The record shipments improved during the month and there was a fine sale on the new records that have just appeared.

I. Son Cohen, of Cohen & Hughes, Victor distributors, says business manages to keep rushing ahead desipte the shortage of goods. "If ever we are able to get all the machines we need," said Mr. Cohen, "our volume of business will be so great that the results would be hard to realize." During the month Mr. Cohen went weekly to New York and to Camden, N. J., visiting the Victor headquarters for the sole purpose of trying to get more machines. Before the end of the month Mr. Cohen expects their new establishment to be ready for occupancy.

Jesse Rosenstein, of the National Piano Co., Pathé distributors, reports a big business in his line, but has the usual cry of not being able to obtain machines as fast as he could put them out. There has also been a shortage on records. Three new accounts are announced to handle the Pathé—P. Coyne & Sons, Baltimore; Salvoy Collieries, Kingston, Va., and the Newport News Furniture Co., Newport News, Va. A big shortage in $25 and $75 machines is one of Mr. Rosenstein's troubles.

H. R. Eisenbrandt Sons, Inc., Victor distributors, report their biggest shortage on $75 and $100 machines, which are having the biggest run. Business is good, but would be better if they could but get the machines.

The Sanders & Stayman Co., Inc., is having an exceptionally fine business in Vocalions. The heaviest demand is for machines of $200 and over. The firm also handles the Columbia line.

The talking machine department of the Mann Piano Co. is showing to wonderful advantage. While the department is but a few months old, the volume of Victor business has exceeded all expectations. Charles Stran, manager of the department announces that Miss Rose Armstrong and E. Ogilvie, formerly in the talking machine department of Stewart & Co., have joined their salesforce.

H. T. Kennedy, manager of the Victrola department of William Knabe & Co., reports a great increase in all lines of the business and says that most of the machines being purchased are of the higher price.

THORPE ELECTRIC MOTORS
FOR TALKING MACHINES (Operates on all currents)
WALTER THORPE, Manufacturer, 29 West 34th Street, NEW YORK CITY

A Chance for Someone to Make a Retail Sensation

Picture your store with a great big sale of 6-inch single faced records—never retailed at less than 10 cents, at phenomenally low prices. Do you think it could pack your store to the doors?

And then consider this! I represent an international record manufacturer who has empowered me to clear his shelves of

150,000 VERTICAL CUT RECORDS

He has discontinued vertical cut records and wants the space they now occupy. He says, "Sell at anything they will bring."

The selection is admirable—representative of his complete catalogue. Every record perfect in all details.

I Will Sell All or Any Part and Put On Any Label Desired.

No Reasonable Offer Refused

Wire or write me and I will give you information complete. Speedy action essential.

"CLEAN-UP"—Box X, Talking Machine World
373 FOURTH AVENUE **NEW YORK CITY**

Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORY, ELYRIA, OHIO

1917

A Phonograph for Every Home

The demand for phonographs in 1917 will be larger than ever in history.

Make Your Contracts for Motors NOW

The situation in the raw material markets is becoming very serious, and may limit our production. We therefore suggest placing motor orders with us well ahead of time.

WE ARE AT YOUR SERVICE

Otto Heineman

President

ALL DEPARTMENTS UNDER ONE ROOF

Operaphone Manufacturing Corp. Move Recording and Electroplating Departments to Main Factory in Long Island City

The Operaphone Manufacturing Corp., manufacturers of Operaphone records, have moved their recording and electroplating laboratories to the commodious factory building occupied by the company in Long Island City. Having all the departments under one roof serves to facilitate production greatly, and makes for convenience generally. The company is steadily increasing its output of records to meet the growing demand, and is constantly improving its distributing facilities, in various sections of the country, through the addition of new wholesale and retail representatives. Several prominent concerns who have specialized on lower priced machines, particularly on a mail order basis, are featuring the Operaphone records in connection with those machines, which has had the effect of substantially increasing the demand.

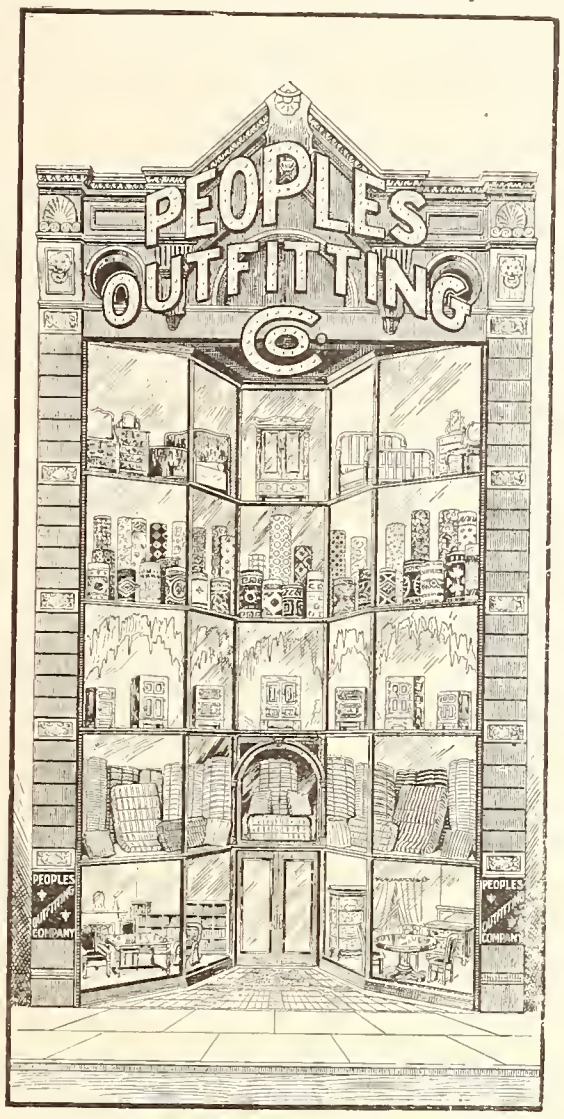
DEVELOPING CHRISTMAS BUSINESS

How the Talking Machine Department of the People's Outfitting Co., of Wilkes-Barre, Are Featuring the Pathé Phonograph Line

M. A. Oppenheim, manager of the People's Outfitting Co., Wilkes-Barre, Pa., was a caller this week at the executive offices of the Pathé Frères Phonograph Co., New York, spending some time in consultation with the officers of the company relative to his plans for a holiday campaign. Mr. Oppenheim outlined his ideas for developing Christmas business to Advertising Manager Bernat, of the Pathé Frères Co., who will give him every assistance in achieving his purposes.

The People's Outfitting Co. is one of the most successful retail institutions in Wilkes-Barre, and owes a great deal of its success to its energetic and progressive methods and policies. It is planning to move into a new building in the near future, which will give it ample room for expansion.

The Pathé line is handled exclusively in the



Home of Pathé Agents in Wilkes-Barre

company's talking machine department and an extensive advertising campaign has been instituted in behalf of these products. This campaign has been productive of splendid results, and Mr. Oppenheim is exceedingly enthusiastic regarding the future of the Pathé line in his territory.

BIG HEINEMAN MOTOR SHIPMENTS

November 9 was a red-letter date for the Otto Heineman Phonograph Supply Co., for on this day, the actual shipments of Heineman motors from the company's plant at Elyria, O., reached the remarkable figure of 3,200, a record-breaking one-day total.

When it is considered that the Otto Heineman Phonograph Supply Co. has only been in the American market for the past two years, this figure is doubly impressive, as it indicates conclusively that the "Motor of Quality" has gained in this short space of time a premier position with talking machine manufacturers.

PUTNAM-PAGE CO.'S NEW QUARTERS

PEORIA, ILL., November 9.—The Putnam-Page Co., Victor distributors of this city, have just moved from 211 South Adams street, to 329 South Adams street, where they have much larger quarters, both for their wholesale and retail business. The retail department on the main floor has an attractive reception room, and a number of demonstration and machine booths. The booths are white enamel finished in light brown inside. One of the booths is entirely for the educational department. The wholesale stock occupies a floor by itself, and the new quarters are most attractive and splendidly arranged in every way.

SONORA AGENCY FOR McLEAN BROS.

DANBURY, CONN., November 6.—The McLean Bros. store has become a retail distributing agency for the Sonora phonograph, and a full shipment of machines has been received. The concern expects to push the Sonora line energetically in its territory.

Talking Machine Built-up Stock
in all woods
For Complete Cabinets

Through the Courtesy of the
Empire Talking Machine Co., Chicago, Ill.

All materials carefully selected and tested, well glued and every detail of manufacture given closest expert attention to positively insure high quality necessary. Prompt shipments.

Louisville panel stock can be depended upon to make your cases attractive and durable. Our long experience is at your disposal.

Send us your specifications for quotation

THE LOUISVILLE VENEER MILLS

Makers of good Veneers and Panels for more than a quarter of a century

LOUISVILLE, KY.

SERVICE SUPREMACY

A DEALERS SERVICE ROOM

Here's the culmination of the efforts of an organization—devoted exclusively to Wholesaling Victor Products.

You'll find here samples, specimens and forms of all the latest ideas used by the Best Victor Dealers in Sales, Systems, Advertising, Accounting and Collecting.

You'll find it profitable to use many of these ideas in your business—come in—discuss the problems of your store with our Service and Efficiency Department. You'll be interested, too, in learning how other dealers handle the proposition of records on approval, the interest question, the matter of terms on deferred payments, and other questions of policy.

Come in—we'll be glad to see you.

Chicago Talking Machine Company

Victor Distributors *Wholesale Only*

12 North Michigan Avenue Chicago

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager
HENRY S. KINGWILL, Associate

World Office
Consumers' Bldg., 220 South State St., Chicago
Telephone: Wabash 5774

CHICAGO, ILL., November 9.—The situation does not greatly differ from that of preceding months. October was a record-breaker with local jobbers in point of shipments, and November bids fair to follow suit, and yet the shortage, relatively speaking, is as great as ever. The demand for records has been immense, and dealers generally are evidently pushing this branch of the business as never before.

Locally, the retail departments as well as stores report sales both of machines and records steadily increasing as the season advances. October was a good month and ahead of last year, but the volume of business in November, from present indications, will exceed it.

Lyon & Healy's Big November

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, is again in the East in the interests of the National Talking Machine Jobbers' Association, of which he is secretary, together with representatives of the leading talking machine manufacturers, at a meeting of the official classification committee. The talking machine men are opposing a new proposition by the roads to raise the classification on talking machines from third to second class. They are also arguing in favor of a reduction in the minimum weight of carloads from 24,000 to 16,000 pounds.

J. B. Ryder, assistant to Mr. Wiswell, said that November was an exceptional month in point of shipments in spite of the shortage on some models of machines.

"Our record sales are simply enormous," said he, "the dealers responding to the arguments we have been making continually through letters, and our salesmen as to the advantage of making a special effort on the record proposition."

Lyon & Healy are having a remarkable demand for their latest poster on the Victrola for Christmas, one of the most attractive of the remarkable Victor posters they have issued from time to time. It is a twenty-four-sheet poster, nine feet in height, twenty feet in length, printed in four colors, and is a most artistic production in every respect.

Lyon & Healy are now ready to furnish their trade with a set of attractive highly polished mahogany frames for special decorative window display cards on Victor goods, four of which are issued each month. There are two single frames and one containing two cards. These cards have proven efficient business builders for the dealers, and they will welcome the opportunity to show them in a still more attractive manner than heretofore.

Columbia Business Soaring

C. F. Baer, local manager of the Columbia Graphophone Co., is one of the busiest men in the entire Columbia institution, judging from appearances as witnessed this week. Clattering typewriters and continuous 'phone ringing joined with hustling clerks and worrying visiting dealers in taking care of the big orders and the question of securing sufficient goods to fill them.

"October was the biggest month this office ever had," said Mr. Baer. "It beat October of last year by 97 per cent., and also beat September of this year—a busy month—by 20 per cent. Every class of machines and records is enjoying a big call, and as for the electric machines, we simply cannot get enough of them. My principal trouble is keeping the dealers satisfied, and this is quite a job when you realize the amount of goods that they are demanding.

Some of the new dealers who are realizing how busy the talking machine industry can be at this season of the year, and the Columbia business in particular, are the Austin Talking Machine Shop, 238 Chicago avenue, Chicago; Geo. E. Taylor, Genoa Junction, Wis., and Geo. Brand & Sons, Bloomington, Ill.

Six Best Sellers

The six best sellers in the Victor list the past month were, "Cradle Song, 1915," sung by John McCormack; "There's a Little Bit of Bad in Every Good Little Girl," "Saxaphone Sobs," "On the Beach at Waikiki," "Sweet Genevieve" and "Sing Me to Sleep."

The Columbia Co.'s six best sellers included: "Aida-Celeste Aida," "La Boheme-Che Gelida Manina," "L'Africana—O Paradiso!" "I Puritani—A to O Cara," all sung by Lazaro; "Parla Waltz," and "Lo, Here the Gentle Lark," and "Carmen—Two Spanish Dances" and "Sleeping Beauty Waltz," played by the Chicago Symphony Orchestra.

The six best Edison sellers for the month as reported by the Edison Shop are: "San San Soo-Hip, Hip, Hooray," "Little Cotton Dolly," "Vissi D'Arte," "Monologo," by Verdi; "Home to Our Mountains—Il Trovatore."

H. K. O'Neil, manager of the State Street Pathephone Shop, gives as his best sellers for the past month: "I Pagliacci," "Out of the Cradle Into My Heart," "Aloha Oe," "I Ain't Got Nobody," "Serenade" and "On the South Sea Isle."

Wurlitzer Inereases Sales Force

Fred. A. Sieman, manager of the talking machine department of the Wurlitzer Co., states that, owing to the increased volume of business being done by the retail department, they have materially added to the sales force. He reports a special demand for the $150 and $200 styles of Victrolas. Because of the recitals given here by McCormack and Gluck, there has been a large call for records by these artists. Mr. McCormack's "Cradle Song" has proven one of the best sellers of the month. Other best sellers at the Wurlitzer rooms are, "On the Beach at Waikiki," "There's a Little Bit of Bad in Every Good Little Girl," "Walking the Dog," a saxophone record, and Pietro Diero's "Poet and Peasant."

L. F. Noble, assistant manager of the wholesale talking machine department of Wurlitzer's, is equally optimistic in his reports concerning shipments made to dealers, and emphasizes the fact that the $350 styles of electric Victrolas are selling as never before.

New Brunswiek Dealers

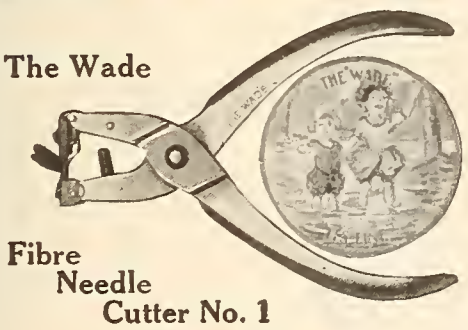
The Brunswick-Balke-Collender Co. are getting rapidly lined up through the country with a most desirable class of dealers who are pushing vigorously the Brunswick phonographs in connection with the Pathé records, for which the company is a distributor.

The national advertising campaign which was started with an imposing double page spread in the Saturday Evening Post of October 28, will be followed up with frequent pages in that medium, and other periodicals will be used extensively after the first of the year. Through various sources the company have already received a large number of inquiries, which are being turned over to their dealers.

The company has also established a dealers' advertising service department in charge of H. E. Nelson. An especially desirable class of newspaper advertising copy will be furnished the dealers through this department, together with dealers' helps of various kinds, including attractive booklets, direct mailing literature of

(Continued on page 75)

The Wade

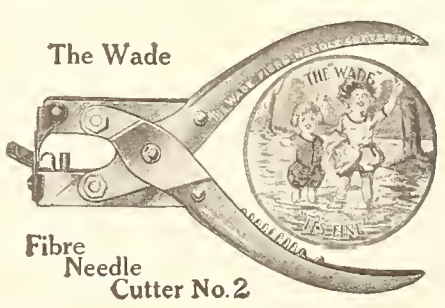


Fibre Needle Cutter No. 1
Price $1.50

Wade & Wade Products
FOR THE
Talking Machine Owner

The Wade Fibre Needle Cutter is used in more homes in America than any other needle cutter ever made.

The Wade



Fibre Needle Cutter No. 2
Price $2.00

Wade & Wade
manufacture a fine lubricant oil for talking machines, a grease to eliminate the noise in gears, a spring barrel lubricant to stop the jumping of springs and a polish for cabinets.

HERE ARE THE REASONS WHY

Because it is the biggest value in fibre needle cutters and is backed by the strongest guarantee.
It is made of the finest Swedish tool steel by expert mechanics.
There are no weak points in the Wade Fibre Needle Cutter.

MADE STRONGEST—WEARS LONGEST

Dealers—get your order in at once to your jobber. The early order gets the goods.

WADE & WADE 3807 Lake Park Ave. CHICAGO, ILL.

Everything Known in Music

ORGANIZATION WINS!

Efficiency the short road to Supremacy!

Have you called for the co-operation of the Lyon & Healy Efficiency Expert?

This Service is free to Victor Record and Victrola dealers. Write, and find out if your territory is covered!

Efficiency will add nothing to your cost, but *will increase your sales and percentage of profit.*

This efficiency department is only one branch of our Victor Business.

WRITE TODAY!

Do not overlook the advantages of purchasing all of your musical supplies from one house. It means one shipment, one bill, one freight charge

LYON & HEALY

VICTROLA DISTRIBUTORS

Wabash Ave. *and Jackson Blvd.,* CHICAGO

various kinds, form letters, etc. The department is already prepared to furnish Brunswick dealers with motion picture films for use in their local theatres. This film has already been shown in a number of theatres in Chicago, and has proven very effective. It shows a young woman demonstrating the Brunswick phonograph and shows her changing the sound boxes for playing the different kinds of records.

Will H. Davenport, sales manager for the Brunswick phonograph department, reports that among the important Middle Western dealers just established are the following: Hayden Bros., Omaha, Neb.; Boutell Bros., Minneapolis, Minn.; Field-Lippman Piano Stores Co., and the May-Stein Co., of St. Louis, Mo.; C. E. Armstrong & Sons, Clinton, Ia.; Davison Bros. Hardware Co., Centerville, Ia.; Renier Music House, Dubuque, Ia.; L. Ginsberg's Furniture Co., Des Moines, Ia.; George B. Deyen, Bellevue, Ia.; Jacobs Novelty Co., Stevens Point, Wis.; C. S. Daniels, Wichita, Kan.; Lethin Bros., Moline, Ill.; Herman Hamm, Cleveland, O.; Mayer-Marks Co., Cleveland, O.; Olof Olson, Muskegon, Mich., and J. W. Olds, Winfield, Kan.

In Chicago the Brunswick Phonograph Shop at 19 East Jackson boulevard, is doing an excellent business, and is advertising vigorously in the dailies.

The Spiegel's House Furnishing Co. is handling the Brunswick line at its main store at 127 South Wabash avenue, and at the company's four branch stores.

Albert N. Bensinger has opened a Brunswick Phonograph Shop at 113 East Fifty-fifth street. It is exquisitely furnished, has two demonstration booths in white enamel, and the wall decorations and tapestries are in light blue. The store is already doing a good business in that locality.

C. C. Briggs, formerly Iowa representative for the Edison Co., has been added to the Brunswick traveling staff, and will cover Iowa and Nebraska, making his headquarters in Des Moines.

Heinemann Co. Enlarges Quarters

The Otto Heinemann Phonograph Supply Co. have added to their local offices at 19 West Jackson boulevard and have increased their force. Mr. Ribolla, manager of the Chicago office, states that the business has increased enormously within the past few weeks and months. A large stockroom has been added adjoining the office rooms, and now a large stock is being carried. Mr. Ribolla says that the great increase in business has necessitated more than doubling the former force of employes. W. C. Pilgrim, recently appointed assistant sales manager of the Central West division, expresses his satisfaction with the new work.

Three Talking Machine Dealers Move

Another result of the excellent business conditions in the talking machine trade is to be seen in the recent removal of three local dealers to larger quarters. All three of the companies are located outside of the loop and unite in affirming the business of the present year to be the best in the history of the talking machine trade.

The Boller Piano Co., formerly located at 2164 Milwaukee avenue and now at 2385 Milwaukee avenue, has an increased number of booths at its new store and finds the talking machine department of its business steadily developing. Its only complaint is the shortage of machines. At present its warehouse is empty. The Boller Piano Co. handles the Victor line.

The Central Piano Co., of which Ray Healy is president, has removed to 204 South Wabash avenue and is doing a large volume of business This concern has also opened up a small branch store on Adams street in a part of the old Lyon & Healy Building. It handles the Columbia.

The A. G. Dundore Piano Co. is removing from 1914 Irving Park boulevard to 3940-42 Lincoln avenue. The new quarters are located upon a busy corner at the intersection of Irving Park boulevard and Lincoln avenue. Mr. Dundore states that the month of October was the greatest in the history of the company. The A. G. Dundore Piano Co. handles the Sonora and Magnola talking machines.

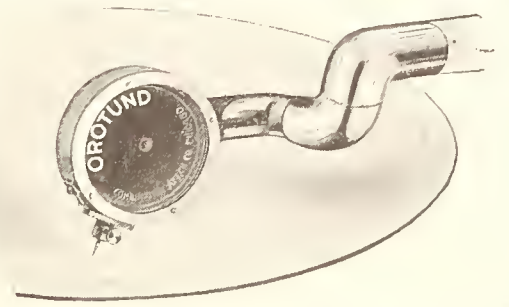
George B. Dow, who is moving from 352 West Sixty-third street to a new double store at 336-338 West Sixty-third street, will in the future handle talking machines. No announcement has been made yet regarding the line of machines that he will carry.

McCormack Adds Old Violin to His Collection

John McCormack, the famous tenor, was recently in Chicago and while here purchased a rare old violin, a Joseph Guarnerius Del Gesu dated 1724. The instrument is one of the finest specimens of this great maker's work in existence, and was bought from Lyon & Healy for $18,000. Mr. McCormack gave a recital while in the city at the Auditorium Theatre. Seats for the entertainment were sold a week in advance. There was also a noticeable increase in the sale of McCormack records caused by the tenor's visit.

"The last word" in re-creation of music. Produced by the

"Orotund" Sound-Box



Dealers should handle the "Orotund" outfits to make their machines universal in playing all records.
Sample price to dealers $3.50, cash with order.
Please mention make of machine when ordering.

COMBINATION ATTACHMENT CO.
524 Republic Bldg. CHICAGO, ILL.

Grafonola Shop Has Attractive Display

In the window of the Grafonola Shop on Michigan boulevard appears this month an attractive display of Columbia records. Surrounding one of the larger styles of Columbia Grafonolas

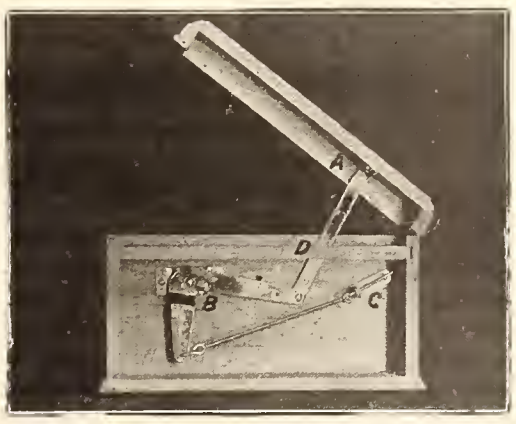
Attractive Columbia Window

are pictures of operatic stars contributing to the Columbia library. From each of these a white ribbon extends to the records of the artists that are displayed beneath. At the left of the window Lazaro, the famous Spanish tenor, is specially featured in a separate display, four of his principal records being shown. Among the twenty other artists featured in the window are Mary Garden, Lillian Nordica, Emmy Destinn, Olive Fremstad, Slezak, Zenatello and Ysaye. Manager A. T. Boland, in preparing the display, used colored prints from the Columbia Co.'s publicity department. The border draping at the top of the window is especially worthy of note, giving as it does, a luxurious atmosphere to the entire display.

Empire's New Advertising Matter

The Empire Talking Machine Co. has just issued a new catalog for dealers, together with a folder containing six full-sized advertisements for use in dealers' local newspaper campaigns, and a small booklet entitled "Dorothy Decides," for distribution amongst prospective Empire customers. The catalog contains twenty pages of interesting reading matter and illustrations colored in mahogany of the various Empire styles. A brief introduction at the front of the book is signed by John Steinmetz, president of the concern, which effectively puts before the dealer the policy of the Empire organization. "Dorothy Decides" is an interesting short story featuring the tribulations of a family who have long done without a phonograph and who, after a period of doubt and hesitation finally decide upon the purchase of an Empire. The six advertisements for use in local newspaper campaigns have been prepared by advertising experts and emphasize the advantages of the talking machine in the home.

(Continued on page 77)



The cover without a catch.
The cover that needs no catch.

AN ABSOLUTE ESSENTIAL

To the manufacturer who is talking quality. It provides salesmen with an unanswerable argument, There is no "just as good."

The Chicago Hinged Cover Support and Balance

perfects perfection. A deft touch upwards and the cover stays open — noiseless — mechanically perfect. Of vital importance in a demonstration.

CHICAGO HINGED COVER SUPPORT AND BALANCE CO.
144 South Wabash Avenue, Chicago

This double spread appeared in the Saturday Evening Post Oct. 28th

A PHONOGRAPH SENSATION—
SUCH IS THE BRUNSWICK

The two-page announcement above appeared in the Saturday Evening Post October 28. It heralded a new day in the talking machine world. The trade read it with surprise and interest—then responded!

To thousands of American homes it opened a new and broader field of music. To music lovers everywhere it announced new artistic standards. The day after the publication of this announcement advertisement the House of Brunswick felt its effect. We knew that this super-phonograph would create a sensation, yet we hardly dared to hope for such an immediate and extensive response.

Eager Interest

This came from two sources. First, from music lovers themselves, the actual purchasers of machines. They wanted to know more about this master phonograph and where it might be heard and obtained locally. Second, from people and concerns wishing to handle the Brunswick phonograph.

From both we realized that our work of years was appreciated and that the Brunswick was destined to become a leader.

The House of Brunswick is not new in the phonograph world. Its executives and craftsmen are not unfamiliar with phonograph requirements.

For years this organization has been manufacturing the finer cabinets for the leading concerns. But the credit for Brunswick cabinets has gone to others.

Now we give our master production our own name, having spent much time and money in perfecting the mechanism.

New Day Perfections

A great European genius designed and is now building our extra-capacity motors.

Acoustic experts were engaged to study the sound chambers and give the Brunswick a perfect one, built like a Cremona.

Other inventors gave the Brunswick its remarkable tone modifier, its accurately timed automatic stop, and other improvements and extras.

Brunswick officials specified that this new phonograph must be a combination of all the better machines.

The Brunswick plays all records. In other words, it is not limited to one make of records, as is the usual practice.

An International Alliance

Then we went still further. Through an arrangement with Pathé, every Brunswick dealer may now distribute Pathé records, Europe's favorites.

This opens up to all American homes the largest musical library the world has ever known.

With the Brunswick we furnish a special Pathé sound box and sapphire ball. Also the needles required for other records, such as the jewel point, steel, etc.

We believe sincerely that the Brunswick offers to dealers an unbeatable proposition, on which larger-than-usual profits may be made.

We have been very particular in arranging our dealer policy. We feel sure that as fast as it is known, men will say that it is most liberal

Under the Rightful Name

We save thousands of dollars in manufacturing and selling costs. Workmen already trained in making phonograph cabinets save us money. Few concerns make their own cabinets. Our distribution system and sales force is already organized throughout the United States, handling our complete line.

So in these and other ways our economies mean more money for you—and less cost for the purchaser, an attraction.

Throughout the United States and Canada there are opportunities for progressive dealers to become local representatives of the House of Brunswick.

We Predict A Stampede

Our national advertising campaign in magazines and newspapers is just starting. We mean to make the Brunswick phonograph a tremendous success.

If you are interested in joining us, we have a tempting proposition. Write today for particulars. First come, first served.

Brunswick-Balke-Collender Co.

Dept. 208 **623-633 S. WABASH AVE., CHICAGO**

Empire

—the Machine that Plays any Record

You Have No Competiton When You Sell the

Empire—Because

The EMPIRE wins at every point in direct comparison with every other standard machine.

The EMPIRE Plays any record.
The EMPIRE is equipped with a Tone Modifier.
The EMPIRE is equipped with the Perfect Automatic Stop.
The EMPIRE Tonal quality is superior.
The EMPIRE Covers have a "support without a catch."
The EMPIRE designs are original and artistic.
The EMPIRE is head and shoulders above them all in workmanship and finish.

Write at once for the new EMPIRE Catalog, and particulars of our proposition and sales-winning dealer helps. No obligation, and you will not be fair to yourself if you remain without these facts.

EMPIRE TALKING MACHINE COMPANY
JOHN H. STEINMETZ, President
Some Valuable Jobbing Territory Still Open.
429 S. Wabash Avenue, CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 75)

Kennedy Furniture Co.'s New Store

The Kennedy Furniture Co., of which E. W. Richards is manager of the talking machine department, has recently opened a branch store at 1968 Milwaukee avenue. In its new store the Kennedy Co. has placed strong emphasis on the talking machine department of the business. The accompanying photograph shows a window display, arranged by James Keevil, manager of the branch store, which has been productive of results. The scattering of a few autumn leaves about the floor adds to the color scheme of the window and indicates a thorough knowledge of harmony in window display. The Kennedy Furniture Co. handles the Columbia phonographs and records. A large proportion of the customers are foreigners or of foreign extraction, and a good business in foreign records and in the more expensive types of machines is reported.

Kennedy Co.'s Window Display

Emerson Records Finding Ready Sale

The present prosperity that is resulting in the increased sale of very high-priced talking machines and records is likewise helping the cheaper articles. F. W. Clement, manager of the Chicago office of the Emerson Phonograph Co., reports a greatly increased demand for their 25-cent double disc records. The present difficulty, says Mr. Clement, is not in getting sales, but in obtaining materials and records to supply the orders that are flowing in.

Crescent Sales Co. Establish New Agencies

William R. Everett, Chicago manager of the Crescent Sales Co., states that ten new Crescent talking machine agencies have been established in and about Chicago. Six of these are located inside of the city and four outside. Mr. Everett is contemplating a change of quarters, as the present ones are too small to effectively handle the business that is being done. Especially is the talking machine parts business booming. Mr. Everett complains of a growing scarcity of suitable mica for diaphragms, and predicts that before long prices on this item will go sky-high.

New Straube Store at Hammond

The Straube Piano Co. will, a fortnight hence, move into their new retail store at Hammond, Ind., where their factory is located. The new warerooms will be located in a fine new structure to be known as the Straube Building. On the first floor there will be a reception room and the talking machine department, with five booths devoted to Victor and Edison goods. An electric elevator will carry customers to the second floor, which is devoted entirely to the piano department. There are four private piano and player demonstration rooms and a large recital hall, which can be converted into a general sales room when not in use for concert purposes. President E. R. Jacobson, of the company, is very enthusiastic regarding the beauty and perfect equipment of the new store, which he is quite certain is one of the most beautiful establishments for a town the size of Hammond in the West.

How Credit Makes a Difference in Delivery

"A common fallacy which has played the dickens with many talking machine dealers," says Jeffery B. Schiff, secretary of the Vitanola Talking Machine Co., "is the policy of the dealer who is slow and shiftless in his credit obligations."

The demand for talking machines has been so great in the past year that hardly a talking machine manufacturer has been able to keep up with the vast amount of orders that have been pouring in upon him. They have built addition after addition to their already large plants, and added 50 to 100 per cent. more help and still have been unable to achieve the necessary output. Therefore, there has been but one path to follow, whch leads to best results. This has put the manufacturers in closer touch with their accounts. They have gone over their books, showing partiality to their customers that have met their obligations on or before maturity.

At this time the dealers who have been "on the square" with the manufacturers, and have met their obligations properly, should be given preference in shipments. The slow, indifferent dealer that says, in reference to meeting an obligation, "Oh, they can wait!" should wait for his goods.

Increases Magnola Capacity

The Magnola Talking Machine Co., which is a subsidiary of the M. Schulz Co., will soon be in a position to greatly increase their output, an imperative necessity in view of the favorable reception given the Magnola talking machine. The additional two stories being built on to the main Schulz plant, which will be devoted exclusively to the finishing departments of the Magnola talking machines, will be equipped and in operation in the course of a few days. Not only is the Magnola distinctive because of its original tone chamber and artistic case designs, but in a short time, President Otto Schulz announces, they will be equipped with a special record filing system, which will render them especially desirable from this viewpoint.

Miller's Withdraws From Business

Miller's, which has been one of the principal talking machine shops of the South Side for the past several years, has been withdrawn. Mr. Miller has joined the sales force of the Mandel Manufacturing Co. The business, which was located at 1223 East Sixty-third street, was discontinued about November 1, and part of the assets of the concern were bought by the Woodlawn Phonograph Co., located at 1314 East Sixty-third street. The latter concern was established by R. R. Rundell and his associates about two months ago.

New Mandel Bros. Department Busy

Mandel Bros. department store, which recently opened a new department on the ninth floor for handling phonographs and records, is at present enjoying an exceptionally good busi-

(*Continued on page 79*)

For REPAIR PARTS
OF ALL KINDS WRITE ME
at my new location
180 North Dearborn St.
CHICAGO
Repair parts bought and sold.
Expert Repairing a Specialty.
Charles Bryan

THE WIDNEY COMPANY
MANUFACTURERS OF
Turntable Felts
Our extensive stock and specially designed machinery enable us to offer you
Quality-Service Price
We also want to quote you on
Felt *and* Rubber Bumpers
May we submit estimates on your requirements?
THE WIDNEY CO.
316 S. Jefferson St. CHICAGO, ILL.

Are There Any Live Wires in the Phonograph Business? Do You Know a Good Thing When You See It?

Would You Be Interested?

in a real good automatic stop that works every shot on every kind of machine and on every kind of record?

I am not going to sell this stop to every Tom, Dick and Harry. I want people that are able to buy in quantities. I know a good thing when I see it and I have the exclusive sale for the best and only good automatic stop that was ever put on the market, bar none.

If you want a cracker-jack talking point and one that makes good, drop me a line.

You won't have to make excuses when you use this stop. I have had experience with others, I know.

The price is *small*. The value is big.

If you are not rated, please do not write me, as I have no time for pikers. Are you going to get this good thing or are you going to let your competitors beat you to it? It is known as the "Sure-Stop" Automatic Brake.

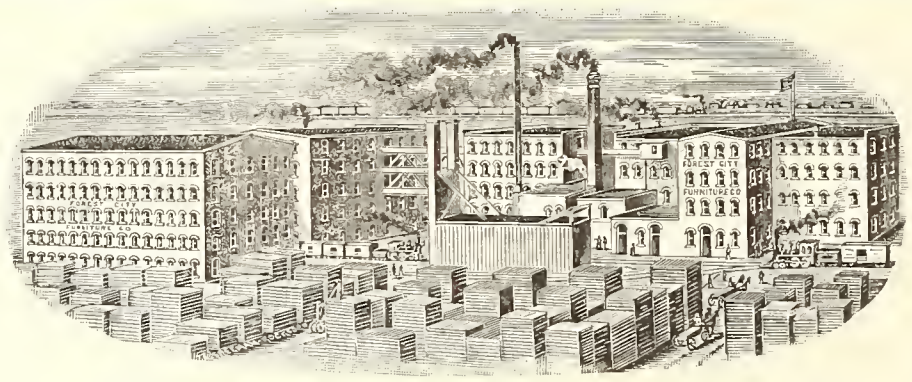
In writing state how many you can use a year.

Better write today before the output is all sold.

United Phonograph Parts Company

HENRY T. SCHIFF, President

ROCKFORD ILLINOIS



ANNOUNCEMENT

H. T. SCHIFF, formerly president of the Vitanola Talking Machine Co., has accepted the management of the Forest City Furniture Company, of Rockford, Illinois.

It is the intention of the Forest City Furniture Company to manufacture a complete line of the very highest grade phonographs. Also record and player roll cabinets—novelties in the phonograph line, etc.

Watch this space in the near future. I have some wonderful propositions in the phonograph line. Entirely different from anything ever shown.

We are in the market for motors, tone arms, sound boxes and phonograph hardware and everything pertaining to the phonograph business. Anyone interested in the above kindly send samples and lowest prices in first letter. We buy quantities.

Address all correspondence to the

FOREST CITY FURNITURE CO.

HENRY T. SCHIFF, President

ROCKFORD, ILLINOIS Chicago Office: 3248 W. 16th St.

ness. Miss Peters, manager of the phonograph department, who has had considerable experience in the talking machine business, and who's last connection was with Hillman's department store, states that, although in existence but a few months, the phonograph department is already commencing to feel the general shortage of machines. She reports a lively demand for the new Mandel phonograph. Mandel Bros. handle the complete Columbia line of machines and records, and in addition carry the Mandel and Stewart talking machines.

Melophone Office Reports Good Business

Louis M. Heymann, who a short time ago, opened a Chicago office for the Melophone Co., at 1216 Heyworth Building, reports an excellent business, and predicts that the remaining months of 1916 will be record-breakers. Mr. Heymann is satisfied that Chicago will prove a fertile field for the handlers of the Melophone line.

Early Orders Get the Goods

Wade & Wade, manufacturers of Wade fibre needle cutters, in a letter to their trade urged the placing of orders immediately to meet the holiday demands. The firm state that they are doing all they possibly can to give the customers the promptest deliveries that conditions will permit, and urge that their friends cooperate with them to the extent of anticipating their requirements, and thus avoid delay and possible disappointment.

A $200,000 Incorporation

The Fort Dearborn Music Co., of Chicago, has been organized with a capital stock of $200,000. The organizers are Ephraim J. Garrett, Clarence T. Edwards and Thomas Makiernan, according to the papers filed with the Secretary of State of Illinois. No information seems to be available as to whether this company will engage in the manufacture of talking machines or not.

Cable-Nelson Store Enjoys Good Business

The retail store of the Cable-Nelson Piano Co., located at 959 Milwaukee avenue, is doing a very good business according to T. M. Harris, the newly appointed manager, who comes from St. Louis, and has had considerable experience in the talking machine field. The Pathé line is being handled. Five large demonstration booths have been built for that department.

Open New "Talking Machine Shop"

The Talking Machine Shop, which has been conducted by G. W. and C. L. Davidson for the past several years on the fourth floor of the Steger Building, is now established at 234 South Wabash avenue, in the heart of Piano Row, where it occupies an entire four-story building. The first and second rooms are used for showrooms, demonstration booths and record libraries; the third floor is devoted to stock and office rooms, and the fourth contains stock rooms and repair shops. The basement, also, is used for storage purposes. In the front

Reception Room, First Floor, Showing Demonstration Booths

of the building upon the first and second floors are spacious reception rooms, where customers can make themselves at ease and examine the various styles of Victrolas that are placed about the rooms. Directly off the two reception rooms are the demonstration booths. There are fourteen of the latter, stretching back towards the rear of the store, all well-sized, well finished compartments. The reception rooms and the demonstration booths are decorated with panelwork in ivory and a delicate pink. A special ventilating system has been installed in the building which provides fresh air at all times for the occupants. A large shaft leads

Second Floor of New "Talking Machine Shop"

the air from the roof, through heating devices that warm it and distribute it about the building. The show window of the Talking Machine Shop is commodious and very well arranged. A number of late Victor records are displayed to good advantage, together with two of the more expensive Victrolas. The exterior of the building is now being repainted. The passerby upon the street is greeted by a large colored electric sign stretching far out above the sidewalk and bearing the legend "Victrolas" in large letters. The Talking Machine Shop has an efficient sales force of young men and women, experienced in the business. There are thirty employes in the building. The Davidsons, it will be remembered, were among the first to introduce the personal service idea into the selling of talking machines.

Open Talking Machine Department

The new retail Victor talking machine department, of the Cable Piano Co., was opened

(Continued on page 81)

And the Tone DOES Come Right Out

Watching the Music Come Out

"Ooo! You can just SEE the music come out!" Says Little Maggie, the Magnola Girl.

That's what you will say, too, when you first hear *Magnola Tone*.

THE marvellous *clearness* and *cleanness* of its reproduction lead many others besides little girls to make the same remark about the Magnificent

MAGNOLA TALKING MACHINE

Cramped, smothered sounds eliminated.

Plays *all* makes of records without extra attachments.

Volume of tone controllable at will.

Best designed, best looking, best finished cases.

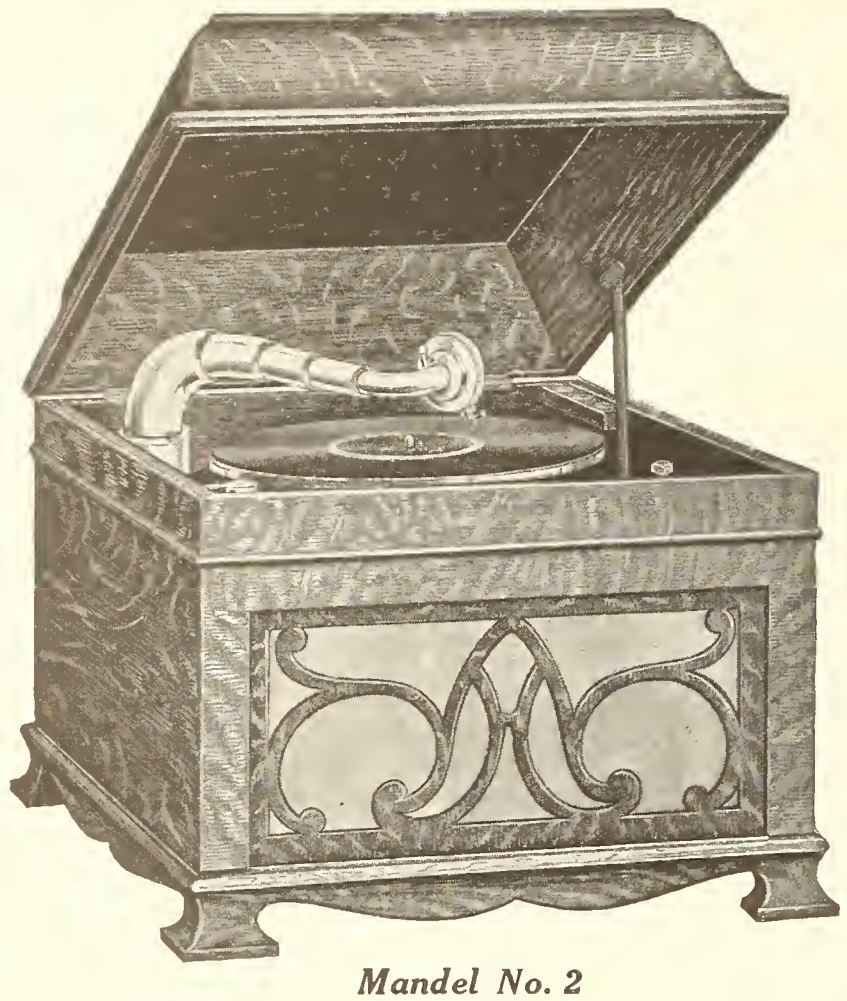
LET US TELL YOU ALL ABOUT OUR DEALER PROPOSITION

Magnola Talking Machine Company

OTTO SCHULZ, President

711 MILWAUKEE AVENUE, CHIGACO

Easy Sales and 100% Profit



Mandel No. 2

on the MANDEL Line

Dealers—here's your opportunity to connect up with the livest phonograph proposition on the market to-day. Get this straight.

WE CONTEND

1st—We've got competition beaten on quality.

2nd—Our goods sell for half the price of others.

3rd—You make 100% on each sale.

What does this mean to you?

It means (1) that with the Mandel Line you would get your share of phonograph business on sheer merit, on quality of the phonograph itself. We believe that no better-looking, better-playing phonograph has ever been built.

It means (2) that the Mandel retail price of $35 will certainly draw a lot of trade your way. People are now asked to pay $50 to $75 for Table Models not one bit better—they will come to you to save money.

It means (3) that the large margin of profit (100%) and the large number of sales will give you greater returns in actual CASH PROFITS than other lines you could tie up with.

ISN'T THIS THE Best Proposition Ever Put Up to the Dealer?

Look this proposition squarely in the face. With these facts before you, you cannot afford to pass it by. We make it easy for you to accept. Just write us that you are interested and we'll immediately mail you full particulars of our free trial offer. We'll gladly send you either one or both of the models shown here for a free demonstration without obligation to you. Let the MANDEL Phonograph play and talk for itself. Compare it with any machine in design, general appearance and tone quality—even with phonographs costing double the money, and then decide whether or not you want to handle our line.

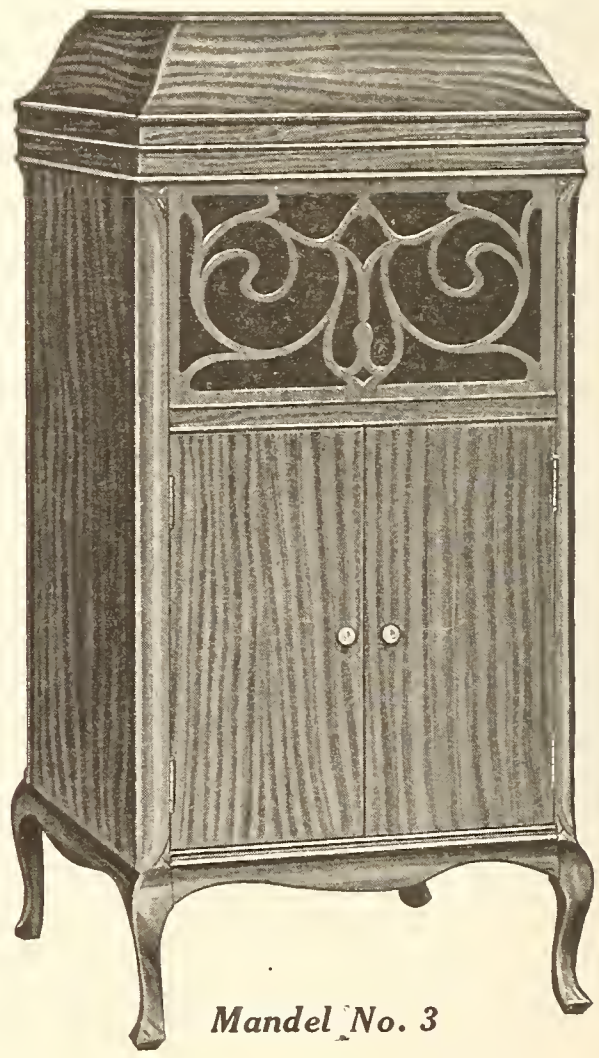
The Mandel Table Model, No. 2—regular retail value $50 to $75. The Mandel retail price only $35.

The Mandel Floor Model, No. 3—regular retail value $150 to $200. The Mandel retail price only $100.

Both these phonographs answer the demand for a high-grade phonograph at a low price. This is your chance to get in on the ground floor. It opens BIG SALES opportunities that you can't afford to pass up.

Write For Free Trial Offer Today—SURE

This offer comes direct from us, the manufacturer. We employ no salesman, no jobbers. Saving on selling costs enables us to quote you rock-bottom prices which net you 100% profit on our line. Write for full particulars at once. This is undoubtedly the Greatest Factory-to-Dealer phonograph proposition ever made and merits your instant consideration.



Mandel No. 3

The Mandel Manufacturing Co.

501-511 S. Laflin Street **Dept. H.** **CHICAGO, ILL.**

NEW YORK DISPLAY ROOMS, 41 UNION SQUARE

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 79)

this week. The department occupies quarters with a frontage of forty feet on the main floor of the Cable Building on Jackson boulevard. They have been fitted up beautifully for the purpose. The woodwork and the demonstration booths are all in white enamel trimmed in mahogany. There are nine commodious record demonstration booths and two large machine salesrooms, while the balcony is devoted entirely to machine display and sales. The record stock and sales counter is located in the center of the room, and is admirably arranged for quick sales. The manager of the department is P. S. Ridgway, who for eleven years was with Sherman, Clay & Co., and for the last eight years in charge of the wholesale and retail store at Seattle.

Department Stores Planning for Holiday Trade

Prosperous conditions in the talking machine business are nowhere so well reflected as in the phonograph departments of the large department stores. The pulse of the shopping public, the men or women who do the buying for the home, is constantly flowing through them. On a tour through the city's largest stores it was discovered that in almost every talking machine department preparations are being made for the handling of a greater volume of business than has ever been anticipated in years past. Over half of the stores visited are taking on more salespeople in anticipation of the late fall and holiday business.

Rothschild's department store is at present remodeling its talking machine quarters and promises to have an excellent environment in which to receive customers. The Rothschild talking machine department occupies an unusually large floor space to accommodate its large stock of instruments. Manager Dvorak has recently added a number of new salespeople, among whom is Miss Helen Wiley, formerly in the talking machine business in Marion, Ill.

R. A. Hicks, manager of the talking machine department of Hillman's department store, states that they intend taking on new salespeople in the immediate future. Hillman's has had marked success with the Christmas Club method of marketing holiday goods. Fifty cents a week is collected from the purchaser over a period of time during the fall and holidays, then a week before Christmas the machine is delivered. The phonograph department of Hillman's is one of the best arranged of those in Chicago department stores. They handle the Victor and Columbia lines.

The Boston Store's talking machine department is already doing a lively business, especially in the smaller sized models. A considerable business is also reported in foreign records.

The Fair's talking machine department, of which Harry D. Schoenwald is manager, has also had a business that indicates a wonderful record for the entire year and for the coming holiday season in particular.

Mr. Eaton, manager of the talking machine department of Siegel & Cooper's Department Store, is at present placing strong emphasis on the record department of the business. A very large number of late records have been placed on display with a few small talking machines placed handy for the use of record buyers.

New Quarters of Adam Schaaf Co.

Adam Schaaf is now located in the company's new building at 311 South Wabash avenue. The new talking machine department on the third floor of the building is a model one in that it is commodious and completely equipped with everything that provides for the comfort of the purchaser and salespeople. There is a large hall in the front part of the building where a number

(*Continued on page* 82)

CHICAGO TALKING MACHINE CO.'S NEW SERVICE IDEA

New Dealers' Service Room an Outcome of Years of Effort of This Company to Help Victor Dealers Better Conditions of Their Business and Increase Profits

CHICAGO, ILL., November 7.—"Our dealers' service room is just the natural outcome of our many years of effort to help Victor dealers better the conditions of their business and increase their profits," said Griffith P. Ellis, assistant sales manager of the Chicago Talking Machine Co., in this city, and who is in charge of the service and efficiency department of that company.

"A good many years ago," continued Mr. Ellis, "we realized the necessity of maintaining relations with our dealers in such a way that they would have confidence in our judgment and accept our advice in matters pertaining to the general policy and conduct of their Victor business. We could only grow in proportion to the ability of our dealers to expand and elevate the tone of the talking machine industry.

"It meant that our interests were inseparable—we had to look far beyond the few dollars involved in their orders at that time. We had to work together and help each other. Our interests did not conflict in any way—in fact, they were identical. It was simply up to us to devise ways and means to give our dealers the help which they had a right to expect from us.

"First of all, then, we had to think of ways to get the records off a dealer's shelves that we'd tried so hard to put there. We knew we couldn't be giving a dealer that full measure of service which we were determined he was entitled to from us, unless we went a step further and helped him merchandise his goods. We knew, too, that these plans had to be practical, and must bring returns with the lowest possible expense to the dealer. As we look back on our efforts now, we find we didn't quite come up to our own expectations in every respect.

"But some of our suggestions were good. They made money for our dealers, and we felt we were on the right track. So we kept plugging away, giving the dealers the benefit of our rapidly growing experience, and many of our dealers loyally trailed along with us—trying some of our suggestions—passing up others—but on the whole, very well satisfied with the sincere effort we were making to be of a real help to them.

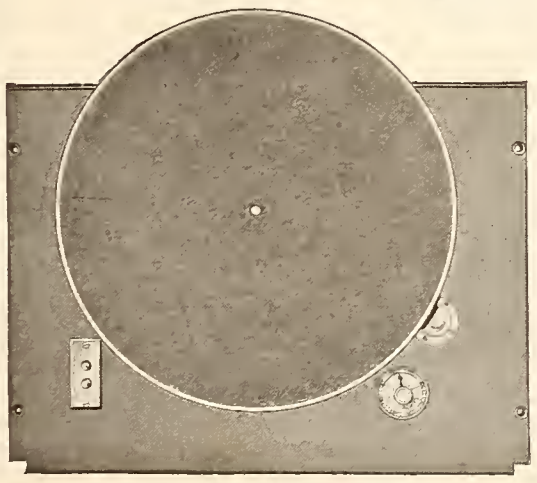
"As the years went on, we found our dealers were depending more and more on our sales suggestions. So we started in to give them pamphlets on how to get business, how to develop what they already had and, in short, how to make $2 grow where they were getting only $1. We put out special lists, circulars, pamphlets, advertising schemes, plans for systematizing their business, and dealers' helps of all kinds. This end of our business became so large and so important that we had to enlarge our organization and detail this work to those especially trained for it. That was the start of our service and efficiency department. From that time on, this department grew steadily in size and importance. Dealers began coming in to consult us about their business—to discuss the policy of their merchandising methods.

"Our wide knowledge of retail conditions throughout the country, and especially in Chicago, where the Victrola business is gone after probably more intensively and aggressively than any spot in the country, was also a tremendously big factor in enabling us to work out successful plans for increasing Victor business.

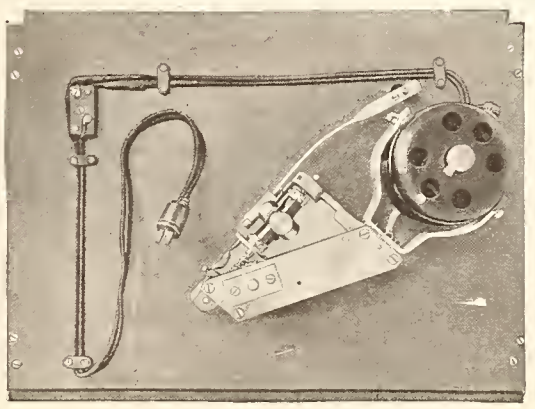
"As our sales schemes and campaigns for enlarging a dealer's record business increased, and our dealers' interest grew correspondingly, we found it necessary to go a step further and provide a special room where we could show specimens and samples of our numerous sales and efficiency items. That's how we evolved our dealers' service room. We're ready for our dealers now. We have this beautiful, well equipped room where our dealers can come in and talk over all their individual problems with us, and get the benefit of our wide experience in the Victor business—an experience extending over the entire period of the Victor's history.

"So far as I can learn, we are the first and only distributors in the country to devote a room exclusively to supplying service and efficiency helps for Victor dealers. We hope dealers will flock in—they can't come too strong for us. It makes no difference whether they buy $100 worth or $100,000 worth of goods a year from us, they'll all be equally welcome, and we'll give them something to think about anyhow in connection with their business, whether they approve of all of our suggestions or not. And if we can do that—stimulate a man's mind and make him think out his own problems—we'll be perfectly satisfied with the investment this dealers' room represents."

The "PLAY-RITE" Electric Motor



View From the Top



View From Bottom

earned its name by its performance. It plays right. It never fails. It's built for durability.

It is inexpensive to operate—less than a cent a week. What more can you ask?

The price is only

$12.50

State whether for use with alternating or direct current.

We also sell spring motors, tone arms, etc.

American Phonoparts Co.
212 S. Wabash Ave. CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 81)

of expensive machines are placed for inspection of visitors. In this hall there is also placed a long glass-covered counter where records can be displayed, wrapped and sold, and which connects directly with record shelves that extend back to the rear of the store. Eight large booths extend back from the salesrooms, four on either side with a smaller hallway running between. The booths are finished in ivory and constructed largely of glass. Each booth contains two or three comfortable chairs and at the side there is a bell button that enables the customer to summon a salesperson from the front of the store when he or she has finished playing a record. The interior decoration of the new quarters is in ivory and light yellow. The appearance of the inside of the entire building is best described as modest and artistic.

Besides the large hall and demonstration booths upon the third floor, there is considerable space at the rear devoted to a repair room for both the talking machines and pianos of the company. Also on the main floor in the rear there has been set apart a recital hall which will be used principally for talking machine recitals. The basement of the building and a part of the fourth floor are devoted to store rooms. The efficient and modern methods throughout the establishment are especially worthy of note.

Hyde Park Shop Changes Hands

W. William Winberg, formerly proprietor of the Hyde Park Music Store, located first at 5101 Lake Park avenue, and now at 1401 East Sixty-third street, has sold the business to Arthur Byre, of this city. Mr. Byre will continue the business at the same location and under the same name.

Reports Increased Business

Manager Aylesworth, of the Julius Bauer & Sons Co.'s talking machine department, reports a greatly increased business in the Sonora line. Mr. Aylesworth has placed two new men on his staff of outside salesmen, and intends taking on another one in the very near future. He secures his prospects himself, largely through the aid of customers who have purchased Sonora talking machines and who are enthusiastic about them. Mr. Aylesworth, unlike many of the Chicago dealers who have been doing a great business the past few weeks, has now a fully adequate supply of machines for his future trade.

Pathé Sales Increasing

Harry K. O'Neil, manager of the State Street Pathephone Shop, states that the demand for Pathé machines and records has gone far in advance of the supply obtainable. He states further that his concern is doing only one-third of the business possible could more machines and records be obtained.

Personals and Visitors

C. F. Tinker, who has succeeded Mr. Ginsburg as manager of the new Victor talking machine department of Wolf & Dessauer, Fort Wayne, Ind., was a recent visitor. Mr. Tinker was formerly for four years with the Eclipse Musical Co., of Cleveland, O., and afterwards with the Pathé agency in that city.

Among the visitors the past month were the

THE VITANOLA
TALKING MACHINE COMPANY

MODEL 100
VITA-NOLA

desires to extend to its friends its cordial thanks and appreciation for the overwhelming orders that it has received and wishes to assure established Vita-Nola dealers that it will do its utmost to take care of them during the rush season.

We regret to announce that owing to the great demand for our goods we cannot open any new accounts for delivery before

January 1st, 1917

THE VITANOLA
TALKING MACHINE COMPANY

208-210 South Wabash Avenue CHICAGO, ILLINOIS

following: George Getts, Getts Music House, Grand Forks, N. D.; H. G. Power, Taylor Carpet Co., Indianapolis, Ind.; H. B. Hughes, Oshkosh, Wis.; Floyd Adams, Cable Piano Co., Flint, Mich.; E. C. Rouch, Emerson Piano Co., Decatur, Ill.; E. Forbes, Forbes-Meagher Music Co., Madison, Wis.; H. M. Friedrich, Friedrich Music House, Grand Rapids, Mich.; Alonzo Wookey, Wookey & Co., Peoria, Ill., and L. L. Archibald, Putnam-Page Co., Peoria, Ill.

Floyd Walter Adams, manager of the Victrola department of the Cable Piano Co., Flint, Mich., who visited the city last month, reported a "spectacular" business in Flint.

R. J. Von Fossen, of the Von Fossen Music Co., Beardstown, Ill., and Mr. Simon, of the Simon Bros. Co., Gary, Ind., were visiting dealers in town recently.

L. C. Schrader, of Schrader's, Music House, Escanaba and Ishpeming, and C. L. Fisher, of the Fisher Music Shop, Kalamazoo, were Michigan dealers who visited the Chicago trade last month.

Fred Gennett, secretary of the Starr Piano Co., was a recent visitor from Richmond, Ind.

Hartman Out of Phonograph Co.

C. A. Hartman, who some time ago took over the general management of the new Majestic Phonograph Co., resigned the first of the month. His successor has not yet been appointed. B. B. Blood, who continues as president, announced that the company is planning considerable expansion and activities in the near future.

The Widney Co. Busy

The Widney Co. are now nicely settled in their extensive new factory at 318-322 South Jefferson street, and are in a better position than ever to take care of the demands of the talking machine trade for turntable felts, bumpers, etc. The company has a fine stock of felts, especially adapted for turntable purposes, and their facilities for producing goods of superior quality is being clearly appreciated by the trade as shown by the liberal orders from talking machine manufacturers from all over the country.

New Talking Machine Shop

H. Wechter has opened warerooms at room 430 Republic Building under the name of the Music Master Talking Machine Shop.

New Columbia Assembling Plant

The Columbia Graphophone Co. has leased the five-story building at 16-22 South Peoria street, and will establish a large assembling and distributing plant in it. H. A. Budlong, assistant manager of the works department, arrived from the East the first of the month, and in company with H. A. Yerkes, district manager, closed negotiations for the new building. The building is well adapted to the purpose for which it is to be used, and under Messrs. Budlong and Yerkes' direction will be equipped and fitted in such a fashion as to attain the maximum result from the 45,000 square feet of floor space. Mr. Budlong is equipping it with all the necessary machinery, and as a result Columbia dealers are expected to enjoy a vast improvement in deliveries.

This is one of the first steps taken in a movement upon the part of Eastern manufacturers to establish factory facilities in the Middle West, and Chicago was chosen because of its unequaled transportation facilities and its central position.

Some Good Edison Promotional Work

Madam Marie Kaiser and Philip Scheib, who have been appearing regularly in the work of tone re-creation recitals, have added Edison dealers in all parts of the territory contiguous to Chicago. Some of the many cities in which they have spread the fame of the Edison Diamond Disc are Kalamazoo, Savannah, Clinton, Monmouth, Pontiac, Tegtmeier, Kankakee, Paxton, Freeport, Flint, Loyola, Michigan City, Elgin, Aurora and Blue Island.

C. E. Goodwin, manager of the Phonograph Co., local Edison jobbers, is in the East. He will spend some time visiting his mother at Ithaca, N. Y., and will also visit the Edison factories at East Orange, N. J.

John Rogers, manager of the traffic department of Thos. A. Edison, Inc., was in Chicago the early part of the month.

One of the visiting Edison dealers was Mr. Rahn, of Schoenberg & Rahn, St. Joe, Mich.

R. P. Kiep, of Joliet; George H. Fleer, of Elgin, and Mr. Seaton, of the Seaton Piano Co., Aurora, were Edison dealers in from nearby cities.

A. H. Heller, of the Heller Furniture Co., of South Bend, was an Edison Hoosier in town a short while ago.

Three of the new Edison dealers are A. Burman, 5749 West Chicago avenue, Chicago; C. W. Huckleberry, of Albion, Ind., and Towle & Meyer. The latter partnership operates a large department store at Clinton, Ia. Howard Wigell, who was formerly with the Phonograph Co., of this city, is in charge.

Record Manufacturing Co. Projected

F. W. Matthews, who has been connected with the talking machine trade for a number of years, and who has had experience, particularly in record manufacture, is said to have made connections with a new record manufacturing company that is to be organized by Middle Western interests in the near future. Recording laboratories will probably be established in the East, but the pressing plant and general headquarters of the concern will be located, it is said, in Chicago.

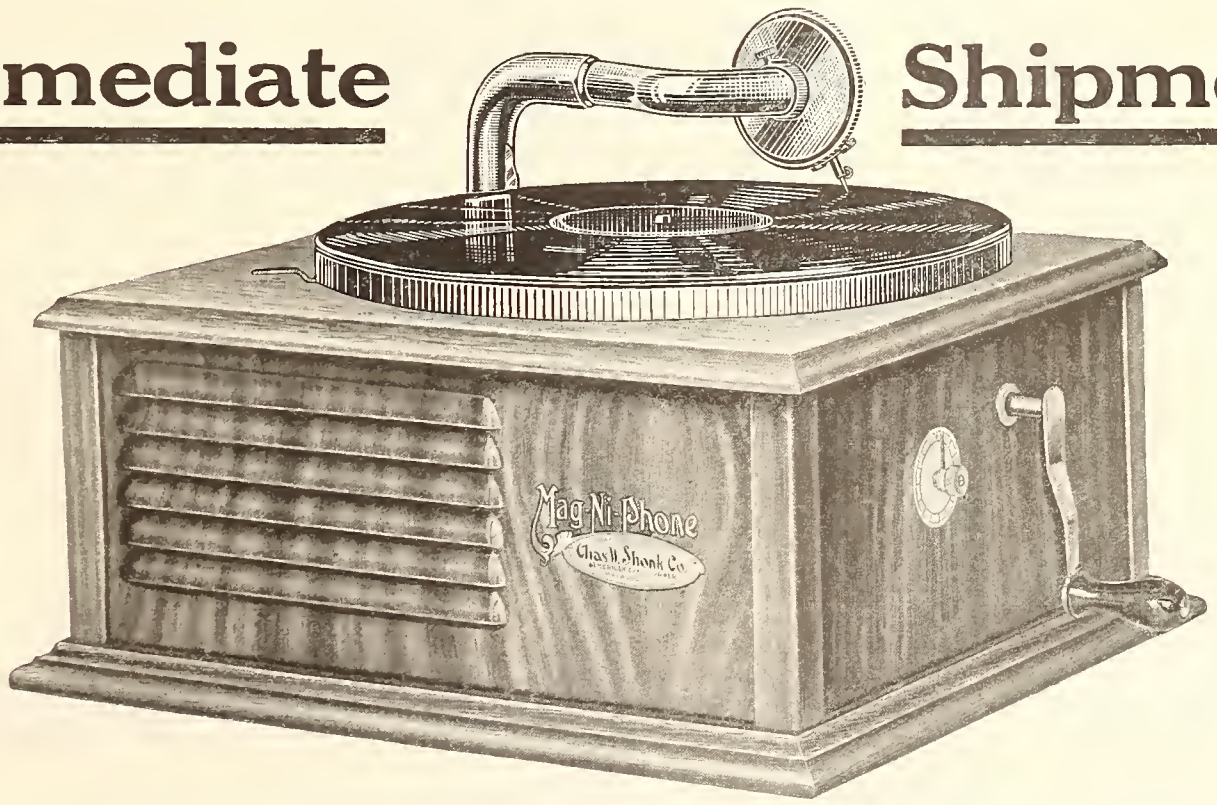
Columbia Heads in Chicago

John A. B. Cromelin, general manager of the Columbia Graphophone Co., was a distinguished visitor in Chicago recently. Mr. Cromelin arrived the latter part of October for the purpose of making a general inspection of conditions in the Middle West, and conferring upon the subject of the Chicago assembling plant of

(Continued on page 84)

Immediate Shipments

Mag-Ni-Phone



The Talking Machine that "Speaks for Itself"

Several months ago we realized that commencing with the Holiday Season there would be an enormous demand for Talking Machines: therefore we purchased large quantities of material. Send in your **RUSH** orders **NOW:** They will be filled the day received. **Retail Price, $15.00**

Price to Dealers:

1 to 4 Machines, $10 each 5 to 9 Machines, $9.50 each
10 or more, $9 each

F. O. B. Factory Terms 30 days less 2% for cash in 10 days.

We have a very interesting proposition to submit to merchants who will handle the Mag-Ni-Phone in an enthusiastic way, and can also offer an exceptional opportunity to those not handling Talking Machines and who can sell the Mag-Ni-Phone in connection with a record service which we can get for them.

The Selling Agency for the Mag-Ni-Phone will be a valuable asset for any business to have and it will be to your interest to write us about it **TO-DAY.**

CHAS. W. SHONK COMPANY

American Can Co., Owner

707 St. Charles Street **Maywood, Ill.**

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 83)

the Columbia Co. Accompanying him was W. C. Fuhri, manager of sales in the United States. Mr. Fuhri was pleased to once more visit the quarters that he had so long made his home, and was pleased to see that every thing was going so well.

Louis Sterling, manager of the European interests of the Columbia Co., was also in the city, and reported that despite the war business in his territory was active.

S. H. Nichols, manager of Columbia wholesale sales in the Pittsburgh district, was also a visitor.

To Represent Acme Co.

The R. E. Ellis Engineering Co., 549 Washington boulevard, Chicago, has made arrangements whereby it will represent the Acme Die Casting Corp., of Brooklyn, N. Y., in the West. F. A. Ruger, who has represented the Acme Co. in the past, will continue in charge of the work, working out of the office of the Ellis Co. Mr. Ruger will have access to additional facilities, and promises his patrons better service than before.

Opens New Store

E. A. Sayer, who has conducted a Victor department in his drug store on Grove avenue, Elgin, Ill., recently leased a large adjoining storeroom, and opened it up as an exclusive Victrola music and small goods store. The formal opening was Wednesday, November 1. An excellent program was given by local talent, and the store was crowded during the entire afternoon and evening. There are eight record rooms and a large machine display room. The new store will be conducted under the name of the Elgin Music Co.

Predicts Big Future for Electric

J. G. Roberts, of the Chicago Metal Products Co., is one of the most enthusiastic of the supporters of the electrically-driven talking machine. "There is absolutely no doubt in my mind," said he, "of the future of the electric. It is going to be the big development of the trade within the next few years. I say this not only from my own knowledge of conditions, but also because of the big interest that almost every manufacturer displays when the subject of a really good electric motor is broached. We are getting orders for our 'Electrophone' motor from all over the country, and our trouble lies not in a lack of sales opportunities, but in a lack of manufacturing facilities. Of course, we are improving this phase of our business as rapidly as possible, and hope to be able soon to fill at least a portion of the orders on hand. If anyone doubts the future of the electric motor let him put one on the market, that is, a good one, and he will soon be cured of the idea. We are now considering contracts to supply manufacturers in 1917, and our business next year will be limited only to our output."

E. C. PLUME RESIGNS

As President of the E. C. Plume Co.—Succeeded by Edward Andrew

CHICAGO, ILL., November 5.—E. C. Plume, president of the E. C. Plume Co., creators of newspaper advertising copy and direct mailing literature for the piano, talking machine and other trades has resigned. He retains his stock and will act chairman of the board of directors. He is succeeded as president by Edward Andrew, president of the Nash-Wright Grain Co. B. L. Kelly, who has been secretary of the company since its inception, has been elected secretary and general manager.

There will be no change in the policy of the company. Mr. Plume, who has been in ill health for some time, will leave next week for Atlantic City for a much needed rest, after which he will consider the matter of his future field of operations. His long connection with the wholesale talking machine business prior to engaging in the advertising business may be taken as an indication of his possible decision.

GEO. P. BENT CO. TO MAKE TALKERS

Bent Piano, Music and Phonograph Co., Incorporated in Chicago This Week With That End in View—Mr. Bent's Statement

CHICAGO, ILL., November 8.—Notice of incorporation of Bent Piano, Music and Phonograph Co., of Chicago, with capital stock of $5,000, appeared in daily papers to-day, the incorporators being given as George P. Bent, Alfred Beck and Isadore Becker. George P. Bent, president of Geo. P. Bent Co., in speaking of the matter, would make no statement other than that the organization was formed to take over the manufacturing end of George P. Bent Co.'s business. "I cannot go into details now," said he, "but will have further information to give later on. All I can say is that we may ultimately make phonographs in addition to pianos and player-pianos, and also probably produce our own player actions. Of course, the capital stock is only nominal, and it is needless to say that the company will have plenty of money."

CONCERTS HELP PATHE SALES

MUNCIE, IND., November 6.—The W. A. McNaughton Co., of this city, one of the leading mercantile institutions in eastern Indiana, has been achieving very pleasing success with its recently opened Pathé department, which is under the management of Harry E. Paris. The company is featuring the Pathephone and Pathé discs in a high-class, energetic manner.

Last week a Pathé Pathephone concert was given by the W. A. McNaughton Co. under the auspices of the St. Vincent De Paul Aid Society. Mr. Paris personally supervised all details incidental to the concert, which attracted a capacity audience. It is planned to give similar concerts in the near future, and it is safe to predict that Mr. Paris' efforts to popularize the Pathé line will be well rewarded, as he is not only an enthusiastic admirer of Pathé products, but is also a musician of considerable renown.

IT SELLS ITSELF AT $35.00

A big cabinet machine, rich mahogany finish.
Stands 35 inches high, 17½ inches deep and 15½ inches wide.
Storage room for three albums of records.
Tone regulator makes possible loud or soft playing.
Special device brings new needles into place without handling.
Speed easily regulated for fast or slow playing.
Sound box of same wood as piano sounding board. Gives rich, full volume of sound, reproduces delicate passages with great satisfaction.
Motor the same as used in many high priced machines. Has every essential feature found in highest priced machines.

Greatest Value Ever Offered in a Big High-Grade Cabinet Phonograph

The Ashland

Plays All Makes of Lateral and Hill and Dale Records

A big cabinet machine for the price of the small kind that set on the table

Retail Price $35.00

LIBERAL TRADE DISCOUNTS

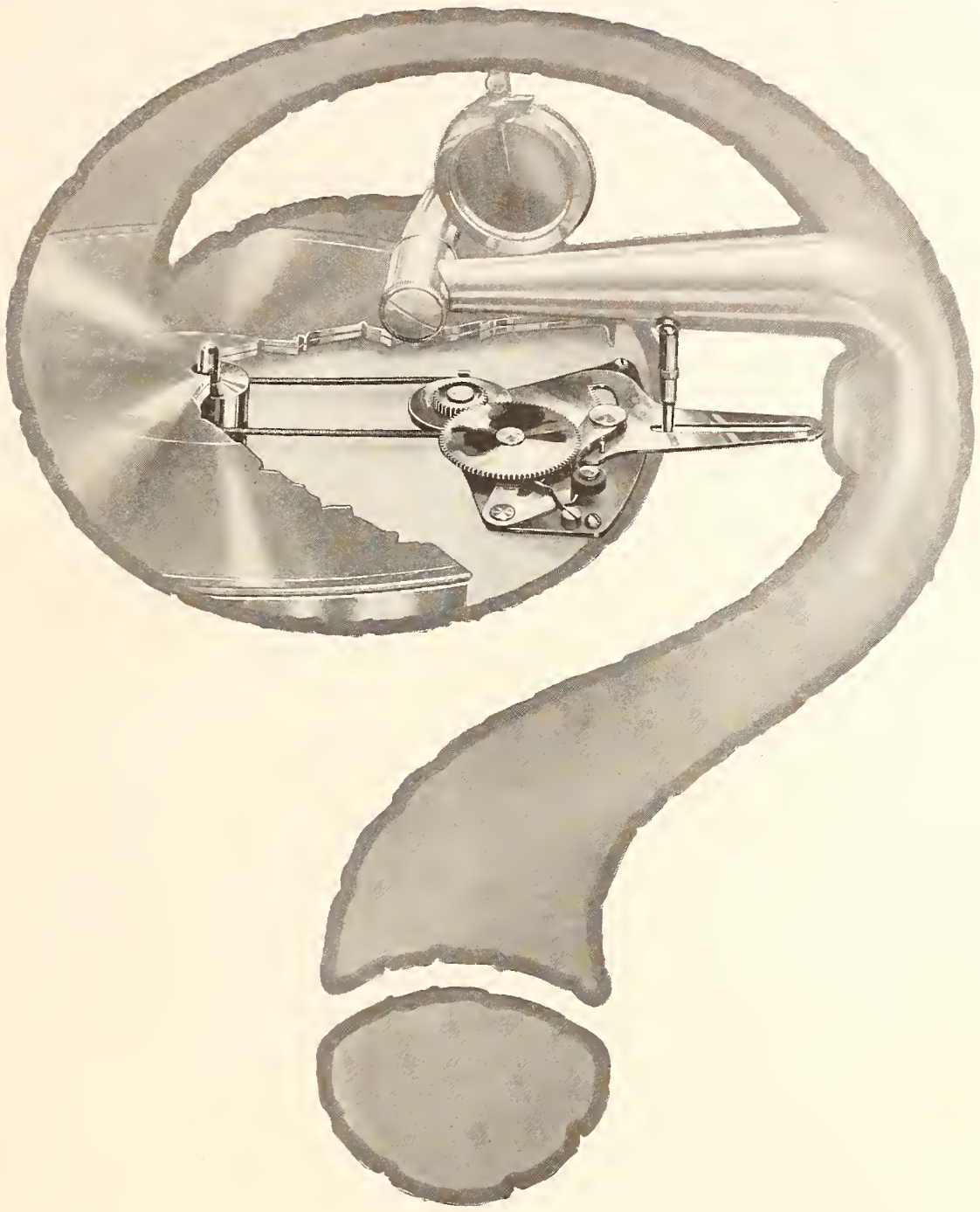
The Ashland is absolutely guaranteed in every way.

Only one dealer's agency in a city; here is a big opportunity for just one dealer in your city. Don't miss it.

Wire us today, "I want the Ashland Agency". Send complete particulars.

Ashland Manufacturing Co.

General Offices and Factory: 43rd and Hermitage Ave. CHICAGO Wholesale and Retail Salesrooms: 14 S. Wabash Avenue



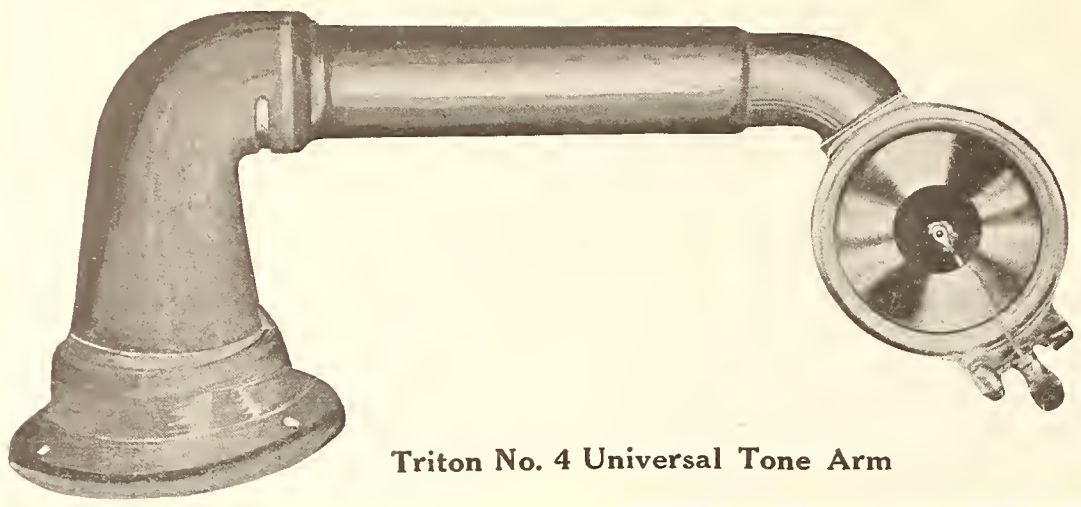
Noset is the first, patented mechanical device that automatically starts and stops the talking Machine, without setting or adjustment. ~~~

It is simple, efficient, and easily applied to any phonograph in a few minutes.

Estimate your requirements and write for price, discounts, and further particulars, to

Condon Autostop Company
47 West 42nd Street — New York

TRITON No. 4 TONE ARM



Triton No. 4 Universal Tone Arm

It Excels any Tone Arm on the Market for Tone Reproduction Quality.

Plays All Makes of Records

We Manufacture All Grades of Tone Arms and Sound Boxes.

Write for Special Quotations.

We also manufacture three styles of motors, No. 1, No. 2, No. 3, ranging in price from $1.25 to $4.25.

TRITON PHONOGRAPH CO.
137 FIFTH AVENUE NEW YORK

JOHNSON MOTOR CO. FORMED

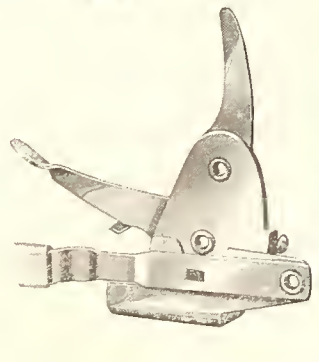
Wm. G. Schaff, E. C. Johnson, H. D. Griffith, and Others Interested in Company to Market Electric Motors for Talking Machines

The Johnson Motor Co. has been formed with offices and factory at 3233 West Lake street, Chicago, and New York offices at 767 East 133rd street, for the purpose of manufacturing the drive and assembling it with an electric motor which will be manufactured by the General Electric Co., and available for use in talking machines. The company has been formed by Wm. G. Schaff, who is also head of John A. Schaff, well-known piano string house, with factories in New York and Chicago, E. C. Johnson, head of the Chicago factory of John A. Schaff, and H. D. Griffith, sales manager of the Simplex Player Action Co., Worcester, Mass. Associated with the manufacturing department of the company are Philip B. Woodworth, dean of the Lewis Institute, Chicago, and Walter G. Gardner, formerly prominent in the railway supply business.

The inventor of the motor is J. M. Johnson, who among other achievements perfected the fare box for street cars, and the Johnson coin counting machine, which is used by the United States Treasury Department in Washington and at sub-treasuries in various cities. P. B. Woodworth, who has charge of the engineering department of the Lewis Institute, was recently Commissioner on phonographs at the Panama-Pacific Exposition, and is engineer for the United States Gypsum Co., also an expert on sound transmission and elimination of noise in motor driven mechanisms. Walter G. Gardner was for ten years president of the Gardner Wire Co., and also associated with the American Brake Shoe & Foundry Co., New York City.

The association of Messrs. Schaff, Griffith and E. C. Johnson as directors of the sales of the Johnson motor will in no manner change or affect their activities in the lines with which they have been identified for so many years. They are simply investing capital and lending their experience as directors of sales.

On January 1, Mr. Griffith will move to Chicago to represent the Simplex Player Action Co., in the West, and will devote his entire time to the marketing of the Simplex player action, and the Johnson Motor Co., in the territory west of New York State.



For Talking Machine Manufacturers and Dealers

The Perfect Automatic Brake. Simple construction. Easily attached. No Talking Machine complete without it.

Write for sample and attractive quantity prices.

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

GREAT COLUMBIA BUSINESS

October Biggest Month in History of Company —W. C. Fuhri Pleased With Conditions in Western Territory Which He Recently Visited

October was the biggest month in the history of the Columbia Co., exceeding by a large margin the sales totals of September, which had been the previous banner month. This applies to both Grafonolas and records, and the record situation is particularly gratifying in view of the fact that every one of the new record plants is working to capacity to keep pace with orders. There is a shortage of Columbia Grafonolas in practically every style and finish.

W. C. Fuhri, United States manager of the Columbia Graphophone Co., New York, accompanied by Louis Sterling, general manager of the company's European interests, returned Monday from a Western trip, which included a visit to all the Columbia wholesale divisions as far as Kansas City, Mo. John A. Cromelin, general manager of the company, accompanied Messrs. Fuhri and Sterling as far as Chicago, when other matters necessitated his attention. Mr. Fuhri also called upon a number of Columbia dealers in the Middle West, and his reports of conditions in this territory indicate the closing of a record-breaking Columbia business that is only limited by the amount of product available.

LATEST VAN VEEN INSTALLATIONS

Arthur L. Van Veen & Co., New York, manufacturers of Van Veen demonstration booths, have just completed installing a battery of booths for the new Columbia department opened by George B. Clark & Co., Bridgeport, Conn. This department is one of the most attractive in its locality.

Another installation of Van Veen booths was recently completed for the Sonora Phonograph Corp. in its new warerooms at 279 Broadway, New York. This makes the third contract finished by Van Veen & Co. for the Sonora Phonograph Corp., indicating the satisfaction the Van Veen booths are giving.

J. P. BRADT BACK FROM A REST

James P. Bradt, general sales manager of the Columbia Co., returned to his desk last week after a three weeks' stay at Atlantic City. Mr. Bradt is in good health and spirits, but may leave shortly for the West to recuperate fully from the effects of his recent over-exertions.

SECOND ANNIVERSARY OF VOCALION

Introduction of the Aeolian-Vocalion Two Years Ago Featured in Advertisement

The Aeolian Co., New York, carried an interesting and attractive advertisement in last Sunday's newspapers featuring the Aeolian-Vocalion. This advertisement was headed "November," and called attention to the fact that this month marks the second anniversary of the introduction of the Vocalion.

The copy included illustrations of some of the popular types of standard Vocalion designs, and also a reproduction of an art style Vocalion. An invitation was extended to the public to visit Aeolian Hall at any time for informal demonstrations of the Vocalion.

RICCA & SON EXPAND

Ricca & Son, Pathé distributors, have leased a one-story building on East 134th street, directly opposite their piano factory at 115 Southern boulevard, which will be used as an assembling and finishing plant for their talking machine business.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912,

Of The Talking Machine World, published monthly at New York, N. Y., for October 1, 1916.

STATE OF NEW YORK,
COUNTY OF NEW YORK, ss.

Before me, a Notary Public, in and for the State and county aforesaid, personally appeared August J. Timpe, who, having been duly sworn according to law, deposes and says that he is the Business Manager of the Talking Machine World, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:
Publisher—Estate of Edward Lyman Bill, Caroline L. Bill, Executrix, Rochelle Park, New Rochelle, N. Y.
Editor—J. B. Spillane, 373 Fourth avenue, New York City.
Managing Editor—J. B. Spillane, 373 Fourth avenue, New York City.
Associate Editor—J. Raymond Bill, 373 Fourth avenue, New York City.
Business Manager—August J. Timpe, 373 Fourth avenue, New York City.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.) Caroline L. Bill, Rochelle Park, New Rochelle, N. Y.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholders or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is.....(This information is required from daily publications only.)

AUGUST J. TIMPE,
Business Manager.

Sworn to and subscribed before me this 14th day of September, 1916.

(Seal.) EUGENE R. FALCK,
Notary Public, 1053.
(My commission expires March 30, 1918.)

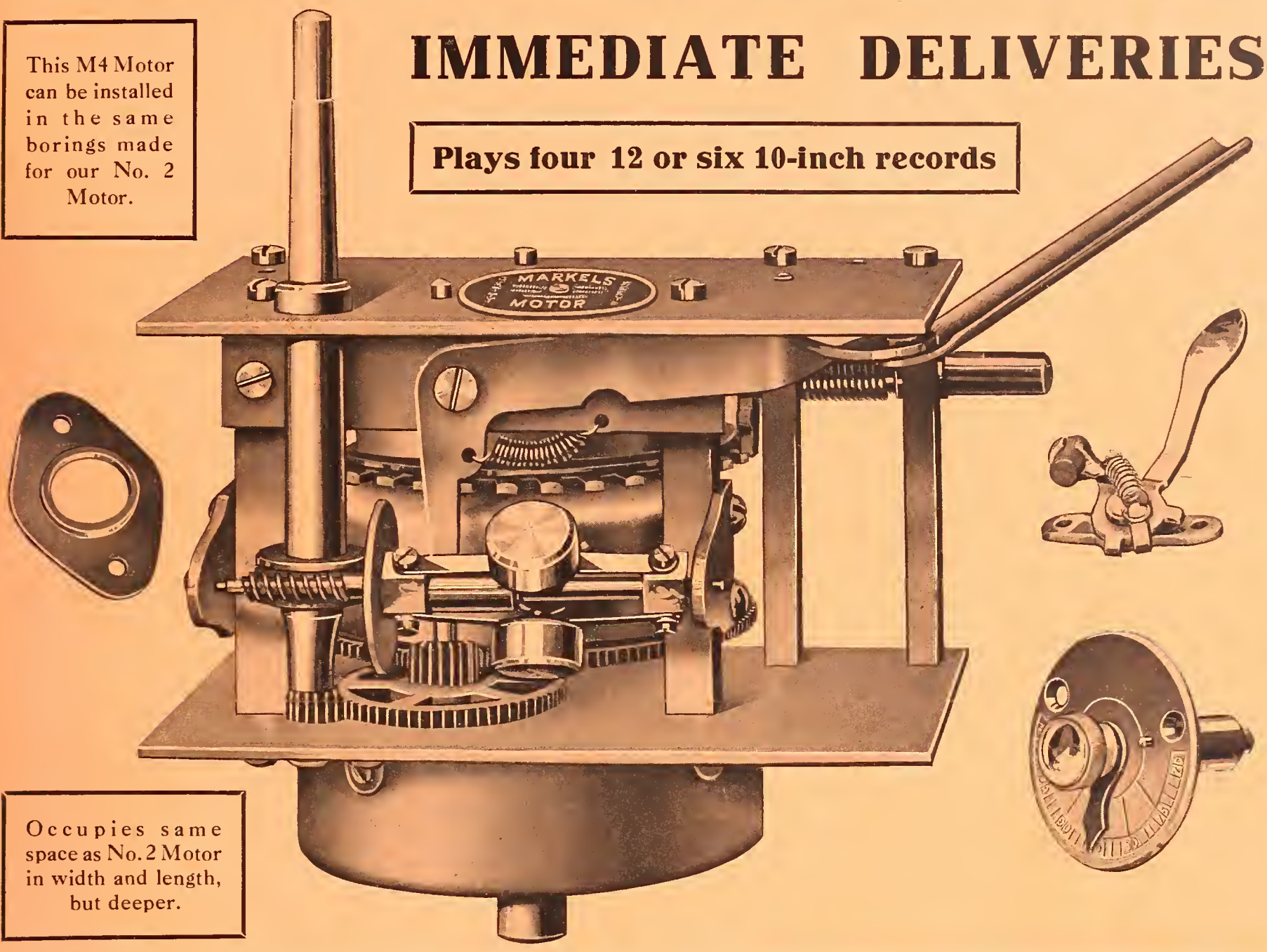
TRIPLE SPRING MOTOR

Leonard Markels Motor No. M4

This M4 Motor can be installed in the same borings made for our No. 2 Motor.

IMMEDIATE DELIVERIES

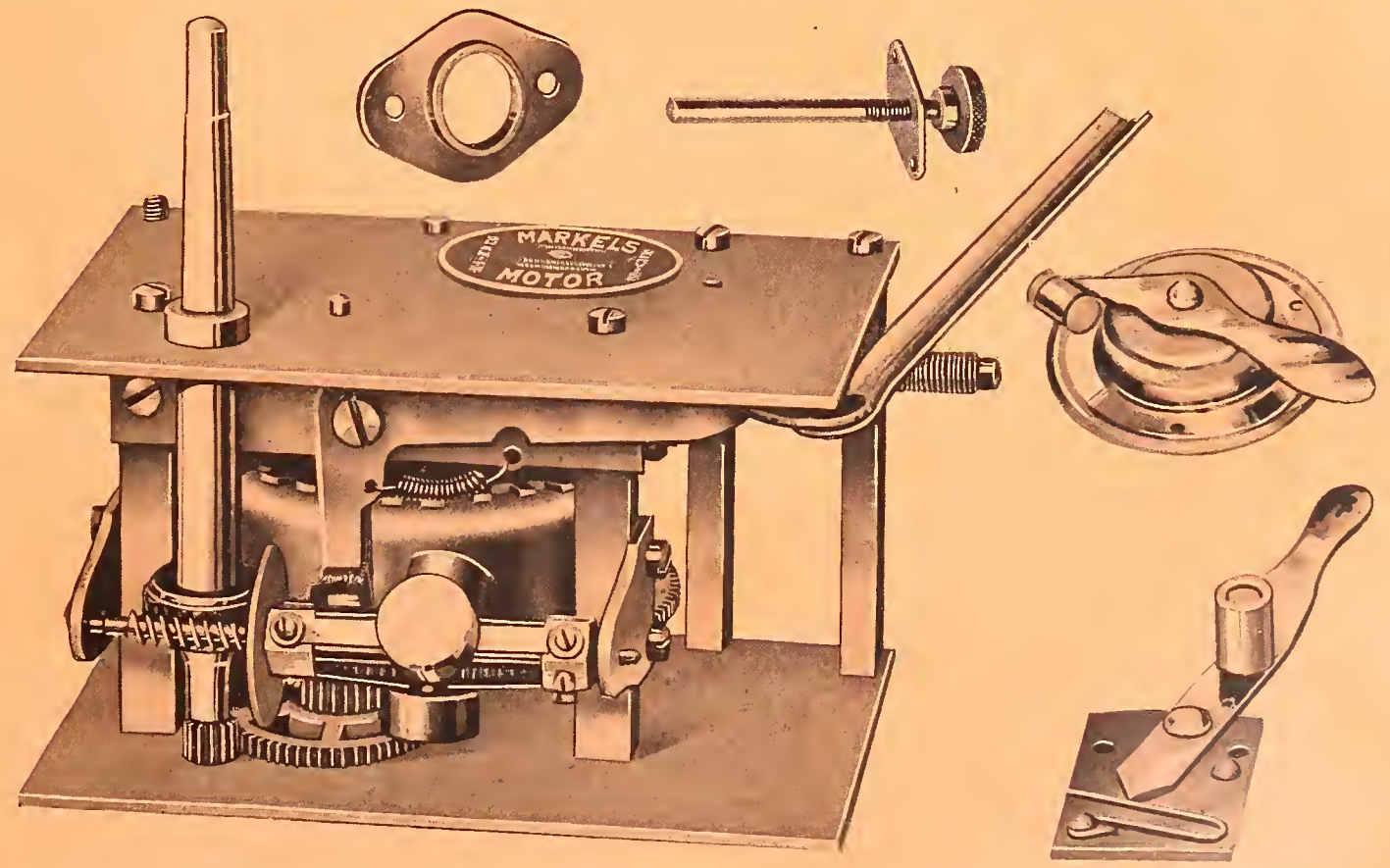
Plays four 12 or six 10-inch records



Occupies same space as No. 2 Motor in width and length, but deeper.

Leonard Markels Motor No. M2

THE Leonard Markels Motor No. M2 plays two 12 or three 10-inch records with one winding. Double spring, worm driven, fibre gear. Graduated or plain regulator, winding key, stop, escutcheon. handle, washers, screws, etc. Stamped turntable 10 or 12-inch. Quantity prices on application.



LEONARD MARKELS, 165 William St., New York

The Columbia Foreign Record Department issues records in thirty-three different languages and thousands of Columbia dealers are making good regular money on these records.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

HENRY T. SCHIFF MAKES A CHANGE

Former President of Vitanola Co., Becomes Head of Forest City Furniture Co., Rockford, Ill., and Other Important Concerns

CHICAGO, ILL., November 9.—Henry T. Schiff, one of the organizers of the Vitanola Talking Machine Co., of Chicago, and its president, resigned his position November 1 to take the presidency and general management of the Forest City Furniture Co., of Rockford, Ill., a

Henry T. Schiff

$200,000 corporation of that busy manufacturing city in northern Illinois, and in which he will be the principal stockholder. He also becomes head of the Rockford Phonograph Co., and the United Phonograph Parts Co., of Chicago and Rockford. Although he will devote all his time to his new activities Mr. Schiff will retain his interests and certain activities in the Vitanola Co., and the American Phonoparts Co.

The Forest City Furniture Co. plant is one of the largest factories in Rockford, with over two million square feet of floor space.

Henry T. Schiff has been engaged in the talking machine business practically all his life. He says he was destined for it inasmuch as he was born in 1876 on the very same day that Thomas A. Edison was granted some of his principal patents on the cylinder phonograph. Since that time he has been closely identified with the trade, and has achieved much, not only from an inventive standpoint, but in the direction of commercial attainments. During the past two years he aided in building up the Vitanola and American Phonoparts interests from a comparatively small beginning to the position of two of the leading concerns in the industry. He has acquired interests in numerous other companies. He now stands at the threshold of what should be a new and important step in his career, and he now has at his command vastly increased facilities. At the big plant in Rockford his three companies will not only turn out high-grade talking machines of many designs and sizes, but will also manufacture phonograph parts and record cabinets as well as cabinets for the general music trade. One of the principal accessories which he has already placed upon the market is the "Sure Stop" automatic brake, a new and very simple little device, which he claims completely solves the more or less troublesome problem which has confronted the trade in this direction in the past. It is very small and very simple, and those who have seen it say that it never fails to effect an immediate stop of the turntable, so with a minimum of trouble and preparation.

Mr. Schiff will make his headquarters at Rockford, but will also have offices in Chicago as well as the East. For the present he is making his Chicago stopping place at 3248 West Sixteenth street, where he may be reached. Backing Mr. Schiff and his new enterprises are some of the most prominent bankers and financiers of the State.

Mr. Schiff starts off with the intention of conducting his business on the most liberal policies. He announces that he will be glad to entertain new inventions of every kind, as he plans to incorporate into the products of his factories every worthy improvement.

"I have had considerable experience myself with inventions," said he, "some of them turned out fortunately for me and others bitterly, and I realize the difficulties that are thrown in the way of the man who sincerely believes he has an improvement, but whose difficulty lies in getting a hearing. To this class of people in the industry I am not going to turn a deaf ear, as I am out to equip our goods with every additional feature that is of proven value. I do not mean by that they will be fitted up with every bit of clap-trap that is conceived, but with new features—and there are going to be many of them—that go to constitute genuine improvement. I am in the market for materials of the best grade both in metals and woods and finishes. Any new ideas of construction that supply men can furnish me with I would be very glad to receive. Supply men form a factor that is to be reckoned with. It is possible for them to aid a manufacturer greatly, for they are specialists in their business, and I am going to endeavor to give all the time possible to them and their ideas."

The Echophone Sales Co., of Elizabeth, N. J., has been incorporated for the purpose of manufacturing talking machines with a capitalization of $100,000.

REPAIRS

All Makes of Talking Machines Repaired Promptly and Efficiently

TALKING MACHINE REPAIR AND SALES CORPORATION
ANDREW H. DODIN, President
25 East 14th Street New York
TELEPHONE, STUYVESANT 292

THIS IS AN "ATLAS" PACKING CASE
MADE ONLY BY
NELSON & HALL CO.,
MONTGOMERY CENTER, VT.

Look here next month for a photograph of the case which bears this stamp. This case saves freight charges and gives better protection to your cabinet machines.
Write for details

NELSON & HALL CO.
MONTGOMERY CENTER VERMONT

The Manophone

The Music Master of Phonographs

"There's a Manophone for Every Home" from $15 to prices that provide for the most luxurious cabinets. The prices of the models shown above are $15, $30, $50, $75 and $100. Other unusually distinctive designs are now being completed to sell from $150 and up.

If a person wants a phonograph there's a Manophone at the price he can afford to pay.

Dealers who handle the Manophone line will know no limitation.

In the Manophone, *the tone's the thing.*

Because of its scientifically constructed sound chamber—known as the "Music Hall" of the Manophone, it possesses a tone that is truer, clearer and sweeter than any other phonograph on the market. This exclusive innovation represents the life-work of inventors whose aim it was to create the *all melody* phonograph. While others were *talking* tone, we have been *perfecting* it.

In addition to its magic melody, the Manophone possesses many other features that make it the last word in phonographs. Briefly, some of these are:

The Silent Motor—that runs easier and longer.

The Tone Control—that enables one to regulate the tone to meet their mood, to really play the Manophone.

The Universal Tone Arm—that plays all makes of disc records. This means complete pleasure for the customer—and sells more records for you.

The Manophone Guarantee—accompanies every sale and assures permanent pleasure and good-will.

A National Advertising Campaign

The merits of this new phonograph are now being advertised in *nineteen* of the leading magazines reaching a total of *several millions of readers.* These advertisements are directing the reader to the Manophone *Dealer*—where they can hear the Manophone play.

You can represent the Manophone in your locality if you will act promptly.

Territories are now being closed with dealers everywhere. Write us at once for our Agency proposition. *Your store* should be the showroom for this *better* phonograph.

Sign your name to the coupon, and attach it to your letterhead. By return mail we will give you full details, without obligation. Address Dep't. R-11.

Tear out the coupon today; tomorrow may be too late

JAMES MANOIL COMPANY, Inc.

Factory and Executive Offices: Newburgh, N. Y. **New York City Display Rooms: 60 Broadway**

Dealer's Coupon

Gentlemen:

Please send, in confidence, your complete ☐Dealer ☐Distributor (check either) proposition. This places the undersigned under no obligation.

Name.....

Address.....

(R-11) Please attach to your letterhead.

FINE EXHIBIT AT STATE FAIR

Wassermann-Gattman Co., Sacramento, Make Elaborate Columbia Display

SACRAMENTO, CAL., November 1.—One of the attention compelling exhibits at the recent State Fair in this city was that of the Wasserman-Gattman Co., local Columbia representatives. The display which is illustrated herewith was under the direction of W. Z. Pay, manager of

Wassermann-Gattman Co.'s Exhibit

the Wasserman-Gattman Co., department, and in addition to being pleasing to the eye also produced practical results in the way of sales, four grands alone being sold during the week. The general business of the company at its showrooms is of a most satisfactory volume. The only cloud on the horizon at present is the likelihood of a severe shortage of both machines and records during the holiday season.

PRICES OF SUPPLIES GOING UP

"The situation in the raw material market is rapidly assuming serious proportions," said Otto Heineman, president of the Otto Heineman Phonograph Supply Co., New York, who returned recently from a Western trip. "Steel, copper, zinc and coal are becoming scarcer day by day, and we would urge talking-machine manufacturers to anticipate their 1917 requirements as much as possible, and place their motor contracts now in order to be sure of deliveries during the coming year."

STEGER & SONS IN NEW VENTURE

New Factory of Company to Be Devoted Solely to Making of Talking Machines

Steger & Son Mfg. Co., Chicago, have invaded the talking machine field. An announcement made this week by C. G. Steger, president of the company and son of the founder, says the new factory of the company in Steger, Ill., will be devoted to the manufacture exclusively of the Steger talking machine.

The company is at present putting out 30,000 pianos a year and intends to avail itself of its vast manufacturing facilities and national channels of distribution in putting the new product on the market. The machine will be given to the public within a few weeks.

FRANK K. DOLBEER'S NEW POST

Frank K. Dolbeer, formerly credit manager of the Victor Talking Machine Co., and one of the best-known members of the talking-machine industry, has been elected treasurer of the Willys-Overland Co., one of the country's leading automobile manufacturers.

Mr. Dolbeer numbers among his personal friends talking-machine jobbers and dealers throughout the country, for prior to joining the Victor Talking Machine Co., he was associated with Thomas A. Edison, Inc., for many years. He is generally recognized as an executive of rare acumen, and in his new position will have many opportunities to exercise his unusual business knowledge and ability.

J. H. Maloney, of South Barrington, Mass., has taken the agency for the Columbia Grafonola, and will install a complete stock of machines and records.

WORLD BRINGS FOREIGN ORDERS

Worldwide Circulation of Talking Machine World Has Results That Surprise Advertisers—What J. B. Ogden Has to Say

A fact that has served to impress advertisers in The Talking Machine World for years has been the large widespread foreign circulation of this publication which goes to practically every part of the civilized world, and which is proven by the inquiries from foreign parts received by advertisers. In this connection J. B. Ogden, head of the Ogden Sectional Cabinet Co., Lynchburg, Va., makes the following interesting comment in a recent letter: "I feel proud of The Talking Machine World because it brings us foreign inquiries, which can be turned into sales, in spite of poor transportation and high freight rates. No doubt this is an old story to you, as the whole world seems to be putting its good dollars against your space evidently believing it a good investment."

CELEBRATE FOURTH ANNIVERSARY

Allen & Thede Hold Special Fall Opening at Their Store in Tulsa, Okla., to Mark Event

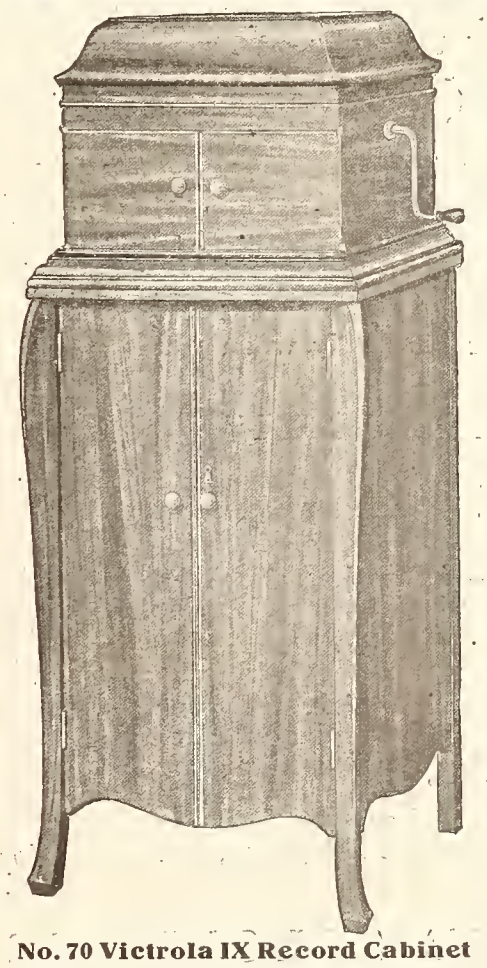
TULSA, OKLA., November 6.—Allen & Thede, who for the past four years have handled Victrolas and records exclusively at 110 South Main street, this city, recently held a special fall opening celebration to mark their fourth business anniversary. The store was handsomely decorated with chrysanthemums and ferns, and special Victrola concerts were given both afternoons and evenings for two days. Each lady visiting the store was presented with a carnation, and gentlemen were given cigars.

Allen & Thede recently received fifteen of the higher-priced Victrolas in one shipment, and got some excellent advertising out of the fact by having the front of each case removed so that each instrument could be seen and lining them all up along the sidewalk in front of the store.

The Herzog Catalog De Luxe

Admittedly the finest record cabinet catalog published is now available for dealers, and the possession of a copy only awaits your request. It should be in your hands at once—you can't afford to be without it.

A great shortage of cabinets is an almost certain possibility this season, and we urge you to anticipate requirements and order your cabinets early. We'll take care of you if you order NOW.



No. 70 Victrola IX Record Cabinet
The novel top arrangement proclaims this new cabinet a great seller. Ask for quotations.

Convincing evidence of the superior design, construction, workmanship and finish of HERZOG talking cabinet is apparent from the fact that fully seventy-five per cent of the trade handle only HERZOG cabinets. These four cabinet essentials are unquestionably best exemplified in HERZOG record cabinets—Quality cabinets thru and thru for all makes of talking machines.

Herzog Art Furniture Co., Saginaw, W. S. Mich.

The New Solophone

The MASTER PHONOGRAPH

Model 90
Solophone

"Why Do You Think We Ought to Buy It?"

WITH the coming of a new phonograph, your prospects are naturally going to ask, "Why do you think we ought to buy it? What makes it different?" We want the public to ask these questions. Because the Solophone gives its dealers a *better chance to answer them conclusively, convincingly*, than dealers in any other phonograph ever had.

The new Solophone *is* the master phonograph because it plays any make of record in a way that makes the prospect *prefer the Solophone* to the machine for which the record was made. And because it plays all makes of records equally well—without cumbersome attachments.

It makes good on these claims absolutely when you apply the

SOLOPHONE "CURTAIN TEST"

This test is the most daring ever devised to demonstrate the superiority of a phonograph. It will soon be known to all America. Here it is:

Choose your favorite records—of all makes. Behind a concealing curtain play those records on the machines for which they were originally made. And play them on the new Solophone.

Without telling which machine is which, ask your audience to choose the best. On this verdict, whether rendered by a group of metropolitan music critics, or by one of your prospects and his family, we are willing to stake the success of the Solophone. We made thousands of such tests before we announced the Solophone, and we are confident.

The Solophone has other strong selling features. For example, it is the product of a group of experts systematically chosen for supremacy from the greatest phonograph plants in America. The cases were designed by Mr. Walter C. Pitts, one of America's most famous designers of artistic furniture. All exposed metal parts are heavily gold-plated. The amplifier, the tone-arm and the reproducer are made according to *exclusive* Solophone design.

And finally, the Solophone is the Master Phonograph, because part for part *it costs more to make than any other phonograph.*

In a nutshell, we have built into the Solophone the supreme advantages of every American and European phonograph. And we have devised a test that *proves* every claim we make.

Does this kind of selling appeal to you? Then write for more *facts*—mechanical specifications, prices—and details of our *new kind of advertising service* for dealers.

THE SOLOPHONE COMPANY

Makers of the New Solophone, the "Master Phonograph"

Distributors for the Famous Pathe Pathepone and the Pathe European and American Double Disc Records

New York Offices
Hallet and Davis Building
18 East 42nd Street

Factory and Home Office
306 Sussex Street
Harrison, N. J.

Chicago Offices
17 North Wabash Street
Chicago, Ill.

Model 125
Solophone

Model 175
Solophone

Cavanaugh Cabinets

Mr. Dealer:

Do you realize that you will not be able to supply the enormous demand for No. 10 and 11 Victrolas? Protect yourself with the only substitute, No. 9 Victrola with Cavanaugh-Cabinet.

Original In Design—Superior In Workmanship—In All Victor Finishes

Only one Victrola.
You know it.
Only one Cavanaugh-Cabinet.
Learn to know it.

J. J. CAVANAUGH
452 Fulton Street :: Brooklyn, N. Y.

Phone 6600 Main

Catalogue on request

$10.75 Singly | $10.50 Lots of 6 | $10.25 Lots of 12

$10.25 Singly | $10.00 Lots of 6 | $9.75 Lots of 12

WHAT IS THE FUTURE FOR THE VICTOR BUSINESS

Paper Read by Roy J. Keith, of the Chicago Talking Machine Co., at the Opening of the Emerson Piano House, Decatur, Ill., Offers Some Interesting Information

The subject assigned to me reminds me of the small boy who had been sent to the drug store by his mother to buy 5 cents worth of salts. While the clerk was weighing it out the boy said, "Say, boss, dont' give full weight—it's me that has to take it."

Although Mr. Spayd has received many compliments on his beautiful new store to-day he does not need to hope that somebody will save something nice to say for another day, like the soldier whom I saw at Platttsburg this summer, who one evening after mess found a Salvation Army on hand. The soldier went up to the leader and said, "Say, mister, do you save women?"

"Certainly we do," was the reply.

"Well, mister," the soldier blurted out, "save me a blonde for Saturday night."

We who are in the talking machine business should congratulate ourselves that we have the good fortune to be in the Victor business, for in the talking machine business Victor supremacy is established.

There are no half way measures with the Victor Co.—they have been leaders right from the beginning. They introduced the first hornless machine, the first electric machine, the first lateral cut record.

They have contracted and held right from the beginning the greatest singers, the best bands and the leading orchestras.

They have kept the quality of their goods in the front rank.

They have advertised, even in the face of oversold markets, to an extent that has made their trade-mark now generally conceded to be the best known one before the public. They stand for the one-price principle—the only right and fair way of merchandising standard, nationally advertised goods.

And they have played fair equally with we distributors—you dealers—and your customers.

It's like a beautiful fairy tale—far more wonderful than the tale of Aladdin's lamp—the evolution of the Victrola—the romance of your own business.

Mr. Spayd's new store speaks for what this business, in part, has come to mean in our commercial life—for the Victrola and the piano go hand in hand—a store and a business that Decatur may well be proud of.

For the music business is more than just a business. It's one of the largest and strongest influences in the country to-day to make our lives more worth while—bringing to us all probably more happiness than any other one thing in the world.

And see what the Victor Co. are doing to enlarge and foster this influence—looking always well into the future in the conduct of their business.

I mean the idea of the Victor in the schools—the idea to make a really musical America.

In a short three years Victors have been installed in the schools of over 4,500 cities—the Victor is being played before 12,000,000 school children every day.

There have been no half measures in this undertaking either—the leading authorities in school work, music history and appreciation, folk and country dances have been engaged for this field. No expense has been spared to

MOTORS

Our Experience Guarantees
A Perfect Product

Kirkman Engineering Corporation
237 Lafayette Street, New York

Successors to the STANDARD GRAMAPHONE APPLIANCE CO.

Kent

UNIVERSAL BALL-BEARING
TONE-ARM

(Tone-Arm of Refinement)

The only tone-arm on the market absolutely void of any tone obstruction.

F. C. KENT COMPANY
24 Scott St., NEWARK, N. J.

BUY YOUR
SAPPHIRE NEEDLES
WHILE PRICES ARE LOW

Prices are advancing rapidly on jewel points, so stock up today. We have a tremendous stock of needles at low prices, and can guarantee immediate delivery.

Supertone supplies are made right and are the ideal needles for securing good music.

Don't delay but write today for prices

Supertone Talking Machine Co.
8 West 20th Street NEW YORK

reach the children—who will be our future customers—to make the children love good music—to cultivate their musical taste just as the schools have developed a love for good literature.

With the evolution of the Victrola has this been made possible—for only on the Victrola can all the best in music be brought to the children.

To make a musical America—is this not an undertaking of which any concern may well be proud? Are you not fortunate to be engaged in a business that besides making you handsome profits brings the greatest happiness to all the people?

Victor success is attracting many imitators—I cannot say competitors—for so far there are only three other concerns which manufacture both machines and records.

And I suppose you wonder sometimes what it's all coming to— you don't have any chance to worry because you can never get enough Victor goods to fill your orders.

Our problem is to keep up with them—the Victor Co.—to make the most for ourselves as distributors and dealers of the opportunity they are making for us.

And one of the largest problems in our business is the development of our record business.

Show me any merchant who is making a signal success of Victors and I'll show you there a highly specialized record sales department—conveniently located, efficiently arranged and elaborately equipped. I'll show you there sales people who are instructed most carefully in the art of suggesting from a complete knowledge of the Victor record catalog.

You are indeed fortunate to-night in having had an opportunity of hearing so ably from a man who is in charge of the Victor department of the largest music house not only in the country, but in the world, something of how record business may be secured.

Some people in the talking machine business think the record business follows the machine business, but it's just the other way round—the machine business follows the record business. It's the house that's equipped to give the best record service—that gets the machine business, too. What a wonderful opportunity this is—equipped with all the best in music—we may help make a musical America.

HOLD FIRST ANNUAL BANQUET

Members of Electrical Department of the American Graphophone Co. Dine

BRIDGEPORT, CONN., November 5.—Sixty-five members of the electrical department of the American Graphophone Co. held their first annual banquet at the Hotel Lorraine last Saturday evening. Music, speech making and vaudeville formed part of the evening's program, which was thoroughly enjoyed by all present. The committee in charge of the banquet consisted of A. B. Bedford, chairman; L. F. Goergen, F. T. Jackson, L. S. Brown, F. G. Porter and E. T. Traynor.

MME. BARRIENTOS WITH COLUMBIA

Noted Coloratura Soprano Signs Exclusive Contract to Record for Columbia Graphophone Co.

The Columbia Graphophone Co., New York, announced this week that arrangements had been consummated, whereby Mme. Maria Barrientos, one of the world's leading coloratura sopranos, is added to the company's library of artists, Mme. Barrientos having signed an exclusive Columbia contract.

Mme. Barrientos is famous throughout the world, her operatic successes having been achieved in Milan, Paris, London, Petrograd, Buenos Aires and Barcelona. Her premiere in "Lucia" at the New York Metropolitan Opera House last January was one of the sensations of the year.

Mme. Barrientos' first Columbia record, which goes on sale December 10, includes selections from her first New York success, and her wonderful voice shows to excellent advantage in "Silence O'er All," and the waltz song from

Mme. Maria Barrientos

Gounod's "Mireille," while the coloratura perfections in the "Mad Scene" aria from "Lucia" are well calculated to please the most discriminating musician or music-lover.

Like Lazaro, the famous tenor, who became a Columbia artist a few weeks ago, Mme. Barrientos is a product of Spain. Gifted with a voice of sensational range, and unusual powers of modulation, Mme. Barrientos is a most valuable addition to the Columbia Co's fast-growing library of world-famous artists.

OCCUPYING NEW QUARTERS

Oscar Overby, Edison dealer at Rice Lake, Wis., has moved into the new Rubyor jewelry store building.

Standard
in the Phonograph World

Acme Die Castings

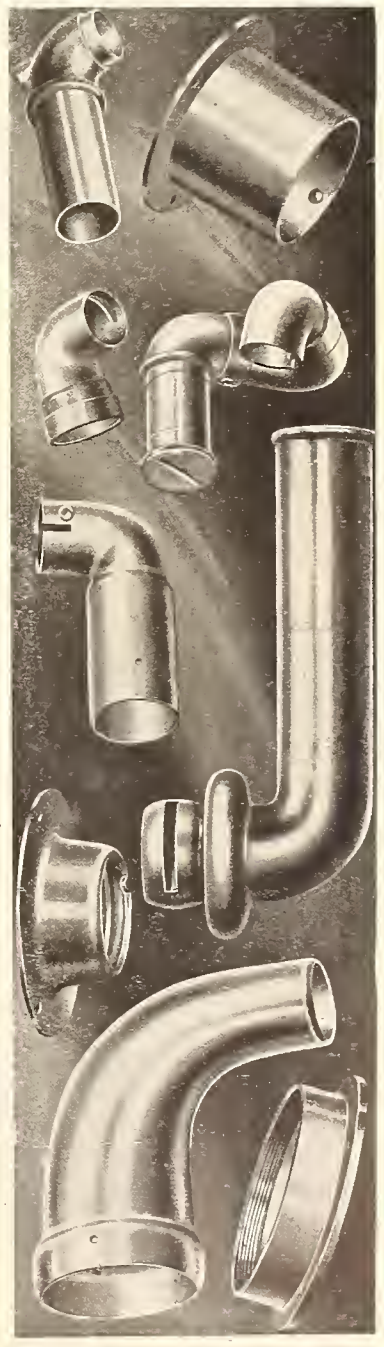
Aluminum or
White Metal Alloys

TONE ARMS, SOUND BOXES,
ELBOWS, TONE ARM AND
SOUND BOX ATTACHMENTS,
TONE-ARM SUPPORTS OR BASES

Your first order will convince you of the superiority of Acme Die Castings and Acme *Service*. One is as important as the other. We give both.

Acme Die-Casting Corporation
Bush Terminal Bldg. No. 5, 35th St. and 3d Ave.
Brooklyn, N. Y.

TRADE MARK



Style 2

Style 1

Fraad Jr.

Place Your Orders Now

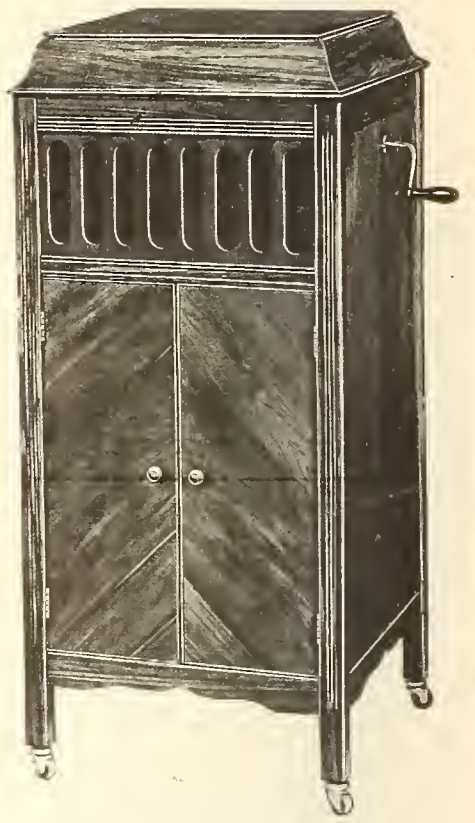
Our entire line of Talking Machines and Records is ready for immediate delivery.

Write for catalog and dealer's prices.

Fraad Talking Machine Co., Inc.

FACTORY AND SHOWROOMS:

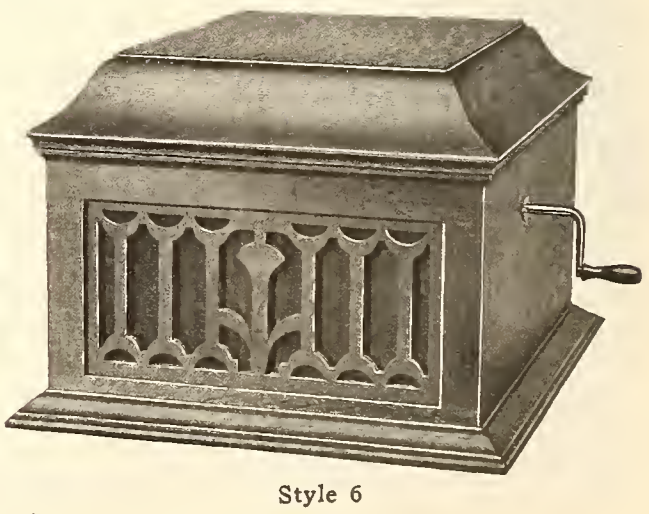
224-232 West 26th St., New York



Symphony Jr. A

Style 9

Style 4



Style 6

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Business opportunities 25c. per line.

WE WANT a live wire to take management of a growing Victor business in a community of 6,000. State previous experience and salary expected in first letter. Address Mr. B. R. Forster, 123 West 125th St., New York.

WANTED—A complete file of The Talking Machine World since its foundation some twelve years ago, or a file for part of these years. Send information to "Desirous," care of The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Traveling salesman, 12 years' experience as Victor wholesale representative. A real producer, best of references. I will produce results. Who can use such a man? Address L. A. C., care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—PHONOGRAPH SALESMAN to cover particularly Central States; must be experienced and able to place new, meritorious, high-grade instruments. Splendid opportunity for good man who knows the possibilities, to build up and secure interest in business. None other need apply. State full particulars as to experience, salary wanted, acquaintance with trade, etc. Address Quick Action, care of The Talking Machine World, 373 Fourth Ave., New York.

TALKING MACHINE business for sale in Atlanta, Ga. Best opportunity ever offered for quick trade. Address "Business," P. O. Box 209, Atlanta, Ga.

SALESMAN understands the phonograph business in all its branches, small salary and commission. Address "Box 371," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Salesman and manager Edison disc line with live house. Age 33; married. Hold similar position now. Address "Box 374," care The Talking Machine World, 373 Fourth Ave., New York.

YOUNG MARRIED man of good appearance and over twelve years' experience in the phonograph business, desires the management of a Victor or Edison department. Prefer the Southern States. A-1 references. Address "Box 372," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION wanted by a young man who is thoroughly acquainted in the Victor products as inside salesman. Capable of furnishing first-class reference. Address "Box 373," care The Talking Machine World, 373 Fourth Ave., New York.

MANAGER—Experienced talking machine man (all lines) desires a change; 33 years of age; seven years with present firm as manager. Will consider managerial duties and permanent place with contract only. Replies confidential. Address "Box 375," care The Talking Machine World, 373 Fourth Ave., New York.

SPECIALTY SALESMAN—(Live wire type.) To handle profitable side line—sold among talking machine and piano dealers exclusively. Big future on repeat business. Write to-day for particulars. Master Manufacturing and Specialty Co., Box 96, Camden, N. J.

FOR SALE—Live Victrola Agency in growing suburb of Eastern city of 500,000 population. Store modernly equipped and well stocked. Good reason for selling. Address 376, care Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE—Fine Victor retail store in business center of Eastern city of half-million population. Store and fittings modern in every particular. An opportunity. Address 377, The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—By two experts in manufacture of disc records. Thoroughly familiar with latest and best method of recording, electrotyping, pressing and equipments. Address Box 378, care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—By all-around repairman, experienced in all kinds of motors, as I have had full charge of motor and assembling department. Address Box 379, care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—$25,000 capital to back new phonograph, revolutionizing phonographic industry. Will excel in loudness, clarity and longevity of records any phonograph ever made. Address "Box 370," care The Talking Machine World, 373 Fourth Ave., New York.

SOME FINE SONORA ADVERTISING

Sonora Phonograph Corp. Uses Full Page in Rotogravure Section of New York Times

The Sonora Phonograph Corporation, New York, carried in last Sunday's Rotogravure section of the New York Times, one of the most artistic full-page advertisements which has been used by a talking machine company in the local newspapers for some time. This advertisement featured the three local retail showrooms of the Sonora Phonograph Corporation, and formally introduced the new Sonora warerooms at 279 Broadway, corner of Reade street, which were opened on Monday of this week, under the management of Thos. F. Delaney, Jr. The other Sonora warerooms in New York are located at 668 Fifth avenue and 50 Broadway. The Sonora retail business is under the general management of L. S. McCormick, well-known in the local trade.

The text of the page called attention to the distinctive tonal qualities of the Sonora phonograph, and the illustrations included reproductions of the following types of Sonoro phonographs: "Supreme," retailing at $1,000; "Invincible," at $350; "Grand," at $225; "Baby Grand," at $150, and "Imperial," at $100.

TO PUBLISH WEEKLY PAPER

Bridgeport, Conn., November 8.—It has been announced at the plant of the American Graphophone Co. (Columbia Graphophone Co.) that a weekly paper will be published by the company and edited by the employes. This innovation is made with the endorsement of General Manager Hansom, who is enthusiastic over the idea. It is hoped to have the first edition out in the very near future.

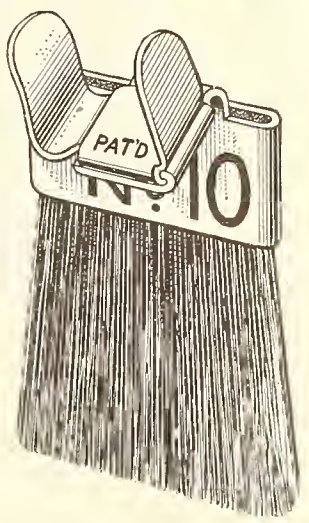
The night shift in the company's pressing department is working twelve and one-half hours at a stretch, starting at 6 o'clock each evening except Saturdays and Sundays and continuing until 7 o'clock the next morning with half an hour for lunch at midnight. The night foreman is Joseph Peck. The day foreman is James Cherry.

NEW INCORPORATION

The Monarch Talking Machine Co., of Menominee, Wis., was recently incorporated with a capital of $15,000, the incorporators being Henry G. Johnson, Harry D. Griffith and Thos. B. Wilson.

Cleanrite
TRADE MARK
RECORD BRUSH

Patented September 25 and October 2, 1906. September 7, 1907.



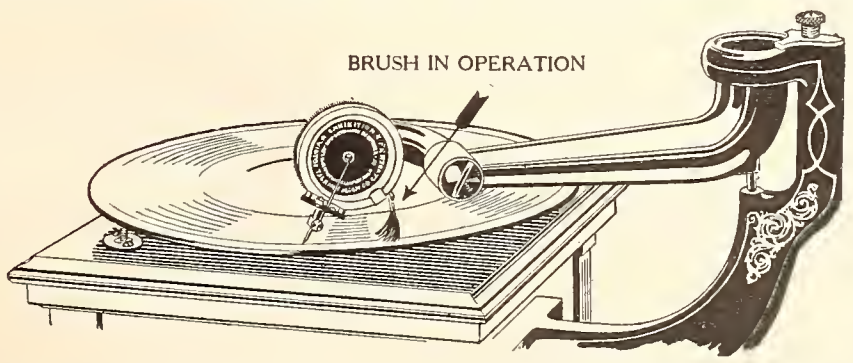
Price 25c.

Grit is a Fine Thing in a man, but one of the Worst Things in a record groove

Easily Attached

Works Automatically

BRUSH IN OPERATION



By removing all dust and dirt from the Record Grooves a clear reproduction is insured.

Every Jobber and Dealer Should Handle These Brushes. Sample and Discounts Mailed on Request

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

Blackman Talking Machine Co.
97 Chambers St. near Church St New York
VICTOR DISTRIBUTORS

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

Otto Heineman Phonograph Supply Co.

INCORPORATED

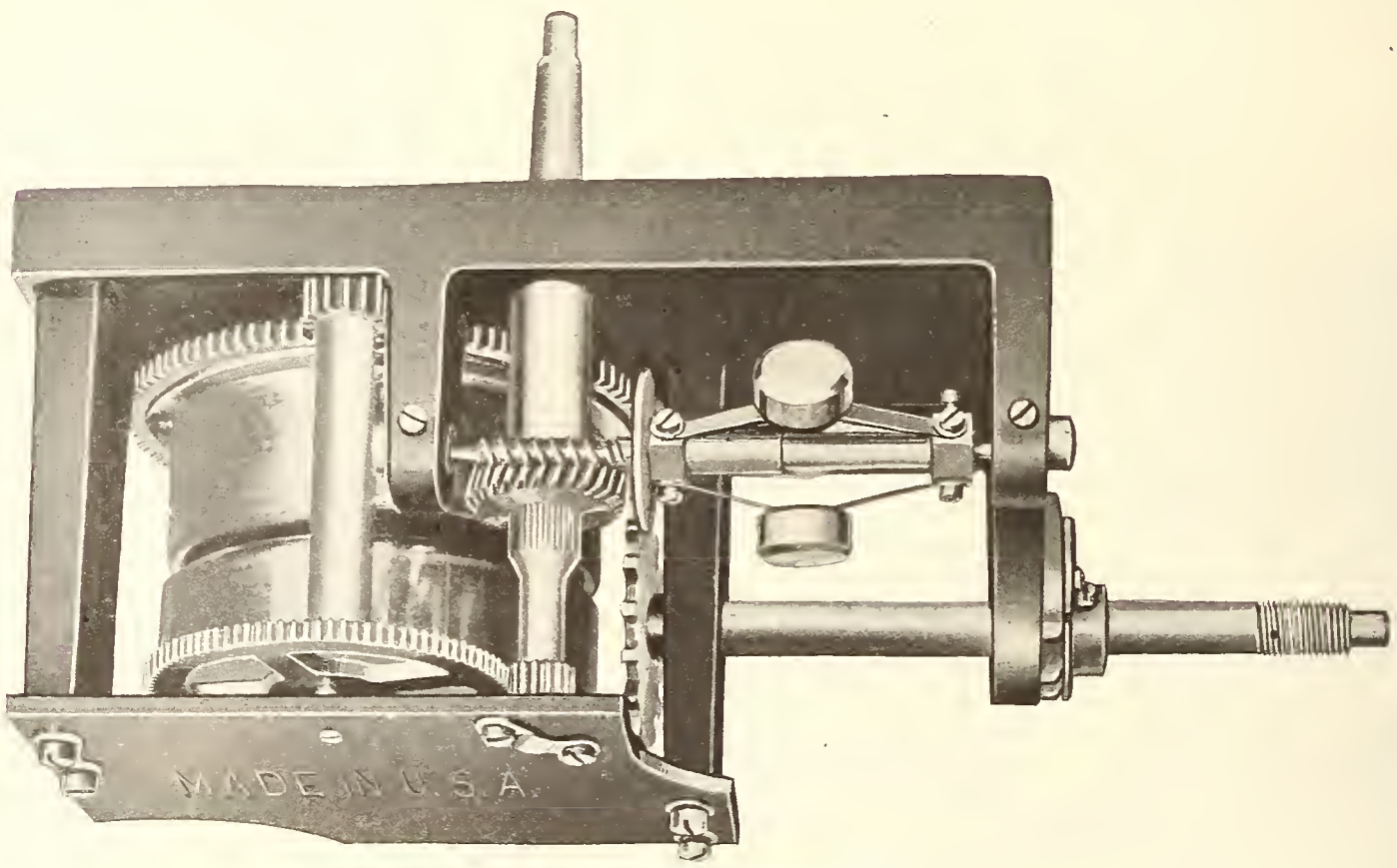
25 WEST 45th STREET, NEW YORK

FACTORY, ELYRIA, OHIO

Heineman Motor No. 3

1917 MODEL

STANDARD MOTOR FOR FLOOR MACHINES



Two-Thirds Size of Motor

Some of Its Many Features

1. All bearings are hardened, burnished and polished.
2. Governor is fitted with thrust bearings.
3. Turntable shaft on end, burnished polished and hardened.
4. Turntable with cast iron bushing riveted on.
5. Frame and spring barrels high grade japanned enamel, absolutely rust proof.
6. Lock washers under every screw.

Otto Heineman

President.

TEXAS EDISON DEALERS ORGANIZE

Form Permanent Association at Recent Convention in Dallas and Elect Officers—Enjoy Business Talks and Banquet

DALLAS, TEX., November 5.—The Edison dealers in the Texas-Oklahoma zone held their first convention in this city recently at the invitation of the Texas-Oklahoma Phonograph Co., Edison distributor, and in addition to indulging in some helpful business discussions also enjoyed some royal entertainment.

There are about fifty dealers and their wives who registered at the Phonograph Shop October 17, and after a visit to the Texas State Fair returned to the shop for the purpose of enjoying a demonstration of the Edison product.

On October 18 the dealers met in the Chamber of Commerce and Manufacturers' Auditorium and organized a permanent association to be known as the T. O. E. D. (Texas-Oklahoma Edison Dealers). The association started off with a membership of thirty-five and the following officers: L. H. Walter, Hillsboro, Tex., president; L. C. Curlin, Waxahachie, Tex., vice-president; J. R. Harrison, Durant, Okla., second vice-president; H. R. Hancock, Dallas, Tex., secretary-treasurer, and E. F. Carroll, Waco, Tex.; L. F. Mallow, Ladonia, Tex., and B. Heyer, Fort Worth, Tex., auditors.

On the evening of the second day the visiting dealers were the guests of the Texas-Oklahoma Phonograph Co. at an elaborate banquet at the Oriental Hotel, where the dealers were welcomed by Louis Lipsitz, president of the Chamber of Commerce, and were addressed by A. P. Burns, territorial supervisor of Thos. A. Edison, Inc. A. H. Curry, president and general manager of the Texas-Oklahoma Phonograph Co., and other executives of that concern, as well as by a number of their own members.

Wake Up Man!

Make More SALES CUSTOMERS PROFIT

File Your Records

The Ogden Way

Better Than

An X-tra Clerk for X-mas

Unconditionally Guaranteed by Your Jobber

SELLS FILES FINDS **More Records**

IN THE SHORTEST TIME—
IN THE SMALLEST SPACE

Order Direct Naming Your Jobber
Rush Orders Shipped *From Stock* after Nov. 20th
Will pay for itself during the rush
1000's of satisfied Dealers our reference

ORDER NOW—SAME LOW PRICE

Patented—Patented—Patented

Models No. 1 and No. 31. High Grade Cabinets for record parlors.

Models No. 2 and No. 62. Low in price. High efficiency. Patented. The Best.

Ogden Sectional Cabinet Co., Lynchburg, Va.

'NOSET' AUTOMATIC START AND STOP

Placed on the Market After Five Years' Experiments—Embodies Many Unique Principles—Nothing to Get Out of Order

After five years of experimentation in its laboratories, the Condon Autostop Co., 47 West Forty-second street, New York, has announced as ready for the trade its "Noset" automatic start and stop, which may be used on all types of talking-machines. Edward T. Condon, Jr., the inventor of this unique device has been busily engaged the past few years in making the "Noset" thoroughly dependable in every respect, and the acme of simplicity.

The "Noset" is complete in its entirety, with no extras, and can be attached to a talking machine without any inconvenience, requiring merely the removal of the turntable and present brake and then being fastened to the motor board. It is sightless when attached, as it is located under the turntable of the machine. Mr. Condon states that absolutely no attention need be given the "Noset" after it is attached, as it automatically releases the turntable when the needle is swung into position, and in turn when the needle is in the last groove of the record "Noset" automatically stops the motor. No alteration of the tone arm or any other part of the machine is necessary.

Mr. Condon is well-known throughout the talking-machine trade, and in perfecting the "Noset" automatic start and stop, he is furnishing the dealers with a device which is the only one of its kind in the market, and which will be retailed at a nominal price in order to permit dealers an opportunity to sell it to every customer on their books. He has paid particular attention to the materials used in the construction of the "Noset," securing the best quality obtainable, and as there are only two working parts, friction has been minimized, and there is nothing to get out of order or to be repaired.

INCORPORATED

The Columbus Talking Machine Co., Columbus, O., has been incorporated with capital stock of $10,000 by Arthur Weldon, Lewis M. Smith, Frences Weldon, Albert H. Harwick and A. L. Harwick.

Individual Service!

We endeavor to give our dealers personal service that is based on their individual requirements. Victor dealers have different problems to solve which require different solutions, and it is our aim to help them along practical lines.

Backed by Experience

The suggestions we offer our dealers are backed by experience, for every member of this organization is a practical Victor man. We have made a careful study of the Victor record situation, and are equipped to give our dealers 100% service and personal assistance in developing their record business.

May we not serve *you*?

G. T. Williams Co., Inc. *VICTOR WHOLESALE EXCLUSIVELY* **217 Duffield St., Brooklyn, N. Y.**

MOTOR DELIVERY SERVICE

Recently Started by the New York Talking Machine Co. Now in Active Use

In order to give its dealers maximum service in the delivery of Victor records, the New York Talking Machine Co., New York, Victor distributor, has recently added a motor delivery service, one unit of which is shown herewith. This motor truck is now in active use, and a number of Victor dealers have commented very favorably upon the company's initiative in providing for maximum efficiency in record deliveries.

New York Talking Machine Co.'s New Motor Car

For some time past the city salesmen associated with the New York Talking Machine Co. have been equipped with automobiles, and only recently two Dodge Bros. roadsters were added to this equipment. This progressiveness has added materially to the salesmen's efficiency, as it enables them to cover their territories more adequately and thoroughly, and give Victor merchants 100 per cent. service.

The success of the new record motor delivery seems assured, and it is planned to cover not only city territory with this tiuck, but the adjacent territory as well, so that all Victor merchants in this section may be served by this speedy method of record delivery service.

ORDERS FROM ALL PARTS OF WORLD

"Repeat orders for our products are being received from members of the talking-machine trade from far off Australia, India, Japan, and in fact, from all points of the globe," said B. D. Mulligan, manager of the Rene Manufacturing Co., Hillsdale, N. J., who returned recently from a Western trip. "The Talking Machine World has produced remarkable results for our company, and seems to be read with great interest by every member of the talking-machine trade.

"In my opinion, there is going to be a tremendous dearth of raw materials in the very near future, but we foresaw this crisis some time ago, and prepared ourselves accordingly. We have increased the capacity of our steel spring department, and have recently added a sound-box department, which promises to be very successful."

BUSH & LANE MAKE "TALKERS"

HOLLAND, MICH., November 8.—Visitors to the factory of the Bush & Lane Piano Co., of this city, are very enthusiastic regarding the new Bush & Lane talking machines. There will be four models ranging from $75 to $200 in price. They show striking originality in case design. The $100 and $150 models will be ready for shipment very shortly. The $200 model is somewhat on the Empire order of architecture with a curved surface, dome-like top, harmonizing with the rounded pilasters of the case. President Walter Lane's long experience as a acoustician is shown in the tone chamber construction, which is along original lines. Mr. Lane has also invented two different models of automatic stops.

NEW SCHLOSS BROS. CABINET

Latest Addition to Popular Line Matches New Columbia Grafonola 15

Schloss Bros., well-known manufacturers of talking machine cabinets at 637-645 West Fifty-fifth street, New York, have added many styles to their line, as they were warranted by the demands of the trade, and all of them have been most successful. The latest model, No. 502, is designed particularly for the new Columbia Grafonola 15, and has already been ordered in quantities by the dealers who have seen it. The new cabinet is shown herewith with the machine in place. The cabinet is finished in either golden oak or mahogany to match the machines. The new cabinet is ready for immediate delivery in quantities as desired.

Schloss Bros. Style 502

Paul Rudert, a jeweler of Tarentum, Pa., is credited with the invention of a new system of reproduction for talking machines.

MAJESTIC
DOUBLE DISC
RECORDS
25¢

WHY?

The **Majestic Record** is revolutionizing the record business and dominating the popular priced record field.

Its tonal quality compares with the best, regardless of price.

The **Majestic Record** eliminates surface noise.

It is cut 165 threads to the inch and plays longer than most 10 and 12 inch records on the market.

It embraces all that is best in the world's musical literature and of all the popular artists.

Majestic Records are made of the very best stock and its wearing qualities are unsurpassed.

New 9-in., 4½-Minute, 50c Record

Another remarkable value! Another demonstration that the MAJESTIC is making the retailing of Records a big, profitable business.

This new Record is nine and a quarter inches in diameter, plays four and a half to five and a half minutes, and retails with full margin at 50c. Now ready for delivery.

60 New Titles Monthly

SEND FOR CATALOG—TODAY

The Majestic Adaptor

is a universal attachment which, by a simple turn of the sound box, enables you to play ANY STYLE RECORD.

IMPORTANT

We Give Immediate Deliveries

Majestic Record Corporation, 37-39 E. 28th St., New York City

Columbia Records TRADE MARK Note the Notes

If you have not yet equipped yourself to supply the exclusive Columbia records by Lazaro, you are missing a considerable portion of your rightful income. Two new recordings in the Columbia December list.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

MOREHOUSE-MARTEN CO.'S ATTRACTIVE EDISON EXHIBIT

The Picture Above Shows the Attractive Exhibit That the Morehouse-Martens Co., New Edison Dealers at Columbus, O., Had at the Recent Ohio State Fair

PRAISE NEW LABORATORY

Quarters of the Emerson Phonograph Co. in New York Admired for Acoustic Properties

The Emerson Phonograph Co., which recently moved its recording laboratories from the tenth floor of the building at 3 West Thirty-fifth street to the fifth floor, has heard many expressions of approval from visitors who have been greatly impressed with the unusual acoustic properties of the laboratory.

Victor H. Emerson, president of the Emerson Phonograph Co., and an acknowledged acoustical authority, was responsible for the choice of this laboratory, and his many years of recording experience stood him in good stead in selecting this location. Mr. Emerson spent several weeks touring every available building in the city, when the Emerson Phonograph Co. decided to open a New York laboratory, and finally selected the tenth floor of the building at 3 West Thirty-fifth street as ideally suited to his needs. A short while later he chanced to pass through the fifth floor of the building, and was surprised to find that this floor responded even more satisfactorily than the upper one to his acoustic tests. He accordingly moved the laboratory to the fifth floor, and the results of this move are evidenced in the success being achieved by the latest Emerson records.

ATTRACTIVE AEOLIAN AD

The Aeolian Co., New York, carried an interesting and attractive advertisement in the Sunday newspapers featuring the Aeolian-Vocalion. This advertisement was headed "November," and called attention to the fact that this month marks the second anniversary of the introduction of the Vocalion.

The copy included illustrations of some of the popular types of standard Vocalion designs, and also a reproduction of an art style Vocalion. An invitation was extended to the public to visit Aeolian Hall at any time.

Mrs. Mabel Stabel will shortly open a store for the sale of talking machines and records on Rover road, Edgewater, N. J.

ENLARGING VICTOR DEPARTMENT

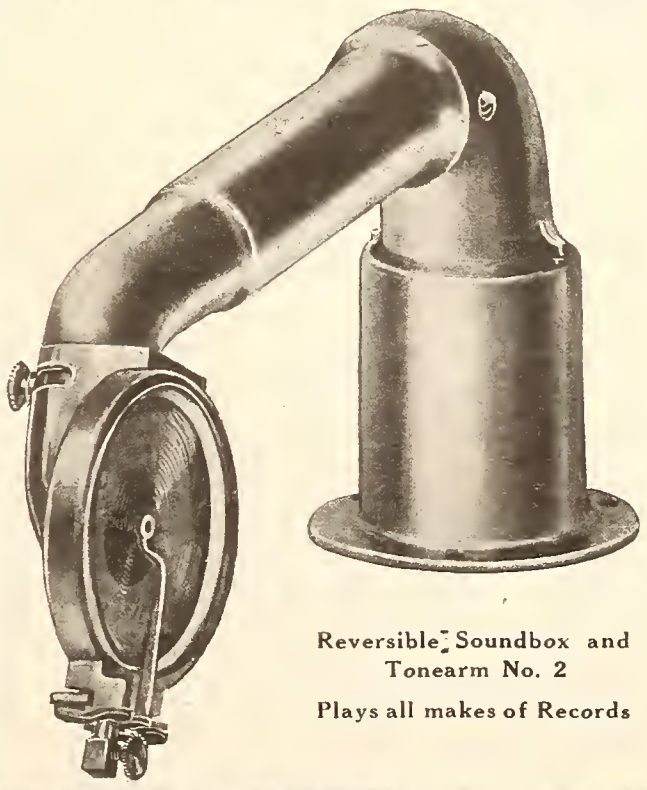
Lord & Taylor Store to Have Seven Additional Demonstration Rooms, Making Twenty-three Now in Use—Gratifying Holiday Outlook

The Victrola department at the Lord & Taylor store, New York, is now in the hands of carpenters and masons, and when alterations are completed, the department will have seven additional demonstration rooms, making a total of twenty-three rooms devoted to the display and sale of Victrolas and Victor records. This department is probably one of the largest in the country, and additional facilities for expansion are at hand to be used as the occasion may require.

H. E. Speare, manager of the Lord & Taylor Victor department, speaks enthusiastically of the holiday outlook, stating that sales the past few days have been unusually pleasing, particularly during election week. Among recent Victrola sales at the warerooms was that of a Victrola XIV, with a representative library of Victor records to the U. S. S. "Arizona," the largest steamship afloat.

FACILITIES GREATLY INCREASED

"During the past few weeks, we have sold our regulators to some of the most successful talking machine dealers in the country," said Dr. R. E. Faldl, of the Rowland Sound Regulator Co., New York, and inventor of this device. "The most gratifying feature of our sales has been the large number of repeat orders, which to our mind, is the surest indication of the satisfaction which our regulator is rendering. We have increased our factory facilities materially, and expect a large holiday trade."



Reversible Soundbox and Tonearm No. 2

Plays all makes of Records

An Opportunity to Secure a

UNIVERSAL TONE ARM and SOUND BOX

at a remarkably low figure. Tone Arm and Sound Box heavily Nickel Plated.

Real Mica, 90 cents Each, Complete
Imitation Mica, 80 cents Each, Complete

Koch-O-Phone Phonograph Record Factory is now fully equipped. Distributors for Phonograph Records wanted in all cities.

ANDS. KOCH
296 Broadway **New York**

HOW TO CONDUCT A RETAIL TALKING MACHINE BUSINESS

The Subject of a Paper Read by L. C. Wiswell, of Lyon & Healy, Chicago, at Opening Recently of the New Emerson Piano House in Decatur, Ill.

Mark Twain was right when he stated that it is the difference in opinion which makes horse racing. A difference in opinion exists everywhere, especially so in the talking machine business.

"How to Conduct a Retail Victor Business." There are many different opinions as to the proper way to conduct a talking machine business, but if one's opinions are sound and well thought out along the right lines, the chances of failure are remote.

In conducting a talking machine business there should be, the same as in every line of business, plans, well defined and well thought out. We are told by historians that in the building of King Solomon's Temple there were well defined plans; for instance, there were hewers of stone, bearers of burdens and overseers of the work, or managers of the several departments of the Temple. We would not go amiss in patterning after this wise patriarch of old, for if we will do as he did, first plan our business, dividing it into several departments, placing in charge of these departments competent persons and afterwards plan systematically, wisely and carefully a business building campaign, we will be on the right road to success.

Suffice for the discussion this evening I will divide the Victor retail business into three departments—executive, machine and records.

The executive department should be carefully considered. Proper sets of books should be opened, for it has been well said that simple, correct, well kept books are as necessary to the conduct of a business as the compass is to the mariner: without a compass the mariner is liable to drift upon the rocks of the sea, and without a proper set of books the business of any organization, whether it be talking machine or what-not, is liable to drift upon the rocks of our commercial sea.

For the sake of time I am going to treat the layout of the machine and record departments as one. These two departments should be planned with a number of thoughts in mind. First, and most important, you should have, according to the size of your store, a number of sound-proof demonstrating rooms, say fourteen by fourteen feet in size, for the demonstration of machines, and smaller rooms, nine by nine or nine by twelve, being the proper size, for the record rooms. The rooms should be laid out in keeping with the construction of the store, so as to give the best possible appearance; also the rooms should be set back a distance from the entrance so as to leave sufficient space for a reception room where a number of Victrolas can be displayed. It has been well said that the first impression the customer receives upon entering a store is generally the lasting impression, therefore, it is necessary that the store be so planned and decorated as to make a favorable impression upon the customers as they enter.

Having planned the layout of the store our next step is that of engaging help. To my mind the help question is very important, if not the most important point in the conducting of a retail talking machine business, for in no other business that I know of is there more need of courteous, agreeable and well trained salespeople. Have you ever entered a store to make a purchase and be received by a slovenly dressed salesperson who had a grouchy, pessimistic expression on his face; one who acted as though he did not care whether he made a sale or not, and who greeted you with the statement, "What do you want?" What were your feelings? Did you not feel as though you would like to right about face and seek to make your purchase elsewhere? It is this kind of a salesperson, and the woods are full of them, that are not wanted in the talking machine business. In no other line do you depend so much upon the continued come-back of your customer as you do in the talking machine business, for when you have sold a machine you have just begun to do business with the purchaser of the machine. They should all come back to you to purchase records from time to time, hence the necessity of the first impression being the favorable and lasting impression. I will not try to define the character of the salesperson that should be employed in the retail talking machine business other than to say that they should be of good personality, good address, have a good command of the English language, musically inclined and have at least some business ability. No doubt it is hard to find salespersons with all these talents, still if you can select people who have pleasing personality, good address, and with some business ability you can easily train him or her into the kind of salesperson you want them to be. Many employers make the mistake when engaging help to engage the first person to apply. You should engage help with the same discretion, same care, sifting, so to speak, the chaff from the wheat, as you do in considering some great undertaking.

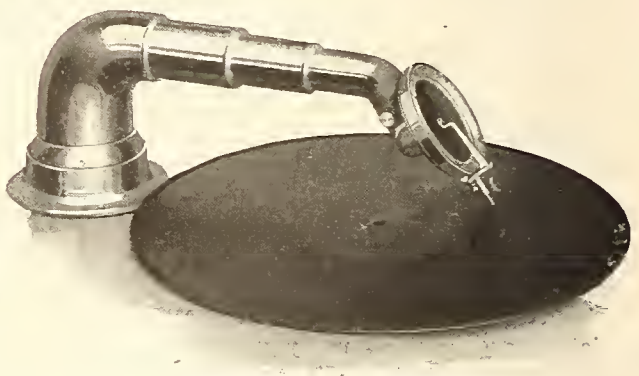
Our next point is that of how to get the business. Much can be said upon this point, as there are many ways of getting business. There is the newspaper, circularizing and billboard advertising summed up into the words "printers' ink"; also there is the telephone. By the way, the telephone is being used as a business getter more and more each day, and last but not least, and in many respects very important, the concert—the giving of daily, weekly or semi-monthly Victrola recitals—is one of the most important features in the proper conduct of the retail Victor business. I have had considerable experience with concerts, and am positive in my statement that they pay and pay big.

The next step in conducting a retail talking machine business is that of service and co-operation. One might have a well planned, well

In Position for Lateral-Cut

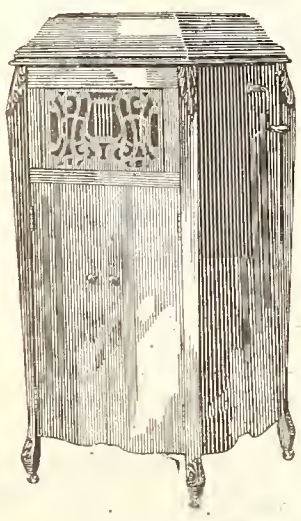
Here Is a Universal Tone-Arm That Is a *Tone*-Arm!

Here is a tone-arm and Reproducer combination that is not merely adjustable to either position but which does it without sacrificing *tone* or the principles upon which the different records are made.



In Position for Hill and Dale

Playerphone — The Quality Talking Machine



We supply this combination to responsible manufacturers who are looking for something in this line of real merit. In supplying these goods we will protect the purchasers in every respect. This company is in a position to fulfill every guarantee.

Send for quantity price.

Leads Them All In

Beauty, Quality, Tone, Size and Value

Six different styles. All large cabinet machines. All finishes. Prices, $50, $75, $100, $125, $175, $200. Can deliver for holidays.

If You Want An Automatic Stop

That never fails, one that is of highest quality, is simple and is almost invisible, communicate with us and get our large quantity price. Send $1.50 for sample.

PLAYERPHONE TALKING MACHINE COMPANY

21-23 South Wabash Avenue — CHICAGO, ILLINOIS

appointed store, excellent location, spend lots of money in advertising, etc., but if the employes fail to give courteous service to the customer and fail to co-operate with the management in conducting the business, then all of the efforts put forth, all of the money spent is gone for naught. Without courteous service and co-operation, a business, no matter how well planned, how solidly financed, will surely fail.

There are many features which contribute to business success. Everyone who is connected with a business enterprise, whether it be porter, office boy or salesman, is either contributing to the upbuilding of that particular concern or is helping to its defeat through contributory acts in some way or other. How is he or she doing it? Either by courtesy or discourtesy. I believe that this truth is but little understood, and less appreciated by the heads of many important business organizations. Take the delivery man, for instance, if he is surly or discourteous he is creating a force which operates distinctly antagonistic to the firm for which he works, and no one can tell just how far that influence will reach. Some delivery men are courteous and tactful and aid in the good will of the firm, while others who are surly and rude help to break down the patronage.

Have you ever considered the power of the telephone as a business building foree, and that the telephone operator of an establishment gives a good or bad impression of the house by her conversation over the wires? People naturally reason that the telephone operator's tone represents, in a sense, the treatment of the establishment towards a customer, and the attitude of the operator reflects the attitude of the employers. There is where the telephone, like the delivery man, may be made a very large business building force. Extreme courtesy can be earried to the minutest point, and as a tactful and intelligent business building force the powers of the telephone are tremendous if worked properly. Right here let me say that the using of the telephone in the building up of your record business is of wonderful value. If your salespeople would call up their customers on the 'phone and say, "Why, Mrs. Jones, you haven't been in for such a long time, so I thought I would call up and inquire if you would like to have me send out some of the records that are new since you were last in the store." I know of concerns who are pursuing this method and are building up quite a profitable record business.

Competition is said to be the life of modern business, but co-operation is said to be its backbone. Five men working together can lift with ease a steel girder, where ten giants tugging individually cannot budge it. A team, which pulls systematically and together will always win the game against the team whose members, although exerting all their strength, are not working together. The most encouraging sign which points to the upper progress of business conditions is the increased growth of the spirit of co-operation. The greatest faetor in fostering the spirit of eo-operation in modern business industry is the get-together idea. Employers are realizing the value of an organization, animated of the same common impulse, working to the same eommon end, and in many businesses there are held regular meetings of the entire force at which the progress, ideas, aims and designs of the organization are entered into by everyone in attendance. The employer who can obtain co-operation not only from his sales force, but from all connected with the business is surely on the road to success. Co-operation and a sympathy of ideas and purposes between the members of an organization is the lubricant which enables the machine to speed easily and smoothly along the road of modern business to the goal of success. The great progress made by many concerns in the talking machine business in the past few years has been due, in a great measure, to the proper use of that same lubricant, which is best created through the putting into effect of the get-together idea.

THE PHONOGRAPH APPLIANCE CO.

Has taken over the business of JAMES FRAZEE

and will continue the manufacture of "CRYSTAL EDGE" MICA DIAPHRAGMS with Mr. Frazee in charge of the factory at New Brighton, N. Y. Arrangements have been made to fill all orders at the old quotations, but the scarcity of mica of suitable quality for these high-class Diaphragms makes it imperative for us to ask our patrons to limit their orders for a time. Prices will have to be advanced in less than thirty days unless there is a radical change in conditions.

THE PHONOGRAPH APPLIANCE COMPANY

Office and Factory, NEW BRIGHTON, N. Y.

May I not mention here a point which seems to be a bugaboo to the dealer—that of charging interest on deferred sales. It is my opinion that the dealer who does not charge interest on installment or deferred sales is overlooking one of the strongest points of the game. Interest is a legitimate charge, it helps to pay the freight, also helps in defraying the running expenses of the business. Naturally, the amount of interest made is gauged by the amount of installment business done, still no matter how large or small the business, the dealer should always obtain interest on deferred payments. Some dealers say that they can get interest, others say they cannot. It is the opinion of the dealer experienced in getting the interest that it helps to obtain more cash sales, also it has a tendenscy to strengthen the character of installment paper.

Having planned a Victor retail store and outlined in a measure how to conduct it, my remarks would not be complete if I did not make mention of an important point, and one which the person in charge of a talking machine department should be on the lookout for. I refer to leaks. A new point in the philosophy of leaks was gained by the Arkansas traveler, when it was pointed out to him that the leaky roof could not be fixed while it was raining, and did not need to be fixed when the sun shone. That idea might be all right as pertaining to leaky roofs in Arkansas, but it does not apply to the leaks which are bound to exist in a business. One of the curious things about a leak in business is that it continues to leak regardless of the weather, and one of the most profitable occupations to which a dealer can devote himself is hunting for leaks and permanently stopping them. I believe that the evilest of all leaks in the talking machine business is in the record end, when a customer leaves the store without having been supplied to the capacity. I don't mean to load the customer up with records which he does not want, but mean the getting of an order for two or more records when the customer planned to get only one and do it legitimately. Consider the dance records, if you will. If in your record department there is some one person who familiarizes himself with the new dances, he will be able to sell more dance records to a party coming in and asking for dance records than he could if he knew nothing about the art of dancing. You will find in dance records the same as in Red Seal that people ask for those records which they have heard at the home of some friend. Now if a salesperson can out of his own knowledge point out and demonstrate some particular rhythm in other records, in most cases he will succeed in selling more records than the customer originally intended to purchase. If this is done, then there is no leak.

FEATURING COLUMBIA ARTISTS

Commencing with the current issue of the Columbia Record, the newsy house organ, issued by the Columbia Graphophone Co., there will appear a series of photographic reproductions of popular Columbia artists, suitable for display in windows, booths and stores. These special inserts are prepared in such a way that they can be cut apart and framed.

Columbia dealers for some time past have informed the Columbia advertising department that they are receiving numerous requests for the photographs for the popular Columbia artists who are usually represented in each monthly supplement, and it was this demand that prompted the inauguration of this new series. The first photographs to be presented are those of the Taylor Trio and Stellar Quartet.

Help Trade Expansion

The Business of the United States is spreading out beyond its borders—chiefly in the direction of South America.

SPANISH IS ESSENTIAL

to those engaged in South American trade
Thousands realize this and are studying

The Language-Phone Method

and Rosenthal's Practical Linguistry

TEACHES SPANISH QUICKLY AND PERFECTLY
SELL IT NOW WHILE THE DEMAND IS STRONG

Equipment Consists of

18 double faced records, (36 lessons). A set of ten Text Books, (Dr. Richard Rosenthal's Common Sense Method of Practical Linguistry.)
A conversational speaking and pronouncing manual.
An Advanced Course Pronouneing Manual.

REAL PROFITS FOR THE LIVE DEALER

Send for our proposition NOW while the opportunity is here

The Language Phone Method, 992 Putnam Bldg. 2 West 45th St., New York

CARE NECESSARY IN PRODUCTION OF FIBRE NEEDLES

Some of the Details Connected With the Making of That Form of Talking Machine Needle and the Materials That Enter Into it—Only the Best Grade of Bamboo Suitable

CHICAGO, ILL., November 8.—Some idea of the infinite care and detail involved in the production of fibre needles in the perfected form in which they are now supplied to the trade is shown in the reproductions of photographs

F. D. Hall in His Private Office

taken in the factory of the B. & H. Fibre Manufacturing Co., this city, presented elsewhere in this issue.

The ten years spent in the development of the fibre needle and of the mechanical and chem-

Bamboo Used for Fibre Needles
(Compared With Fishing Rod)

ical processes involved in its production by F. D. Hall, the inventor, would make a most interesting story.

It's a record, too, of continual search to get just the right quality of bamboo. When, after much experimenting Mr. Hall, years ago, found that bamboo furnished the ideal material for a needle, eliminating surface sounds and producing no injury to the record, he was only at the beginning of his task. Even after the bamboo of the right character was procured, chemical treatment in order to give it durability was necessary. Process after process was tried and constant improvement was made. Only in the last eighteen months has the present method of treatment been in use. All the ceaseless experimenting before indulged in and the knowledge of the inherent qualities of the bamboo fibre thus gained was, of course, a necessary preparation for the discovery of what has proved the most efficient as well as the most natural method of treatment.

The various treatments that the needles undergo are mainly for the purpose of extracting the "honey" from the cells and replacing it with mineral waxes imparting resilience and preventing the absorption of moisture. Coherence is thus given to the fibre so that it will not fray and splinter. Furthermore, instead of the point wearing away it is simply compressed by the weight of the sound box that it conforms itself to the shape of the groove. If the natural bamboo were used fraying and splintering would be inevitable. The effect of this process on the fibre of the bamboo may be likened to that of the shoemaker's wax on his thread.

Mr. Hall, in speaking of the present process of treatment and its results, said that its efficiency is shown by the fact that the needles being shipped to-day are far superior and vastly different to anything they have ever turned out in the past, the new needles generally playing from four to six ordinary records without repointing.

One of the most interesting of the views referred to shows the assorting department. The system of inspection is very thorough, and is carried on by young women who have been in the employ of the company for years. Mr. Hall states that by actual test less than 1 per cent. of defective points remain after the assorting has been done.

In speaking of the fibre needles, Mr. Hall says, "The fibre needle stands alone in its peculiar class, and is unique in that it conflicts with and comes into competition with no other needle. To the collector of records it is an absolute necessity, as there is absolutely no wear to the records when fibre needles are used."

The two illustrations shown in this connection are very interesting and supplement those presented elsewhere. In the first Mr. Hall is seen in his private office, and through the window in the rear which opens immediately on the laboratory, the factory is seen in perspective.

The other cut shows the bamboo used in the manufacture of fibre needles compared with the ordinary fishing rod. The "fibre needle" poles constitute the very finest bamboo imported into this country. The poles vary in length from eighteen to twenty feet, and from two and one-half to three and one-half inches in diameter. This special bamboo, which is found only in a particular district in Japan, is especially adapted for the fibre needles because the proportion of Silica in the cortex or outer shell is from 20 to 30 per cent. greater than that contained in bamboo of ordinary grades. Ten to twenty thousand of these high-grade and selected poles are imported by the B. & H. Fibre Manufacturing Co. at a time.

The character of the bamboo used by the company has attracted the attention of the U. S. Government, and samples of bamboo raised near the Culebra cut in Panama, in Porto Rico, and even in some of the Southern States have been sent to the company by the Horticultural Bureau. Some of these bamboos are of a very high character, but the output is as yet very limited.

Mr. Hall, by the way, will be most pleased to have any jobber or dealer interested in knowing just how fibre needles are made to call at the factory at the southeast corner of Dearborn and Kinzie streets, and "see for themselves."

The Webber-Knapp factory on Chandler street, Jamestown, N. Y., has built a new addition to its present plant.

M. H. Shalowski is the principal owner of The Phonograph Co., recently organized in Nashville, Tenn., and which has taken over the Edison phonograph and piano department of F. A. Leatherman, that city.

MOTORS

Single spring, straight gear, playing two ten-inch records with one winding. The *best* made in U. S. A.

For *immediate* delivery
At the *right* price

Cabinets
Tone-Arms
Sound-Boxes

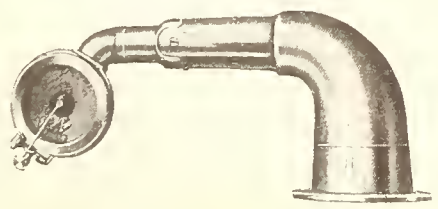
The Melophone
TALKING MACHINE COMPANY, INC.,
376-378-380 LAFAYETTE STREET
CITY OF NEW YORK, N.Y.

MANUFACTURERS OF
LOW-PRICED, RELIABLE PHONOGRAPHS

Write for Catalog

Here is the TONE ARM You Have Been Looking For!

No. 1 Universal Tone Arm NOW READY



No. 1 Universal Tone Arm

Made of finest material on the market. Equipped with Grade A MICA.
Plays all makes of Records without any offset. Send $2.00 for Sample.
Money refunded if not satisfactory.

QUANTITY PRICES ON REQUEST. IMMEDIATE DELIVERIES.

No. 2 (Patented) Ball Bearing Tone-Arm Will be Ready in a Few Days.

MUTUAL TALKING MACHINE CO., 145 W. 45th St., New York

AEOLIAN-VOCALION TWO YEARS OLD

Fact Impressed Upon the Public Through Special Series of Advertisements in the Newspapers and Magazines—Instrument Has Met With Tremendous Success

This month marks the second anniversary of the Aeolian-Vocalion, and in order to bring this fact before the attention of music lovers in this territory and throughout the country, the Aeolian Co. has been using large advertisements in the daily newspapers and national magazines.

In the two years that the Aeolian-Vocalion has been on the market it has won signal success both from an artistic and musical standpoint. In fact, this phonograph has obtained a larger measure of renown than even the Aeolian Co. had anticipated two years ago.

In this issue of The World the Aeolian Co. calls attention to the fact that the Aeolian-Vocalion has been presented at the Court of King Alfonso XIII, ruler of Spain, while in last month's World the trade was informed of the fact that the Aeolian-Vocalion had been presented at the Vatican and commended heartily by His Holiness Pope Benedict XV. The Aeolian Co. was further honored by receiving an official appointment as "Provider to His Holiness."

This royal recognition is the strongest possible tribute to the musical and artistic standing of the Aeolian-Vocalion, and indicates the prestige which this instrument has obtained in the short space of two years.

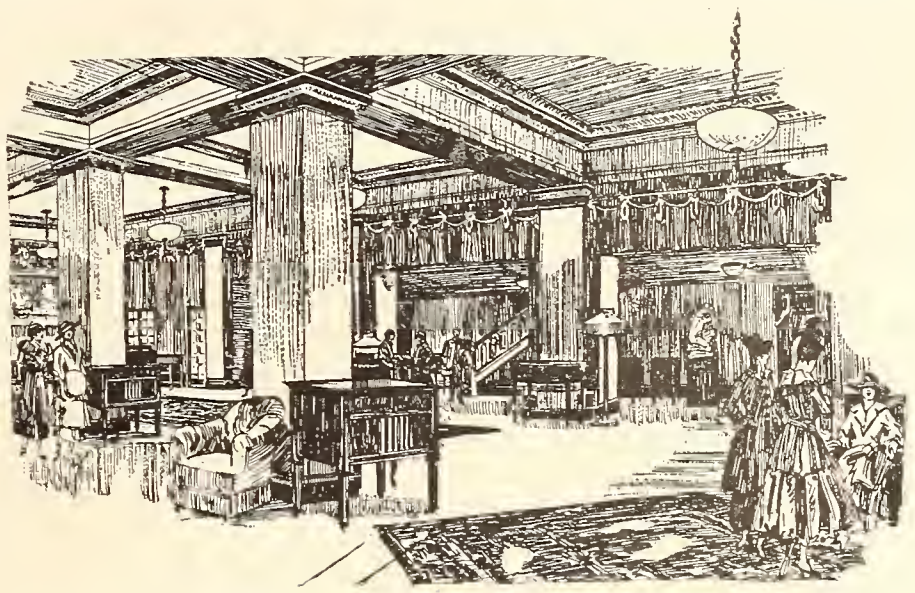
It usually takes about two years for a new product to achieve success in its home community, but the Aeolian-Vocalion has not only been successful in this country, but has won for itself an enviable position in all parts of the world.

From the time that the Aeolian-Vocalion was introduced to the trade two years ago, the Aeolian Co. has carried on a campaign which has placed this instrument before the public as an artistic product rather than a commercial one. Every piece of advertising copy, and every link in the Vocalion merchandising plan has been directed toward impressing the public and the trade with the fact that the Aeolian-Vocalion represents certain ideals in phonograph construction which are distinctive in many respects.

Aeolian-Vocalion dealers throughout the country have been well satisfied with the results of this campaign, and particularly with the splendid returns received from the national advertising that has been sponsored by the Aeolian Co. since the Aeolian-Vocalion was placed on the market. This campaign will be continued along the same lines that has characterized Vocalion publicity for the past two years, and there is no doubt but that this advertising will influence many sales for Aeolian-Vocalion representatives.

A few months ago the Aeolian-Vocalion salons on the third floor of Aeolian Holl were entirely redecorated and renovated for the holiday season, and these warerooms now constitute one of the most attractive talking machine establishments in the trade. These salons are visited by many out-of-town people, who are frequently so impressed with the artistic and musical attributes of the Vocalion in these ideal surroundings that they become valuable prospects for the Vocalion representatives in their home city.

For the coming year the Aeolian Co. has a number of important ideas in mind whereby the Aeolian-Vocalion representatives throughout the country will receive an even greater degree of co-operation than they have during the past year. Sales helps, display matter, etc., backed up by the international prestige of the Aeolian Co., and a far reaching advertising campaign, are included in this 1917 dealer co-operation.



Aeolian-Vocalion Salons at Aeolian Hall

ARTIST'S CONCEPTION OF RECORDS

Carry the Message of Music Throughout the World, Declares Alma Gluck—Represent Great Power for Good Among the Masses

Proof that famous artists who sing for talking machine records have a new conception of the real importance of this work beyond its mechanical features and that they fully appreciate the wonderful possibilities of the talking machine from a purely musical sense was indicated in a recent interview with Alma Gluck appearing in the Home Page of the Evening Mail. In speaking of her talking machine records, which have been wonderfully successful, Mme. Gluck said: and her remarks are well worth more than casual attention:

"Probably few 'city folks' appreciate the boon that the talking machine has been and is to those people who live in small towns all over the world," says Alma Gluck. "Until I joined the forces of the singers who make records I had but a faint idea of the tremendous influence for good that was being done through this mechanical musical instrument. Hundreds of thousands of homes are now familiar with the best of music and with the greatest artists.

"Have you ever noticed how the taste for good things just grows and grows? Not long ago while I was buying some records in a Broadway store where I frequently purchase them, the salesman called my attention to a man who was leaving the shop. He told me that six months before this man bought nothing but 'popular' records, but that now he came in every Saturday and selected one or two really good things and rarely bought any 'rag time.'

"It is a wonderful privilege to be among those who are carrying pleasure and gladness into distant homes. A realization of the responsibility as well as the gratification is brought home to me frequently. Hardly a week passes that I do not receive letters from some far places across the seas thanking me for one song or another that I have recorded.

"Often there is a touch of pathos in the message, and more than once I have wondered to myself, 'how many people in the world are listening to my voice this minute?' It is most bewildering to feel that one is singing all over the world at the same time.

"The public has no idea how difficult it is to make a perfect record. Artists depend so much upon their audiences for inspiration, that at first they are aghast at the seemingly crude mechanism that stares them in the face in the recording laboratory. And the knowledge that one tiny slip will ruin the record does not increase one's comfort of mind.

"You stand facing a rectangular funnel, about a foot from it. Summoning every bit of imagination you possess, you sing into this uninspiring affair, wondering whether or not your voice will be muffled, if the words will be as distinct as you are really making them, hoping that no mistake or accident will occur to mar the record, and fearing every moment that some one may shuffle a foot on the floor or a chair may scrape, or some other stray sound will ruin what you are trying so hard to render perfectly.

"On the concert platform one can call upon so many little gestures, facial expressions and poses to create the atmosphere that makes a song successful, but not so when singing for the relentless talking machine. On the other hand, that is why I consider making records the essence of the perfect art of singing.

"I actually feel closer to my unseen audiences than to those I face in the concert halls; that is, at least in what I might call my detached moments, because so many, many unknown friends write to me about my records, and there is something so very personal in a letter."

Veeco Electric Motors

VEECO MEANS:

1. Efficiency.
2. Durability.
3. Elimination of Motor Troubles.
4. Perfection in Every Respect.

Guaranteed for Two Years

1. The above results were obtained by years of experimenting.
2. The only electric motor for phonographs that has been approved and endorsed by the highest electrical authorities in the United States.
3. Adopted exclusively by some of the largest manufacturers.
4. Our Composition Turntable is in itself a great improvement to any talking machine.

Our large contracts and rapid growth are the proofs of the superiority of Veeco Motors.

We also supply for dealers our Veeco Motors mounted on suitable boards for installation in machines already in use.

We can make prompt deliveries, render excellent service and invite comparison.

LET US CONVINCE YOU

Victor Electrical Equipment Co.

248 BOYLSTON STREET BOSTON, MASS.

WHAT THE ASSOCIATION OF BUFFALO DEALERS HAS DONE

By WALTER J. BRUEHL, Secretary of the Talking Machine Dealers' Association of Buffalo

Like all live wire business organizations the Talking Machine Dealers' Association of Buffalo was organized to maintain the high standard which our respective lines enjoy—to meet and enjoy the good fellowship and friendly competition of our competitors—to adjust and regulate any grievances to the mutual satisfaction and benefit of all concerned—to support all subjects which appear to be for the betterment and improvement of the talking machine business, and to co-operate with the manufacturers and the National Association of Talk-Machine Jobbers.

When the first seeds of organization were scattered around about some fell upon pessimistic ground and were lost, but the majority fell upon rich soil, well fertilized with optimism—took root—grew and are now bearing the fruits of success.

The first and probably the most important business transacted after organizing was the unanimous agreement of all members to charge interest on time sales at the rate of 6 per cent. per annum, and to handle the problem of sending records on approval in a manner that would eliminate such evils as you all no doubt are familiar with. The following are the rules and regulations adopted by our association:

RULES AND REGULATIONS ADOPTED BY THE TALKING MACHINE DEALERS' ASSOCIATION OF BUFFALO, SEPTEMBER 23, 1914

I.

That on and after October 15, 1914, no talking machine be sold on deferred payments extending beyond sixty days, except on contracts bearing interest at six per cent. per annum from date of sale.

II.

Records sent on approval are not returnable if kept in customer's possession longer than three days.

At least one-third of the records sent on approval must be kept by customer.

Records purchased at the store are not returnable for credit or exchange after three days from date of sale. It is further agreed that a slip reading as follows be furnished to dealers at cost, to be inserted with each package of records sent on approval:

Records in any reasonable quantity will be given for home trial, on provision that you agree to assume responsibility for any damage which may occur while in your possession.

It is understood that at least one-third of the records requested on approval be retained and paid for. Customers are requested to make their own selections by catalog number.

TALKING MACHINE DEALERS' ASSOCIATION OF BUFFALO.

The above rules and regulations were printed on a sheet 9½x23 and signed by all members of the association. Then the rules and regulations and dealers' signatures were photographed and each dealer furnished with a framed copy. The value of such an agreement framed and hanging in the dealer's store is obvious. The perfectly legitimate additional revenue realized by charging 6 per cent. on time sales more than defrays the expenses in handling deferred payment accounts.

Wherever machines and records are sent out on approval there is bound to be an element which will abuse the privilege by going from one dealer to another requesting machines and records to be sent to their home on approval without any intention whatever of purchasing same.

In order to curtail these machine and record "Joy Riders," and also to show those who are slow pay and those who have had machines pulled, we arranged a key, or code, and supplied each dealer with one—with the thought in mind that as soon as they discovered machine and record joy riders, machines pulled and slow pay accounts, they furnish the secretary with the information, which in turn would be furnished to all dealers. This arrangement has prevented many joy riders.

The next order of business which was of very serious nature was to regulate objectional methods in advertising and after discussing in open meeting the pros and cons of certain kinds of advertising it was unanimously agreed to adopt the following rules for advertising:

RULES FOR ADVERTISING ADOPTED BY THE TALKING MACHINE DEALERS' ASSOCIATION OF BUFFALO, NOVEMBER 4, 1914

I.

That no talking machines are to be advertised on "NO PAYMENTS DOWN"—but are to be left to the discretion of the dealer.

II.

That no printed matter of "COMBINATION OUTFITS" shall be used.

III.

That no advertising of "FREE CLEANING OR REPAIRING" be permitted. At the same time each dealer will be allowed his discretion regarding cleaning and repairing.

IV.

That no advertising of misleading nature, such as a club or similar plans, be resorted to.

TALKING MACHINE DEALERS' ASSOCIATION OF BUFFALO.

Copies of both sets of Rules and Regulations were printed and furnished to the dealers. The trouble in advertising that we were experiencing came about as follows. A dealer knowing he could not advertise machines at a reduced price would as a matter of inducement to the prospective customer advertise as follows:

Machine	$50.00
$25 cabinet	20.00
12 selections	4.50
Total	$74.50

Of course, this "ad" on the face of it is misleading to the customers because they are laboring under the impression they will receive twelve records instead of six records. Another advertisement along the same lines would appear the next day by a competitor advertising the same $25 cabinet at $18.50 with twelve selections at $4.50, this cutting the price of the outfit $1.50, and so on and so on.

Making allowances on trade-ins is governed so largely by the shrewdness of both the buyer and seller, the make and style machine to be traded in and the price of the machine to be purchased that up to the present time we have not felt the necessity of taking any action on this question.

In regards to arranging minimum terms on machine sales, the good common sense of the dealer has so far prevented him from being penny wise and pound foolish.

The Talking Machine Dealers' Association of Buffalo has been in full swing now for two years. Its members are a bunch of live wires and broad minded enough to realize and appre-

THE "EDMONDSON"

Style 4—Retail Price $75

HERE is a line of machines that embodies all the desirable features of the up-to-date machine. Cabinet work, motor equipment, tone arm, sound box, etc., are as good as can be secured. We leave the rest to you. A sample order will prove our claims.

Write or Wire Today for open territory

Liberal Trade Discounts

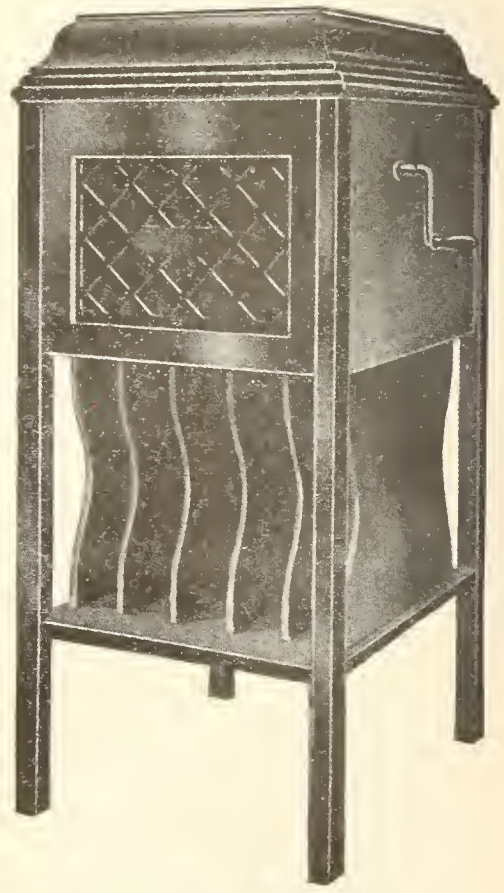
Prompt Deliveries Guaranteed

Style 4

Height 42 inches, depth 22 inches, width 19 inches. Fancy mahogany or oak cabinet, holding 10 Edmondson record albums for 100 records. Latest improved tone arm, heavily nickel plated sound box, automatic stop, indicator, speed regulator and brake, worm-gear, triple spring motor. Plays four records at one winding. All exposed parts nickel plated. Our special variable tone regulator is a feature of this instrument.

Style 3

Height 43 inches, depth 22 inches, width 17 inches. Fancy mahogany or oak cabinet with record compartments. Latest improved tone arm, heavily nickel plated sound box, automatic stop, speed regulator and brake, worm-gear, double spring motor. Plays two records with one winding. All exposed metal parts nickel plated.



Style 3—Retail Price $50

EDMONDSON PHONOGRAPH COMPANY

16-18 Washington Avenue IRVINGTON, N. J.

ciate the amount of good to be derived by working together.

We hold our meetings once a month and throughout the winter, pull off a banquet or two in the good old summer time we have an outing or picnic and we sure do have some fun. We are looking forward to next year's picnic already. There are a number of talking machine dealers who believe in associations, but say that it can't be did in "My Home Town." I say, "Forget it." Some were laboring under that impression in Buffalo for a long time, but time works wonders and so do talking machine dealers' associations.

It is with a great deal of sincere pleasure that the officers and members of the Talking Machine Dealers' Association of Buffalo extend to all officers and members of other associations and to all dealers an invitation to be with us at any of our business meetings which take place the first Wednesday of each month during the winter months.

COLUMBIA TRADE IN THE EAST

Reaching Record-Breaking Proportions, Declares Edmund F. Sause—New Supplements Well Received—Book of Best Selling Records

"A record-breaking record business is the statement of the great majority of Columbia dealers," said Edmund F. Sause, of the United States sales manager's office of the Columbia Graphophone Co., referring to a recent visit he had made to the Columbia clientele in the East. "The recent Columbia supplements have met with great favor everywhere, and what is particularly gratifying is the fact that it is the better class of records which are showing the greatest gains in sales over any preceding year. The Lazaro records are achieving remarkable success, and Columbia representatives are enthusiastic in their praises of the advertising campaign, which we have instituted in behalf of these records."

W. A. Willson, business manager of the educational division of the Columbia Graphophone Co., sent out to Columbia dealers this week a valuable booklet containing a classified list of the thirty most popular and best selling Columbia school records. In a letter to the trade Mr. Willson referred to the fact that the Columbia educational department advertising starts in the October issues of all the leading educational journals, and that the new edition of "School Room Music" will be off the press very shortly.

ASHLAND MFG. CO. IN TALKER FIELD

CHICAGO, ILL., November 13.—The Ashland Manufacturing Co., which is a subsidiary of Wilson & Co., a large packing corporation of Chicago and successors to Sulzberger & Sons, has placed upon the market a cabinet machine standing thirty-five inches high, which plays all disc records, and which has a number of individual features. The machine was designed to retail at $35, and this price will be maintained, according to E. C. Seaton, who is in charge. From the middle of October, however, until the middle of November they have been on sale at the Ashland branch store, 14 South Wabash avenue, at the introductory price of $25.

The Davis Phonograph Co. has been incorporated to manufacture talking machines and accessories. Capital is $2,500.

PLEASED WITH THE OUTLOOK

C. F. Bruno Returns From Visit to New York State and Reports Splendid Conditions

C. F. Bruno, of C. Bruno & Son, Inc., New York, Victor distributors, returned recently from a visit to the Victor dealers in New York State, and his reports of conditions in this territory indicate that in both Victrolas and Victor records, Victor representatives are closing a banner business. Record sales, in particular have been unusually gratifying, and Victor dealers have apparently found it beneficial to concentrate a considerable portion of their activities on their record departments. A shortage of Victrolas is generally reported, particularly in the $75 and $100 types, for which there is a tremendous demand.

THE BISHOP WAS SATISFIED

In "The Talking Machine Tells Its Own Story" in a current issue of The Nation's Business is told of the early days of the phonograph. The newspapers printed columns of yarns so fabulous that most readers thought it a hoax. Bishop Vincent, of Chautauqua fame, asked the privilege of seeing the marvel, which Mr. Edison readily granted. The good Bishop had planned to put the wonderful machine to a test. He squared himself in front of the recorder and shouted as fast as he could articulate a string of Biblical names to outchronicle Chronicles—Zaccur, Izri, Nethanian, Bukkiah, Jesharelah, Jeshaiah, Shimei, Azareel, Hashabiah, Shubael, Jeremoth, Joshbekashah, Mallothi, Hothir, Giddalti, Romamtiezer, and so on. When the machine slammed the words back at him the good Bishop threw up his hands and exclaimed, "I'm satisfied! There isn't a man in the United States who could recite those names with the same rapidity."

VICTOR CO. GAINS IN AD. CONTEST

Advertising and Selling, one of the leading magazines in the advertising field, is conducting an interesting contest under the heading, "Who Is the Ablest Advertiser in the Country?" The latest issue of this magazine gives a tabulated list of the standing of the contestants, and the Victor Talking Machine Co. is listed fifth.

It is quite likely that the Victor Co. will finish among the first three in this contest, as it is gaining steadily month after month. All readers of the magazine are eligible to enter the contest, each individual opinion counting as a vote.

WORKING FOR THE STEPHENS BILL

Fred P. Oliver, vice-president of the Blackman Talking Machine Co., New York, Victor distributor, returned Monday from a trip through the northern part of New York State, Connecticut and Rhode Island. Mr. Oliver made this trip in behalf of the interests of the Stephens bill, representing the National Association of Talking Machine Jobbers.

Mr. Oliver conferred with more than a dozen Congressmen in the States he visited, and also succeeded in interviewing two United States Senators. He was gratified to learn that there is a general sentiment favoring the Stephens bill, which seems to be gaining strength daily, and those members of Congress who consented to commit themselves declared their advocacy of the Stephens bill and its principles.

A TALKING MACHINE NOTEBOOK

Popular Composer Uses Talking Machine to Preserve His Improvizations

Rudolph Friml, who wrote the music for "Katinka" and "The Firefly," has hit upon an original method of composition. Notes and note books are treacherous. Friml has adopted the phonograph in the note book's place. In the stretches of time between his productions nowadays, he sits at the piano, plays the airs that are drifting through his mind—and all the time there is a little instrument at his side which is recording them for future reference. Then, perhaps, there comes a day when the composer is tired. Perhaps he wants something new in a hurry. Everything is a jumble and he would have a difficult time recalling something good, exactly as it occurred to him one summer's day when he was out in the country at a little cottage beside the lake. Presto! He puts the "record" on the machine and prompts his memory. And the result is eminently satisfactory.

Immediate Delivery

The
POOLEY
EUFONOLA

Most Luxurious $100 Cabinet Phonograph Made

A superbly designed cabinet of exquisite workmanship—45 inches high x 21 inches x 21 inches.

The EUFONOLA is made complete—except the motor—in the EUFONOLA factory. Tone and sound box of special construction; interior is all of wood joined to double amplifier of finest riff spruce.

This assures a perfection of tone that is marvelous—clear, full and brilliant.

This is a machine for the high-class trade—and is offered on an equal footing in appearance and performance with any phonograph at any price. Has double spring motor—tone modulator—plays all lateral cut records. We have a large reserve stock to insure immediate delivery of your holiday orders. Write, wire or phone for our special dealers' proposition.

ACME CABINET COMPANY
116 WEST 32d STREET NEW YORK
Opposite Gimbel's

Notice to Victor and Columbia Dealers

You will be glad to know that we are in a position to furnish you with the "Best Record Album" containing Famous Heavy Green Bristol Paper Envelopes the same as we have been using for the last ten years.

Despite the shortage of dyes, green paper and silk cloth you can secure our patent album made of the highest grade materials.

Our patent envelopes are locked in metal.

We can Guarantee them to you and you can do likewise to your customers.

Our Price will not change until December 15th.

To convince yourself give us a small order and let us prove all we say is the truth.

We are also the Sole Manufacturers of the now "Famous Edison Re-Creations Album."

Patented and Manufactured by

THE BOSTON BOOK CO., Inc.

73 Broadway, Brooklyn, New York Factory, 103 Broadway

HOW A BRIDGEPORT FIRM HAS DEVELOPED ITS BUSINESS

BRIDGEPORT, CONN., November 6.—The value of "home cooking" is well exemplified in the accompanying photograph showing two years' growth of the business of the West End Grafonola Co., of Bridgeport, Conn., the home of the Columbia Graphophone Co.

West End Grafonola Co., Bridgeport, Before and After Two Years of Business With Columbia Line

This company handles the Columbia line exclusively in its establishment, and the progress it has made in two years may be attributed both to the sales value of the Columbia product and the aggressive methods of Mr. Koszeghy, owner of the establishment.

In the illustration herewith the artistic display of Columbia photogravures along the walls is well worth noticing. The vertical strip may be removed at any time and new pictures inserted. The "twin note" trade mark of the Columbia Co. is also well displayed on the twenty-foot awning outside the store and at other points of vantage.

A New Diaphragm

¶ Paddock Diaphragm, Inc. is now ready to offer the trade a new diaphragm which has given perfect satisfaction to a limited number of users the past six months.

¶ The Paddock Diaphragm is made of a specially patented composition that we believe is far superior to mica.

Prompt Deliveries of All Quantities

Let Us Send You Free Samples

PADDOCK DIAPHRAGM, Inc.

Room 1411 30 Church St., New York

PRAISE FOR THE NEW EDISON

Booklet Issued Containing Tributes from Music Critics Is Proving Popular

A compilation of the comments that the leading music critics of America have made in reference to the New Edison has been issued in booklet form by Thomas A. Edison, Inc., and is being distributed among Edison dealers. "What the Critics Say," as the new booklet is designated, contains thirty-two pages and can be slipped into the inside pocket or into a standard envelope for mailing. It is a compendium of the criticisms that the New Edison tone tests brought forth and it reflects the approbation that the musical world gave the achievement of Music's Re-Creation. Excerpts from many leading journals of the United States are quoted to the effect that the New Edison is capable of actually re-creating the human voice and other musical sounds.

In addition to quoting the tributes that the foremost musical authorities of this country have paid the New Edison and Edison Re-Creations, the booklet contains a brief statement relating to the significance of Music's Re-Creation. An extensive list of the names of newspapers in which critics have admitted the accomplishment of Re-Creation also is given. The booklet is illustrated with pictures of the Edison artists who have appeared in the tone tests which have and are creating such a furore in the musical world. Among the artists who are pictured in the booklet are Marie Rappold, soprano of the Metropolitan Opera; Alice Verlet, Europe's favorite colorature soprano; Thomas Chalmers, baritone of the Boston-National Grand Opera Company, and Christine Miller, the celebrated concert contralto.

That "What the Critics Say" is proving very popular is indicated by the demand that dealers are making for supplies of the booklet.

BIG GOVERNOR WIRE PURCHASE

The Lucky 13 Phonograph Co., New York, recently purchased 3,600 pounds of flat tempered steel governor spring wire, constituting one of the largest single shipments of this product. Cut into springs this wire will make 9,000,000 governor springs—enough for 3,000,000 motors. David B. Bartelstone, owner of the company, has made a careful study of the raw material situation, and in addition to purchasing this governor spring wire has also bought a large amount of main springs to fit various sizes of standard motors.

LIVELY TRADE IN ALBANY, N. Y.

ALBANY, N. Y., November 11.—The Gately-Haire Co., Inc., this city, report a tremendous business in Victor talking machines, for which they are distributors. The demand for machines is beyond the supply, while the record trade is steadily expanding. Under the present capable management the business is showing a steady advancement.

PLANNING SOME BIG THINGS

PITTSBURGH, PA., November 11.—The Standard Talking Machine Co., Inc., of which J. C. Roush is manager, will make some important moves the first of the year, which will be well worth watching. In the meantime their business in Victor talking machines and records, for which they are distributors, has assumed enormous proportions, and it is now certain that they will close the greatest year on record in 1916.

AN INTERESTING CAMPAIGN

An interesting campaign is now being mapped out in the advertising department of the Columbia Graphophone Co., whereby Columbia dealers will receive a most practical brand of co-operation and assistance this coming fall. This campaign consists of a series of newspaper advertisements which will be used in the various papers throughout the country at the time when famous artists recording for the Columbia library are appearing in concerts in these respective cities. In order that Columbia dealers may get the full benefit of this publicity the Columbia advertising department has prepared a series of electrotypes which will be furnished to the dealers free of charge.

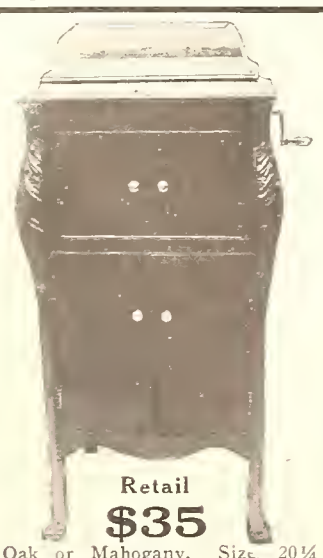
FEATURING HAWAIIAN RECORDS

DALLAS, TEX., November 6.—The Will A. Watkin Co., who handle the Columbia line successfully in this section of the country, is featuring more of the popular Hawaiian records in their advertising with excellent effect. The advertisements are specially illustrated and command attention.

The Broadway Phonograph Shop, Inc., has been incorporated with a capital stock of $6,000 to deal in phonographs and other mechanical musical instruments. The incorporators are M. R. Morrison, L. E. Greenberg, etc.

The Edison line of phonographs and records will be handled by Paul G. Mehlin & Sons in their new warerooms, which will soon be opened at 4 East Forty-third street, New York.

The Menzer Talking Machine Shop, of Pittsburgh, Pa., was recently incorporated with a capitalization of $5,000.



Retail
$35

Oak or Mahogany. Size 20¼ in. Wide. 20½ in. Deep. 44 in. High. Double spring motor, 12-inch turntable, reversible tone arm, playing all records.

GOVERNOR SPRING WIRE

LUCKY 13 PHONOGRAPH CO., 3 East 12th Street, New York City, wishes to announce

that they are in a position to manufacture and punch out governor springs in any size required at reasonable prices. Send samples and quantity required and we will gladly quote you.

We also wish to announce that we can furnish the following sizes of Main Springs for immediate delivery in large quantities:

5/8 x .025 x 9 ft. 6 in.	7/8 x .022 x 10 ft.
3/4 x .020 x 8 ft. 6 in.	7/8 x .026 x 11 ft.
3/4 x .025 x 10 ft.	1 x .028 x 12 ft.
1-3/16 x .025 x 9 ft. 6 in.	1-1/8 x .027 x 18 ft. 6 in.

Governor Spring Wire in coil, $1.50 per pound in quantity weight.

Some of these springs can be used in many standard motors. If you will let us know what motors you wish springs for, we will gladly advise you what size mainspring can be used.

Write for our 84-page free catalogue—the only one of its kind in America, illustrating 33 different styles of phonographs, eight styles of motors, 500 different parts for various motors and other phonographic parts, such as Tone Arms, Reproducers, Mica, Sapphire Points, Rubber Gasket, Stylus Bars, Needle Holding Screws, Speed Indicators, Brakes, Brake Springs, Winding Shaft Springs, Governor Balls, Governor Springs, Winding Handles, Horns and Horn Brackets, Horn Elbows, Regulator Stems, Main Springs, Governor Pinions, Governor Springs, Turn Table Shafts, Turn Tables, Turn Table Cloth, Intermediate Gears, Spring Barrels, Spring Barrel Gears, Rubber Washers, Rubber Tacks, Escutcheons, Needle Cups, Waste Needle Cups, Cabinet Hinges, Cover Stays, Cabinet Hardware and Tools for Repairing. Also description of our Repair Department.

The Lyrian Baby Grand Phonograph

$25.00 Retail

33½ inches high, 17 inches deep 14½ inches wide

Mahogany finish. Plays any disc record vertical or lateral cut. A wonderful seller.

Dealers write for full descriptions and proposition

Lyrian Phonograph Co.

621 Main Street, Cincinnati, O.

USING CHRISTMAS STATIONERY

The Corley Co. Keeps Fact That Christmas Is Coming Before Their Dealers

The Corley Co., well-known Victor distributors of Richmond, Va., are letting no opportunity slip to impress their dealers with the fact that Christmas is coming, and the company is already using a handsomely designed Christmas letterhead for its business correspondence. The letterhead has a holly border in colors with the Corley slogan: "The House That Made Richmond Musical" at the top, with pictures of Santa Claus at each corner.

TONE MODULATOR WELL RECEIVED

BAY CITY, MICH., November 6.—R. W. Gresser, sales manager of the Delpheon Co., of this city, manufacturer of the "Delpheon" line of machines, is making a trip through the State in company with a member of the company's traveling staff, and the orders he has received to date indicate a healthy demand for the "Delpheon" products.

Mr. Gresser is well pleased with the reception accorded the distinctive features of the "Delpheon" machine, such as its tone modulator, patented record filing system and automatic stop. The tone modulator in particular has met with gratifying success, and dealers handling the "Delpheon" line are using this as an important sales argument, demonstrating it to prospective purchasers with very pleasing results.

The Des Moines Phonograph Co., recently organized to market the Stewart phonograph, has opened a salesroom at 621 Locust street, Des Moines, Ia., with C. A. Hoover in charge.

Geo. L. Hirtzel, Jr., of 211 Broad street, Elizabeth, N. J., recently had a very attractive booth at the Automobile Exhibition in the armory there, featuring the Victor line of machines and records.

DISPLAY DURING ELECTRICAL WEEK

Columbia Electric Grafonolas to Be Featured During First Week of December

The Columbia Graphophone Co.'s line of electric Grafonolas will be prominently featured throughout the country during the first week of December, which will be known as "Electrical Week." The Columbia Electric Grafonolas have attained remarkable success during the past year, and the electric motor used in these machines has given such excellent service that it has been commended by Columbia dealers everywhere.

T. A. Laurie, for many years a member of the Columbia Co.'s auditing department, has joined the staff of W. C. Fuhri, United States manager of the company, with headquarters at the executive offices.

EDISON JOBBERS CONVENE

Successful Three-Day Convention Held at Syracuse, N. Y.—Bolway & Sons Open New Edison Shop—Officials in Attendance

SYRACUSE, N. Y., October 30.—A three-day convention was held by Edison dealers from Central and Western New York at the Hotel Onondaga last week, seventy-five Edison dealers being present. Miss Julia Heinrich gave a tone test demonstration at the Regent Theatre on the first day of the convention, the convention closing with a very successful banquet. Incidental to the Convention was the opening of the New Edison Shop on South Salina street by Frank E. Bolway & Sons. In addition to the dealers who attended the convention, practically all of the officials of Thos. A. Edison, Inc., with the exception of Mr. Edison himself, were present.

RISHELL CO. LEASES SALESROOM

The J. K. Rishell Furniture Co., manufacturers of talking machines, have leased the third floor in the building at the southwest corner of Madison avenue and Thirty-eighth street, to be used as a sales and demonstration room.

HUNT'S MUSIC HOUSE MOVES

Prominent White Plains, N. Y., Concern Forced to Occupy Larger Quarters

WHITE PLAINS, N. Y., November 13.—Hunt's Leading Music House, Inc., of this city, has moved from 52-54 Martine avenue, where it has been located since 1911, to 114 Main street, in the heart of the business district. The company has taken a long lease on a handsome store.

The front section of the store has been fitted up elaborately as a Victrola department, with a number of modern booths, finished in ivory white and attractively furnished. The rear of the store is to be used as piano warerooms, and the basement will be given over to the display of pianos, to the music roll department and to additional booths for record demonstration. The formal opening of the new quarters will be held on Saturday, November 18, and an elaborate program has been arranged for the occasion.

In speaking of the removal John E. Hunt, head of the company, said: "It is very gratifying to announce a very satisfactory business, and the steady growth that has compelled us to make this move, giving us a larger store. It is also pleasing to note that we have given to our city an up-to-date music house which has specialized in exclusive Victor Talking Machine service."

MAKING SATISFACTORY PROGRESS

The Mutual Talking Machine Co., New York, has been making very satisfactory progress with the production of its tone-arms, and increased factory facilities have enabled the company to make large shipments. Since sending out the first lots of the Mutual No. 1 tone-arm, several improvements have been perfected which add materially to this tone-arm's practicability A new ball-bearing tone-arm, known as the Mutual No. 2 tone-arm, will be ready for the trade in a few days.

We carry 8 styles of **MOTORS**

We manufacture 4 styles of **TONE-ARMS** and 14 styles of **SOUND BOXES**

We fit any of our sound boxes to your tone-arms or vice versa.

CALL ON US

FOR

ANY PART

IN THE

PHONOGRAPH LINE

We manufacture all parts including

Graduated Disc
Tabulators
Turntables
Table Brakes
Tone-Arm Rests
Record Cleaners
Needle Cups
Cabinet Lid Supports
Sapphire Needles
For Edison or Pathe Records
Main Springs
Governor Springs
ETC.

INDEPENDENT GERMAN-AMERICAN TALKING MACHINE CO., Inc.

54-56 Bleecker Street, New York City

"TALKING MACHINE WORLD" TRADE DIRECTORY

In response to the many requests of our subscribers we herewith issue a classified directory of the talking machine trade. In order to make this directory as accurate and up-to-date as possible, we have listed alphabetically only those concerns whose advertisements have appeared in the TALKING MACHINE WORLD during the past six months.

This directory will appear in THE WORLD from time to time, each new appearance canceling the preceding list. It aims to answer in a nutshell the prevailing questions of "Where can I get it?" and "Who makes it"—which questions we are emphatically interested in answering for our readers. No attempt has been made to differentiate between the merits of the various types of machines, records, etc.

MACHINES

AEOLIAN CO. Executive offices, 29 West Forty-second street, New York City. Manufactures the "Aeolian-Vocalion" line of phonographs, eight models, retail prices $35 to $300. Also manufactures electric machines and special art designs.

ACME CABINET CO. Executive offices, 116 West Thirty-second street, New York City. Manufactures the "Enfonola" line, two models, retail price $100.

ARTOFOLA CO. Executive offices and factory, Springfield, Ill. Est., 1916. Manufactures the "Artofola" line, seven models, retail prices $25 to $250. Also makes electric machines.

ARTOPHONE CO. Executive offices and factory, 1113 Olive street, St. Louis, Mo. Est., 1915. Manufactures the "Artophone" line, eight models, retail prices $55 to $175. Also makes electric machines.

ASHLAND MFG. CO. Executive offices, and factory, Forty-third and Hermitage avenues, Chicago. Manufactures the "Ashland" phonograph, retail price $35.

BROOKS MFG. CO. Executive offices and factory, Saginaw, Mich. Est., 1903. Manufactures the "Brooks" line, one model, retail price $100.

BRUNSWICK - BALKE - COLLENDER CO. Executive offices, 623 South Wabash avenue, Chicago. Factories, Chicago, New York City, Muskegon, Dubuque and Toronto. Est., 1845. Manufactures the "Brunswick" line, eight models, retail prices $30 to $175. Also makes electric machines.

COLUMBIA GRAPHOPHONE CO. Executive offices, Woolworth buildiug, New York City. Manufactures the "Columbia Grafonola" line, sixteen models, rctail prices $15 to $350. Also makes electric machines.

CALORIC SALES CO. Executive offices, 1381 Coutinental & Commercial Bank Building, Chicago; factory, Chicago. Est., 1916. Manufactures "Phonola" line, retail price $19.75.

COLUMBIA MANTEL CO. Executive offices and factory, Leonard and Devoe streets, Brooklyn, N. Y. Est., 1914. Manufactures "Recordion" line, eight models, retail prices $20 to $200.

COMPTON-PRICE CO. Executive offices and factory, Coshocton, O. Manufactures the "Stradivara" line, seven models, retail prices $65 to $225.

CRESCENT TALKING MACHINE CO. Executive offices, 89 Chambers street, New York City; factory, 109 Reade street, New York City. Est., 1914. Mauufactures "Silvertoue" line, fourteen models, retail prices $12.50 to $200. Also makes electric machines.

DELPHEON CO. Executive offices and factory, Bay City, Mich. Est., 1916. Manufactures the "Delpheon" line, three models, retail prices $100 to $150. Also makes electric machiues.

DOMESTIC TALKING MACHINE CO. Executive offices and factory, Thirty-third and Arch streets, Philadelphia, Pa. Est., 1916. Manufactures "Domestic" line, nine models, retail prices, $7.50 to $47.50.

THOMAS A. EDISON, Inc. Executive offices and factories, Orange, N. J. Manufactures "Edisou Diamond Disc" line, seven models, retail prices $100 to $450. Also makes "Edisou Diamond Amberola" cylinder line, three models, retail prices $30 to $75.

ELECTRIC PHONOGRAPH CO. Executive offices, 29 West Thirty-fourth street, New York City; factory, Mt. Vernon, N. Y. Manufactures "Phonolamp," linc, combination lamp and electric phonograph, five models, retail prices $75 to $200.

EMPIRE TALKING MACHINE CO. Executive offices, 429 South Wabash avenne. Chicago; factories, Chicago and Indiauapolls. Est., 1915. Manufactures "Empire" line, seven models, retail prices $25 to $200.

FAVORITE TALKING MACHINE CO. Executive offices and factory, 438 Broadway, New York City. Est., 1916. Manufactures "Favorite" line, seven models, retail prices $4.25 to $37.50.

FLEMISH-LYNN PHONOGRAPH CO. Executive offices and factory, 269 Thirty-seventh street, Brooklyn, N. Y. Est., 1916. Manufactures "Flemish-Lynn" line, nine models, retail prices $5 to $60.

FOREST CITY FURNITURE CO. Executive offices. 3248 West Sixteenth street, Cbicago. Factory, Rockford, Ill.

FRAAD TALKING MACHINE CO., Inc. Executive offices and factory, 224 West Twenty-sixth strcet, New York City. Est., 1915. Manufactures "Symphony," "Fraad, Jr.," aud "Symphouy, Jr.," lines, ten models, retail prices $10 to $150.

FRANZ BRUCKNER MFG. CO. Executive offices, 405 Broadway, New York City; factory, New York City. Est., 1912. Manufactures the "Metro-Phone" line, seven models, retail prices $10 to $110.

HARPVOLA TALKING MACHINE CO. (J. H. COLLINS). Executive offices and factory, Harrisburg, Pa. Manufactures "Harpvola" line.

HARMONOLA CO. Executive offices and factory, 1611 Chestnut street, Philadelphia. Est., 1916. Mauufactnres the "Harmonola" line, four models, retail prices $27.50 to $115.

INTERNATIONAL TALKING MACHINE CO. Executive offices and factory, 1719 West Van Bureu street, Chicago. Est. 1915. Manufactures "International" and "Operola" lines, six models, retail prices $35 to $225. Also makes electric machines.

ANDS KOCH. Executive offices, 296 Broadway, New York City. Manufactures the "Koch-O-Phone" line, six models, retail prices $10 to $150.

KOEHLER & HINRICHS. Executive offices and factory, St. Paul, Minn. Manufacturers the "Ko-Hi-Ola" combination phonograph,. clock and bookcase. Retail price $100.

LUCKY 13 PHONOGRAPH CO. Executive offices and factory, 3 East Twelfth street, New York City. Est., 1915. Manufactures the "Cleartone" aud "Lucky 13" lines, thirty-three models, retail prices $4 to $200.

MAGNOLA TALKING MACHINE CO. Executive offices, 711 Milwaukee aveuue, Chicago; factory, Chicago. Manufactures "Magnola" line, five models, retail prices $75 to $250. Also makes electric machines.

MAJESTIC PHONOGRAPH CO. Executive offices, 218 South Wabash aveuue, Chicago; factory, Chicago, Est., 1916. Manufactures "Majestic" line. five models, retail prices $50 to $200. Also makes electric machines.

MANDEL MANUFACTURING CO. Executive offices, 501 Laflin street, Chicago; factories, Chicago and Benton Harbor, Mich. Est., 1915. Manufactures "Mandel" line, four models, retail prices $35 to $115. Also makes electric machines.

JAMES MANOIL CO., Inc. Executive offices and factory, Newburgh, N. Y. Est., 1916. Manufactures "Manophone" line, six models, retail prices $15 to $200.

MASCOT TALKING MACHINE CO. Executive offices and factory, 66 West Thirty-seventh street, New York City. Est., 1916. Manufactures the "Mascot" line, seven models, retail prices $6 to $90.

MELODOGRAPH CORPORATION. Executive offices and factory, 142 West Fourteenth street, New York City. Est., 1916. Manufactures the "Melodograph" line.

MELOPHONE TALKING MACHINE CO., Inc. Executive offices, 376 Lafayette street, New York city; factory, Farmingdale, Long Island, N. Y. Est., 1915. Manufactnres "Melepbone" line, four models, retail prices $7.50 to $15.00.

MILWAUKEE TALKING MACHINE MFG. CO. Executive offices and factory, 418 Fourth street, Milwaukee, Wis. Est., 1915. Manufactures "Perfectrola" line, seven models, retail prices $7.50 to $100. Also makes electric machines.

MOZART TALKING MACHINE CO. Executive offices, 432 North Twentieth street, St. Louis. Est., 1916. Manufactures the "Mozart" line, seven models, retail prices $15 to $100.

MUTUAL TALKING MACHINE CO., Inc. Executive offices, 145 West Forty-fifth street, New York City; factory, New York City. Est., 1916. Manufactures the "Mutual" line, retail prices $37.50 to $100.

NANES ART FURN. CO. Executive offices and factory, Grand street and East River, New York City. Est., 1915. Manufactures the "Savoy" line, five models, retail prices $15 to $85.

NATIONAL TALKING MACHINE CO. Executive offices and factory, 118 East Twenty-eighth street, New York City. Est., 1916. Manufactures the "Bluebird" line, four models, retail prices $50 to $200.

PATHE FRERES PHONOGRAPH CO. Executive offices, 29 West Thirty-eighth street, New York City; factories, Brooklyn, N. Y., Belleville, N. J., London, Paris, Berlin, Vienna, Milan. Manufactures the "Pathephone" line, nine models, retail prices $15 to $225.

PLAYERPHONE TALKING MACHINE CO. Executive offices and factory, 21 South Wabash avenue, Chicago. Est., 1916. Manufactures the "Playerphoue" line, six models, retail prices $50 to $200. Also makes electric machines.

PREMIER CABINET CO. Executive offices and factory, Williamsport, Pa. Manufactures the "Premier" line, ten models, retail prices $27.50 to $175.

REGINA COMPANY. Executive offices, Marbridge Bldg., New York City; factory, Rahway, N. J. Est., 1892. Manufactures "Hexaphone" and "Reginaphone" lines.

RISHELL PHONOGRAPH CO. Executive offices, Williamsport, Pa.; factories, Williamsport and Hughesville, Pa. Est., 1867. (J. K. Rishel Furn. Co.) Manufactures the "Rishell" line, eight models, retail prices $50 to $300.

SAVOY GRAMOPHONE CO. (See Nanes Art Furniture Co.)

CHARLES W. SHONK CO. Executive offices, Chicago; factory, Maywood, Ill. Est., 1877. Manufactures "Mag-Ni-Phone" line, one model, retail price $15.

SOLOPHONE CO. Executive offices and factory, Harrison, N. J. Manufactures "Solophone" line, three models, retail prices $90 to $175.

SONORA PHONOGRAPH CORPORATION. Executive offices, 57 Reade street, New York City. Manufactures the "Sonora" line, eleven models, retail prices $45 to $1,000.

SOUND REPRODUCTION CO. Executive offices, 56 Liberty street, New York City; factory, 386 Second avenue, New York City. Est., 1916. Manufactures the "Maestrola" machine, retailing at $12.

STARR PIANO CO. Executive offices and factory, Richmond, Ind. Est., 1872. Manufactures "Starr" line, eleven models, retail prices $50 to $300.

STEWART PHONOGRAPH CORPORATION. Executive offices and factory, 2843 North Lincoln street, Chicago. Est., 1916. Manufactures "Stewart" line, one model, retail price $6.50.

SUPERTONE TALKING MACHINE CO. Executive offices and factory, 8 West Tweutieth street, New York City. Est., 1916. Manufactures the "Supertone" line, three models, retail prices $15 to $100.

THOMAS MFG. CO. Executive offices and factory, Dayton, O. Est., 1903. Manufactnres "Orcbestrola" and "Armoniola" lines, seven models, retail prices $15 to $200.

TRITON PHONOGRAPH CO. Executive offices and factory, 137 Fifth avenue, New York City. Est., 1913. Manufactures tbe "Triton" line, five models. retail prices $10 to $50.

UNITED TALKING MACHINE CO. Executive offices and factory, 178 Emmet street, Newark, N. J. Est., 1916. Manufactures the "United Ideal" line, eight models, retail prices $12 to $85.

VICTOR TALKING MACHINE CO. Executive offices and factory, Camden, N. J. Manufactures "Victor" and "Victor-Victrola" lines, twelve models, retail prices $15 to $400. Also make electric machines.

VITANOLA TALKING MACHINE CO. Executive offices, 208 South Wabash avenue, Chicago, Factories, Chicago and Michigan. Manufactures the "Vitanola" line, eight models, retail prices $25 to $250.

WONDER TALKING MACHINE CO. Executive offices and factory, 113 Fourth avenue, New York City. Est., 1915. Manufactures the "Wonder" line, five models, retail prices $6 to $20. Also makes electric machines.

RECORDS

W. R. ANDERSON CO. Executive offices, 220 Ffith avenue, New York City. Est., 1909. Sole distributor for "Domino" record, manufactured by the Domino Phonograph Co., New York City. Vertical cut, seven inch records, retail price, 35c.

ARTOFOLA CO. Executive offices, Springfield, Ill. Markets the "Artofola" line, vertical cut, ten and twelve-inch records, retail prices, 75c. and $1.00.

BROWN SPECIALTY CO. Executive offices, 36 South State street, Chicago. Est., 1915. Markets "Par-o-ket" liue, vertical cut, seveu-inch record, retail price, 25c.

BRUNSWICK - BALKE - COLLENDER CO. Executive offices, 623 South Wabash avenue, Chicago. Est., 1845. Markets the "Pathé" records, manufactured by the Pathé Frères Phonograph Co., New York City.

COLUMBIA GRAPHOPHONE CO. Executive offices, Woolworth building, New York City. Manufactures "Columbia" records, ten and twelve inches, lateral cut, retail prices 65c to $3.

R. D. CORTINA CO. Executive offices, 12 East Forty-sixth street, New York City. Est., 1882. Markets "Cortinaphone" line, lateral cut, sold in sets. Language records only.

CRESCENT TALKING MACHINE CO. Executive offices, 89 Chambers street, New York City. Est., 1914. Markets "Crescent" line, vertical cut, eight-inch record, retail price 35c.

DOMESTIC TALKING MACHINE CORP. Executive offices, Thirty-third and Arch streets, Philadelphia, Pa. Est., 1916. Markets "Domestic" line, vertical cut, seven-inch records, retail price 35c.

THOMAS A. EDISON, Inc. Executive offices and recording laboratories, Orange, N. J. Manufactures "Edison Disc" line, ten-inch record, vertical cut, retail prices $1 to $3. Also manufactures "Edison Blue Amberola" cyliuder records, retail prices 50 cents to $1.

EMERSON PHONOGRAPH CO. Executive offices and laboratory, 3 West Thirty-fifth street, New York City. Est., 1915. Manufactures the "Emersou Universal Cut" line, six and seven-inch records, retail prices 10c. and 25c.

FRAAD TALKING MACHINE CO., Inc. Executive offices, 224 West Twenty-sixth street, New York City. Est., 1915. Markets "Fraad" line, vertical cut, ten and twelve-inch records, retail prices 75c. and $1.

ANDS KOCH. Executive offices, 296 Broadway, New York City. Manufactures the "Koch-O-Phone" line, vertical cut records.

LANGUAGE PHONE METHOD. Executive offices, 2 West Forty-fifth street. New York City. Markets "Lauguage-phone" line, lateral cut records, sold in sets only.

MAJESTIC RECORD CORPORATION. Executive offices, 37 East Twenty-eigbth street, New York City; factory, 251 West Nineteenth street, New York City. Manufactures "Majestic" line, vertical cut, seven and nine-inch records, retail prices 25c. and 50c.

OPERAPHONE MANUFACTURING CORPORATION. Executive offices, 200 Fifth avenue, New York City; factory, Long Island City, N. Y. Manufactures "Operaphone" line, vertical cut, eight-inch records, retail price 35c.

PATHE FRERES PHONOGRAPH CO. Executive offices, 29 West Thirty-eighth street, New York City; factories and recording laboratories, New York City, N. Y., Brooklyn, N. Y., Belleville, N. J., Londou, Paris, Berlin, Vienna and Milan. Manufactures "Pathé" line, vertical cut, 10½, 11½ and 14-inch records. Retail prices 65c. to $5.00.

STARR PIANO CO. Executive offices and factory, Richmond, Ind. Est. 1872. Manufactures "Starr" line, ten-inch record, vertical cut, retail prices 65c. to $4.00.

VICTOR TALKING MACHINE CO. Executive offices and factory and recording laboratories, Camden, N. J. Manufactures "Victor" line, ten-inch and twelve-inch records, lateral cut, retail prices 75c to $7.

JOBBERS

Columbia Jobbers

COLUMBIA GRAPHOPHONE CO. Wholesale distributing branches are located in the following cities under the name of the "Columbia Graphophone Co." unless otherwise noted—Atlanta, Ga.; Baltimore, Md.; Boston, Mass.; Buffalo, N. Y.; Chicago, Ill.; Cincinnati, O.; Cleveland, O.; Dallas, Tex.; Columbia Stores Co., Denver, Col.; Detroit, Mich.; Hartford, Conn.; Indianapolis, Ind.; Kansas City, Mo.; Grafonola Co., Lincoln, Neb.; Scheuber Drug Co., Livingston, Mont.; Los Angeles, Cal.; Lonisville, Ky.; Albert G. Kunde, Milwaukee, Wis.; Minneapolis, Minn.; New Haven, Conn.; New Orleans, La.; New York City; Pennsylvania Talkiug Machine Co., Philadelphia, Pa.; Pittsburgh, Pa.; Portland, Me.; Columbia Graphophone Co., and Eiler's Music House, Portland, Ore.; Grafonola Co., Rochester, N. Y.; Kirk-Geary & Co., Sacramento, Cal.; Columbia Stores Co., Salt Lake City, Utah; San Francisco, Cal.; Columbia Graphophone Co. and Eiler's Music House, Seattle, Wash.; Spokane, Wash.; Springfield, Mass.; St. Louis, Mo.; Tampa Hardware Co., Tampa, Fla.; Toledo, O.

Victor Jobbers

AMERICAN TALKING MACHINE CO. 388 Livingston street, Brooklyn, N. Y.

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

W. D. ANDREWS. Syracuse, N. Y.

BADGER TALKING MACHINE CO. 135 Second street, Milwaukee, Wis.

BLACKMAN TALKING MACHINE CO. 97 Chambers street, New York City.

C. BRUNO & SON, Inc. 351 Fourth avenue, New York City.

LOUIS BUEHN CO., Inc. Philadelphia, Pa.

CHICAGO TALKING MACHINE CO. 12 North Michigan avenue, Chicago.

CORLEY CO., Inc. Richmond, Va.

CRESSEY & ALLEN, Inc. Portland, Me.

S. B. DAVEGA CO. 831 Broadway, New York City.

CHARLES H. DITSON & CO. 8 East Thirty-fourth street, New York City.

OLIVER DITSON CO. Boston, Mass.

W. J. DYER & BRO. St. Paul, Minn.

EASTERN TALKING MACHINE CO. 117 Tremont street, Boston, Mass.

ECLIPSE MUSICAL CO. Cleveland, O.

W. F. FREDERICK PIANO CO. 635 Smithfield street, Pittsburgh, Pa.

GATELY-HAIRE CO., Inc. Albauy, N. Y.

LANDAY BROS. 569 Fifth Avenue, New York City.

LYON & HEALY. Chicago, Ill.

W. D. MOSES & CO. Richmond, Va.

NEW YORK TALKING MACHINE CO. 119 West Fortieth street, New York.

SILAS E. PEARSALL CO. 18 West Forty-sixth street, New York City.

PENN PHONOGRAPH CO., Inc. 17 South Ninth street, Philadelphia.

WM. H. REYNALDS. Mobile, Ala.

RUDOLPH WURLITZER CO. Cincinnati, O.

SCHMELZER ARMS CO. Kansas City, Mo.

SHERMAN, CLAY & CO. San Francisco, Cal.

M. STEINERT & SONS CO. 35 Arch street, Boston, Mass.

STEWART TALKING MACHINE CO. Indianapolis, Ind.

STANDARD TALKING MACHINE CO. Pittsburgh, Pa.

PERRY B. WHITSIT CO. Columbus, O.

G. T. WILLIAMS CO. 217 Duffield street, Brooklyn, N. Y.

WEYMANN & SON, Inc. 1010 Chestnut street, Philadelphia, Pa.

WHITNEY & CURRIER CO. Toledo, O.

Edison Jobbers

FRANK E. BOLWAY & SON, Inc. Syracuse, N. Y.

PARDEE ELLENBERGER CO., Inc. Boston, Mass., and New Haven, Conn.

PHONOGRAPH CORPORATION OF MANHATTAN. New York City.

THE PHONOGRAPH CO. 229 South Wabash avenue, Chicago, Ill.

Sonora Jobbers

PIERSOL CARPET CO. Lancaster, Pa.

C. W. SNOW & CO. Syracuse, N. Y.

Pathe Jobbers

ARMSTRONG FURNITURE CO. Memphis, Tenn.

PATHEPHONE SALES CO. OF NEW YORK. 111 East Fourteenth street, New York City.

PATHE PATHEPHONE CO. 17 Wabash avenue, Chicago, Ill.

PATHEPHONE CO. OF DETROIT. 114 Farmer street, Detroit, Mich.

PATHEPHONE CO. 322 Post street, San Francisco, Cal.

SWANSON & NOLAN SUPPLY CO. Denver, Colo.

A. VICTOR & CO. Buffalo, N. Y.

CASES—COVERS

BRISTOL & BARBER. Executive offices, 111 East Fourteenth street, New York. Est., 1890. Manufactures "B. & B." carrying and wareroom covers.

EMPIRE MFG. CO. Executive offices and factory, Goldsboro, N. C. Est., 1910. Manufactures packing cases.

E. H. LANSING. Executive offices and factory, 611 Washington street, Boston, Mass. Est., 1881. Manufactures the "Lansing Khaki" moving covers and slip covers.

LYON & HEALY. Executive offices, Chicago, Ill. Manufactures Khaki carrying covers for talking machines.

NELSON & HALL CO. Executive offices, Montgomery Center, Vt.; factories, Montgomery Center, Vt., Samsonville, Vt., and Camden, N. J. Est., 1889. Manufactures packing cases.

PARTS

ACME DIE CASTING CORPORATION. Executive offices and factory, Bush Terminal, Brooklyn, N. Y. Products manufactured: Tone arms, sonnd boxes, regulators, tone modifiers, special die castings, stops and miscellaneous parts.

AMERICAN PHONOPARTS. Executive offices, 212 South Wabash avenue, Chicago; factory, Chicago. Manufactures "Phono Parts" spring motor, "Play Rite" electric motor and "Play Rite" tone arm.

ARNOLD ELECTRIC CO. Executive offices, 1425 Twelfth street, Racine, Wis.; factory, Racine, Wis. Manufactures electric motors.

ARROW MOTOR CO. Executive offices and factory, 20 Clintou street, Newark, N. J. Established, 1915. Products manufactnred: Spring motors, tone arms, sound boxes and "Universal" tone arm and sonud box outfits.

CHICAGO RECORDING SCALE CO. Factory and executive offices, Waukegan, Ill. Manufactures "Cresco" electric motors.

CHICAGO FERROTYPE CO. Executive offices, 14 West Congress street, Chicago; factory, Chicago. Manufactures spring motors.

CHICAGO METAL PRODUCTS CO. Executive offices and factory, 501 South Jefferson street, Chicago. Established, 1914. Products mannfactured: Electric motors, governors, and screw machine products.

COMBINATION ATTACHMENT CO. Executive offices, 209 South State street, Chicago. Established, 1915. Products manufactured: Reproducers and tone arms.

CRESCENT TALKING MACHINE CO. Executive offices, 89 Chambers street, New York City; factory, 109 Reade street, New York City. Established, 1914. Products manufactured: Tone arms, sound boxes, spring motors, tone modifiers, automatic stops and automatic lid supports.

DIXON MFG. Co. Executive offices, 295 Fifth avenue, New York City; factory, Ilion, N. Y. Products manufactured: Spring motors, tone arms, sound boxes, tone modifiers and miscellaneous parts.

DOEHLER DIE CASTING CO. Executive offices and factory, Court and Ninth streets, Brooklyn, N. Y. Products manufactured: Tone arms, sound boxes, tone modifiers, special die castings, stops and miscellaneous parts.

EMPIRE TALKING MACHINE CO. Executive offices, 429 South Wabash avenue, Chicago; factories, Chicago and Indianapolis. Established, 1915. Manufactures automatic brakes.

FAVORITE TALKING MACHINE CO. Executive offices, 438 Broadway, New York City. Products manufactured: Spring motors, tone arms, sound boxes, maiu springs and needle cups.

OTTO HEINEMAN PHONOGRAPH SUPPLY CO. Executive offices, 25 West Forty-fifth street, New York City; factory, Elyria, O. Established, 1915. Prodnets manufactured: Spring motors, tone arms, sound boxes, tone modifiers, needle cups and miscellaneous parts. Trade uame: "Motor of Quality."

VITALIS HIMMER, JR. Executive offices and factory: 101-113 West Broadway, New York City. Est. 1913. Products manufactured: Tone arms, sound boxes. Trade name: "Audion" sound box.

INDEPENDENT GERMAN-AMERICAN TALKING MACHINE CO., Inc. Executive offices and factory, 54 Bleecker street, New York City. Est. 1913. Products manufactured: Spring motors, tone arms, sound boxes, tone arm rests, brakes, lid stops, springs, needle cups, etc.

KIRKMAN ENGINEERING CO. Executive offices and factory, 237 Lafayette street, New York City. Est., 1912. Manufactures: "Kirkman" spriug motors aud miscellaueous parts.

ANDS KOCH. Executive offices, 296 Broadway, New York City. Products manufactured: Tone arms and sound boxes.

LUCKY 13 PHONOGRAPH CO. Executive offices, 3 East Twelfth street, New York City. Products manufactured: Spring motors, tone arms, sound boxes and miscellaneous parts.

LEONARD MARKELS. Executive offices and factory, 165 William street, New York City. Est., 1911. Prodncts mannfactured: "Markels" spring motors, tone arms, sound boxes, tone modifiers and miscellaneous parts.

MECHANICAL DEVELOPMENT CO. Executive offices and factory, 106 Reade street, New York City. Est., 1908. Products mannfactured: "Ideal" automatic stop and "Ideal" sound box square.

A. F. MEISSELBACH AND BRO. Executive offices and factory, 29 Congress street, Newark, N. J. Est., 1887. Products manufactured: Spring motors, tone arms, sound boxes, stops and miscellaneous parts.

MELOPHONE TALKING MACHINE CO., Inc. Executive offices, 376 Lafayette street, New York City; factory, Farmingdale, L. I. Est., 1915. Products manufactured: Spring motors and miscellaneous parts.

MERMOD AND CO. Executive offices, 505 Fifth avenue; factory, Ste. Croixe, Switzerland. Est., 1816. Products manufactured: Spring motors, tone arms, sound boxes and miscellaneous parts.

MUTUAL TALKING MACHINE CO. Executive offices, 145 West Forty-fifth street, New York City. Products manufactured: Tone arms and sound boxes.

PADDOCK DIAPHRAGM, Inc. Executive offices, Room 1411, 30 Church street, New York. Manufactures the "Paddock" diaphragm.

PERFECT AUTOMATIC BRAKE CO. Executive offices and factory, 425 South Wabash avenue, Chicago. Est., 1915. Manufactures automatic brakes.

PHONOGRAPH APPLIANCE CO. Executive offices and factory, New Brighton, S. I., N. Y. Est., 1915. Prodncts manufactured: "Crystal Edge" mica diaphragms.

PLAYERPHONE TALKING MACHINE CO. Executive offices and factory, 21 South Wabash avenue, Chicago. Est., 1916. Manufactures tone arms, reproducers aud miscellaneous parts.

RENE MFG. CO. Executive offices and factory, Hillsdale, N. J. Products manufactnred: Spring motors, tone arms, sound hoxes and miscellaneous parts.

STANDARD METAL MFG. CO. Executive offices and factory, Newark, N. J. Products mannfactured: Horns, tone arms, turn-tables and miscellaneons parts.

SOSS MFG. CO. Executive offices and factory, 435 Atlantic avenue, Brooklyn, N. Y. Est., 1908. Products mannfactnred: Hinges, die castings, tone arms, sound boxes, tone arm supports and miscellaneous parts.

HERMANN THORENS. Executive offices and factory, Ste. Croixe, Switzerland. Products manufactured: "Thorens" spring motors, tone arms and sound boxes.

TRITON PHONOGRAPH CO. Executive offices, 137 Fifth avenue, New York. Est., 1913. Prodncts manufactured: Spring motors, tone arms and sound boxes.

UNION PHONO. SUPPLY CO. Executive offices and factory, 1100 West Ninth street, Cleveland, O. Products manufactured: Tone arms, sound boxes, die castings and miscellaneous parts.

VICTOR ELECTRICAL EQUIPMENT CO. Executive office, 248 Boylston street, Boston, Mass.; factory, New Hampshire. Est., 1916. Products manufactured: Motor equipments and "Vitroloid" turntables.

UNITED PHONOGRAPH PARTS CO. Executive offices and factory, Rockford, Ill. Est., 1916. Manufactures "Sure-Stop" automatic brake.

WIEGAND & CO. Executive offices, 1727 Republic Bldg., Chicago. Manufactures "3 in 1" reproducer.

WONDER TALKING MACHINE CO. Executive offices and factory, 113 Fourth avenue, New York City. Distributors of motors, sound boxes and toue arms.

MFRS. CABINETS

FRANZ BRUCKNER MFG. CO. Executive offices, 405 Broadway, New York City.

CENTURY CABINET CO. Executive offices, 25 West Forty-fifth street, New York; factory, Utica, N. Y.

CHUTE & BUTLER. Executive offices and factory, Peru, Ind.

HERZOG ART FURN. CO. Executive offices and factory, West Saginaw, Mich. Est., 1900.

EDWARD B. JORDAN & CO., Inc. Executive offices and factory, 127 De Graw street, Brooklyu, N. Y.

GEO. A. LONG CABINET CO. Executive offices and factory, Hanover, Pa. Est., 1911.

MELROSE FURNITURE & CABINET MFG. CO. Execntive offices and factory, 92 Willow avenue, New York. Est., 1916.

MUTUAL TALKING MACHINE CO. Executive offices, 145 West Forty-fifth street, New York.

NANES ART FURNITURE CO. Executive offices and factory, Grand street aud East River, New York City.

UDELL WORKS. Executive offices and factory, Indianapolis, Ind. Est. 1873.

RECORD CABINETS

FRANZ BRUCKNER MFG. CO. Executive offices, 405 Broadway, New York City. Est., 1912.

J. J. CAVANAUGH. Executive offices and factory, 452 Fulton street, Brooklyn, N. Y. Est., 1916.

EMPIRE TALKING MACHINE CO. Executive offices, 429 South Wabash avenue, Chicago. Est., 1915.

FEDERAL EQUIPMENT CO. Executive offices, 320 West street, Carlisle, Pa.

FLEXIFILE SALES CO. Executive offices, 335 South La Salle street, Chicago, Ill; factories, Chicago. Est., 1916.

GLOBE-WERNICKE CO. Executive offices and factory, Cinciunati, O. Est., 1882. Manufactures "Brown" disc record cabinets. Also manufactures bookcase sections fitted with interiors.

HERZOG ART FURNITURE CO. Executive offices and factory, Sagiuaw, Mich. Est., 1900.

KANE BLIND & SCREEN CO. Executive offices and factory, Kane, Pa. Est. 1900. Manufactures stands for talking machines.

GEO. A. LONG CABINET CO. Executive offices and factory, Hanover, Pa. Est., 1911.

LUCKY 13 PHONOGRAPH CO. Executive offices, 3 East Twelfth street, New York City. Est., 1915.

C. J. LUNDSTROM MFG. CO. Executive offices and factory, Little Falls, N. Y. Est., 1904.

MELROSE FURNITURE & CABINET CORP. Executive offices and factory, 92 Willow aveune, New York City. Est., 1916.

MUTUAL TALKING MACHINE CO. Executive offices, 145 West Forty-fifth street, New York City. Est., 1916.

NANES ART FURN. CO. Executive offices and factory, Grand street and East River, New York City. Est., 1915.

K. NICHOLSON FURN. CO. Executive offices and factory, Chase City, Va. Est., 1911.

OGDEN SECTIONAL CABINET CO. Executive offices, Lynchburg, Va.; factories, Lynchburg, Va., and Kankakee, Illinois.

SALTER MFG. CO. Executive offices, 329 North Oakley boulevard, Chicago, Ill; factory, Chicago. Est., 1876.

SCHLOSS BROS. Executive offices and factory, 637 West Fifty-fifth street, New York City.

UDELL WORKS. Executive offices and factory, Indianapolis, Ind. Est., 1873.

WONDER TALKING MACHINE CO. Executive offices and factory, 113 Fourth avenue, New York City. Cabinets and stands.

BOOTHS AND FIXTURES

FEDERAL EQUIPMENT CO. Executive offices and factory, 320 West street, Carlisle, Pa. Manufactures demonstration booths.

C. J. LUNDSTROM MFG. CO. Executive offices and factory, Little Falls, N. Y. Est., 1904. Manufactures filing cabinets and sectional record cabinets.

OGDEN SECTIONAL CABINET CO. Executive offices, Lynchburg, Va.; factories, Lynchburg, Va., and Kankakee, Ill. Manufactures sectional record filing cabinets.

SYRACUSE WIRE WORKS. Executive offices and factory, Syracuse, N. Y. Est., 1887. Manufactures metal filing racks and ornamental fixtures.

UNIT CONSTRUCTION CO. Executive offices and factory, 121 South Thirty-first street, Philadelphia, Pa. Est., 1915. Manufactures "Unico" demonstration booths, record racks, record counters and store interiors.

UNIVERSAL FIXTURE CORPORATION. Executive offices and factory, 133 West Twenty-third street, New York City. Est., 1907. Manufactures display record bulletin fixtures.

ARTHUR L. VAN VEEN & CO. Executive offices, Marbridge Bldg., New York City; factory, Eighth street, New York City. Est., 1908. Manufactures "Van Veen" demonstration booths and store fixtures.

WADE AND WADE. Executive offices, 3807 Lake Park avenue, Chicago. Est., 1907. Manufactures record racks.

ACCESSORIES, ETC.

B. & H. FIBRE NEEDLE CO. Executive offices, 33 West Kinzie street, Chicago; factory, Chicago. Est., 1907. Manufacture fibre needle cutters.

BLACKMAN TALKING MACHINE CO. Executive offices, 97 Chambers street, New York. Est., 1902. Manufactures "Cleanrite" record brushes.

CHICAGO HINGED COVER SUPPORT & BALANCE CO. Executive offices, 144 South Wabash avenue, Chicago. Est., 1915. Manufactures balanced cover supports.

CONDON-AUTOSTOP CO. Executive offices, 47 West Forty-second street, New York City. Manufactures the "Noset" start and stop.

CORLEY CO., Inc. Executive offices, 213 East Broad street and 206 East Grace street, Richmond, Va. Est., 1889. Manufactures traveling cases for Victrolas.

DECAMP & SLOAN, Inc. Executive offices and factory, 420 Ogden street, Newark, N. J. Est., 1911. Engineers, draughting and designing special machinery.

DE KALB WAGON CO. Executive offices and factory, De Kalb, Ill. Est., 1892. Manufactures automobile trailers (for delivering talking machines).

EMPIRE SECURITY CO. Executive offices, 208 South La Salle street, Chicago, Ill. Est., 1913. Purchasers of commercial paper.

OTTO HEINEMAN PHONOGRAPH SUPPLY CO. Executive offices, 25 West Forty-fifth street, New York City; factory, Elyria, O. Est., 1915. Manufactures needle cups and tone arm rests.

FREDERICK M. HOYT & BRO. Executive offices and factory, 25 Twentieth street, Troy, N. Y. Est., 1858. Manufactures record sweeping brushes.

JONES-MOTROLA, Inc. Executive offices, 171 Madison avenue, New York City; factory, 102 East Fortieth street, New York City. Est., 1915. Manufactures "Jones Motrola" electric winder, attachable to an electric lamp connection.

KIRKMAN ENGINEERING CORP. Executive offices and factory, 237 Lafayette street, New York City. Manufactures "Simplex" and "Standard" automatic stops, "Simplex" and "Standard" record cleaners.

LYON & HEALY. Executive offices, Chicago, Ill. Manufactures fibre needle cutters.

NATIONAL TOY CO. Executive offices and factory, 271 Congress street, Boston, Mass. Manufactures talking machine toys and novelties.

PLAYERTONE TALKING MACHINE CO. Executive offices and factory, 21 South Wabash avenue, Chicago. Est., 1916. Manufactures automatic stops.

EDWARD C. PLUME CO. Executive offices, 417 South Dearborn street, Chicago. Est., 1910. Selling plans for advertisers.

RECORD-LITE CO., Inc. Executive offices, 135 Second street, Milwaukee, Wis. Manufacturers "Record Lite" for Victrolas.

ROWLAND SOUND REGULATOR CO. Executive offices, 261 Broadway, New York City. Est., 1915. Manufactures the "Rowland" sound regulator.

SHELTON ELECTRIC CO. Executive offices, 30 East Forty-second street, New York City; factory, Ft. Wayne, Ind. Manufactures the "Shelton" electric motor, attachable to an electric lamp connection.

SHERMAN, CLAY & CO. Executive offices, 163 Kearney street, San Francisco, Cal. Market Ukuleles.

J. BELLAMY TAYLOR. Executive offices, 100 Broadway, Schenectady, N. Y.; laboratory, 23 Lowell road, Schenectady, N. Y. Photo-Micrographs and tests of record surfaces.

WADE & WADE. Executive offices, 3807 Lake Park avenue, Chicago; factory, Chicago. Est., 1907. Manufactures fibre needle cutters, various screws and parts for different makes of machines.

SUPPLIES

CHICAGO HINGED COVER SUPPORT & BALANCE CO. Executive offices, 144 South Wabash avenue, Chicago; factory, 2242 West Sixty-ninth street, Chicago. Est., 1915. Manufactures balanced cover supports.

GLOBE DECALCOMANIA CO. Executive offices, 76 Montgomery street, Jersey City, N. J. Manufactures decalcomanias.

ILSLEY-DOUBLEDAY & CO., Inc. Executive offices and factory, 229 Front street, New York City. Est., 1863. Manufactures "Ilsley's" graphite phono spring lubricant; "Eureka" noiseless talking machine lubricant, greases, lubricating oils.

INDIANA VENEER & PANEL CO. Executive offices and factory, New Albany, Indiana. Est., 1903. Make veneers and panels.

LOUISVILLE VENEER MILLS. Executive offices and factory, Louisville, Ky. Manufactures panels and "built up" stock.

LYON & HEALY. Executive offices, Chicago, Ill. Manufactures lubricants.

MASTER SPECIALTY & MFG. CO. Executive offices and factory, Camden, N. J. Manufactures polish.

MEYERCORD CO. Executive offices, 133 West Washington street, Chicago; factory, Chicago. Est., 1894. Manufactures decalcomanias.

WILLIAM F. NYE. Executive offices and factory, New Bedford, Mass. Est., 1865. Manufactures oil.

GEORGE A. SMITH-SCHIFFLIN CO. Executive offices, 136 Liberty street, New York City; factory, Birmingham, England. Est., 1912. Manufactures decalcomanias.

WADE & WADE. Executive offices, 3807 Lake Park avenue, Chicago. Est., 1907. Manufactures "Wado-Pol," "Wadolatum" and "Wado-oil" lubricants.

WEBER-KNAPP CO. Executive offices and factory, Jamestown, N. Y. Est., 1900. Manufactures needle cups, knobs and hardware.

WIDNEY CO. Executive offices, 320 South Jefferson street, Chicago; factories, Chicago. Est., 1913. Manufactures turn table felts, felt and rubber bumpers, continuous hinges and rubber head nails.

ATTACHMENTS

COMBINATION ATTACHMENT CO. Executive offices, 209 South State street, Chicago. Est., 1915.

CRESCENT TALKING MACHINE CO. Executive offices, 89 Chambers street, New York City. Est., 1914.

MAJESTIC RECORD CORPORATION. Executive offices, 37 East Twenty-eighth street, New York City.

NEW ENGLAND TALKING MACHINE CO. Executive offices and factory, 16 Beach street, Boston, Mass. Est., 1913.

OPERAPHONE MFG. CORPORATION. Executive office, 200 Fifth avenue, New York City.

UNION PHONOGRAPH SUPPLY CO. Executive offices, 1100 West Ninth street, Cleveland, O.

VICSONIA MANUFACTURING CO. Executive offices and factory, 313 East 134th street, New York City. Manufactures "Vicsonia" reproducer.

WATERBURY INSTRUMENT CO. Executive offices and factory, Waterbury, Conn. Manufactures "Supersonus" sound box.

NEEDLES

W. H. BAGSHAW. Executive offices and factory, Lowell, Mass. Est., 1870. Manufactures steel needles.

BLACKMAN TALKING MACHINE CO. Executive offices, 97 Chambers street, New York. Manufactures "Playrite" and "Melotone" steel needles.

B. & H. FIBRE MFG. CO. Executive offices, 33 West Kinzie street, Chicago; factory, Chicago. Est., 1907. Manufactures fibre needles.

COMBINATION ATTACHMENT CO. Executive offices, 209 South State street, Chicago; factory, Chicago, Ill. Est., 1915. Sapphire and diamond points.

JOHN M. DEAN CORPORATION. Executive offices and factory, Putnam, Conn. Est., 1899. Manufactures steel needles.

DIXON MFG. CO. Executive offices, 295 Fifth avenue, New York City; factory, Ilion, N. Y. Manufactures sapphire, diamond and agate points.

INDEPENDENT GERMAN-AMERICAN MACHINE CO., Inc. Executive offices and factory, 54 Bleecker street, New York City. Est., 1913. Manufactures sapphire needles.

A. F. MEISSELBACH AND BRO., Inc. Executive offices and factory, 29 Congress street, Newark, N. J. Est., 1887. Manufactures sapphire and diamond point needles.

MERMOD & CO. Executive offices, 505 Fifth avenue, New York City. Factory, Ste. Croixe, Switzerland. Est., 1816. Manufactures sapphire and diamond needles.

NEW YORK DISC NEEDLE CO. Executive office, 110 Worth street, New York City. Est., 1910. Manufactures steel needles.

OTTO HEINEMAN PHONOGRAPH SUPPLY CO. Executive offices, 25 West Forty-fifth street, New York City; factory, Elyria, O. Est., 1915. Manufactures steel needles.

SONORA PHONOGRAPH CORPORATION. Executive offices, 57 Reade street, New York City. Manufactures the "Multi-playing" jewel needle.

SUPREME SALES CO. Executive offices, 207 South Wabash avenue, Chicago. Manufactures "Golden Tone" semi-permanent needles.

H. S. TOWNSEND. Executive offices, 1833 Venango street, Philadelphia, Pa. Manufactures "semi-permanent" needles.

WIEGAND & COMPANY. Executive offices, Republic Bldg., Chicago. Manufactures sapphire and diamond points.

CLIFFORD A. WOLF. Executive offices, 65 Nassau street, New York City; factory, Brooklyn, N. Y. Est., 1911. Manufactures sapphire and diamond needles for recording and reproducing.

ALBUMS, ENVELOPES,

AUGUR, SWYERS & MACHOLD. Executive offices, 461 Eighth avenue, New York City; factory, Watertown, N. Y. Est., 1903. Manufactures Christmas boxes and fancy labels.

CLEMENT BEECROFT. Executive offices, 309 West Susquehanna avenue, Philadelphia. Est., 1911. Manufactures record envelopes and record holders.

BOSTON BOOK CO., Inc. Executive offices, 73 Broadway, Brooklyn, N. Y.; factory, 103 Broadway, Brooklyn, N. Y. Est., 1911. Manufactures record albums.

J. L. GILLESPIE CO. Executive offices, Pittsburgh, Pa. Manufactures record envelopes.

NATIONAL PUBLISHING CO. Executive offices, 239 South American street, Philadelphia; factory, Philadelphia. Est., 1863. Manufactures "National" record albums.

NEW YORK ALBUM & CARD CO. Executive offices and factory, 23 Lispenard street, New York City. Est., 1910. Manufactures "Nyacco" record albums.

HENRY ROSENBERG. Executive offices and factory, 14 Wooster street, New York City. Manufactures "Indexo" record holders.

REPAIRS

CHAS. BRYAN. Executive offices, 25 West Lake street, Chicago; factory, Chicago. Est., 1912.

LUCKY 13 PHONOGRAPH CO. 3 East Twelfth street, New York City.

RENE MFG. CO. Executive offices and factory, Hillsdale, N. J.

TALKING MACHINE REPAIR & SALES CORPORATION. Executive offices, 25 East Fourteenth street, New York City. Est., 1916.

LONDON MARKETS

WILLIAM COOPER BROTHERS, Ltd. Executive offices, 63 City Road, London, E. C. Manufacture "Coliseum" line of disc records, ten-inch, twelve-inch records, lateral cut.

EBONITIS, Ltd. Executive offices, Willowbrook Grove, Peckham, London, E. C. Manufactures plastic material for making records.

GRAMOPHONE CO., Ltd. Manufactures "Victor" and "Victor Victrola" machines and Victor line of records and have branches and agencies through Denmark, France, Spain, Sweden, Russia, India, Australisa, New Zealand, South Africa, East Africa, Holland, Italy, Egypt and England.

J. E. HOUGH, Ltd. (EDISON BELL WORKS). Executive offices, Glengall Road, Peckham, London. Manufacture "velvet-face" (V. F.) records, ten-twelve-inch, lateral cut, retail price two-six to four shillings.

THE INVICTA RECORD COMPANY, Ltd. Executive offices, No. 1 New Inn Yard, London, E. C. Manufactures "Invicta" line of records.

LUGTON & CO., Ltd. Executive offices, 133 Old street, London, E. C. Manufactures disc records, machines, parts and accessories.

W. H. REYNOLDS, Ltd. Executive offices, 45 City Road, London, E. C. Est., 1915. Manufactures "Reyno Carbo" main-springs and talking machine parts. Also markets records.

J. STEAD & COMPANY, Ltd. Executive offices, Sheffield, England. Manufactures talking machine springs.

STERNO MANUFACTURING CO., Ltd. Executive offices, 19 City road, London. Manufactures "Compactophone" line.

SOUND RECORDING CO. Swallow street, Picadilly, London. Market Gramophone records.

WINNER RECORD CO., Ltd. Willowbrook road (Grove), Comberwell, London, England, E. C. Manufactures "Winner" records.

We would greatly appreciate it if our advertisers and subscribers will advise us promptly regarding any errors which they may notice in this directory.

When writing please say you saw it in the

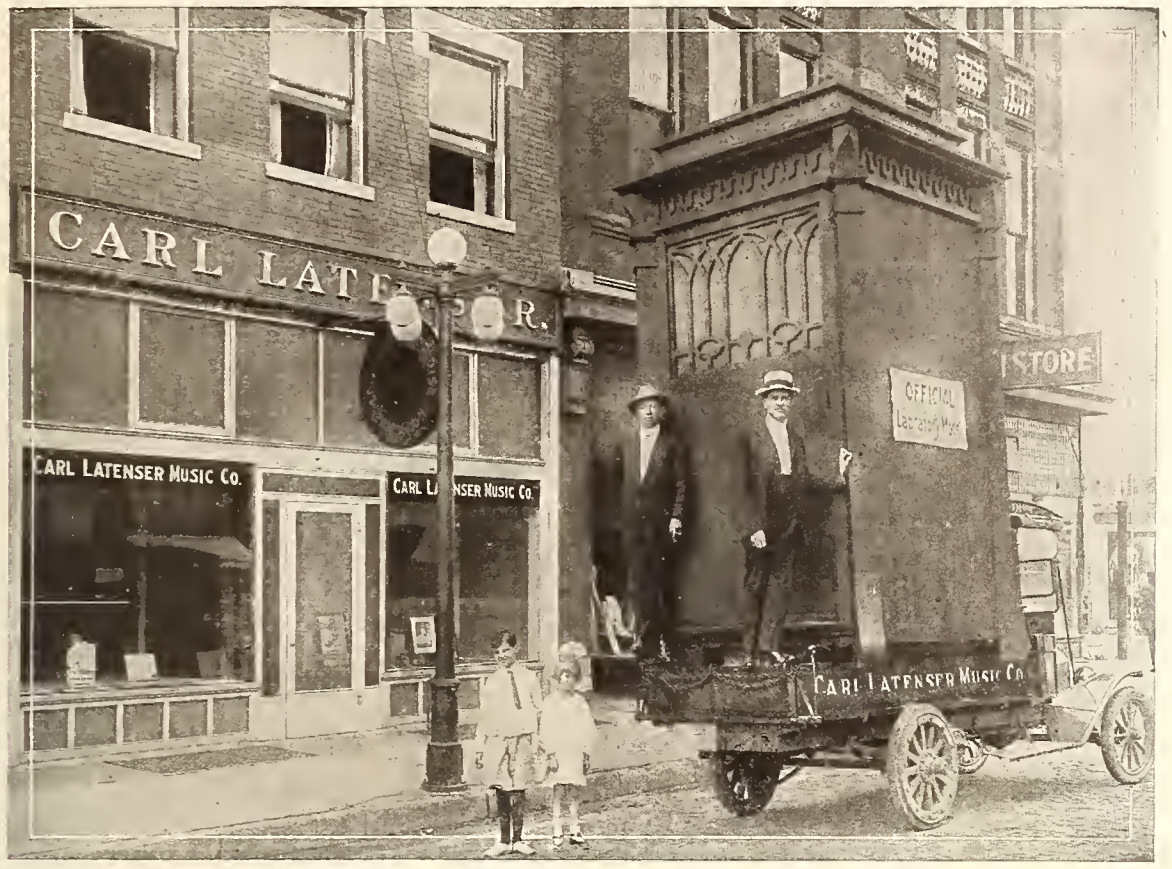
TALKING MACHINE WORLD TRADE DIRECTORY

ADVERTISING BIG EDISON SHIPMENT

Carl Latenser, of Atchison, Kan., Attracts Public Attention to the Fact that He Receives and Sells Many Edison Phonographs

ATCHISON, KAN., November 4.—An ingenious scheme to attract attention to the arrival of a carload of fifty-six New Edisons was devised by Carl Latenser, Edison dealer in this city, upon the arrival of the instruments on a recent date. He had a twelve-foot model, shown in the picture herewith, constructed so that there was sufficient space within to accommodate a piano and a man to play it, thus providing the effect of phonograph music. The instruments that comprised the shipment then were loaded upon a number of trucks and a procession, led by the giant model, passed from the freight house to the Latenser store.

Mr. Latenser is going to have the big model waterproofed and placed on the top of his building where it will become a veritable landmark and will keep the New Edison constantly in the public eye of Atchison.



Huge Model of the Edison Diamond Disc Phonograph Used to Feature Large Shipment

The Weaver Piano Co., of 210 North Akard street, Dallas, Tex., is selling out its line of pianos preparatory to turning its headquarters into an exclusive talking machine store.

RECEIVERS FOR REX CO.

Talking Machine Manufacturers in Financial Trouble, but It Is Announced That Operations Will Continue and Machines Be Made

WILMINGTON, DEL., November 4.—Upon application of David J. Reinhardt, counsel for Gustave Mayer, of New York, before Judge Woolley in United States District Court October 22 a receivership was granted for the Rex Talking Machine Corporation. Mr. Mayer averred that the corporation owed him $15,300. James B. Stevens, of Newark, N. J., and Paul E. Haessler, of this city, were appointed receivers. They gave bond in the sum of $10,000.

Bankruptcy petitions were filed against the Rex Talking Machine Corporation a few days later by the creditors. The company, which operates a plant on Vandever avenue, will continue to manufacture machines, the receivers to operate the plant until further orders are given by the court.

A VISITOR FROM PORTLAND

C. B. Snow, head of the Victor department of Cresssy & Allen, Portland, Me., was a visitor to New York the closing days of last month, and during a visit to The World sanctum spoke enthusiastically of business conditions in his territory. "The only difficulty as far as business expansion is concerned," he remarked, "is a matter of getting sufficient goods to fill the demand." Before his return home Mr. Snow paid a visit to the Victor factory at Camden.

REPORTS DEMAND FOR GRAFONOLAS

The W. F. Minck Co., 1131 North High street, Columbus, O., reports a very active demand for the Columbia Grafonolas, which they are featuring with great success these days. Mr. Minck has been identified with the piano business in Columbus for thirty-three years, and has built up quite a following.

$ $ PROFITS $ $

If we told you that by answering this advertisement you would receive by return mail a check for $1,000.00, you would lose no time in answering it. What we have to offer amounts to the same thing. Over two hundred dealers all over the country are handling

CORTINAPHONE

DISC LANGUAGE RECORDS

They bring to your store people who would otherwise never think of visiting you. Write us to tell you how you can increase your business with little effort by featuring the educational value of the phonograph. We furnish everything at no cost to you. *Write Today.*

CORTINA ACADEMY of LANGUAGES
12 EAST 46th STREET NEW YORK

No wonder! We have the right instruments and the right range of prices; we have the artists and the right records; the dealer has the right discounts and the proper advertising helps, and every day the public demand grows.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

STEINWAY & SONS TO HANDLE COLUMBIA IN THE WEST

Columbia Grafonolas and Records Will Be Handled in Five Branch Stores of Steinway & Sons Located in the Middle West—R. E. Wells Assists in Consummation of Arrangements

The Columbia Graphophone Co. announced recently the consummation of an important deal, whereby the complete line of Columbia Grafonolas and Columbia disc records will be handled by Steinway & Sons in their Western branch stores, located in Cincinnati, Indianapolis, Columbus, Louisville and Dayton. This deal had been pending for some time past, and the arrangements closed this week mark a most important step in the progress of the Columbia product.

The Steinway stores in the Middle West are directly connected with the executive offices of Steinway & Sons in New York, and are under the general management of R. E. Wells. On his recent visit to New York Mr. Wells thoroughly investigated the merits of the Columbia line, and when he left for the West heartily recommended the installation of these products in the Steinway stores. The Columbia line will be handled in the Steinway establishments exclusively with the exception of the Clayola electric machine, which will continue to be handled in these stores.

The recognition by Steinway & Sons of the musical and sales qualities of the Columbia line is a distinct tribute to the achievements of the Columbia Graphophone Co., as Steinway & Sons are recognized the world over as the foremost house in the piano industry. The Steinway piano has won fame throughout the civilized world as representative of the highest ideals of pianoforte construction.

The merchandising and sales policies of the house of Steinway have won praise and commendation in all industrial circles, and Steinway & Sons' choice of the Columbia line for their Middle West stores can well be considered by the Columbia Co. as a signal appreciation of its products by a famous institution.

INTRODUCE NEW TYPE OF MOTOR

Details of Latest Creation of Leonard Markels of New York—To Patent New Constructural Feature in Triple Spring Motor

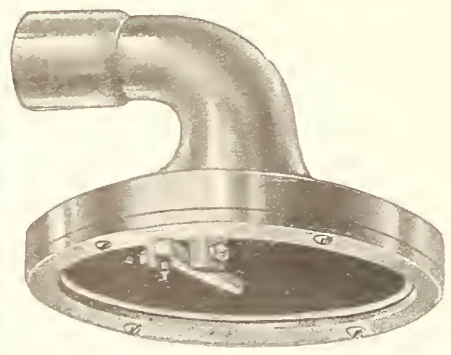
Leonard Markels, 165 William street, New York, manufacturer of the Markels motor, tone arms and sound boxes has just placed on the market a new type of Markels motor, which is designated as his number "M4 motor." This motor is a triple spring motor, which plays with one winding four twelve-inch records or six ten-inch records.

This new Markels motor differs from the average triple spring motor in that it is the same length and width as the ordinary double spring motor, only the depth being greater. Mr. Markels experimented on the production of a triple spring motor for quite some time, and finally succeeded in producing a motor which is unique in many respects, and which is something decidedly new in talking machine motor construction.

Mr. Markels took his "M2" motor as the basis for his new triple spring motor, and by extending the center shaft and attaching a third spring controlled by clutches he succeeded in perfecting a motor which weighs very little more than his "M2" motor, and which can be inserted in any cabinet designed to accommodate the smaller motor, as the "M4" requires no different borings than the "M2."

The Markels "M4" motor has been carefully investigated and approved by a number of prominent talking machine manufacturers. Mr. Markels has applied for a patent on his new triple spring motor, covering the important constructional features it embodies.

Not An Experiment



The VICSONIA is favorably known to the trade as the reproducer that plays the Edison Records *perfectly*.

It is *NOT* a "cheap" instrument.

It does *NOT* damage the record.

It does *NOT* require a mechanic to attach it.

By its pure, sweet tones and remarkable absence of blast and rattle

The VICSONIA

Has Demonstrated Its Superiority

SPECIAL OFFER—We will send one N. P. VICSONIA to any dealer in the U. S. or Canada on receipt of $3.50. Mention this advertisement and state make of machine.

VICSONIA MANUFACTURING CO., Inc.

313 East 134th Street New York City

JAMES MANOIL VISITS CANADA

Head of James Manoil Co., Makers of the Manophone, Visits Canadian Agents—Secures Good Business in the Dominion

James Manoil, president of the James Manoil Co., Inc., Newburgh, N. Y., recently made an extensive trip to Canada, and when in Toronto visited the Music Supply Co., the Canadian representatives of the Manophone. He also secured a large volume of business.

The demand for the Manophone is steadily on the increase, and the factory at the present time is the scene of great activity, owing to the rush of orders which have been received for the holiday trade. Most favorable comments on the progress of the company have been published recently in the editorial columns of the daily newspapers in Newburgh and nearby cities.

FACTORY WORKING TO CAPACITY

"Notwithstanding that the demand for raw material is far beyond the supply, we have succeeded in securing enough material for our requirements," said Philip A. Ravis, vice-president of the New York Album & Card Co., New York, manufacturer of "Nyacco" record albums. Our factory was working to capacity for some time past, and as we realized that the demand for albums this year would be far in excess of any previous year we scoured the markets for raw material many months ago. Needless to say our foresight has been well rewarded, as we are now in a position to fill the demand of our dealers with promptness and despatch.

ATTRACTIVE DECALCOMANIA

The Sonora Phonograph Corporation has sent out to its dealers an attractive window decalcomania in blue and white, which can be used to excellent advantage. The blue in this decalcomania is a special shade which is becoming generally known as Sonora Blue.

The Lavin Record Exchange, Lynn, Mass., has secured the agency for the Music Master and Artofola talking machines.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Autumn Trade Opens With Tremendously Active Swing—Without Parallel Since the Outbreak of the War—Great Demand for Supplies for Talking Machines—Scarcity of Labor Still Prevails—Columbia Co. Takes Over the Compactophone—T. E. Osborne's Activity—Making Study of Trade Promotion—Big Demand for "Winner" Records—Portable Gramophones Popular—New Record Lists by Leading Companies—Interesting Catalog of World Music Issued by the Gramophone Co.—Make Records of "In a Persian Garden"—News of Month in Detail

LONDON, E. C., ENGLAND, November 1.—The season's trade is now in full swing. It opened up under conditions without parallel, even since the outbreak of war. Naturally in August, 1914, when the country began to realize the enormously costly and lengthy conflict ahead, there were signs of panic in commercial circles, especially among traders of luxury articles. Many were the gloomy forebodings based largely upon the actions of those to whom one looked for an example and lead. Whole factory staffs were retired, and in other cases placed on half pay. In those days things looked as black commercially as they did militarily. People held their breath, and on every face one saw an expression which focussed the question—what next? Yet withal, the suppression of real activity lasted but a week or so, and true to the traditions of the British race, there was soon everywhere displayed that pertinacity to make the best of things. By the exercise of this spirit which is to us an asset of as great an importance as men and munitions, we are carried along on a wave of increasing optimism.

Hand in hand with our military efforts, may be counted the fight for the maintenance of commerce. It progresses exceedingly well, notwithstanding a hundred-and-one difficulties in the shape of submarine activity, labor shortage, high insurance and freight rates, official prohibitions restricting imports and exports, lack of material, parts, etc., to say nothing of increased prices! In no one field of commerce is all this more detrimental to progress than in the gramophone industry. The wonder is that it exists at all. But it does, simply by reason of the tremendous efforts made by the whole trade to nourish and fortify it by every legitimate means at hand. In after years when we look back upon this time, we shall undoubtedly stand and marvel at what must then, if not now, seem a miracle. Fortunately there is plenty of money in circulation. When that fails the position may well nigh look hopeless. But there is no prospect of it failing, and orders are as abundant as ever. The supply this season is considerably less than last, and that is the main trouble. Though small, there is some prospect of a gradual increment in home manufactures of different parts. Springs, sound boxes, tone-arms, trumpets, wheels, and other accessories are coming along in ever increasing quantities—but slowly. Practically all machines are utilized for munitions and other war material. A slight surplus is, however, gradually making itself felt, or we should not get the few gramophone parts that we do. These conditions bid fair to improve in the course of time, and maybe the chief item of necessity—complete motors—will be the next consideration of British manufacturers. Mechanism of a kind there is to-day, but one cannot praise any effort in this direction which takes the form of an assembly of more or less ill-fitting parts obtained from different shops located far apart. Experience shows that unless a motor is assembled from accurately gauged parts all made to scale in the same factory, it is practically useless as mechanism for gramophones. I do not wish to discourage any effort, rather the contrary, which will make us independent of foreign imports, but the fundamental principle of motor construction laid down by experts cannot be ignored. Indifferently built motors will damage the prestige which Great Britain holds throughout the world for goods of quality, and I am quite sure the trade would rather be without them than that future or after-war trade should be jeopardized by such goods.

In the record domain, matters are progressing very satisfactorily, times considered. Here too, there is felt a lack of sufficient men to ensure an adequate supply. Men are still being called to the colors in ever-increasing numbers, and sometimes the loss of one expert will disorganize a whole department. Naturally all this takes time to adjust. Discharged soldiers and women are in great demand, though few of either are really capable of standing the prolonged exertions called forth in the operation of record pressing. However, things are progressing in all ways well.

Columbia Co. Takes Over "The Compactophone"

Considerable interest has been aroused by the Columbia Co.'s recent announcement that they have taken over the popular portable machine styled "The Compactophone." It has now been rechristened "The Regal Compactophone"—a prefix which in itself is significant of the Colum-

(*Continued on page* 106)

"His Master's Voice" *Copyright*

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Aktieselskah, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañia del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktieholaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petershurg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain :

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durhan; Ivan H. Haarhurger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salishury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

SOMETHING NEW!!!

This Gramophone

is the line that has proven the greatest seller among traders throughout the world. It is the famous

COMPACTOPHONE

— the smallest complete machine on the market
— with a tone, both in quality and volume, equal
— to the largest. IT HOLDS 12 DISC RECORDS.
Outside measurements when closed 14 x 11½ x 7 inches!

JOBBERS—DOES THIS LINE INTEREST YOU?

WRITE US FOR FULL PARTICULARS, TRADING TERMS, ETC.

MOTORS WE ARE SOLE AGENTS IN GREAT BRITAIN FOR THE WELL KNOWN SWISS MOTORS MADE BY MERMOD FRERES

THE STERNO MANUFACTURING CO., Ltd., 19 City Road, LONDON, E. C.

FROM OUR LONDON HEADQUARTERS—(Continued from page 105)

bia Co.'s opinion of this splendid portable instrument. It is understood that the Columbia's selling rights are confined to the United Kingdom. Any oversea traders interested in the sale of the Compactophone will continue as heretofore to address their orders and communications to the Sterno Manufacturing Co., 19 City Road, London, E. C. This ingeniously constructed instrument, of small and compact measurements, and its beautifully polished solid oak case, fitted with strong leather handle, endorsed by the name of Columbia, can safely be predicted an unchallengeable future for the Regal Compactophone, which, it may be mentioned is, in point of tone quality and volume, on a par with the table or other hornless type of machine. An unique feature of this instrument is the provision of space in its interior for the carrying of no less than twelve double-sided records!

Thos. Edens Osborne Still at It

Thomas Edens Osborne, of Belfast, continues to set an excellent example to dealers. His attractive editorial advertisements are as prominent as ever in the chief Belfast papers. The many phases of current events which he takes advantage of for a little chat to prospective buyers, is certainly worthy of a wider publicity. One of the many interesting announcements is devoted to the removal of "erroneous impressions" held by would-be gramophone owners as to the cost of an outfit. Mr. Osborne makes good play on this text and develops his arguments in a most practical way by itemizing the actual cost of the various gramophones which he stocks.

"His Master's Voice" Publicity

Its always "now," that's a good time to advertise, whether it be spring, summer, autumn. or winter. Certainly no more appropriate time than the present could be found. Expenditure upon publicity is not so great as in pre-war days, naturally, but a considerable amount is being allocated for this purpose by the chief talking machine companies. Some good press ads have lately appeared devoted to special Columbia issues. This company always seeks the limelight of publicity to make more widely known its many fine records listed each month. Which is as it should be.

Then, too, there is "His Master's Voice" Co. as active as ever in distributing its good news. A recent attractive newspaper triple column advertisement advised the public of the issue of ten records bearing the catchiest songs and music of the great musical comedy "High Jinks." These numbers were recorded by the original artists who are exclusive to the "H. M. C." Co.

In addition, other striking announcements continually appear from time to time. And apart from this direct publicity, a series of ads have been produced for the use of dealers locally. These are in the form of complete cuts, with piercing for the dealer's name and address. They are supplied free, the only stipulation being that the blocks will be used to the best advantage. Excellent!

Action Against More Enemy Firms

There has been considerable public protest against the manner in which the Government is proceeding against concerns capitalized in whole or in part by enemy subjects, the claim being made that the treatment accorded is too lenient. In the foregoing connection, the following firms have been held up as specific examples and their names mentioned in Parliament: Bechstein's (piano manufacturers), Augener L. (music publishers), Carl Lindstrom L. (gramophone and record manufacturers), Kastner & Co., L. (players), etc. As a result of pressure the government is moving in the matter and already the business of Bechstein's has been ordered to be sold, including the famous Bechstein Hall in Wigmore street, lock, stock and barrel. In view of the German action in regard to British business in that country, it is generally felt that we should take equally strong action here.

"Winner" Record Activity

A striking feature of the "Winner" record publicity this last few months has been the issue of window bills and shop hangers. Usually dealers are not overkeen in making use of such sheets owing to their size, but it is conclusively proved by the display throughout the country of Winner window bills announcing new artistes or new titles that objections can be overcome by studying the dealers' ideas. This is just what the company advertising director has done. It is interesting to note that the result is a smaller bill, well designed and of attractive appearance, printed in colors, the style and lay-out being changed each month. Under this plan it is found that the display by dealers has increased quite twenty-five per cent. The Winner issues, too, are in accordance with this new attractive manner of their publicity presentation, and include items by such well known contributors as: The Band of H. M. Irish Guards, The Bohemian Band, Albert Whelan, Jay Laurier, Robert Carr, the Two Bobs, Sergt. Leggett, Betty Barclay and a baritone, Stanley Kirkby, Will Evans, and others. So great is the call for Winners that a night shift has been put on with the result that it may be possible to catch up on orders for the Christmas trade.

Board to Study Trade Promotion

The Board of Trade Advisory Committee on Commercial Intelligence met recently and considered proposals for the despatch of a special commercial mission to investigate the conditions and prospects of trade in Spain and Portugal, and questions relating to the promotion of British trade with Russia and Italy, and the employment of foreigners as commercial travellers.

Singer Has Exciting Experience

M. Chaliapine, the wonderful basso, had an exciting experience recently in the Caucasus.

Mr. DEALER: You Will Be SHORT OF RECORDS This Season!

REGISTERED

TRADE MARK

You lost business last season through the demand exceeding the supply. Don't let it happen again.

Get into touch with us right away, and make sure of your stock for the busiest Fall trade you've ever had.

Our Records are ***better,*** our Prices are ***better,*** and our Deliveries are ***surer*** than any brand you've ever handled.

All enquiries to:—The Manufacturers

THE INVICTA RECORD CO., LTD., 1 New Inn Yard, London, E. C., England *Cables*

FROM OUR LONDON HEADQUARTERS—(Continued from page 106)

Attacked by an armed Circassian in his bedroom during the night, the assailant evidently being intent on robbery, the famous singer was forced to resort to his revolver. A shot was fired with fatal results to the intruder. His many admirers will remember M. Chaliapine's instant success in the Russian opera season at Drury Lane Theatre before the war, and the many beautiful records made of his finest pieces by the H. M. V. Co.

To Prohibit Iron and Steel Importations

During the period of de-mobilization and reconstruction after the war, it has been thought advisable to prohibit the import of iron and steel. This is the recommendation of a special committee appointed to consider the matter. It evidently applies to raw material only, and will therefore not affect the importation of manufactures, such as gramophone motors and other parts of musical instruments.

British Zonophone Has Strong List

The strongest list issued by the British Zonophone Co. for some time is that for the current month. A splendid aggregation of records is therein announced, comprising, as usual, up-to-date and standard numbers, many by artistes exclusive to the company; all by artistes of eminence in the musical world. Titles are not chosen haphazard, the Zonophone policy being to closely watch the trend of the public taste, and cater accordingly. Hence from this concern, we usually get records which make an exceptionally wide appeal. A few of the items this month are as follows: "Angels Guard Thee" and "Eily Mavoureen," contributed by that prince of light tenors, Mr. Sidney Coltham, with piano and violin obligato; "Capricente" and "Love's Waltz," piano solos by Paul Astor; part I. and II. "Raymond Overture," by the Black Diamond Band; four attractive and popular Morceaux by the Royal Cremona Orchestra; "In the Valley of the Moon" and "You'll Always Be the Same Sweet Baby" by Herbert Gayne; "Serenade" (Schubert's) and "Evensong" by Miss Louie Brooks (soprano), and Harold Wilde (tenor), with orchestra, etc. Other good numbers are down to the credit of Tom Foy, Florrie Ford, Billy Williams, Nat D. Ayer, and Harold Montague, at the piano. And there are several other equally attractive names, whose records sell well.

A Splendid Guardsman Record Program

When the tendency for the last few months has been to considerably curtail the length of new record lists owing to the difficulties connected with manufacture and supply, it is a significant and welcome sign to note the gradually increasing number of issues now that the season is in full swing. Foremost among the firms whose policy is closely aligned to the barometer of these changing times, is the Invicta Record Co. L., of this city. No less than eighteen records (thirty-six titles), figure on this month's (November) program. Almost without exception they are records of special value, comprising picked selections known to be of good-selling quality. In the main they are vocal numbers such, for instance, as "There's a Long, Long Trail," a popular "hit" given as a duet by Messrs. Barrett and Sullivan, with which is coupled "Loading Up the Mandy Lee," another excellent duet by Messrs. Fanning and Fortune. A couple of good comics by Ted Barrett: "Shall Us? Lets" and "I Can't Do My Bally Bottom Button Up." "Heroes of the Dardanelles" and "Comrades Side by Side," baritone numbers by Donald Stewart. "Blightly," by Barrett and Sullivan and "The Home Bells are Ringing," by Lester Baker. A good baritone artist is Francis Sullivan, who contributes "Some Night, Some Girl, Some Waltz' 'and "Underneath the Stars." Two items which somewhat savor of Uncle Sam are "Welcome Honey to Your Old Plantation Home" and "She Is the Sunshine of Virginia," both by Messrs. Fanning and Fortune.

Among the instrumental numbers are two fine cornet solos by A. M. Thomas, "When You're a Long, Long Way From Home" and "I Try to Forget You, But I Only Love You the More," while Fred White is responsible for "Sambo's Guide," Xylophone solo, and "The Coon's Jubilee," as a bell solo. "Life on the Ocean Wave," "The Zouave," etc., and "Pine Tree State March," etc., are two exceedingly pleasing renditions by the Third Scots Guards Drums, Fifes, Bugles and Bagpipe. Altogether the list is one of which the "Guardsman" record people may well feel proud.

The New "Citizen" Record List

Another list of the special-quality "Citizen" record has been issued. A few of the titles given thereon are: "Miserere" and "Barcarolle," by violin, flute and harp trio; "Where My Caravan Has Rested" and "Little Grey Home in the West" by Swilyn Richards, the well known Welsh tenor; "Until" and "Somewhere a Voice Is Calling" by Miss Ethel Toms (contralto); "M-o-t-h-e-r," by Mr. Ian Colquhoun, an old American favorite, coupled with which is "Forget Me Not," by Chas. Leonard. There are other equally fine contributions to this list and all interested are advised to communicate with The Invicta Record Co., L., New Inn Yard, London, E. C.

The Music of the World Cataloged

A guide to the music of the world in book form, right up-to-date, is now available to all "His Master's Voice" agents and the public. This new catalog is an encyclopedia index of every record issued and retained by the Gramophone Co. since the beginning of things, and is one which every lover of things musical would gladly possess. It tells the story almost of the history and growth of the talking machine trade in more eloquent language than any set prose; a study of its pages in comparison with previous issues, disclosing the triumphant and increasing homage over succeeding years of the greatest of the world's artistic talent in the sphere of music. Herein is focussed the successful work of "His Master's Voice" Co. since its inception. One need scarcely point out the value of this catalog. As usual, beautiful and expensive in get-up and general arrangement, it is certainly of almost indispensable service to the trade and the great "H. M. V." public. There is the easiest possible yet effective, system of indexing, which permits of immediate reference to the full particulars concerning the different and innumerable titles. This A. B. C. catalogue has now been issued in company with a numerically arranged list of records, the latter for trade use only.

Day of the Portable Gramophone

From the days of table grand machines, a steady progress in the construction of interior-horn models has been made, until to-day the real portable gramophone stands supreme in popularity. This period of evolution over a number of years seems to have been brought more or less to a climax since the outbreak of war. Owing to the immediate shortage of practically all gramophone mechanism and parts which in the main reached us from Germany, British inventors found plenty of encouragement where previously they were treated often with scant consideration. Within the last two years or so quite a number of new ideas—especially in connection with the production of portable gramophones—have seen the light of day. It is the purpose of this necessarily brief report to make known some particulars of a new portable model which has been placed on the market by Messrs. W. H. Reynolds (1915) Ltd., 45 City Road, London, E. C. In construction it is quite different to anything of its kind on the market. By its small over-all measurements, 11x8x8 inches, when closed, one can appreciate that it is as conveniently portable as may be possible consistent with a satisfactory tonal volume. The case is of polished oak, with leather carrying handle. It is equipped with a strong, single-spring motor to play 10-inch records only, and in all other respects the fitments are quite satisfactory. There is no metal tone-arm; instead we have a wooden sound-arm amplifying chamber—a tapered box-like arrangement to which is fitted the sound-box. From the mouth of this the sound is transmitted direct into the lid of the instrument which acts as a sound board—radiating the music in all directions. Truly a most ingenious arrangement, too, is the wooden turntable which when not in use can be folded up to permit of closing the lid of the machine. As to the tone-volume, it is not, of course, quite equal to an exterior trumpet model, but not far short. This is more than counterbalanced by the purity and richness of its reproducing qualities. I am told that big orders have already been placed by the trade, and altogether, it would seem, that Messrs. Reynolds' new line will create quite a furore this season.

A Smart Salesman

As joint editor at one time of the Talking Machine News, Stuart Griffin had ample opportunity in his frequent perigrinations around the trade to absorb a complete appreciation of the

(*Continued on page* 108)

EBONITIS LIMITED

MANUFACTURERS OF PLASTIC MATERIAL

Manufactureros de materias primas

FOR

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GRAMOPHONE RECORDS

los discos de Gramophone

QUOTATIONS GIVEN. ADDRESS

Se envian precios. Direccion

EBONITIS LIMITED, Willowbrook Grove, Peckham, London, S. E.

ENGLAND

Who Said MAINSPRINGS?

WHOEVER says "mainspring" without the word "Reyno" neither gets nor deserves the best. As a safeguard to the dealer the very best mainspring on the market is known by one name only

REYNOCARBO MAINSPRINGS

which are made by special process to ensure their being flawless. They're made in all sizes, and prices are the lowest as always. Special quotations for large quantities.

¶ An excellent stock of tone arms, sound-boxes, horns, governors, &c., &c., can always be depended upon.

W. H. REYNOLDS (1915) LTD.
45, CITY ROAD, LONDON, E. C.
TELEGRAMS—"KNOTASLEPE," ENGLAND

FROM OUR LONDON HEADQUARTERS

(*Continued from page* 107)

points which to some extent account for science in salesmanship. This was reflected in his many able chats to gramophone dealers. From what might be termed the theoretical side, our old friend has now gone over to the practical sphere and may be seen in his element at the Cranbourne street showrooms of Messrs. J. E. Hough, Ltd. With this firm Mr. Griffin is acting as advertising manager.

Scientists and Practical Men to Combine

Great Britain is waking up! There now is a talk of a closer co-operation between the scientist and the practical man. One result, it is suggested, would be the introduction of a cheap process by means of which apple-wood at 5s. per cubic foot, could be converted into imitation ebony, worth anything from 10s. to 25s. per foot, and capable of being adapted for use in the manufacture of musical instruments.

Issue Entire Song Cycle

The Gramophone Co. have just issued the entire song cycle "In a Persian Gardian." This favorite composition of Mme. Liza Lehmann's is recorded under the personal and active supervision of the gifted composer herself, the vocalists being chosen for their renown and special suitability. The result is a revelation of artistic singing and reproduction.

With a complete set of the numbers is given an album embellished with beautifully colored pictures of the Rubaiyat. The set (with gratis album) sells at £2 2s 0 retail. Big sales for this grand work may be safely predicted.

Since writing the above the Gramophone Co. have received from Mme. Liza Lehmann the following splendid testimonial: "It is with great pleasure that I express my appreciation of and admiration for the splendid records made by 'His Master's Voice' Gramophone Co., of an extensive selection from my song cycle 'In a Persian Garden.' I cannot imagine better reproduction." This fine issue is being extensively advertised.

MANUFACTURERS—ATTENTION!

What are you going to do when the Boom is over and real competition begins if your Phonographs have no special feature or improvements to offer the buying public? Unless you get some real Novelty Improvement, it is certain your ultimate end will be bankruptcy.

This is your opportunity to fortify and intrench your position that no trade war can harm you. LISTEN!

Six Important Patented Phonograph Inventions for Sale, including one for a Sound-box that plays both Lateral and Vertical Cut Records without any additions or changes of position, employing a straight Tone-arm and discarding all twists, cranks and freaks.

Embody these radical scientific improvements to your machines, and it will create a Furore and place you in an impregnable position. Owners of present style machines will scrap them. Those music-lovers who have been prevented from owning a phonograph, owing to the well-known faults of existing machines, will not be eager to get yours, for it will be a Real Musical Instrument of the very highest class. Each Patent is linked up with the others, and can only be sold en bloc. Correspondence invited only from responsible people giving Banker's Reference.

NEU-VITA CO., 43 Grays Inn Road, London, W. C.

TO RECORD FOR THE STARR CO.

Miss Josephine Forsythe, Distinguished coloratura Soprano and Concert Singer, to Make Records for Starr Piano Co.

RICHMOND, IND., October 9.—Announcement has been made by the Starr Piano Co. from its executive offices here, that Miss Josephine Forsythe, of Cleveland and New York, noted coloratura soprano and concert singer, has been engaged to record for the Starr phonograph. In

Miss Josephine Forsythe

Miss Forsythe, the Starr Piano Co. has added another distinguished artist to its repertoire. She has been doing concert and oratorio work, and has recorded for two other leading companies. She has had offers from opera companies to take up an operatic career, but has refused. She is now in New York in preparation for her work of the coming season.

Miss Forsythe, who is a pupil of Rita Elande, of Cleveland, and Marcelli Sembrich, of New York, possesses a coloratura soprano voice of exquisite sweetness, richness and brilliancy, extraordinary for the clarity, sympathy and warmth of tone. Her voice is well adapted for recording, the high and low notes reproducing equally as well as the middle register. She is the youngest singer now recording for any company, and critics have prophesied a wonderful career for her.

In commenting on the Starr phonograph, Miss Forsythe said: "The propriety of using silver grain spruce for the sounding board throat and horn is forcefully proven. Every vibration and quality of the voice or instrument is brought out with the utmost integrity. It is especially smooth and grateful to the high tones of the light soprano, and the Starr is an instrument whose merit heralds its signal success in phonographic reproduction because of the human quality it puts into the reproduction."

RECORD HOLDERS IN DEMAND

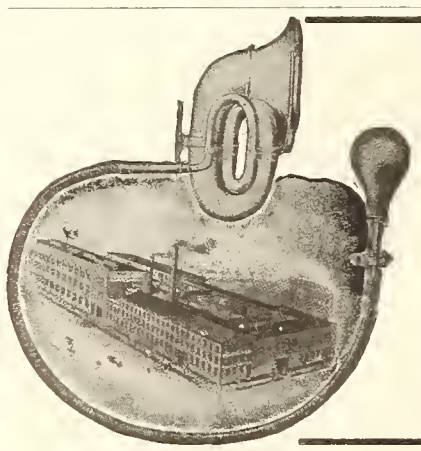
Henry Rosenberg, 14 Wooster street, New York, manufacturer of "Indexo" record holders, states that these holders are being ordered in large quantities by the dealers for their holiday trade. These record holders are attractively boxed, and are ideal for presentation as Christmas gifts. The "Indexo" holder is a decided convenience for talking machine owners, as it is well constructed and enables one to locate a record with maximum ease.

NEW STORE IN WEST NEW YORK, N. J.

Veith & Dorn are new dealers in Edison phonographs at 630 Bergenline avenue, West New York, N. J., where they have opened handsome quarters. In addition to a full line of Edison machines and records the new concern also handles the Bruno line of small goods and Perfection and Artempo music rolls, as a feature of their extensive piano and player-piano business.

GOOD CALL FOR KO-HI-OLA PRODUCTS

ST. PAUL, MINN., November 4.—P. A. Wolfe, head of the Ko-Hi-Ola sales department of the Koehler & Hinrichs Mercantile Co., states that the demand for the Ko-Hi-Ola combination phonograph, grandfather's clock, record-cabinet and bookcase has exceeded all expectations. Mr. Wolfe has assigned territory for this instrument to dealers in all parts of the country who are planning to feature it extensively during the holiday season.



TONE ARMS TURNTABLES

For many years we have been the only manufacturers of good metal phonograph horns, and recently we have added equipment for making Tone Arms and Turntables of highest quality.

These products are made to your specifications only. Ask for estimates.

Phonograph HORNS

Standard Metal Mfg. Co.
227 CHESTNUT STREET NEWARK, N. J.

THE PREMIER CABINET CO.
Makers and Distributors of the
Premier
TALKING MACHINES *and* CABINETS

CHICAGO, ILL.
WILLIAMSPORT, PA.
GOSHEN, IND.

Williamsport, Pa.

Barrientos, Lazaro, Rothier, Chicago Symphony Orchestra, Gates, Sembach, Macbeth, Eddy Brown—Little Symphony—just a few world famous artists and organizations whose records are making history in the sales of Columbia dealers.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

INFORMATION OF VALUE TO THE NEW MAN IN THE FIELD

Some Valuable Suggestions Regarding the Proper Keeping of the Record Stock—The Importance of Fitting the Needle to the Record—The Necessity of Proper Demonstration

A man going into the talking machine business as a dealer must remember that in entering any new line of business success depends largely upon an understanding of that business. A little study of the various types of machines and records and the gleaning of some knowledge about the records themselves, should serve to prevent him from investing more or less capital in a line of machines or records that are decidedly foreign to one another, so far as playing qualities are concerned.

In this section of The World information will be given on such problems that do not of necessity concern the technical construction or mechanical features of instruments which are handled in the department of "Repairs" by A. H. Dodin.

Keeping the Record Stock

Keeping the record stock properly is a matter of supreme importance not only from the viewpoint of business efficiency for the dealer himself, but with a view to the convenience of the customer.

The record buyers demand that the desired record be furnished promptly, and that it shall be in good condition when it is furnished. They do not care to wait while the salesman is compelled to wander through several sections of the record stock before finding what is desired. From the dealer's viewpoint a well kept record stock means that he knows just where he stands in the matter of record supplies, and can place his orders accordingly without fear of finding a shortage just at the time when a customer demands that particular selection.

In connection with the handling of retail record stock a prominent talking machine man remarked that keeping a retail stock of records in a state of real efficiency is a comparatively easy task when one goes about it in the right way, and added:

"It may be unreasonable, but it is nevertheless a fact, that the customer quite frequently feels annoyed when the dealer is 'out' of some particular record. You see, the customer may have come into the store for the definite purpose of hearing that particular record.

"With the assistance of parcel post and an efficient method for keeping track of 'shorts,' there is less excuse for being out of records than there ever was. The present limit of parcel post weight is fifty pounds. That means that a number of records can be sent through the mail, and the dealer who supplements his monthly or weekly order for records with an occasional order by parcel post will have few disappointed customers to contend with.

"'Contend with,' by the way, is just the right way to express the case, for a customer who has been repeatedly disappointed is quite apt to develop a streak of passive antagonism for the source of his disappointment. The streak isn't always passive—on occasion it becomes acutely active.

"As we have said, parcel post takes care of emergency shipments quickly, and at a very moderate expense. The most vital thing is to know at a glance just what records you are short of and know exactly which records you are entirely out of. It can be done with practically no effort.

"Keep your entire retail stock of records in heavy manila envelopes. Stamp the number of the record in good bold figures in the upper right-hand corner of the envelope. Just underneath the number make a pencil memorandum showing how many of each particular record you have in stock.

"This is how it works: We will suppose that all your retail stock of records is in the special stock envelope, and that the factory envelopes in which the records were supplied to you, and in which you, in turn, must supply them to your customers, have been put into a special drawer.

"A certain number of records are sent out to-day. Each record is taken out of the 'stock' envelope, put back into the factory envelope and delivered to the customer. The empty stock envelope is then put into a special drawer.

"Next morning the boy who sweeps out the store fills all the empty 'stock' envelopes from your reserve stock and makes a pencil memorandum on the envelope showing how many more records of that number are in reserve. If there are no more of any particular record, the empty retail stock envelopes cannot be filled. Such envelopes are brought to your desk.

"For retail purposes it is best to keep your records 'on edge'—simply because records so kept can be taken out of or put back into each compartment with the least possible effort.

"Let the envelopes project a little from the rack. They should all face the same way, and when so arranged it takes only an instant to run the thumb along a whole row of the projecting corners. As this is done each number flashes into view. It is easy to find the record you want, and with the pencil memoranda of reserve stock to guide you, 'stock-taking' is an operation requiring only a very few minutes at any time.

"With such a system and with parcel post for emergency orders, disappointed customers should be few and far between so far as your store is concerned. With such a system the dealer will be able to show a much greater profit at the end of the year.

Fitting the Needle to the Record

Those who have used, or are using, some of the newer records of smaller diameter such as the six, seven, or eight-inch types, have at times been disappointed with the volume of tone quality. It is suggested by the manufacturer that the thin, or soft tone, needle be used for the best effects. Owing to the small size of the records and the quantity of music they carry the record grooves are of necessity set close together, and are narrower than the grooves in the large records. The points of thick, loud tone needles, therefore, do not reach to the bottom of the grooves, where in the hill and dale records the sound waves are recorded. The narrow needle going to the bottom of the groove, however, brings out all the music there is in the record. It is a suggestion that may prevent dissatisfaction and prevent the dealer from blaming the manufacturer for a condition for which he is not responsible.

The Art of Demonstrating

One of the first things a new dealer in the field should learn is the art of demonstrating. Just putting a record on a machine and starting the motor does not constitute a demonstration. If it is a new record that has never been tried the dealer is not sure that it will show off the instrument to the best advantage. There are no two records alike, and out of, say a dozen, there will only be two or three that will sound better than the others. It is up to the dealer to pick out two or three and use them for showing off the machine. The difference between a good record and a poor record carelessly selected may be the difference between a sale and a customer lost.

Club Idea Has Not Developed

One of our readers who has spent some time in England comments upon the fact that there are no associations or clubs of talking machine owners here whose members gather together at stated intervals to discuss new records, and ways and means for improving upon reproducing devices and other matters connected with the talking machine.

So far as The World has been able to learn there is no such club or association at present in existence in the United States, although an organization of that character was started some years ago in Dallas, Tex. Whatever experimenting is done here is done by individuals on their own initiative, and the great body of the public is inclined to accept the talking machine and records as they find them, relying upon the expert knowledge of the manufacturer.

UKULELES

The biggest sellers in the small musical instrument business. Why handle poorly constructed, inferior-toned imitations when you can get at similar prices, the beautifully toned

Genuine Hawaiian Gold Medal Instruments

Hand made throughout of old, thoroughly seasoned native Hawaiian Koa, superior to any other wood in tone quality. Send for wholesale price list.

SHERMAN, CLAY & CO.
163 Kearny Street San Francisco
Largest Distributors of Hawaiin Instruments in the World

Hardware for Talking Machine Cabinets

Lid Supports, Tone Rods, Needle Cups, Knobs, Continuous Hinges, Etc.

Write for Samples and Prices

WEBER-KNAPP COMPANY
JAMESTOWN, NEW YORK

PROSPERITY ABOUNDS THROUGHOUT THE PACIFIC COAST

Demand for Machines and Records—Association to Celebrate Anniversary—Byron Mauzy's Attractive Department—Recitals at Wiley B. Allen's—Edison Shop Activity—Other News

SAN FRANCISCO, CAL., October 28.—California talking machine dealers all speak most optimistically of the autumn situation. The demand for $75 and $100 machines exceeds the supply, and it is not always possible to get enough records. General business conditions on the Pacific Coast are better than a month ago, and there is every reason to expect one of the heaviest holiday seasons in years, not only in talking machines, but other musical instruments. The sale of cheap machines is pretty heavy, and the record business is very satisfactory, and on a better basis than ever before by reason of the policy of restricting the taking out of records on approval.

It is noteworthy the number of splendid improvements made in the Coast talking machine departments this fall. Almost all of the large dealers have increased the facilities of their departments, and made numerous decorative improvements. Also some very handsome exclusive talking machine shops have been opened of late.

First Anniversary of Association

The San Francisco Talking Machine Dealers' Association held a meeting on October 18, which was well attended. Plans were discussed for the next meeting, to be held on November 15, which will be the first anniversary of the association. The election of officers will take place at this meeting, and there will also be an informal banquet.

A. W. White, manager of the talking machine department of the Emporium, says the month of October has been very brisk in his department, and he is gratified that so large a proportion of the sales are in the higher-priced machines. Owing to building delays due to the difficulty in getting structural steel, the Emporium department has not yet been enlarged.

Edison Music for Motion Picture Theatre

The Maio Theatre on Market street has for some time been using an Edison phonograph to accompany reel features, and the manager states that the people seem to prefer good talking machine records to poor orchestral music. He is anxiously awaiting the promised larger-sized records, as they will be even more suitable for moving picture work.

O. N. Kruschke Makes a Change

O. N. Kruschke is no longer with the Pacific Phonograph Co., and it is unofficially announced that he will shortly accept the Pacific Coast agency for the Pathephone. Mr. Kruschke also has a talking machine business in Berkeley, Cal. He has just returned from a prolonged Eastern trip.

W. G. Garland, factory man for the Victor Talking Machine Co., now makes his headquarters in San Francisco.

Educational Work Gets Results

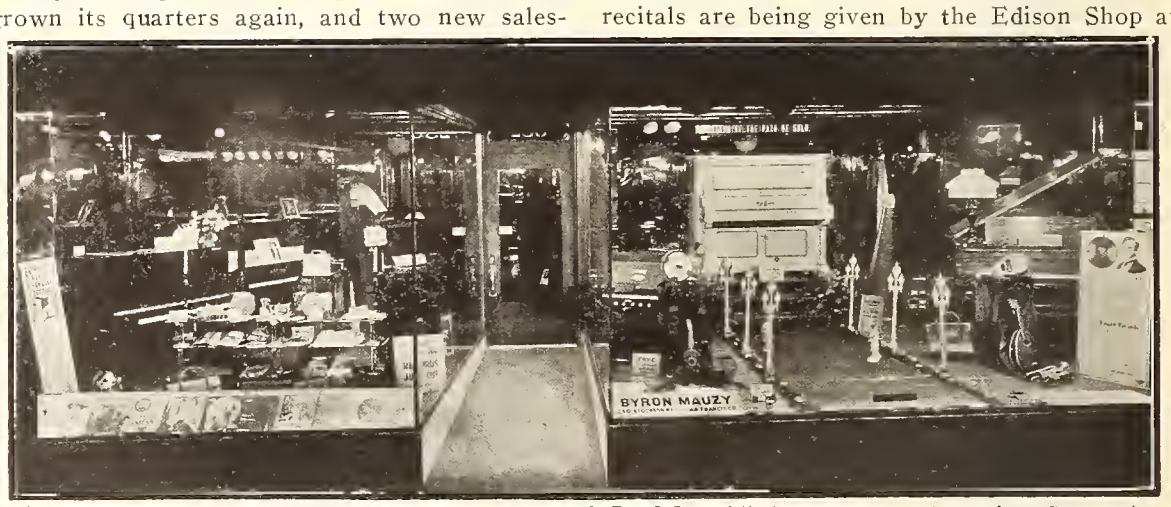
The Pacific Phonograph Co. is enjoying fine success with its educational recital work over the Coast territory. Glenn Ellison, the well-known Scotch vaudeville comedian, has been engaged to give tone tests with the Edison machines, and his work has been enthusiastically received wherever he has sung. He will be in San Francisco on November 2, and will give a tone test recital at Scottish Rite Hall. These recitals are all free to the public.

The Pacific Phonograph Co. is getting records a little more promptly from the factory, but there is still a shortage on some numbers, and also on certain medium-priced machines.

Paul Levy, a cousin to A. F. Levy, proprietor of the talking machine department of the Eilers Music House, and for whom he has been working, is now associated with the Edison Shop on the sales force.

Mauzy Department Growing Rapidly

The talking machine department of the Byron Mauzy music house has developed so successfully in the last few years that now Charles Mauzy has had to delegate some of the managing to H. A. Rayner, a talking machine man well known on the Coast who has just joined the Mauzy forces. Mr. Rayner was formerly with the Wiley B. Allen Co., and the Eilers Music House in Portland, and manager of the Eilers talking machine department in Tacoma for some time. He expects to find the opportunity with the Mauzy Co. to develop trade along progressive lines. The Mauzy talking machine department has outgrown its quarters again, and two new sales-



Byron Mauzy's Show Window During "Path of Gold Week" (Shows New Lighting System)

rooms have just been added on the third floor. These are large rooms, and are handsomely furnished and decorated with rugs, furniture and draperies. They will be devoted chiefly to the high-priced machines for the more exclusive trade.

A new feature of the Mauzy talking machine record department is the sealing of every record envelope so that the customer is assured of getting an absolutely new record. No records are exchanged or sent out on approval, and all demonstrations are made from a separate set of sample records. The record sold is simply tested once to see if it is perfect, and then is sealed until sold.

Occasional Recitals Prove Best

Mr. Haydock, manager of the Edison Shop, says business was exceptionally good during Edison Week, and that the new sales and demonstrating rooms, were used to the limit. No recitals are being given by the Edison Shop at present, it having been demonstrated that continued recital giving is not productive of the best results on account of the large number of "deadheads." Occasional recitals are judged to be more useful in promoting sales of machines, though regular recitals stimulated the sale of records.

Edison Department Making Good

Grove & Boggs, who conduct the talking machine department at Capwell's department store in Oakland, handle Edison goods only. Mr. Grove says that in the year that they have had the department business has grown stead-

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To Fill Your Order Without Delay

Avail Yourself of Our
SPECIAL SAMPLE OFFER
WM. F. NYE New Bedford, Mass.

ESTABLISHED 1868

EDWARD B. JORDAN & CO., Inc.

127-135 DEGRAW ST.—36-60 TIFFANY PL., BROOKLYN, N. Y.

Talking Machine Cabinet Manufacturers

We made the first talking machine cabinets created in this country, and we have specialized in this particular line ever since.

We will submit special designs of talking machine or record cabinets, or quote you from blue prints or samples. We manufacture to order only.

SOSS DIE-CASTINGS

are sharp in outline, absolutely uniform, accurate and well finished.

Manufacturers of
SOSS HINGES
and Producers of
DIE CASTINGS
in
ALUMINUM
Tin, Zinc and Lead Alloys
(White Metal)

Tone Arms, Tone Arm Supports, Sound Boxes, Bases

and other attachments, when SOSS DIE-CAST in quantities enable you to secure an accurate, beautiful product, with perfect finish and fit, ready to assemble.
Wherever accuracy and dependability are required and wherever prompt delivery is an important factor our SOSS DIE-CASTING process is eminently successful in turning out large quantities of intricate parts.
SOSS DIE-CASTINGS cost less, give better results and permit of quick assembly.
We have specialized for years in the production of Die-Castings. Our increased facilities insure you of moderate prices, accurately finished Die-Castings, as well as prompt deliveries.

Submit models or blue prints for estimate, stating quantity required.

SOSS MANUFACTURING COMPANY, Inc. 435-443 Atlantic Avenue, BROOKLYN, N. Y.

MAKERS OF SOSS PRODUCTS

ily and surely and now the volume of sales can compare favorably with any talking machine department in Oakland. The firm has been having some exceptionally attractive show window exhibits of late.

The Columbia Graphophone Co. is still unable to get enough talking machines. Very favorable business is reported from the various Coast agencies. Record sales are very heavy, and high-class records show a big increase in demand.

To Agree on Scale of Allowances

James J. Black, manager of the Wiley B. Allen Co. talking machine department in San Francisco, says the third recital given by the company was fully as successful as the other two, and that the Victor talking machine was featured with vocal singing. Mr. Black states that the members of the Talking Machine Dealers' Association are expected to agree on a maximum price to allow on all second-hand talking machine merchandise at the next meeting of the association. There are not a great number of used machines on the market, but still the interests of the trade demand that this matter be established on a uniform basis.

Interesting Personals

W. E. Henry, San Francisco manager of the Columbia Graphophone Co., has been laid up with illness for the past week or so, but now is able to attend to business again.

Fred A. Dennison, Pacific Coast manager of the Columbia Graphophone Co., has gone to Los Angeles for a week's business trip. He will make his headquarters in the South with William F. Stidham, manager of the Los Angeles branch.

F. F. Dawson, formerly of the executive office of the Columbia Co. in New York, is now traveling for the Pacific Coast branch in the northern California territory.

Paul West, manager of the Dictaphone department of the Columbia Co., made his sales quota in October by the 10th of the month. The Dictaphone business is looking up considerably in this territory.

Mr. Munjar, manager of the talking machine department of the Wiley B. Allen store in San Jose, was a recent visitor to headquarters in San Francisco. He says the holiday outlook is very favorable in the Santa Clara Valley.

E. V. Ridgeway, representing Lyon & Healy, of Chicago, has just been calling on the local trade. At present he is in the Northwest.

The Buffham book store at Idaho Falls, Idaho, is to handle the Columbia Grafonola as a special feature in the future. The store is being rearranged so that attractive displays of the machine may be made.

The Phonograph Shop at 109-111 Stockton street, is having a most encouraging month in the handsome new location. Besides the Sonora phonograph, the Columbias are handled, and other makes will be sold later. The shop was ready for business the first of the month.

JOINS STANDARD T. M. CO.'S STAFF

A. B. Kinch, Formerly With W. F. Frederick Co., Becomes Assistant Manager of That Concern—To Specialize on Service

PITTSBURGH, PA., November 2.—A. B. Kinch, who has been resident manager of the wholesale Victor business for the W. F. Frederick Co. in this city since French Nestor's removal to Washington, D. C., has joined the staff of the Standard Talking Machine Co., as assistant manager. He will give his special attention to the service department and will give his personal attention to plans for featuring the sales of dealers in this territory. In announcing the appointment, the Standard Co. emphasizes the fact that all their efforts in developing the retail business reverts directly to the benefit of the dealer, for the company itself is interested exclusively in the wholesale business.

ATTRACTIVE FLOAT IN PARADE

Ackerman & Co., Victor dealers at 537 Linden street, Scranton, Pa., recently had an attractive float showing a Victor talking machine with the famous dog in a recent parade held to boost Scranton's industries.

AN ENTERPRISING PATHE DEALER

W. E. Drey Uses Novel Methods for Swelling Sale of Records

The accompanying photograph shows the establishment of Walter E. Drey & Co., 1358 St. Nicholas avenue, New York. Mr. Drey is one of the most active Pathé dealers in this section, and states that the demand for Pathé records and Pathephones is almost phenomenal,

Show Window of W. E. Drey & Co.

considering the short time he has been doing business in his locality.

Mr. Drey ascribes his success in part to the intensive effort he has personally put behind his business. He does not wait for sales to come to him, but goes after them!

One of his plans is to have his salesmen call upon his principal customer at frequent intervals to "inspect" their instruments. Sometimes the "inspector" finds a condition which needs attention, and he always carries a few of the latest records for "testing" purposes.

The customer is, of course, pleased with the service being rendered, and it is not surprising, therefore, that the inspector-salesman very often gets an order for the new records he has with him. Mr. Drey figures that in this way he is paid several times over for the salesman's absence from the store.

CABINETS

All styles of Talking Machine and Disc Record Cabinets for Manufacturers and Dealers.

:: Standard and Special Designs ::

PROMPT SHIPMENTS GUARANTEED
LET US FIGURE ON YOUR REQUIREMENTS

FRANZ BRÜCKNER MFG. CO.
405 Broadway New York

Talking Machine Supplies and Repair Parts

SPECIALTIES: MAIN SPRINGS, GOVERNOR SPRINGS AND SOUND BOX PARTS

THE RENÉ MANUFACTURING CO.
HILLSDALE, NEW JERSEY

Columbia Records TRADE MARK Note the Notes

For quality, variety, interest and activity the Columbia Record List for December is a Symphony!

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

TO BUILD NEW SOSS FACTORY

Soss Mfg. Co. to Have Modern Five-Story Plant for Making Soss Invisible Hinges and Die Castings—Now Making Many Castings

The Soss Manufacturing Co., 435 Atlantic avenue, Brooklyn, N. Y., has recently purchased a large plot of ground located at the corner of Bergen and Grand avenues, Brooklyn, and according to an announcement just made, will shortly erect a new five-story, fireproof factory at this location. The new factory will comprise 40,000 square feet of floor space, and will be equipped with every modern appliance for not only manufacturing the Soss invisible hinges, which are being universally used in many industries, including the piano and talking machine trade, but also for making aluminum and other metal die-castings of various descriptions.

The factory will be so arranged that there will be one department devoted exclusively to the manufacture of hinges for the piano and cabinet industries, and others devoted to the manufacture of hinges for the automobile industry, in fact, a department for the manufacture of these invisible hinges for whatever lines of business they are used in. There will also be separate departments for the manufacture of die-castings.

For many years the Soss Manufacturing Co. have made die-castings for their own use, but have not manufactured them for outsiders. Finding recently, however, that they can handle a great deal of this business, they have enlarged their present factory to the extent that a fully equipped die-casting plant has been installed. The factory has been so planned that the work is done in the most progressive manner, and as they are well supplied with material are in a position to insure quick deliveries.

Although finished in various ways, the Soss invisible hinge has always been a cast product, so that the process is nothing new in this business, and the entire organization is amply capable of handling any business of this kind which may come to them.

C. J. Soss stated to a representative of The World recently that so far they had made a large number of die-castings for the automobile industry, and are now doing some work for some of the leading talking machine and player-piano manufacturers.

Samuel Soss has recently been traveling through the Middle West. The factory has been exceedingly busy ever since the first of the year.

NOW SHIPPING ORDERS COMPLETE

"During the past month we have established a number of important agencies for the Metro-Phone line of machines," said Franz Brückner, head of the Franz Brückner Manufacturing Co., New York, to The World. "We have increased our facilities so that our dealers may receive their machines in plenty of time for the holiday trade, and are now shipping machine orders complete as soon as they are received. We are particularly pleased with the demand for our No. 110 Metro-Phone.

"The cabinet end of our business is growing steadily, and manufacturers have placed large orders with us during the past few weeks. Our disc record cabinet department is also adding new accounts to its list day by day."

HEADS A. M. SWEYD CO.

Charles D. Isaacson, well known in the local music trade and previously associated with the Aeolian Co., and the Musical Instrument Sales Co., has become president of the A. M. Sweyd Co., New York advertising agents. Until recently Mr. Isaacson was president of the Joseph Ellner Co., New York, also advertising agents. He will continue to edit the "Music in the Home" page of the New York Globe—an interesting feature of that newspaper.

AWARDED FIRST PRIZE FOR DISPLAY

FREMONT, O., November 6.—Welker & Stierwalt, of this city, who arranged some time ago to handle the products of the Pathé Frères Phonograph Co., New York, prepared an exhibit for the Sandusky County Fair, reproduced here-

Welker & Stierwalt's Display at Sandusky Fair

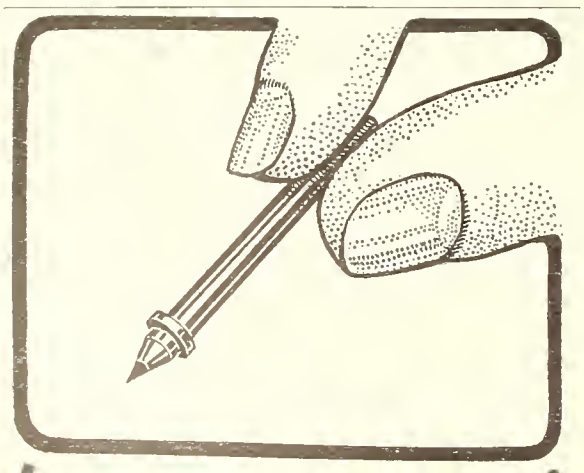
with, which was awarded first prize. The judges were enthusiastic in their praises of the artistic conception of the booth's decorations, of which the Pathephone formed the basis. As there were forty-two booths at the fair, the honor accorded this exhibit was the subject of considerable newspaper comment. Welker & Stierwalt report a phenomenal increase in sales within the last few weeks and ascribe it not alone to the fact that the Pathé line has exceptional sales possibilities, but to the effective publicity they are putting behind it.

CRAIG APPOINTED MANAGER

S. B. Craig has been appointed manager of the branch of the Brunswick-Balke-Collender Co., at 61 East Long street, Columbus, O. He is particularly interested in furthering the interests of the Brunswick phonograph.

JAMESTOWN DEALERS ORGANIZE

Talking machine dealers of Jamestown, N. Y., held a banquet at the Hotel Samuels there recently, at which preliminary arrangements were made for perfecting a permanent organization.



Sapphire Needles

Jewel Points

for the reproduction of hill and dale cut records.

Samples

Full Tone - - - 30c each
Half Tone - - - 35c each

Special prices in dozen, hundred and thousand lots.

A. F. Meisselbach & Bro.
Congress Street NEWARK, N. J.

"MAGNET" DECALCOMANIE NAMEPLATES FOR TALKING MACHINE CABINETS ETC.

From the DORAN CO. 45 MICHIGAN AVE Phone-Main 4156 DETROIT

SOLD BY HURTEAU, WILLIAMS & CO. LTD MONTREAL — OTTAWA

Kunkel Piano Co. BALTIMORE

We can furnish the same or similar style as shown herewith, according to the price scale given below.

	250	500	1000
Gold letters, black edged	$12	$15	$20
Black letters, solid gold background, with fancy border	$16	$20	$25

Samples upon application.
GEO. A. SMITH-SCHIFFLIN CO.
136 Liberty Street, New York, N.Y.

FROM THE PHONOGRAPH CO. 1240 HURON ROAD (ENTIRE THIRD FLOOR) PHONES - PROSPECT 2140 - CENT 1406 CLEVELAND

SOLD BY WALTER D. MOSES & CO. Oldest Music House in VA and N.C. 103 E BROAD STREET RICHMOND, VA.

SOLD BY J. E. STRATFORD AUGUSTA, GA.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

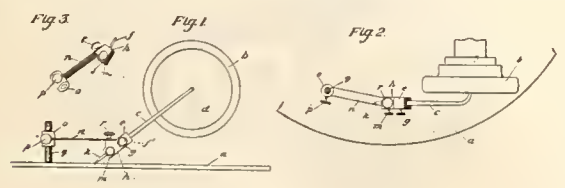
WASHINGTON, D. C., November 4.—PHONOGRAPH. Patrick B. Delany, Nantucket, Mass. Patent No. 1,193,242.

This invention relates to treatment of the surface of records for their protection and improvement when new and their improvement when old and worn. For this purpose the record is coated with graphite.

The records, whether disc, cylindrical or of other formation may be coated with graphite in any appropriate way. The best results may be obtained with pure graphite. When graphite, in the form of a stick or block is used to coat the record, it is preferable that the stick be composed of pure graphite plus the feasible minimum of binding material. The block or stick of graphite, held in a suitable support so that it will bear upon the surface of the record that is revolving with the table or support of an ordinary reproducing machine, acts to coat the surface, and the reproducing needle running in the channels or grooves of the record acts as a distributor of the graphite that brings it into intimate relation with the surfaces of said grooves. It is well known that graphite is an efficient lubricant and that its lubricating qualities depend upon its capability of attenuated distribution and filling the pores of surfaces to which it is applied. These characteristics afford very markedly improved results in the reproduction of musical tones and spoken words from a graphite coated record. Even the needle, whether it be of steel or other composition, becomes surface coated and filled with the graphite. The general result is that there is a reduction of friction, and a characteristic smoothness of contact between the surfaces of the needle and record that causes objectionable sounds ordinarily present to be eliminated. Experience has demonstrated that in addition to the advantages above suggested static electrical effects due to frictional contact of the needle and record are eliminated or dissipated where the record is coated with graphite which is a fair conductor of electricity. Furthermore, there is less likelihood of dust or floating particles of any kind adhering to the graphite coated record than there is in the case of the ordinary uncoated record. The surface of the record being covered with graphite is divested of its electro-static capacity for the reason that the graphite instead of being an insulator is a conductor and therefore does not attract floating particles or hold them when lodged by gravitation. Rubber, sealing wax or glass when rubbed with dry fabric will hold a static charge, but if any of them be coated with a conducting material their static capacity is dissipated.

The graphite may be applied to new or old records by placing the record in a reproducing machine and revolving the disc in contact with a stick or block of graphite held in the hand or mounted upon an arm carried by the needle head, which arm may be resilient so as to press the block yieldingly against the record.

The accompanying drawing shows a practical and highly efficient way of applying graphite



to a disc record. Figure 1 is a diagrammatic side elevation; Fig. 2 a similar plan view; and Fig. 3 a perspective view of the graphite applying attachment separated from reproducer arm.

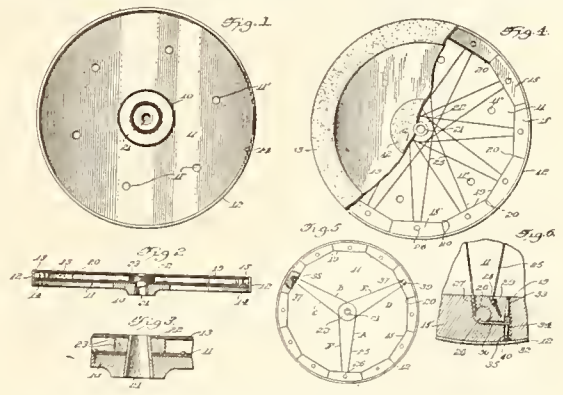
RESONANT BODY.—James H. Collins, Harrisburg, Pa. Patent No. 1,193,995.

The object of this invention is to provide a hollow, resonant body for use particularly in conjunction with sound reproducing machines, said body being provided with members independently capable of being placed under varying degrees of tension.

More particularly the object is to provide a removable, hollow record support, adapted to universally fit any type of machine for reproducing sound from disc records, though the principle involved is equally adapted to record supports of other types.

In this art there is often experienced a condition in which a given note, chord or other sound, is incorrectly recorded, in which case it is desirable to reproduce the particular sound with its intended pitch, tone and other characteristics; also, there is frequently a condition in which a correctly recorded sound is not reproduced with its intended individual qualities, because of the peculiarities of the particular reproducing machine employed, or because of the objects within the room or other inclosure surrounding or in the neighborhood of the said machine. Such conditions as these, the present invention is designed to counteract to the end that the actual sound recorded is the sound actually heard, it being understood that to impair the results obtained in reproducing a record it is not necessarily true that the pitch, or other quality, should be extremely incorrect. This briefly is accomplished by reinforcing, or augmenting, the respective sounds reproduced by the usual sound box, and before they leave the machine, by a series of vibrant, tensioned members supported in conjunction therewith.

It has been found that in the ordinary sound reproducing machine, a considerable vibration is imparted to the record support by reason of the irregular, vibratory co-operation existing between the usual disc and the reproducing stylus: in the case of a "hill and dale" record this vibration, caused by the stylus riding over the vertical irregularities of the groove, is substantially perpendicular to the plane of the record support, while with a lateral cut record, the vibration is substantially parallel with the



plane of the said support, and is to a great extent impressed upon the upper portion of the spindle passing through the record disc. In this invention it is the object to utilize this vibration to transmit to perfectly tuned strings, or other members, the characteristic vibrations of a record, it being a well known fact that when a given period of vibration, as that of a sound conveyed through substantially any known medium, comes into contact with, or by mechanical means is impressed upon, a vibrant body possessing substantially the same natural period of vibration, said body responds and tends to modify, augment or reinforce the original sound. Furthermore, if there is but a relatively slight difference in the two characteristic periods of vibration, the string responds, though less energetically, and if sufficiently strong tends to correct the audible sound emitting from the machine.

In the perferred embodiment of the invention there is provided a plurality of correctly tuned strings, which by reason of their peculiar characteristics are adapted to respond to a greater or less degree to practically any period of vibration impressed upon them through the medium of the walls of the hollow record support, and in thus responding they have a positive tendency to clarify and enrich the sound reproduced. Furthermore, while there are certain recorded sounds characteristic of particular instruments to which they respond more freely, their effect upon the reproduction of all sounds is marked, these including even that of the human voice.

In the drawings Figure 1 is a bottom plan view of the preferred form of the device; Fig. 2 is a vertical diametrical section of the same with the strings removed; Fig. 3 is an enlarged detail section of the central portion of the same, including the combined hub, and bridge; Fig. 4 is a plan view of the device showing the annular record supporting members, and partly in section with the top wall removed; Fig. 5 is a plan view of the same, showing the course of one of the vibratory elements; and Fig. 6 is an enlarged section of one of the string tensioning means.

SOUND REPRODUCING MACHINE FOR ADVERTISING PURPOSES.—Edward L. Christensen, Ann Arbor, Mich., assignor of one-half to Wm. J. Ross, Detroit, Mich. Patent No. 1,193,762.

This invention relates to sound reproducing machines, and its object is to provide such a machine so constructed as to emit words, phrases or sentences constituting advertising or other matter on the occasion of certain acts performed by various persons.

In accordance with the present invention a sound reproducing or talking machine is provided with a sound record which may contain numerous repetitions of the same words, phrases or sentences for successive reproduction thereof, or may contain any desired recorded sounds either for advertising or for announcement purposes. The talking machine is so constructed and arranged that it may be made fast to a door casing above the door in such manner that on opening the door the talking machine is set into motion and reproduces a suitable portion of the record, after which the machine is automatically stopped. The opening of the door also winds up the propelling spring of the talking machine to an extent compensating for the active movement of the talking machine caused by a previous opening of the door. The talking machine is primarily wound up to a desired extent and is kept wound up to the extent it unwinds on each active movement of the talking machine by the opening movements of the door.

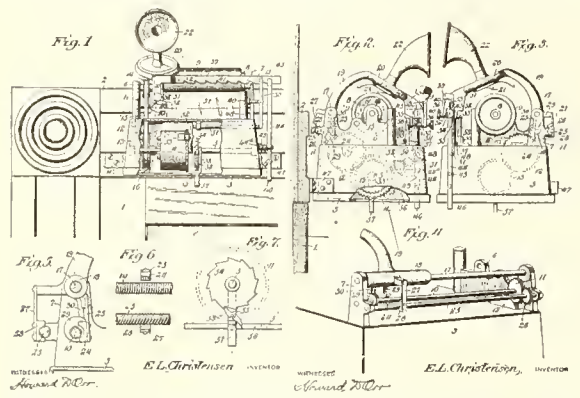
It is the purpose of the present invention to install the talking machine over the store doors or other doors leading into rooms entered by customers or others to whom the announcements made by the talking machine may be of interest. The customer on opening the door sets the talking machine in motion, though this may be an unconscious act on the part of the customer, and the machine continues in operation for a time for which it may be prearranged, and then automatically stops. Successive openings of the door cause the talking machine to be set in motion each time the door is opened, until finally the sound reproducing element has reached the limit of its travel, whereupon such sound reprdoucing element, customarily called the sound box, is returned to the initial position by the automatic operation of suitable mechanism. Since the spring usually employed in such machines is wound up before each operation to the extent which it runs down during such operation, the spring remains wound to the original condition, and if the spring be wound up initially to the proper tension, the only thing which will cause the spring to run below its initial tension will be the power consumed in returning the sound box from the position representing the end of its travel to the beginning point of such travel. Even this may be provided for by so adjusting the intermittent winding actions that each winding action is slightly in excess of the amount required to restore the used energy on each operation of the talking machine for reproduction of sound. The machines capable of such adjustment with respect to the winding as to run indefinitely, the power needed to maintain the motor spring under proper tension being supplied by the persons traversing the door passage. The arrangement is also made in such a way that the talking ma-

(*Continued on page* 114)

chine may respond to, say, the opening movement of the door and be unresponsive to the closing movement thereof.

The invention will be best understood from a consideration of the following detailed description, taken in connection with the accompanying drawings forming a part of this specification, with the further understanding that while the drawings show a practical form of the invention, the latter is not confined to any strict conformity with the showing of the drawings, but may be changed and modified so long as such changes and modifications mark no material departure from the salient features.

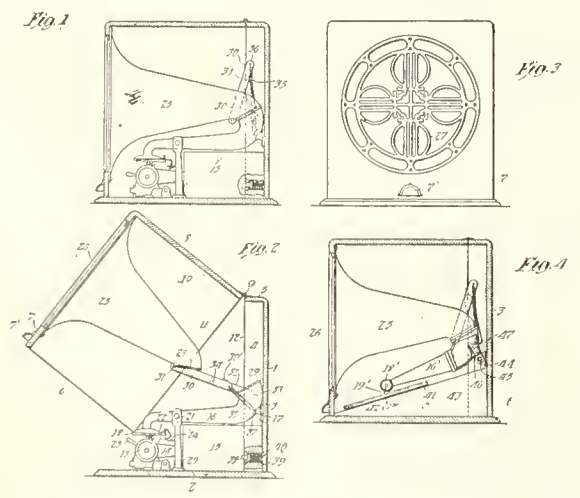
In the drawings, Figure 1 is a front elevation with some parts broken away and showing the invention applied to a door frame. Fig. 2 is an end elevation of the structure of Fig. 1 with some parts broken away to disclose more distant parts and the door frame shown in cross section. Fig. 3 is an elevation of the end of the talking machine structure remote from that



seen in Fig. 2, some of the parts being in a different position from that shown in Fig. 2. Fig. 4 is a perspective view of a portion of the mechanism embodied in the present invention. Fig. 5 is a fragmentary cross section through the feed screws and adjacent parts. Fig. 6 is a fragmentary section through the feed nuts and also showing small sections of the feed screws in their relative positions with respect to the feed nuts. Fig. 7 is a fragmentary section showing a portion of the rewinding structure.

Phonograph or Talking Machine.—Frank L. Dyer, Montclair, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 1,194,488.

This invention relates to phonographs or talking machines of the type in which the horn or sound amplifying means is inclosed within a cabinet which conceals or partially conceals the same, and the object is to provide a simple and compact device of this character in which a horn or sound conveying means of a length sufficient to give the sound reproduced the desired amplification, is inclosed within a small and compact cabinet. In pursuance of this object a



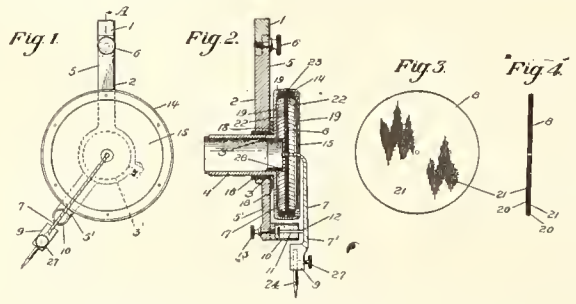
sound amplifying horn or conveyer is mounted within a cover which preferably is hinged to the cabinet containing the phonograph or talking machine, the amplifying horn when the cover is closed making joint with the tone arm or other connection from the sound box, so that a continuous sound passageway is provided from the reproducer to the exit end of the sound conveyer. By this means the horn may be forwardly directed above the talking machine when the cover is closed, the horn and connections being coiled or bent in such a manner as to give the desired length thereto, while at the same time the record and reproducer are rendered readily accessible for changing records, etc., by merely opening the cover. This invention is equally applicable to phonographs and talking machines of the cylinder and of the disc type.

Figure 1 represents a vertical cross section through a cabinet having a cover pivoted thereto in closed position, a phonograph of the cylinder type, together with the tone arm, amplifying horn, etc., being shown in elevation contained therein. Fig. 2 is a similar view showing the cover in open or raised position. Fig. 3 represents an end elevation looking from the left in Fig. 1 or Fig. 4; and Fig. 4 is a view corresponding to Fig. 1, showing the invention applied to a talking machine of the disc type.

Talking Machine.—Patrick B. Delany, South Orange, N. J. Patent No. 1,190,635.

This invention is more particularly applicable to reproducing machines and its objects are to improve the behavior of such machines.

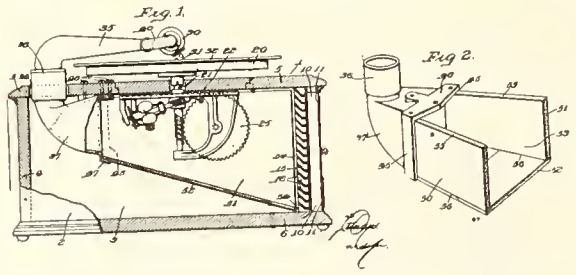
In the accompanying drawing: Figure 1 is a side elevation; Fig. 2, a section on the line



A, B, of Fig. 1; Fig. 3, a face view of a reproducer diaphragm; Fig. 4, a transverse section thereof.

Washington, D. C., November 6.—Talking Machine.—John C. English, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,196,448.

This invention relates to certain new and useful improvements in talking machines. In the accompanying drawings Fig. 1 is a side elevation partly in vertical central section of a



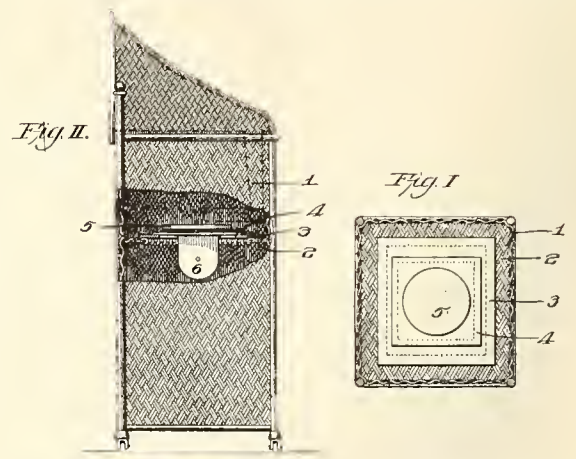
talking machine constructed in accordance with this invention, and Fig. 2 a fragmentary perspective of a portion of the same.

Non-Resonant Music Cabinet.—Alva D. Jones, Philadelphia, Pa., Patent No. 1,196,366.

This invention relates to a novel construction of a talking machine cabinet, being formed of a non-resonant substance and preferably made from ratan, willow, or other reed substances.

It is a well-known fact that the musical vibrations occurring in the talking machine as well as piano arc greatly marred by sympathizing and exciting to vibratory movement the supporting frame and body portion of these instruments. This is particularly undesirable in the case of the talking machine as this instrument has to deal with the reproduction of the human voice, the tonal quality of which is greatly varied in accordance with the various board parts of this instrument as it has been constructed in the past. After exhaustive tests it has been found that on reproducing records of various tonal qualities and pitch, that on placing the hand on the wood parts of this instrument, the wood vibrates to a very considerable degree, and that the various sounds coming from the record sympathize with various boards going to make up this cabinet. For example, a very high pitch will sympathize with a certain board—a very low pitch with a different tonal quality will sympathize with a separate panel of the wood work depending upon whether this particular panel or board is to a greater degree in sympathetic vibratory accordance with a respective sound coming from the record. In the new construction of this talking machine cabinet, a non-resonant but yet vibratory substance is used, which is not capable of changing the speed of vibrations coming from the record or in any way adulterating them. In accomplishing this function in a talking machine cabinet, it is found that reed is more durable than wood.

Fig. 1 is a plan view of the new construction of a talking machine cabinet taken through



the central portion of said cabinet, showing the motor and turn table mounted on a plaited non-resonant ledge. Fig. 2 shows a side elevation of the new talking machine cabinet, partly in section, showing a motor and turn table mounted thereon.

Stylus for Talking Machines and Process for Making Same.—Leander J. Whiteman, Jr., Newark, N. J. Patent No. 1,197,165.

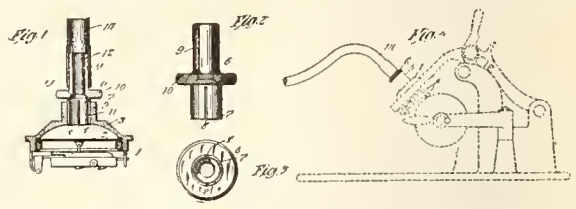
This invention relates to talking machines and comprises a novel stylus or reproducer point for use in such apparatus, and a novel process for making same. One of the claims follows:

"The process of making a sound reproducing stylus which comprises the following steps, first, subjecting properly shaped pieces of compressed bone to a hardening treatment; second, treating the pointed end of the stylus so formed to an acid bath which dissolves out the earthy salts contained in the compressed bone, and third, saturating the porous structure left after the second step with a lubricating fluid."

Sound Modifier.—Nelson C. Durand, Newark, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 1,197,722.

This invention relates to sound modifiers, and more particularly to an improved sound modifier for use in connection with the reproducers of phonographs.

Fig. 1 is a central sectional view of a phonograph reproducer and one form of invention



applied thereto; Fig. 2 is a side elevation of the sound modifier of Fig. 1; Fig. 3 is a bottom plan view thereof; Fig. 4 is a side elevation showing in dotted lines a phonograph of the Edison commercial type with the device of Fig. 1 applied thereto and provided with a flexible ear tube.

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RECORD BULLETINS FOR DECEMBER, 1916.

VICTOR TALKING MACHINE CO.

POPULAR SONGS AND MUSICAL COMEDY HITS

18150 On the Arm of the Old Arm Chair (Bohby Heath-Arthur Lange), Albert Campbell-Henry Burr 10
Mulherry Moon (C. M. Denison-F. Wallace Regá) .....Albert Camphell-Henry Burr 10
18151 The Melody of My Dream (Composed hy "Unknown") .....Morton Harvey 10
18151 I'm Going Over the Hills to Virginia (Clyde Hager-Walter Goodwin).....Morton Harvey 10
18153 Hello, My Sweetheart (I Love You) (Bobby Heath-Billy James).....Irving Kaufman 10
He May Be Old, But He's Got Young Ideas (Johnson-Gerher-Jentes).....Billy Murray 10
18162 Pretty Bahy (Kahn-Jackson-Van Alstyne), Orpheus Quartet 10
Give Me All of You (Waltz hit from "Flora Bella") (Carroll-Schwarzwald), Alice Green-Edward Hamilton 10
18166 Ma Li'l Starlight (Beatrice M. Tandy-Geoffrey O'Hara) .....Lillian Davis-Geoffrey O'Hara 10
I'll Make You Want Me (Long-Pelham), Lillian Davis-Geoffrey O'Hara 10
18167 Take Me to My Alaham' (Come Back, They're Calling You) (Will Dillon-Harry Tohias), Peerless Quartet 10
O'Brien Is Trvin' to Learn to Talk Hawaiian (Al. Dubin-Rennie Cormack) (Ukulele and Guitar hy Louise and Ferera)..Horace Wright 10
18170 Out of the Cradle (Into My Heart) (Wolfe Gilhert-Friedland) .....Sterling Trio 10
When You're Five Times Sweet Sixteen (Jack Mahoney-Geo. L. Cohb).....Peerless Quartet 10
18171 My Lonely Lola Lo (In Hawaii) (Murphy-Lange-Solman) .....Sterling Trio 10
My Own Iona (Moi One-Ionae) (Friedland-Morgan) (Ukulele and Guitar hy Louise and Ferera) .....Wright and Dietrich 10
18172 Bahes in the Wood (from "Very Good Eddie") (Jerome Kern-Schuyler Greene), Anna Howard-Harry Macdonough 10
Bachelor Girl and Boy (from "The Girl from Brazil") (Matthew Woodward-Sigmund Romherg) .....Alice Green-Raymond Dixon 10
18163 Hesitation Blues—One-step (Billy Smythe), Victor Military Band 10
Kansas City Blues—Fox-trot (E. L. Bowman), Victor Military Band 10
18174 Nigger Blues—Fox-trot (Leroy White) ("Lasses"). Victor Military Band 10
Joe Turner Blues—Medley Fox-trot (Introducing "St. Louis Blues") (W. C. Handy), Victor Military Band 10
35589 Pretty Baby—Medley Fox-trot. "Pretty Baby"—"Mammy's Little Coal Black Rose"—"Just a Word of Sympathy".....Victor Military Band 12
35589 There's a Little Bit of Bad in Every Good Little Girl—Medley Fox-trot. "There's a Little Bit of Bad in Every Good Little Girl"—"I'm Saving Up the Means to Get to New Orleans"—"Way Out Yonder in the Golden West," Victor Military Band 12
35591 Flora Bella—Medley One-step (Milton E. Schwarzwald). "Flora Bella" and "You're the Girl".....Victor Military Band 12
Girl from Brazil—Medley One-step (Sigmund Romherg). "Bachelor Girl and Boy"—"The Right Brazilian Girl"—"My Senorita," Victor Military Band 12
35593 Songs of the Nigbt—Waltz (Stewart James), Joseph C. Smith and his Orchestra 12
Fox Favorites—Medley Waltz (Hits of Sam Fox Publishing Co.). "I'm a Longin' Fo' You"—"Only a Year Ago"—"One Fleeting Hour"—"I'm a Longin' Fo' You," Victor Dance Orchestra 12

MISCELLANEOUS INSTRUMENTAL RECORDS

18084 Victorious America—March (Eilenherg-Tobani), Conway's Band 10
De Molay Commandery—March (R. B. Hall), Victor Military Band 10
18091 Killarney (Balfe) (Violin-'Cello-Piano), McKee Trio 10
Kathleen Mavourneen (Crouch) (Violin-'Cello-Piano) .....McKee Trio 10
18095 Fletita One-step (J. B. Hurtado). Hurtado Bros. Royal Marimba Band 10
Catalina One-step (M. B. Hurtado), Hurtado Bros. Royal Marimha Band 10
18144 To a Wild Rose (MacDowell) (Violin Solo), Michel Gusikoff 10
Souvenir Poétique (Zdenko Fihich) (Paraphrase for Violin hy Kurt Schindler).Michel Gusikoff 10
18157 Waiu Lulilui—March (Old Hawaiian Melody) (Hawaiian Guitars).Helen Louise-Frank Ferera 10
Kai Maia o ka Maoli (Kekupuohi)—Medley March (Hawaiian Guitars). Introducing "Pua He-i" (Papaia Blossoms)—"Kua Pua Rose Laui" (The Rose of Heaven) (Sol Hiram)—"Kuu Ipo i ka Hee Pue One" (Princess Likelike) .....Helen Louise—Frank Ferera 10
35588 Little Tycoon Selection (Willard Spenser). "On the Sea"—"The Fatal Step"—"Yes, We've All Seen Sham"—"Heel and Toe, We Always Go"—"Hohgohlin Dance and Chorus"—"Love Comes Like a Summer Sigh"—"Tycoon March".....Victor Concert Orchestra 12
Princess Bonnie Selection (Willard Spenser). "Bonnie, My Queen"—"Dreaming of Love"—"Slumher So Gently"—"My Bark Canoe"—"Once Upon a Time"—"America, I Love Thee" .....Victor Concert Orchestra 12

VOCAL RECORDS

17806 In the Gloaming (Meta Orred-Annie F. Harrison) .....Elsie Baker 10
Oh, Promise Me (from "Rohin Hood") (Scott-de Koven) .....Elsie Baker 10
17890 Swing Low, Sweet Chariot (Primitive Negro Chant) .....Tuskegee Institute Singers 10
Steal Away (Negro Spiritual), Tuskegee Institute Singers 10
18158 My Lady Chlo' (Negro Love Song) (H. Clough-Leighter) .....Imperial Quartet 10
Pickaninny's Lullahy (Macy). Introducing Foster's "Massa's in de Cold, Cold Ground," Imperial Quartet 10
18161 The Village Blacksmith (H. W. Longfellow), Harry E. Humphrey 10
A Psalm of Life (H. W. Longfellow), Harry E. Humphrey 10
18168 The Yellow and the Blue (University of Michigan Song) (Chas. Gayley) (Air from Balfe), Peerless Quartet 10
College Days (from "Koanzaland") (Kahn-Moore) .....Peerless Quartet 10
35570 Tom Thumb (Old Fairy Tale)....Pauline Potter 12
The Wolf and the Kids (Fairy Tale), Pauline Potter 12
35585 Songs of the Past—No. 19. Chorus, "Down in a Coal Mine" (Geoghegan) — Baritone and Chorus, "Paddle Your Own Canoe" (Clifton-Hohson)—Male Chorus, "Champagne Charlie" (Leyhourne-Lee)—Tenor and Chorus, "Captain Jinks"—Soprano and Chorus, "Come Home, Father" ("Father, Dear Father, Come Home With Me Now!") (Work)—Bass and Chorus, "Shoo Fly, Don't Bother Me"—Baritone and Chorus, "The Flying Trapeze" (Leybourne), Victor Mixed Chorus 12
Songs of the Past—No. 20. Chorus, "Up In a Balloon" (Farnie)—Baritone and Chorus, "Wait for the Wagon" (Buckley)—Tenor and Chorus, 'Whoa! Emma" (Read)—Soprano and Mixed Quartet, "Put Me in My Little Bed" (White)—Tenor and Mixed Quartette, "Listen to the Mocking Bird" (Winner)—Duet and Chorus, "The Little Brown Jug" (Easthurn)—Baritone and Chorus, "Old Dan Tucker," Victor Mixed Chorus 12
35592 Gems from "Miss Springtime" (Emmerich Kalman). "A Little Bid for Sympathy"—"In the Garden of Romance"—"A Little Country Mouse"—"The Love Monopoly"—"Throw Me a Rose" .....Victor Light Opera Co. 12
Gems from "Flora Bella" (Milton E. Schwarzwald). Opening Chorus, "You're the Girl"—It's Very Hard to Bring Up Father"—"Creep, Creep, the World's Asleep"—"Flora Bella"—Waltz, "Give Me All of You," Victor Light Opera Co. 12
35594 Angels from the Realms of Glory (Christmas Hymn) (Tune—"Regent Square") (J. Montgomery-H. Smart) .....Trinity Choir 12
Oh, Little Town of Bethlehem (Christmas Hymn) (Tune—"St. Louis") (Phillips Brooks-L. H. Redner).....Trinity Choir 12
45062 To Mary (Shelley-White).....Paul Reimers 10
Phyllis und die Mutter (Ihren Schäfer zu erwarten) (German).....Paul Reimers 10
55079 The Heart Bow'd Down (from "Bohemian Girl") (Balfe) .....Reinald Werrenrath 12
Faust—Even Bravest Heart (Gounod), Reinald Werrenrath 12

RED SEAL RECORDS

88558 Macbeth—Ah, la paterna mano (My Paternal Hand). Enrico Caruso, Tenor—in Italian, Verdi 12
87254 All Througb tbe Night (Old Welsh Air). Geraldine Farrar, Soprano.....Harold Boulton 10
64616 Happy Days. Mahel Garrison, Soprano, Henly Thompson-Anton Strelezki 10
74475 The Mother's Prayer. Alma Gluck, Soprano, George Cooper-J. R. Thomas 12
64582 Pie Jesu (Holy Lord Jesus) (Requiem, Op. 48). Marcel Journet, Bass—in Latin.....Fauré 10
74487 Andante Cantahile (from String Quartet, Op. 11). Fritz Kreisler, Violinist....Tschaikowsky 12
74495 Africana—O Paradiso! (Oh, Paradise!). Hipolito Lazaro, Tenor—in Italian.....Meyerheer 12
74496 Favorita—Spirto gentil (Spirit So Fair). Hipolito Lazaro, Tenor—in Italian.....Donizetti 12
64622 The Sunshine of Your Smile (with violin ohbligato). John McCormack, Tenor, Leonard Cooke-Lilian Ray 10
74484 Don Giovanni—Il mio tesoro (To My Beloved). John McCormack, Tenor—in Italian...Mozart 12
74476 Dreaming of Home and Mother. Evan Williams, Tenor .....J. P. Ordway 12
74444 (1) Menuett in G (Beethoven), (2) Gavotte in D. Efrem Zimhalist, Violinist.....Gossec 12

COLUMBIA GRAPHOPHONE CO.

48750 Tosca (Puccini). "Recondita Armonia" (Strange Harmonies). Tenor Solo—in Italian, orch. accomp. .....Hipolito Lazaro 12
46736 Rigoletto (Verdi). "La donna e mohile" (Woman is Fickle). Tenor Solo—in Italian, orch. accomp.....Hipolito Lazaro 10

POPULAR SONGS

A2105 Since Mary Ann McCue Came Back from Honolulu (Von Tilzer). Mezzo-soprano Solo, orch. accomp. .....Anna Chandler 10
Sometimes You Get a Good One and Sometimes You Don't (Von Tilzer). Mezzo-soprano Solo, orch. accomp.....Anna Chandler 10
A2107 Tho' I Had a Bit o' the Divil in Me (Von Tilzer). Tenor Solo, orch. accomp..James Reed 10
I'll Wed the Girl I Left Behind (Dillon). Orch. accomp. .....Empire Trio 10
A2108 Just a Word of Sympathy (Van Alstyne). Tenor Solo, orch. accomp.....Vernon Dalhart 10
I Know I Got More Than My Share (Clarke). Tenor Solo, orch. accomp.....Rohert Lewis 10
A2109 She Sang Aloha to Me (Carey). Orch. accomp., Broadway Quartette 10
Fair Hawaii (Kutz). Orch. accomp., Broadway Quartette 10
A2114 Step This Way (Grant). "Love Me at Twilight." Tenor-Soprano Duet, orch. accomp., Charles Harrison-Inez Barbour 10
Mammy's Little Coal Black Rose (Whiting). Orch. accomp. .....Broadway Quartette 10

DECEMBER DANCE RECORDS

A5884 Blaze Away (Holzman). Two-step. Prince's Band 12
College Life (Frantzen). Two-step. Prince's Band 12
A5885 I'm Longing Fo' You (Hathaway). Waltz, Prince's Orchestra 12
Skating Waltzes (Harris)....Prince's Orchestra 12
A5886 Take Me to My Alabam' (Dillon and Tobias—Dillon and de Costa). Medley One-step, introducing "I'll Wed the Girl I Left Behind," and "Eyes of Heaven" .....Prince's Band 12
Harry Von Tilzer Medley One-step (H. Von Tilzer). Introducing "On the South Sea Isle," "Honest Injun," "There's Someone More Lonesome Than You," and "Through These Wonderful Glasses of Mine"....Prince's Band 12
A5887 Oh, How She Could Yacki Hacki Wicki Wacki Woo (Von Tilzer). Fox-trot....Prince's Band 12
You Were Made to Order for Me (H. Von Tilzer). Medley Fox-trot. Introducing "With His Hands in His Pockets," "Sweet Babette," "She Always Did the Minuet"..Prince's Band 12
A2113 Beneatb a Balcony (Winne). Fox-trot, Vess Ossman's Banjo Orchestra 12
Uncle Tom (Frey). One-step, Vess Ossman's Banjo Orchestra 12

CHRISTMAS RECORDS

A2104 Hark! tbe Herald Angels Sing (Mendelssohn). Orch. accomp. .....Columhia Mixed Quarette 10
Oh! Come All Ye Faithful—Adeste Fideles (Canon Oakley). Orch. accomp., Columhia Mixed Orchestra 10
A5888 Oh! Holy Night (Adam) (Arr. by Mark Andrews). Tenor Solo and Columbia Mixed Quartette, orch. accomp.....Charles Harrison 12
Star of Bethlehem (Adams). Tenor Solo, orch. accomp. .....Reed Miller 12
A2112 Christmas Bells (Eilenberg). George Stehl, violin; Marshall Lufsky, flute, and Charles Schuetze, harp..... 10
Christmas Melodies. Introducing "Christmas Expectations" and "O Sanctissima." George Stehl, violin; Marshall Lufsky, flute, and Charles Schuetze, harp..... 10
A2111 The Dolly Dances (Poldini)..Prince's Orchestra 10
The Toy Parade (Prince)....Prince's Orchestra 10

A2102 Amaryllis (Louis XIII.—Arr. hy H. Ghys). Gavotte. Celesta Solo, orch. accomp., Charles A. Prince 10
Chacone (Durand). Celesta Solo, orch. accomp., Charles A. Prince 10
A2106 Don't Write Me Letters (Grant). orch. accomp., Al Jolson, Comedian 10
I've Made a Study of You (Von Tilzer). Tenor Solo, orch. accomp.....Samuel Ash 10
A2092 The Marriage Market Scene (Weher and Fields). Vaudeville sketch, orch. accomp., Joe Weber-Lew Fields 10
The Baseball Game (Weber and Fields). Vaudeville sketch, orch. accomp., Joe Weher-Lew Fields 10
A2110 I Hear You Calling Me (Marshall). Tenor Solo, orch. accomp.....Charles Harrison 10
Sleep and the Roses (Tate). Tenor Solo, orch. accomp. .....Charles Harrison 10
A2103 Don't You Mind It, Honey (Roma). Violin, 'Cello and Piano.....Taylor Trio 10
Can't You Hear Me Calling, Caroline (Gardner and Roma). Violin, 'Cello and Piano, Taylor Trio 10
A2098 Answer (Robyn). Baritone Solo. orch. accomp., Alfred de Manby 10
Calling Me Home to You (Dorel). Baritone Solo, orch. accomp.....Alfred de Manby 10
A2095 My Faith Looks Up to Thee (Arr. from Lachner hy Bassford). Soprano-Contralto Duet, orch. accomp.....Grace Kerns-Ida Gardner 10
Safe in the Arms of Jesus (Doane). Tenor Solo, orch. accomp.....Harry McClaskey 10
A2097 Syhil (Jacobi). "When Cupid Calls." Fox-trot, Blue and White Marimba Band 10
Stop, Look and Listen (Berlin). Hula Hula Medley. Introducing "The Girl on the Magazine".....Blue and White Marimha Band 10
A2094 Medley of Reels (Arr. hy Joe Linder). Introducing "Flogging Reel" and "Cup of Tea." Accordion Solo, piano accomp.John J. Kimmel 10
International Echoes (Linder). Accordion Solo, piano accomp. .....John J. Kimmel 10
A2096 Canzonetta (D'Ambrosio). Violin Solo, Charles A. Prince at the piano.....Frank Gittelson 10
Hungarian Dance No. 7 (Brahms-Joachim). Violin Solo, Charles A. Prince at the piano, Frank Gittelson 10

FIRST RECORDS IN NATIVE GAELIC

A2093 Inghin an Phalaitinigh (The Palatine's Daughter). Shule Agrah. Baritone Solo, orch. accomp. .....George Potter 10
Caitheamh an Ghlais (Wearing of the Green). Baritone Solo, orch. accomp....George Potter 10

RECORDS FOR THE CHILDREN

A5883 The Ginger Bread Boy (Georgene Faulkner). Georgene Faulkner, talking 12
The Golden Cobwebs (Georgene Faulkner). Georgene Faulkner, talking 12
A2101 The Mouse and the Thomas Cat (Francis). Adeline Francis. talking 10
The Shoemaker and the Brownies (Francis). Adeline Francis, talking 10

FIRST RECORDS BY MUSICAL ART SOCIETY OF NEW YORK

A5880 (1) Alla Trinita. (Fifteenth Century Melody). (2) Lo, How a Rose E'er Blooming. (Praetorius A. D. 1609). Frank Damrosch, Conductor, unaccomp...Musical Art Society Choir 12
(1) Adoramus Te (Palestrino). (2) Legend. (Tschaikowsky). Frank Damrosch. Conductor, unaccomp.....Musical Art Society Choir 12
A5876 The Huguenots (Meyerbeer). Marcellos Air. "Piff! Paff!" Basso Solo—in French. orch. accomp. .....Leon Rothier 12
Le Caid—Air Du Tamhour Major (Drum Major's Air) (Thomas). Basso Solo—in French. orch. accomp. .....Leon Rothier 12
A5875 Adagio from Concerto in D Major (Haydn). 'Cello Solo. orch. accomp.....Pahlo Casals 12
Gigue from C Major Suite (Bach). 'Cello Solo, Pablo Casals 12
A5889 Die Meistersinger (Wagner). Walther's Preislied. Prize Song. Tenor Solo—in German, orch. accomp. .....Johannes Sembach 12
Lohengrin (Wagner). Mein lieher Schwan (Lohengrin's Farewell). Tenor Solo—in German, orch. accomp.....Johannes Sembach 12
A5882 Spring (Henschel). Soprano Solo, orch. accomp., Lucy Gates 12
Sing Sweet Bird (Ganz). Soprano Solo, orch. accomp. .....Lucy Gates 12
A5879 Stein Song (Bullard). Baritone Solo and Stellar Quartette, orch. accomp.....Graham Marr 12
Brown Octoher Ale (De Koven). Baritone Solo and Stellar Quartette, orch. accomp, Braham Marr 12
A5874 1812 Overture (Tschaikowsky). Part I, Regimental Band of H. M. Grenadier Guards 12
1812 Overture (Tschaikowsky). Part II, Regimental Band of H. M. Grenadier Guards 12
A5856 Rosamunde—Overture (Schubert). Part I, Prince's Orchestra 12
Rosamunde—Overture (Schuhert.) Part II, Prince's Orchestra 12
A5873 Overture to Semiramide (Rossini). Part I, Prince's Orchestra 12
Overture to Semiramide (Rossini). Part II, Prince's Orchestra 12
A5877 Faust (Gounod). "Even Bravest Heart." Basso solo, orch. accomp. .....Henri Scott 12
Gipsy John (Clay). Basso Solo, orch. accomp., Henri Scott 12
A2100 Idilio (Lack).....Prince's Orchestra 10
Star of the Sea (Kennedy)..Prince's Orchestra 10
A5881 Nearer, My God, to Thee (Mason), Creatore's Band 12
The Last Hope (Gottschalk) (Arranged hy Tohani) .....Prince's Smyphony Orchestra 12
A5878 Scheherazade (Rimsky-Korsakow). (Symphonic Suite). No. 1, Le Vaisseau de Sindhad. (Sindbad's Ship). Ballet Series, under the direction of Ernest Ansermet. conductor of Serge de Diaghileff's Russian Ballet Orchestra..... 12
Scheherazade (Rimsky-Korsakow). (Symphonic Suite). No. 4, Fête à Bagdad (Feast at Bagdad). Ballet Series, under the direction of Ernest Ansermet, conductor of Serge de Diaghileff's Russian Ballet Orchestra..... 12

EDISON BLUE AMBEROL RECORDS

CONCERT LIST

28248 L'Eclat de Rire—Manon Lescaut (Auher). Soprano Solo—in French, orch. accomp., Yvonne de Tréville
28247 Scots, Wha Hae wi' Wallace Bled! Contralto Solo, orch. accomp.....Christine Miller

SPECIAL FOR CHRISTMAS

28249 Stille Nacht! heilige Nacht (Franz Gruher). Soprano Solo—in German, orch. accomp., Marie Rappold

REGULAR LIST—BROADWAY HITS

3017 I Never Knew—Canary Cottage (Earl Carroll).

(Continued on page 116)

RECORD BULLETINS FOR DECEMBER

(*Continued from page* 115)

Soprano and Tenor Duet, orch. accomp., Gladys Rice and Walter Van Brunt
3025 In Honeysuckle Time (Henry I. Marshall). Tenor and Baritone Duet, orch. accomp., Arthur Collins and Bryon G. Harlan
3013 Ireland Must Be Heaven, for My Mother Came from There (McCarthy-Johnson-Fischer). Tenor Solo, orch. accomp.....Walter Van Brunt
3012 I Was Never Nearer Heaven In My Life (Ted Snyder). Tenor and Bass Duet, orch. accomp., Harry Mayo and Harry Tally
3015 On the South Sea Isle (Harry Von Tilzer). Contralto Solo, orch. accomp.....Helen Clark
3019 Pretty Baby (Jackson-Van Alstyne). Soprano Solo, orch. accomp.....Gladys Rice and Chorus
3027 Turn Back the Universe and Give Me Yesterday (E. R. Ball). Tenor Solo, orch. accomp., George Wilton Ballard
3020 For Killarney and You (Teasdale). Tenor Solo, orch. accomp.....Charles Harrison
3016 Mari, Mari! (Eduardo Di Capua). Baritone Solo—in Italian, orch. accomp...Thomas Chalmers

BANDS AND ORCHESTRAS

3018 Battle of the Marne—Descriptive (J. Luxton), New York Military Band
3023 Boomerang—One-step (Louis Maurice). For Dancing.....National Promenade Band
3026 Mighty Lak' a Rose—Waltz, for Dancing, Jaudas' Society Orchestra
3014 You're a Dangerous Girl—One-step (Jimmie Monaco). For Dancing..Jaudas' Society Orchestra
3028 Annie Laurie (Adam Geibel arr. for male voices). Male Voices, unaccomp..Criterion Quartet
3022 Ben Bolt (Kneass). Contralto Solo, orch. accomp.....Carolina Lazzari

HAWAIIAN GUITARS

3024 My Sweet Sweeting Waltz (Peters). Hawaiian Guitars.....Helen Louise and Frank Ferera

GERMAN RECORDS

26193 Automobilcouplet (Karl Maxstadt). Humoristisches Duett mit Orchesterbegleitung, in German.....Elise Kramer and Oscar Stolberg
Du Du and Doctor Eisenhart, Yodler, in German, orch. accomp.....George P. Watson
26194 Grosstadtlutt (Karl Maxstadt). Humoristiches Duett mit Orchesterbegleitung, in German, Elise Kramer and Oscar Stolberg

SPECIAL FOR CHRISTMAS

3036 Christmas Eve (A Fantasie on Old German Christmas Carols) (Transcribed by Robert Gayler). Celesta.....Robert Gayler
3035 Christmas Morning with the Kiddies—Descriptive (Fred Hager).....Peerless Orchestra
3030 First Nowel (Traditional). Mixed Voices with orch. accomp.....Carol Singers
3033 In the Toymaker's Workshop—Babes in Toyland (V. Herbert)..American Symphony Orchestra
3029 Joy to the World (Tune, "Antioch"), Mixed Voices, orch. accomp.....Carol Singers
3031 O Sing to God (Gounod). Soprano and Contralto Duet, orch. accomp., Betsy Lane Shepherd, Helen Clark and Oratorio Chorus
3032 Ring Out, Wild Bells (Gounod). Mixed Voices, orch. accomp.....Carol Singers
3034 Santa Claus Song (with Yodle), Yodler, orch. accomp.....George P. Watson

NEW EDISON DIAMOND DISC RECORDS

50351 Massa's in de Cold, Cold Ground—Transcription (Foster-Bacon). Banjo Solo.....Fred Bacon
Old Black Joe—Transcription (Foster-Bacon). Banjo Solo .....Fred Bacon
50354 Hilo March—Hawaiian Guitars, Helen Louise and Palakiko Ferreira
Medley of Hawaiian Airs—No. 1, Hawaiian Guitars .....Helen Louise and Palakiko Ferreira
50356 There's a Quaker Down in Quaker Town (Solman). Baritone Solo.....Joseph A. Phillips
Where Did Robinson Crusoe Go With Friday on Saturday Night? (Meyer). Tenor Solo, Billy Murray and Chorus
59357 Are You From Dixie? ('Cause I'm From Dixie Too) (Cobb). Tenor Solo, Billy Murray and Chorus
Don't Bite the Hand That's Feeding You (Morgan). Tenor Solo.....Walter Van Brunt
50358 American Fantasie (Herbert), New York Military Band
National Emblem March (Bagley), New York Military Band
50359 Are You Half the Man Your Mother Thought You'd Be (DeCosta). Tenor Solo, Walter Van Brunt
Come Back to Erin, Mona Darling (Reed). Tenor Solo.....George Wilton Ballard and Chorus
50360 Hungarian Serenade (Sgallari), Alessios Mandolin Quartet
Spanish Rhapsody (Salvetti), Alessios Mandolin Quartet
50361 I Love a Lassie (Lauder-Grafton).....Glen Ellison
She Is Ma Daisy (Harry Lauder).....Glen Ellison
50362 First Heart Throbs (Richard-Eilenberg). Bells, John F. Burckhardt
Marriage Bells (O'Riordan). Bells and Xylophone.....John Burckhardt and William Dorn
50363 Johnny Get a Girl (Puck). Tenor Solo, Billy Murray and Chorus
When Priscilla Tries to Reach High C (H. Von Tilzer).....Ada Jones and Billy Murray
50364 If I Knock the "L" Out of Kelly (It Would Still be Kelly to Me) (Grant), Ada Jones and Chorus
Since Mother Goes to Movie Shows (A. Von Tilzer). Tenor Solo.....Billy Murray
50365 My Grandfather's Girl (Dillon). Tenor Solo, George Wilton Ballard
Sweet Cider Time, When You Were Mine (Wenrich). Baritone Solo.....Joseph A. Phillips
50367 Chateau Three-step (Donaldson). For Dancing, Jaudas' Society Orchestra
La Confession Valse (Morgan). For Dancing, Jaudas' Society Orchestra
50368 On the Hoko Moko Isle Medley—One-step, for Dancing.....Jaudas' Society Orchestra
Wake Up, America! Medley—One-step, for Dancing .....Jaudas' Society Orchestra
50369 Medley of Hawaiian Airs—No. 2, Hawaiian Guitars.....Helen Louise and Palakiko Ferreira
On the Beach Medley...Waikiki Hawaiian Orchestra
50370 Dublin Mary Brown (Hill). Tenor Solo, Irving Kaufman and Chorus
You're a Dangerous Girl—Robinson Crusoe, Jr. (Monaco). Contralto and Baritone Duet, Helen Clark and Joseph A. Phillips
50371 Baby Shoes (Piantadosi). Soprano Solo, Elizabeth Spencer
Bood-Bye, Good Luck, God Bless You (Ball). Soprano and Tenor Duet, Gladys Rice and Walter Van Brunt
50372 Lily and the Frog (Olman), Arthur Collins and Byron G. Harlan
Oh! How She Could Yacki Hacki Wicki Wacki Woo (That's Love in Honolulu) (A. Von Tilzer).....Arthur Collins and Byron G. Harlan
50373 Fair Hawaii (Kutz). Soprano and Tenor Duet, Gladys Rice and Walter Van Brunt
She Sang "Aloha" to Me (Carey). Tenor Solo, Walter Van Brunt and Chorus
50374 Love-sick Coon—Vaudeville Sketch with Banjo, Billy Golden and James Marlowe
When That Little Yellow Fellow Plays Piano (Hannah Plays Banjo) (Lindeman), Arthur Collins and Byron G. Harlan
50375 Ashes of My Heart (Lange). Tenor Solo, Burton Lenihan
There's a Garden in Old Italy (Glogau). Tenor Solo .....Irving Kaufman
50376 I Lost My Heart in Honolulu (Cobb). Tenor solo.....George Wilton Ballard and Chorus
San San Soo—Hip-Hip Hooray (Lawrance). Tenor Solo....George Wilton Ballard and Chorus
50377 Gay Gossoon (Kendall). Banjo Solo.Vess L. Ossman
Keep Off the Grass (H. Von Tilzer). Banjo Solo .....Vess L. Ossman
50378 By the Sad Luana Shore—Step This Way (Goetz). Soprano and Tenor Duet, Elizabeth Spencer and George Wilton Ballard
I Left Her on the Beach at Honolulu (Hirsch). Tenor Solo.....Walter Van Brunt and Chorus
80307 Chasse aux Papillons—Serenade (Fontbonne). Flute Solo.....Weyert A. Moor
Lullaby—Jocelyn (Godard). Cornet Solo, Ernst Albert Couturier
80309 Oh, Promise Me (de Koven). Violin, Violoncello, Flute and Harp, Venetian Instrumental Quartet
Sweetest Story Ever Told (Stults). Violin, Violoncello, Flute and Harp, Venetian Instrumental Quartet
80310 I Cannot Sing the Old Songs (Claribel). Contralto Solo.....Christine Miller
Love's Old Sweet Song (Molloy). Soprano Solo, Elizabeth Spencer
80312 Old Black Joe (Foster). Contralto Solo, Christine Miller and Chorus
Punchinello (Molloy). Baritone Solo, Edmund A. Jahn
80314 Spirit Flower (Campbell-Tipton). Tenor Solo, Emory B. Randolph
Song of Hybrias the Cretan (Elliott). Bass Solo, T. Foster Why
80316 Lo! Here the Gentle Lark (Bishop). Soprano Solo .....Marie Kaiser
Where'er You Walk—Semele (Händel). Tenor Solo .....Redferne Hollinshead
80317 Crescendo! (Per Lasson), Armand Vecsey and His Hungarian Orchestra
Valse Pathétique (Onivas), Armand Vecsey and His Hungarian Orchestra
80318 Mary of Argyle. (Tenor Solo).Will A. Rhodes, Jr.
Scots, Wha Hae wi' Wallace Bled! Contralto Solo .....Christine Miller
80319 Dream (Bartlett). Tenor Solo..Hardy Williamson
I Hear You Calling Me (Marshall). Soprano Solo .....Elizabeth Spencer and Chorus
80320 Rock Me to Sleep, Mother (Leslie). Soprano Solo .....Elizabeth Spencer and Chorus
When You and I Were Young, Maggie (Butterfield). Tenor Solo..Walter Van Brunt and Chorus
80321 Come Where the Lillies Bloom (Thompson). Mixed Voices.....Metropolitan Quartet
My Old Kentucky Home (Foster). Baritone Solo .....Thomas Chalmers and Chorus
80322 Der Geigenmeister Von Cremona (The Violin Maker of Cremona) (Hubay). Violin Solo, Helen Ware
Hungarian Dance No. 2 (Brahms-Joachim). Violin Solo .....Helen Ware
80323 (a) Honey, I Wants Yer Now; (b) Jerusalem Morning—Male Voices.....Criterion Quartet
Little Cotton Dolly (Geibel)—Male Voices, Criterion Quartet
80324 Marcia Roma (Musso).....Creatore and His Band
Moraima—Dance Espagnole (Espinosa), Creatore and His Band
80325 Comin' Thro' the Rye. Soprano Solo, Betsy Lane Shepherd
His Lullaby (Jacobs-Bond). Contralto Solo, Merle Alcock
80326 Melodie (Tschaikowsky). Violin Solo, Kathleen Parlow
Dondo (Dvorák). Violoncello Solo....Paulo Gruppe
80327 Last Night (Kjerulf). Contralto Solo.Amy Kellerman
Last Rose of Summer—Martha (Moore-Flotow). Soprano Solo.....Elizabeth Spencer and Chorus
82104 Explanatory Talk for Madre, Pietosa Vergine (Holy Mother, Have Mercy)—La Forza del Destino (Verdi).....
Madre, Pietosa Vergine (Holy Mother, Have Mercy)—La Forza del Destino (Verdi). Soprano Solo—in Italian, Julia Heinrich and Male Chorus
82105 (a) Gigue (Rust); (b) Pierrot—Serenade (Randegger, Jr.). Violin Solo.....Albert Spalding
My Old Kentucky Home—Variations (Foster-Spalding). Violin Solo.....Albert Spalding
82107 Explanatory Talk for Vissi d'arte (Love and Music)—Tosca (Puccini).....
Vissi d'arte (Love and Music)—Tosca (Puccini). Soprano Solo.....Marie Rappold
83046 Home to Our Mountains—Il Trovatore (Verdi). Soprano and Tenor Duet, Julia Heinrich and Hardy Williamson
Praise Ye—Attila (Verdi). Soprano, Tenor and Baritone Duet, Marie Rappold, Karl Jörn and Arthur Middleton
83047 Explanatory Talk for E Lucevan le stelle (The Stars Were Shining)—Tosca (Puccini).....
E Lucevan le stelle (The Stars Were Shining)—Tosca (Puccini). Tenor Solo—in Italian, Edoardo Ferrari-Fontana

PATHE FRERES PHONOGRAPH CO.

82003 Boris Godounow (Moussorgsky) "Monologue." Basso Solo—in Italian, orch. accomp., Adamo Didur 14
Faust (Gounod) "Serenade." Basso Solo—in French, orch. accomp.....Adamo Didur 14
62009 Faust (Gounod) "The Flower Song." Soprano Solo, orch accomp.....Eleonora de Cisneros 12
A Dream (Bartlett) Soprano Solo, orch. accomp., Eleonora de Cisneros 12
40062 Tales of Hoffman (Offenbach). "Student's Drinking Chorus," orch. accomp, Premier Operatic Male Quartette 12
Les Huguenots (Meyerbeer). "Soldier's Chorus," orch. accomp..Premier Operatic Male Quartett 12

NEW STANDARD VOCAL RECORDS

52003 Mother Machree (Olcott and Ball). Tenor Solo, Violin, 'Cello, Flute and Piano accomp., Thomas Egan 12
Has Sorrow Thy Young Days Shaded (Moore). Tenor Solo, Violin, 'Cello, Flute and Piano accomp. .....Thomas Egan 12
40053 A Garden of Love (Hicks and d'Hardelot). Tenor Solo, orch, accomp.....Vernon Hughes 12
Love's Garden of Roses (Haydn Wood). Soprano Solo, orch. accomp.....Rosina Buckman 12

NEW SACRED RECORDS

40058 Hark! The Herald Angels Sing (Mendelssohn). Organ accomp.....Tempo Male Quartette 12
While Shepherds Watched Their Flocks by Night (Anglia). Unaccomp..Tempo Male Quartette 12
40059 Onward Christian Soldiers (Arthur Sullivan). Organ accomp.....Tempo Male Quartette 12
Lord Dismiss Us With Thy Blessing (Sicilian Mariners' Hymn). Unaccomp., Tempo Male Quartette 12

NEW INSTRUMENTAL NOVELTIES

35088 Drink to Me Only With Thine Eyes (Johnson). Violoncello Solo, orch. accomp., C. Warwick Evans 12
Silver Threads Among the Gold (Danks). Violoncello Solo, orch. accomp....C. Warwick Evans 12
35091 The Forge in the Forest (Eilenberg) "Characteristic" .....Pathé Grand Orchestra 12
Voyage in Switzerland (Thiele) "Characteristic," Pathé Grand Orchestra 12

NEW HAWAIIAN SELECTIONS

35080 Nearer My God to Thee and What a Friend We Have in Jesus, Louise and Ferera Hawaiian Troupe 12
In the Sweet Bye and Bye and Bringing in the Sheaves..Louise and Ferera Hawaiian Troupe 12

POPULAR HITS OF THE MONTH

20072 O'Brien Is Tryin' to Learn to Talk Hawaiian (Dubin and Cormack). Baritone Solo, orch. accomp. .....Joe Remington 10½
Girls, If You Ever Get Married (Greene, Grant and Stamper). Baritone Solo, orch. accomp. .....Joe Remington 10½
20078 Dancing Down in Dixieland (Olman and Bibo). Baritone Solo, orch. accomp., .Louis J. Winsch 10½
He's Getting Too Darn Big for a One-Horse Town (Irving Berlin). Tenor Solo, orch. accomp. .....Byron G. Harlan 10½
20082 On Lake Champlain (Bryan and Gumble). Orch. accomp. .....Sterling Trio 10½
Come Back, Let's Be Sweethearts Once More (Chas. K. Harris). Tenor Solo, orch. accomp. .....Harry Tally 10½
20028 Fair Hawaii (J. F. Kutz. Soprano Solo, Louise and Ferera Hawaiian Orchestra accomp., Mary Ryan 10½
My Rose of Honolulu (Armstrong). Baritone Solo, Louise and Ferera Hawaiian Orchestra accomp. .....Gordon MacHughes 10½
20092 I'll Be With You When It's Daisy Time in Dublin (Frost and Keithley). Tenor Solo, orch. accomp. .....Henry Burr 10½
"Theda Bara, I'll Keep Away from You"

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RECORD BULLETINS FOR DECEMBER

(*Continued from page* 116)

(Frost and Klickman. Duet, orch. accomp., Campbell and Burr 10½

20095 Down in Dreamy Honolulu Town (Branen and Lange). Tenor Solo, Louise & Ferera Hawaiian Orchestra accomp..Irving Gillette 10½

On the Beach at Kaikiki (Kailmei). Louise & Ferera Hawaiian Troupe 10½

NEW VOCAL RECORDS FOR CHILDREN

20084 (1) Around the Christmas Tree (2) Little Christmas Shoes (Riley-Gaynor). Soprano Solo, piano accomp.....Rosalie Zeamans 10½

(1) Christmas Joys (2) A Letter to Santa Claus (Riley-Gaynor). Soprano Solo, piano accomp. .....Rosalie Zeamans 10½

20085 (1) Merry Christmas (2) New Year's Day (Riley-Gaynor). Soprano Solo, piano accomp. .....Rosalie Zeamans 10½

(1) Tracks in the Snow (2) Jack Frost (3) Sleighing Song (Riley-Gaynor). Soprano Solo, piano accomp.....Rosalie Zeamans 10½

NEW HUMOROUS MONOLOGUES

35083 Casey's Fight With Oney Goeghen (Hunting), Russell Hunting, the Original Michael Casey 12

The Bureau (Hunting). Humorous Sketch by Russell Hunting, Elocutionist 12

NEW BAND AND ORCHESTRA RECORDS

20075 Sleighbell Mazurka (Wronski), Pathé Dance Orchestra 10½

Softly Unawares (Lincke). Intermezzo, Imperial Symphony Orchestra 10½

20083 United States Boy Scouts' Official March (W. W. Ellsworth).....American Republic Band 10½

The High School Cadets (Sousa). March, Pathé Military Band 10½

35096 El Canario (Selles).....Sardinian Orchestra 12

El Joquey (Coto).....Sardinian Orchestra 12

NEW PATHE "DE LUXE" DANCE RECORDS

20070 Bachelor Girl and Boy, from "The Girl from Brazil" (Sigmund and Romberg). One or Two-step.....American Republic Band 10½

And They Called It Dixieland (Richard A. Whiting). Fox-trot.American Republic Band 10½

20091 Pearl of the Harem (Guy). One or Two-step. Banjo Solo, piano accomp., Fred Van Eps 10½

College Rag (Hunter). Banjo Solo, orch. accomp. .....Olly Oakley 10½

20093 The Blue Danube (Strauss). Waltz, Pathé Military Band 10½

The Rose of the Mountain Trail (Brennan). One or Two-step....Pathé Dance Orchestra 10½

20094 Down Home Rag (Sweatman). One or Two-step. Van Eps.....Banjo Orchestra 10½

White Wash Man (Schwartz). One or Two-Step. Van Eps.....Banjo Orchestra 10½

STARR PIANO CO.

10001 Stille Nacht, heilige Nacht (Gruber). In German. Contralto with Trio Accomp.....Elsa Lyon

12501 Vissi d'arte (Love and Music)—"La Tosca" (Puccini). In Italian. Soprano Solo with orch. accomp.....Elizabeth Schiller

7548 The Night Before Christmas—Reading, Strickland Gillilan

The Holy City (Adams). Violin, Flute and Harp, Starr Trio

7543 King of the Forest Am I (Brand-Parker). Baritone Solo with Brass orch. accomp..John W. Dodd

That's An Irish Lullaby (Shannon). Baritone Solo with Brass orch. accomp.....John W. Dodd

7545 Honey Moon—Fox-trot (Smith).Starr Military Band

Nice and Easy—Rag Fox-trot (McKay), Starr Military Band

7547 The Buglers and the Band—March (Hemuberg), Weber's Prize Band

Tiroler Holzhacker-Bnab'n—March (Wagner), Weber's Prize Band

7546 See Those Mississippi Steamboats on Parade (Kelsey-Straight). Tenor and Baritone Duet with orch. accomp...Loos Bros. (Ernie and Billy)

Early in the Morning (Down on the Farm) (Kahn-LeBoy). Tenor and Baritone Duet with orch. accomp...Loos Bros. (Ernie and Billy)

7544 I Hear You Calling Me (Marshall). Violin, Flute and Harp.....Montani Trio

Serenade (Pierne). Instrumental Sextette, Arcadian Symphony Sextette

6504 Brutus Cæsar Anthony Lee (Tell Me Is It G'wine to Be, or Not to Be) (Mahony-Von Tilzer). Tenor with piano accomp....Shubel Cook

On the Hoko Moko Isle (Klein-Von Tilzer). Tenor Solo with piano accomp.....Shubel Cook

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7100 O Come, All Ye Faithful (Adeste Fideles). Christmas Hymn. Accomp. by Violin, 'Cello, Piano and Organ.....Emerson Mixed Quartet

Hark! The Herald Angels Sing (Mendelssohn). Christmas Hymn. Accomp. by Violin, 'Cello, Piano and Organ.....Emerson Mixed Quartet

793 Night Before Christmas, Part I. Recitation, Harry Humphrey

Night Before Christmas, Part II. Recitation, Harry Humphrey

POPULAR SONGS

798 Hawaiian Sunshine (Gilbert-Morgan). Soprano and Tenor Duet, accomp. by Helena and Palakiko with Ukulele and Guitar, and Malvin Franklin at the piano.....Van and Schenck

The World Is Hungry for a Little Bit of Love (Turner). Tenor Solo. Violin, 'Cello and Piano accomp.....Vernon Dalhart

788 There's a Little Bit of Bad in Every Good Little Girl (Clarke and Fischer). Baritone Solo, accomp. by 'Cello, Violin and Piano.Morton Harvey

She Is the Sunshine of Virginia (Caroll). Tenor Solo, orch. accomp.....Samuel Ash

797 On the South Sea Isle (Von Tilzer). Tenor Solo, accomp. by 'Cello, Violin, Bells, Guitar and Piano. .....Samuel Ash

Come Along to Caroline (Olman). Descriptive Comic Duet, orch. accomp.....Collins and Harlan

7101 Love Is a Dance (Cubillier) (from "Flora Bella"). Tenor Solo, orch. accomp....Samuel Ash

Darling, I Love You So (Winterberg) (from "The Girl from Brazil"), Tenor Solo, orch. accomp. ..... Samuel Ash

7102 My Castle in the Air (Kern) (from "Miss Springtime"). Tenor Solo, orch. accomp., Samuel Ash

Throw Me a Rose (Kalman) (from "Miss Springtime"). Tenor Solo, orch. accomp., Samuel Ash

DANCE AND INSTRUMENTAL SELECTIONS

795 Hill and Dale Fox-trot (Lodge), Emerson Military Band

Angel's Serenade Waltz (Braga-Franklin), Emerson Military Band

7105 Sari Waltz (Kalman) (from "Sari"), Emerson Military Band

Sphinx Waltz (Popy).....Rialto Orchestra

796 Li-ke No Li-ke (Hawaiian Medley). Ukulele and Guitar Duet.....Helena and Palakiko

L'Infanta March (Gregory). Banjo Solo, accompanied by 'Cello.....Fred Van Epps

799 Elegie (Massenet). Baritone Solo, orch. accomp. .....De Frere

Toreador Song (from "Carmen," Act 2) (Bizet). Baritone Solo, orch. accomp.....De Frere

7103 Kamennoi-Ostrow (Rubinstein) ....Rialto Orchestra

Souvenir (Drdla) .....Rialto Orchestra

7104 Mother Machree (Olcott-Ball). Tenor Solo, Henry Pinckney

Can't You Hear Me Callin' Caroline (Turner). Tenor Solo, Violin, 'Cello and Piano accomp., Vernon Dalhart

794 Winkin Blynken & Nod (Fields). Recitation, Sally Hamlin

Raggedy Man (Riley). Recitation....Sally Hamlin

POPULAR AND STANDARD VOCAL SELECTIONS

5134 Hawaiian Sunshine (Gilbert and Morgan). Soprano and Tenor Duet, accomp. by Helena and Palakiko with Ukulele and Guitar, and Malvin Franklin at the Piano.....Van and Schenck

5130 There's a Little Bit of Bad in Every Good Little Girl (Clarke and Fischer). Baritone Solo, accomp. by 'Cello, Violin and Piano, Morton Harvey

5142 My Castle in the Air (Kern) (from "Miss Springtime"). Tenor Solo, orch. accomp., Samuel Ash

5135 Throw Me a Rose (Kalman) (from "Miss Springtime"). Tenor Solo, orch. accomp., Samuel Ash

5133 Carry Me Back to Old Virginny (Bland). Tenor Solo, accomp. by Violin. 'Cello and Piano, Henry Burr

DANCE AND INSTRUMENTAL SELECTIONS

5136 Dance of the Dollys (Ager). Fox-trot (from "His Bridal Night").....Emerson Military Band

5139 Angel's Serenade Waltz (Braga-Franklin), Emerson Military Band

5141 Sphinx Waltz (Popy).....Rialto Orchestra

5143 Dancing in the Barn (Schottische), Emerson Military Band

5137 Kalima Waltz. Ukulele and Guitar Duet, Helena and Palakiko

5138 Hawaiian Hula Medley. Ukulele and Guitar Duet .....Helena and Palakiko

5140 Parade of the Tin Soldiers (Jessel). Characteristic Band Selection.....Emerson Military Band

MAJESTIC RECORD CORP.

101 Mother Machree (Olcott-Ball). Tenor Solo, orch. accomp.....Henry Burr

A Dream (Bartlett). Tenor Solo, orch. accomp. .....Charles Harrison

102 A Perfect Day (Bond). Tenor Solo, orch. accomp.....Henry Burr

Comin' Thro' the Rye. Soprano Solo, orch. accomp.....Inez Barbour

103 Come Back to Old Kentucky (Reisner-Taylor). Orch. accomp.....Burr and Campbell

You'd Never Know That Old Home Town (Johnson-Donaldson). Orch. accomp., Collins and Harlan

104 Adeste Fideles—with Chimes. Orch. accomp., Burr and Campbell

Nearer My God to Thee. Tenor Solo, orch. accomp. .....Henry Burr

105 The Preacher and the Bear (Longbrake-Arzonia). Baritone Solo, orch. accomp.....Arthur Collins

On the Hoko Moko Isle (Klein-Von Tilzer). Baritone Solo, orch. accomp.....Arthur Collins

106 Is There Still Room for Me 'Neath the Old Apple Tree (Leslie-Brown-Abrahams). Orch. accomp. .....Burr and Campbell

(*Continued on page* 118)

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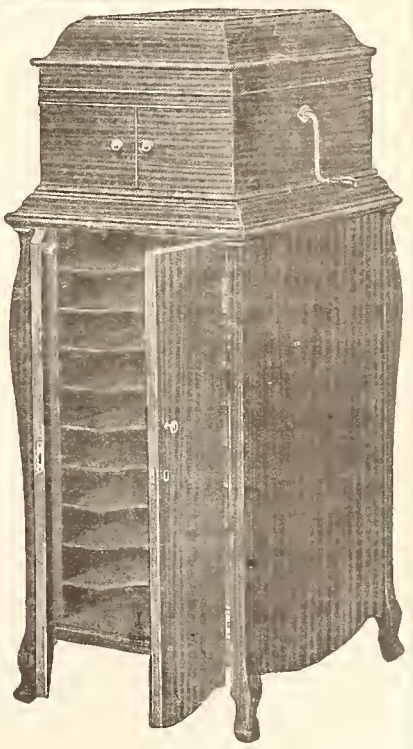

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RECORD BULLETINS FOR DECEMBER

(*Continued from page* 117)

Loading Up the Mandy Lee (Murphy-Marshall). Orch. accomp.....Collins and Harlan
107 The Rosary (Nevin). Tenor Solo, orch. accomp. .....Raymond Landon
I Hear You Calling Me (Marshall). Tenor Solo, orch. accomp.....Charles Harrison
108 Mother (Johnson-Morse). Tenor Solo, orch. accomp. .....Henry Burr
Long Ago in Alcala (Messager). Baritone Solo, orch. accomp. .....Royal Dadmun
109 The Insect Powder Agent—Sketch, Golden and Marlowe
Matrimonial Difficulties—Sketch, Golden and Marlowe
110 Kangaroo Hop—Banjo Solo, piano accomp., Fred Van Eps
Cohen at the Telephone—Monologue, Geo. L. Thompson
111 Ladder of Roses (Hubbell). Dance Record, Majestic Concert Orchestra
Wedding of the Winds Waltz (Hall), Majestic Concert Orchestra
112 Scarf Dance from La Source (Delibes), Majestic Concert Orchestra
Good Scout—Dance Record (Kaufman), Majestic Concert Orchestra
113 La Paloma (Yradier)....Majestic Concert Orchestra
Ciribiribin (Pestalozza)..Majestic Concert Orchestra
114 Estudiantina Waltz (Waldteufel), Majestic Concert Orchestra
Marche Lorraine (Ganne)...Majestic Military Band
115 Blue Danube Waltz (Strauss), Majestic Concert Orchestra
Anvil Chorus (Verdi).....Majestic Military Band
116 Little Grey Home in the West (Löhr). Tenor Solo, orch. accomp.....Charles Harrison
Drink to Me Only With Thine Eyes. Tenor Solo, orch. accomp.....Lewis Dana Zeidler
117 My Wild Irish Rose (Olcott). Tenor Solo, orch. accomp. .....Charles Harrison
Silver Threads Among the Gold (Danks). Tenor Solo, orch. accomp.....Raymond Landon
118 The Holy City (Adams). Tenor Solo, orch. accomp. .....Henry Burr
Face to Face (Johnson). Baritone Solo, orch. accomp. .....Royal Dadmun
119 Somewhere A Voice Is Calling (Tate). Tenor Solo, orch. accomp.....Charles Harrison
I Love You Truly (Bond). Contralto Solo, orch. accomp.....Beth Young
120 Yaaka Hula Hickey Dula (Goetz-Wendling). Baritone Solo, orch. accomp.....Arthur Collins
If You've Got a Little Bit (Rose-Olman). Baritone Solo, orch. accomp.....Arthur Collins
121 Till the Boys Come Home (Novello). Baritone Solo, orch. accomp.....Lane Rogers
Ah! Moon of My Delight (Lehman). Tenor Solo (from "In a Persian Garden"), Lewis Dana Zeidler
122 A Little Bit of Heaven (Ball). Tenor Solo, orch. accomp. .....Charles Harrison
Love's Old Sweet Song (Molloy). Contralto Solo, orch. accomp.....Beth Young
123 Daddy (Behrend). Contralto Solo, orch. accomp. .....Bettye Shaw
Barcarolle (Offenbach (from "Tales of Hoffmann"). (Violin, 'Cello and Piano), Gramm Trio
124 Smiler Rag (Wenrich). Banjo Solo, piano accomp. .....Fred Van Eps
Cohen Telephones the Gas Company—Monologue, Geo. L. Thompson
125 Sing Me to Sleep (Greene). (Violin, 'Cello and Piano). .....Gramm Trio
Ave Maria (Gounod). (Violin, 'Cello and Piano), Gramm Trio
126 Walking the Dog—Dance Record (Brooks). Van Eps Banjo Orchestra
Sun Dance—Dance Record (Brooks), Van Eps Banjo Orchestra
127 Tenderness Waltz—Dance Record (Waldteufel), Majestic Concert Orchestra
Salut D'Amour (Elgar)..Majestic Concert Orchestra
128 Serenade (Drigo).....Majestic Concert Orchestra
The Sunny South—Plantation Songs, Majestic Concert Orchestra
129 Stars and Stripes March (Sousa), Majestic Military Band
American Patrol (Meacham).Majestic Military Band
130 Washington Post March (Sousa), Majestic Military Band
The Whistler and His Dog (Pryor), Majestic Military Band
131 The Two Key Rag (Hollander). Baritone Solo, orch. accomp.....Arthur Collins
Honest Injun (Von Tilzer-Sterling). Baritone Solo, orch. accomp.....Arthur Collins
132 Because (D'Hardelot). Tenor Solo, orch. accomp.....Lewis Dana Zeidler
Beauty's Eyes (Tosti). Soprano Solo, 'Cello Obl. .....Joan Walker
133 Where My Caravan Has Rested (Lohr). Soprano Solo, orch. accomp.....Joan Walker
Serenade (Widor). (Violin, 'Cello and Piano), Gramm Trio
134 If I Knock the "L" Out of Kelly (Lewis-Grant). Baritone Solo, orch. accomp.....Dan Quinn
Pat Malone Forgot That He Was Dead (Clyde-Sweeney). Baritone Solo, orch. accomp.Dan Quinn
135 Herd Girl's Dream (Labitzky)....Turner Ensemble
Call Me Thine Own—From E'Clair (Halevy), Turner Ensemble
136 O Solo Mio (In Italian)—Neopolitan Folk Song. Baritone Solo, orch. accomp.....Benno Daherno
Kiss Me, Love (In Italian) (Tosti). Baritone Solo .....Paolo Ricerdi
137 Mighty Lak' a Rose (Nevin). Soprano Solo, orch. accomp.....Joan Walker
The Sunshine of Your Smile (Ray). Tenor Solo, orch. accomp.....Raymond Landon
138 Still Wie Die Nacht—In German. Baritone Solo, orch. accomp.....Royal Dadmun
In Einen Kuhlen Grunde—In German. Baritone Solo, orch. accomp.....Royal Dadmun
139 Irish Love Song (Lang). Soprano Solo, orch. accomp.....Tonika Fresé
Minuett in G (Beethoven). Violin Solo, Arthur Gramm
140 With His Hands in His Pockets (Von Tilzer). Baritone Solo, orch. accomp.....Arthur Collins
Why the Band Came Back—Sketch, George L. Thompson
141 Valse Des Blondes—Dance Record (Granne). Orch. accomp. .....
Babes in the Woods—Fox-trot (Kern). Orch. accomp. .....
142 Cavalieria Rusticana (Mascagni)..Turner Ensemble
Espana Waltz (Waldteufel). Orch. accomp.....
143 La Sorella (Gallini).....Orchestra
Bolero (Moszkowski).....Orchestra
144 Razzazza Mazzazza (Pryor).....Majestic Band
In the Clock Store—Descriptive (Orth), Majestic Band
145 Do What Your Mother Did—One-step (Von Tilzer). .....Majestic Band
Where the Swansee River Flows—Fox-trot (Von Tilzer). .....Majestic Band
146 To a Wild Rose (MacDowell). 'Cello Solo, Jean Miliere
In the Gloaming. (Violin, 'Cello and Piano), Gramm Trio
147 Lobster Quadrille (from "Alice in Wonderland") (Louise Carroll).....Sally E. Hamlin
Walrus and the Carpenter (from "Alice in Wonderland") (Louise Carroll...Sally E. Hamlin
148 An Irishman's Dream (McCarthy). Baritone Solo, orch. accomp.....Tommy Bresman
Ireland Must Be Heaven (McCarthy). Baritone Solo, orch. accomp.....Tommy Bresman
149 Scarf Dance (Chaminade).....Orchestra
Slavonic Dance (D'Vorak).....Orchestra
150 I've Saved All My Love for You (Follies, 1916) (Dave Stamper).....Majestic Dance Specialty
Valse Pathetique (Onivas)..Majestic Dance Specialty

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Model 50

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Model 75

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The New Edison Diamond Amberola is the ideal instrument for your low-price trade. With the higher priced New Edison models, it gives the Edison dealer a complete line of distinctively superior instruments ranging in price from $30 to $450.

The dealer who handles both the New Edison and the New Edison Diamond Amberola is in a position to meet the constantly growing demand for Edison instruments from all classes of trade.

JOBBERS OF THE NEW EDISON, EDISON RE-CREATIONS,
THE NEW EDISON DIAMOND AMBEROLA AND BLUE AMBEROL RECORDS

CALIFORNIA
Los Angeles—Diamond Disc Distributing Co.
San Francisco—Pacific Phonograph Co.

COLORADO
Denver—Denver Dry Goods Co.

CONNECTICUT
New Haven—Pardee-Ellenberger Co.

GEORGIA
Atlanta—Phonographs, Inc.

ILLINOIS
Chicago—The Phonograph Co.

INDIANA
Indianapolis—Kipp Phonograph Co.

IOWA
Des Moines—Harger & Blish.
Sioux City—Harger & Blish.

LOUISIANA
New Orleans—Diamond Music Co., Inc.

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.

MICHIGAN
Detroit—Phonograph Co., of Detroit.

MINNESOTA
Minneapolis—Laurence H. Lucker.

MISSOURI
Kansas City—The Phonograph Co. of Kansas City.
St. Louis—Silverstone Music Co.

MONTANA
Helena—Montana Phonograph Co.

NEBRASKA
Omaha—Shultz Bros.

NEW YORK
Albany—American Phonograph Co.
New York—The Phonograph Corp. of Manhattan.
Syracuse—Frank E. Bolway & Son, Inc.

OHIO
Cincinnati—The Phonograph Co.
Cleveland—The Phonograph Co.

OREGON
Portland—Pacific Phonograph Co.

PENNSYLVANIA
Philadelphia—Girard Phonograph Co.
Pittshurgh—Buehn Phonograph Co.
Williamsport—W. A. Myers.

TEXAS
Dallas — Texas-Oklahoma Phonograph Co.
El Paso—El Paso Phonograph Co., Inc.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—C. B. Haynes & Co.

WASHINGTON
Seattle—Pacific Phonograph Co., N.W.
Spokane—Pacific Phonograph Co.

WISCONSIN
Milwaukee—The Phonograph Co. of Milwaukee.

CANADA
Montreal—R. S. Williams & Sons Co., Ltd.
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Calgary—R. S. Williams & Sons Co., Ltd.

VOL. XII. No. 12.

SINGLE COPIES, 20 CENTS
PER YEAR, ONE DOLLAR

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

Published Each Month by Estate of Edward Lyman Bill at 373 Fourth Ave., New York, December 15, 1916

The best-known trade mark in the world

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

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 2, 1879.

PAST THE QUARTER MILLION MARK!

THAT over a quarter of a million Sonoras have been sold in a few years is significant.

SONORA'S appeal has never been on price—it has been exceptional quality and extraordinary merit *always*.

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

is to-day the leader

THE HIGHEST CLASS TALKING MACHINE IN THE WORLD

THE public is buying *Sonoras* so fast that our manufacturing capacity is taxed to the uttermost. Sonora dealers are enjoying a phenomenal business right now. No time to think of anything at present but demonstrating, taking orders and making deliveries.

You, too, will be able to do this splendid business *if you sell Sonoras!*

The instrument, the sales help, the guarantees which we make, and the reputation of this company should have your careful consideration if you wish to have a remarkably prosperous trade in 1917.

Possibly your territory is still open and you can secure a Sonora Agency. *Write to-day for information.*

TEN UNEQUALLED MODELS

$45 $60 $75 $100 $150 $175
$190 $225 $350 $1000

SONORA PHONOGRAPH CORPORATION

GEORGE E. BRIGHTSON, President

Executive Offices, 57 Reade Street, New York City
Chicago, 320 S. Wabash Avenue — San Francisco, 109 Stockton Street
Boston, 165 Tremont Street — Philadelphia, 1311 Walnut Street
Toronto, Ryrie Building

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

The Talking Machine World

Vol. 12. No. 12 New York, December 15, 1916 Price Twenty Cents

THE QUALITY IDEA VERSUS CHEAPNESS IN BUSINESS

A Machine That Will Stand Up Well Should Be First Consideration of the New Manufacturer —The Study of Past Performances Will Protect Against Pitfalls

"The trouble with a number of the newer talking machine manufacturers, and dealers for that matter, is that they still persist in believing that 'system' belongs to the race track and does not fit in business," said the Old-Timer. "In my younger days I have run across the fellow who believed he could read the horse's mind by looking in his eyes, and who fraternized with the man who slept with the horse in order to get a line on just what that animal would do in the next race. Getting this information and studying the atmosphere and the quality of the soil underneath the race track, the tout developed what he called his system and generally lost money.

"Once in a while there comes a man who believes that even the race track system can succeed in business, and peculiar to relate it does. By studying the character of the machine offered, the disposition of the public and the condition of the trade, and in compiling a list of past performances of those in the trade and those who have been in and who have gone out, the new manufacturer can probably dope out a system that will enable him to place his best bets right.

"When a man wants to buy a race horse he fights shy of the bad performer; the horse that cannot be depended upon. This is a good tip for the talking machine man. The first essential in business is a product that will stand up. If a manufacturer can send it out with the feeling that it is going to live up to the claims made for it, that the motor is not going to squeak, or give out quickly; that the tone-arm is not going to rattle, or the reproducer prove faulty, and give an imitation of a man singing in a coal mine, then he has a machine upon which a solid business may be built.

"Then you have the disposition of the public to think about. Cheapness is not the best argument in the world. There must be quality with cheapness. The shortage of machines very seldom affects the low-priced models. It is the better grade of goods that sell fast and are hardest to get.

"Then we have the trade track. When it's 'muddy' the manufacturer should prove himself a good mud horse and should be able to take the heavy going without weakness. Proper financial preparation is the best assurance of this ability, and it must be remembered that the good mud horse is not the one that likes the moist earth so well that he lets the other horses kick it on him. He is the fellow that gets out in front. If the new talking machine manufacturer is satisfied with the business that the manufacturers in front kick back at him simply because he has not the ability to get in the front rank and get some of his own, there is something the matter with his business. Any old plug stands a chance on a fast track. It is the one that can overcome unfavorable conditions that is worth while.

"And, while we are talking about cheapness we might say that cheapness often leads to suspicion. If a fellow stops you on the street and offers you a karat diamond ring for twenty-five dollars, either there is something the matter with the ring or he doesn't want the police to know that he's got it. In the talking machine field the companies that have been successful and are being successful are the ones that have gone after the quality trade; that have given the public a good machine at a price that will enable them to manufacture good machines profitably. 'Almost as good for less money,' is not half as convincing as 'Just as good, or better, for the same money.'"

CAUTION AGAINST MISLEADING ADS

New York Evening Telegram Prints Warning and Copy of Law at Head of Classified Columns—Result of Recent Campaigns

These are troublous days for the person who endeavors to advertise and sell, as a prominent standard make, some obscure talking machine with little or no standing of its own. In several cities of the country advertising clubs and newspapers have gone on the trail of this class of dealer and made it mighty uncomfortable for him.

In New York one of the tribe was fined $25 for selling a machine of local origin as a Victrola. One of the results of the campaign has been the insertion of the following notice at the top of the column devoted to pianos and musical instruments (dealers) in the classified advertising section of the New York Evening Telegram. It is significant:

CAUTION

When buying a phonograph insist that the manufacturer's name or trade mark is on the machine purchased. This is your protection against misrepresentation.

FRAUDULENT ADVERTISING

"If any person, firm, corporation or association, or agent or employe thereof, with intent to sell or in any wise dispose of merchandise....knowingly....publishes....or causes, directly or indirectly, to be published....in this State, in a newspaper....an advertisement, announcement or statement of any sort regarding merchandise....which contains any assertion, representation or statement of fact that is untrue, deceptive or misleading, such person, corporation or association, or the members of such firm, or the agent of such person, corporation or association or firm, shall be guilty of a misdemeanor, punishable by a fine of not less than $25 nor more than $1,000, or by imprisonment for not more than one year, or both such fine and imprisonment."—From the Laws of the State of New York.

Readers of the Evening Telegram are requested to notify in writing any violation of the above law.

This is a step in the right direction and it is hoped that other newspapers will take the same stand whether or not they publish a similar warning.

FEATURING COLUMBIA ARTISTS

McMahon Piano Co. Finds It Is an Excellent Way to Develop Record Sales

YOUNGSTOWN, O., December 8.—One of the the most successful retail stores in this city, is the McMahon Piano Co., which in addition to handling a high-class piano line, carries the product of the Columbia Graphophone Co. The company is a firm believer in utilizing all available publicity methods, and attributes a considerable measure of its success to the co-operation which it has received from the Columbia Co.'s advertising and sales divisions.

Store of McMahon Piano Co., Youngstown, O.

A competent sales staff leaves no stone unturned to interest local music lovers in the qualities of Columbia products, and particular attention has been paid to the famous artists who have recently been signed up by the Columbia Co. For example, the recent announcement that Lazaro had signed a Columbia contract, was utilized by the McMahon Piano Co. to produce many record sales.

THIS MAN WAS FROM MISSOURI

Had Nine Talking Machines in His Home, in Order to Make Decision as to Which He Would Purehase—How Philipps Won Out

ST. LOUIS, MO., December 5.—Ben Philipps, retail manager of the Columbia warerooms, tells the best selling story of the season. Of course he made the sale, or he would not tell the story.

"A few days ago," he says, "a man came in and asked if we were willing to show our machines in competition. Of course I accepted the challenge. Then I began to ask questions, and he told me he had 'several machines out home, but he was not entirely satisfied.' Finally I offered to take a machine out that night if he would make his decision before I left. He promised, but I still was suspicious. 'You know we are not in the business of amusing families or entertaining parties,' I said, 'and you must promise to buy a machine.' He promised.

"After dinner I put a $75 model in my auto and went out. That man's living rooms looked like a talking maehine salesroom. There were eight machines there when I earried mine in. Three of them I knew, but five I have never seen before, and some of them I did not know were made. I was the only demonstrator present. In two hours I had the money. The next morning another sales manager called me up to warn me, saying that he was suspicious that this man was imposing on some one. I told him I got in last and out first."

VICTOR ADVERTISING "VISUALIZED"

Reproduction of Over Fifty Title Pages of Magazines Carrying Victor Advertisements Makes Most Impressive Showing

Everyone in the talking machine trade or out of it appreeiates in some measure the tremendous amount of advertising done by the Victor Talking Machine Co. in national magazines of all classes. The extent of this advertising is brought home in some measure to the Victor dealer in "The Voice of the Victor" for November, the eenter, or backbone, of which consists of a four-page spread showing miniatures in actual colors of the cover pages of some of the magazines in which Victor advertising appears. Although over fifty magazines are shown in the layout all those which carry Victor advertising are not included, among the absentees being the Saturday Evening Post and other important Victor mediums.

It means much to the dealer to feel that as he passes a well stocked newsstand that practically every purchaser of a magazine from that stand is going to find Victor goods advertised therein, and thereby be influenced to become the owner of a talking machine.

HEARS VOICE CROSS THE COUNTRY

Thomas Egan Enjoys Interesting Experiment in Conneetion With the Pathephone

The Sixty-ninth Regiment Armory in New York City, was a scene of an unusual gathering recently when Thomas Egan, the famous Irish tenor, stood beside a Pathephone and listened to his new production of an old Gaelic folk song, being sent from New York to San Francisco.

In this gathering stood Governor Whitman and his staff, Mayor Mitchel, various city officials and other well-known men who heard with interest Egan's voice singing in a language that up to a comparatively recent date had been considered dead, and which is known to very few Irishmen.

Thomas Egan is under exclusive contract with the Pathé Fréres Phonograph Co., and his popularity insures the success of his records.

SENTIMENT—ITS FORCE IN SELLING TALKING MACHINES

E. Richards, Manager of the Talking Machine Department of the Kennedy Furniture Co., Chicago, Points Out the Value of the Sentimental Interest a Good Salesman Can Arouse

First impressions are of the utmost importance in the sale of talking machines. For this reason it is important that the salesman should secure the attention and good will of his prospect at the start, so that attention may be held while a demonstration is given and other arguments offered as to why the prospect should buy.

In selling a talking machine, it must be borne in mind that this is a luxury, and that, unlike a piece of household furniture, it is not absolutely essential for the family's welfare. Sentiment plays a large part in the purchase of the "talker," and it is in his appeal to the sentiment of his prospect that the salesman must be able to reach his buyer.

Somewhere in the catalog of any of our present day record manufacturers will be found the exact record which will, whether it be orchestra selection, song, band, concert or humorous dialogue, break the crust, get under the skin and reach the pocket book of the prospective purchaser. The man who can judge quickly the prospect's temperament, nationality and general tastes, possesses the open sesame to success in the sale of talking machines.

There's a certain amount of psychology in the demonstration that well deserves the attention of salesmen in this line. One could almost make a comparison between the salesman of talking machines and the dramatist, who in order to keep the attention of his hearers, must not continually harp on one string, but must inject some variety into his theme. Just as in every play, no matter how sad or pathetic, there must be some humor injected in order to please the auditors who want variety or humor besides tragedy, so the talking machine salesman must learn to understand the sentiments of his prospective customers.

In order to make a sale it is not necessary to play a large number of records or to give a concert for the benefit of the listener. Three records well selected will, as a rule, draw forth some expression from the prospect, and once the responsive chord has been found and struck the salesman has his cue as to how to proceed further in making that sale.

A lively band record followed by a clear tenor solo and a humorous record will usually break down the prospect's reserve, and once his sentiment and sense of humor is aroused and resistance to sales arguments lessened the responsive chord has been found, and the sale is either made or lost.

Playing too many records may have exactly the contrary effect hoped for, and may tire the patience of the listener before the demonstration is over.

There are many little points of salesmanship to be observed by the clerk which often are important in the final outcome of a demonstration. He should be certain in the first place that the mechanism of the machine is in perfect working order so that there are no unnecessary halts, delays or strange noises while the demonstration is on. Needles should be carefully inspected and he should be sure that the needle he is using is exactly the one to give the best rendition of the selection he wishes to have his prospect hear. While demonstrating a record the motor should not be wound; this should be attended to before the motor is started and a good start made before settling the reproducer on the record. The result of this will be that your record starts on the original pitch at which it was recorded and there is no unpleasant discord.

The difference between making a sale of an $80 or $100 machine and one at $15 is largely one of good salesmanship, and the clerk who has charge of the department should know his prospect. In the purchase of a talking machine the musical feature is not by any means the only one that appeals to the customer, especially if it be a woman. Nowadays the cabinet plays a most important part in the sale of a machine, and to be in harmony with the other furnishings of the house the music cabinet must harmonize somewhat with the room furnishings in color, nature of wood and design. Some of the handsomest music cabinets of to-day are built to match period suites in furniture, and the woman buyer is just as particular that the style be appropriate and the color in harmony with that of the room in which she wishes to install the instrument as she is about the instrument itself. This point must not be lost sight of in making a sale, and a sufficient variety of cabinets must be carried in stock to meet all tastes. Nearly every music cabinet manufacturer has some special feature about his cabinet that well deserves consideration; some new system of filing records, a patented sliding compartment arrangement by which records can be reached without difficulty, a unique filing system for records, or some other advantage which it is well worth bringing to the attention of customers.

Furthermore, the motive of the buyer in purchasing an instrument must be kept in sight. Some persons would not be interested in the slightest in a comic dialogue or coon song, while, on the other hand, it would be just the record to demonstrate to the man or woman who appreciates humor and doesn't care much for the classic. Sentimental pieces appeal, of course, much to young women of nearly all types, and ragtime goes well with boys and young men. Often a hit can be made by playing some of the old-fashioned melodies and Southern songs.

Te get the best results from selling phonographs or talking machines a booth or demonstration room should be arranged where patrons may listen without being disturbed by other records being played, and where they may hear special selections for which they may ask. Especially is this necessary in the sale of records, as much of the delicate tone shading and finer points of orchestral selections are lost when the demonstration is given in the open store, and where the music detracts from the attention which other salesmen must give to their prospects. A loud band concert piece played while a clerk is trying to make a sale of some other article is distracting, and for this reason as well as the privacy afforded to record and instrument buyers the talking machine booth should be installed wherever practicable.

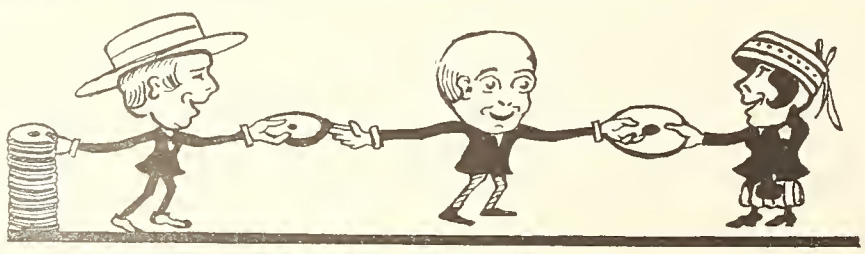
All instruments as well as music cabinets should be kept in first class working order at all times; the mechanism of all machines in stock needs a little inspection, and cabinets should be kept clear of dust and dirt. Popular selections, pieces that are being played at the local theatres and songs that are being sung in vaudeville are always among the best sellers. The salesman must be up to date in these matters if he means to keep his stock moving.

SHOWING THE SINGER HOW BAD HE IS

A New Application of the Talking Machine in the Teaching of Singing

For sometime past talking machines have been employed in the teaching of singing, and their use in that connection is no longer a novelty. In Western schools, however, the practice is given added interest, because instead of just letting the pupil hear the artist's singing of a particular number, the student himself sings for the record. He does his best, and when the record is reproduced learns how bad his singing really is. It is said that the system has been most effective in showing students just wherein their errors lie—it has enabled them to hear themselves as others hear them.

The Universal Phonograph Co. has leased the premises at 70 Cortlandt street, New York City, and will use the same as a retail store.



JOBBER —— to —— DEALER —— to —— PUBLIC

EASTERN VICTOR SERVICE

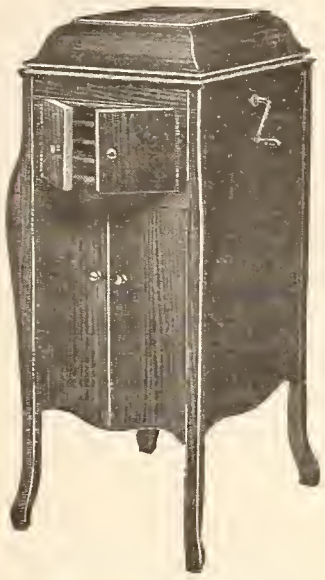
The EASTERN TALKING MACHINE COMPANY

177 TREMONT ST. BOSTON

Delivering records as ordered both in quantity and kind is only part of the Victor Service that we offer the dealer.

Suggestions for the dealer's sales department are a big factor in EASTERN VICTOR SERVICE. These helps are not all oral. They are in the form of colored posters and other unique creations.

Write us about our Service; we shall be glad to get your opinion of it



Victrola X, $75
Mahogany or oak

Victrola IV, $15
Oak

Victrola VIII, $40
Oak

Victrola XVI, $200
Victrola XVI, electric, $250
Mahogany or oak

"Will there be a Victrola in your home this Christmas?"

The big question that gives impetus to your holiday business.

An all-important question for thousands of people all over the country—and for you.

Back of it is the force of Victor advertising, creating the greatest Victor holiday business ever known.

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

Important warning. Victor Records can be safely and satisfactorily played only with *Victor Needles or Tungs-tone Stylus* on Victors or Victrolas. Victor Records cannot be safely played on machines with jeweled or other reproducing points.

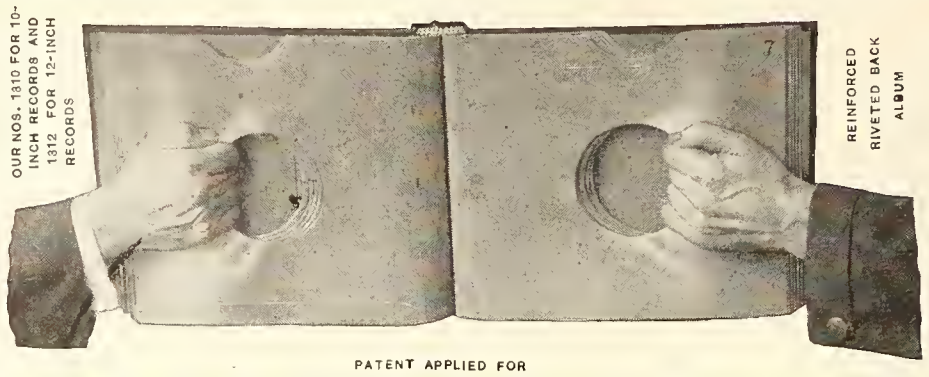
Victor Distributors

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

THE PULLING TEST—THE STRENGTH IS THERE

THE STRONGEST ALBUM MADE AT ANYWHERE NEAR ITS LOW PRICE

The Well-Known "National" Record Albums Are Always the Leaders



For Durability, Finish and Artistic Design Our Albums Have No Equal

The only Safe and Convenient Way to Protect Disc Records

They are made in the most substantial manner by skilled workmen

PATENT APPLIED FOR

STRENGTH AT THE STRESS AND STRAIN POINT PRACTICALLY UNBREAKABLE FOR REGULAR USAGE

We manufacture disc Record Albums containing 12 pockets to fit the Victrola Cabinets Nos. X and XI. We also make Albums containing 17 pockets. With the indexes they are a complete system for filing all disc Records.

THESE ALBUMS ARE THE BEST FOR VICTOR, COLUMBIA AND ALL OTHER DISC RECORDS

CORRESPONDENCE SOLICITED WRITE FOR PRICES NATIONAL PUBLISHING CO., 239 S. American St., PHILADELPHIA, PA.

MACHINE SHORTAGE ONLY WORRY OF ST. LOUIS DEALERS

Freight Tieups Serve to Add to Complication—Silverstone Music Co. Plans Gala Day—Victrola Educational Department at Vandevoort's—Heavy Advertising Campaign—Other News

St. Louis, Mo., December 5.—The talking machine dealers of St. Louis are about ready to throw up their hands in despair. Most of them have not the slightest idea how they are going to handle their Christmas trade. The retailers all assert that their stocks will not begin to see them through and the jobbers do not see how they are going to meet the demands being made upon them for large machines.

Mark Silverstone of the Silverstone Music Co. says that he probably will be able to make fair distributions up to Christmas. Manager Gordon of the Pathephone Co. says he "hopes to have enough but that he cannot stock several prospective retailers who would like to place orders now." Wholesale Manager Salmon of the Columbia is diplomatic, he says that he still is making fair distributions of all but small machines. Robert Cone, Jr., manager of the Artophone Co., says that he is hopelessly behind and that he is going to do the best he can for Christmas and three months after. President Koerber of the Koerber-Brenner Music Co. threw up his hands when asked as to the prospect of Christmas deliveries.

That is the condition. Some retailers already are predicting that they will be out of the standard sizes of machines by December 15. Manager Gutenberg of the Aeolian Co. says that on December 1 his company had something like 40 machines set aside for Christmas delivery, a record that he was unable to find anything near its equal in Aeolian Hall records. His department is fortunate, at least, in having a good stock of the smaller Aeolian-Vocalions and he is in hopes that he can place some of these to hold places for deliveries of larger machines. He has sold a number of the new, large box machines for Christmas delivery. These machines are proving very interesting to the Aeolian Hall trade.

The Silverstone Music Co. is planning for three gala days December 18, 19 and 20, when Miss Elizabeth Spencer of this city, an Edison artist, comes to her home here for the holidays for she has promised to sing at the Silverstone auditorium for those three days. Mr. Silverstone is a very firm believer in the tone tests and the interest shown by Edison owners in bringing their friends in to hear, appears to be argument in favor of this sort of advertising.

The Vandervoort Salon has established, the first of the month, a Victrola Educational Department with Vernon S. Behymer in charge. Mr. Behymer is new to the talking machine game but he is well versed in the new theories of educational work and is entering on this work with enthusiasm. B. M. De Cou of the Victor Educational Department, was here to assist him in opening the department and after the first of the year, Mr. Behymer will again have aid from headquarters. In the meantime he will be getting the local field mapped out and interesting the School Patrons' Association, through which most of the sales have to be made. Lately there has been much complaint that in schools where talking machines have been bought the teachers have not been getting the most out of them. In some schools, the patrons have complained the machines were not used, so it would seem that there is room for work among the teachers, with a view of developing a trade in records where the machines sold years ago are practically useless as trade factors and as educational means at present.

The Brunswick machines were introduced to the public last month. Miss Rose Rosenblatt is in charge of the department under General Manager Jackson, who also has charge of the wholesale distribution. The Brunswick-Balke-Collender Co. have been awaiting this event for some time and removed their billiard supply store to Olive street last July in anticipation of entering the talking machine market. The machines already have been placed with several local dealers, including the Field-Lippman Piano Stores.

The shortage of machines here is in part due to the miserable freight conditions, car shortages, embargoes, etc. President Koerber of the Koerber-Brenner Co. said that the normal time at present for shipments from New York was ten days by special transit lines. The ability to make shipments from the east at all depended upon the watchfulness of the shipper in making his shipments when an embargo was not in force. Manager Gordon of the Pathephone Co. said on December 1 that he still was waiting for a shipment of machines that had been on the road for fifteen days and that he had received a telegram that day that an additional shipment had been started. He said that without both of these shipments, he would be helpless at Christmas.

When the Columbia new record ad failed to appear at the proper time inquiry was made at the Columbia warerooms here as to the reason. The answer was that the records had been caught in the freight tangle and that tracers out for several days had failed to locate them. The advertisements had been received, and were in type in all of the newspapers in the various cities that published them waiting for release as soon as the records could be received and dispatched. The advertisements appeared about ten days late.

Despite the condition of the supply of machines, the advertising continues very heavy. The Victor Co. has been using the full page Caruso ad in this territory and Aeolian Hall is using about twice the former space. Aeolian Hall also has gone into the street cars and on the bill boards with artistic advertising. The Columbia also is using space heavily for machines as well as records. The Silverstone Music Co. has been going into the newspapers with increasing space for machine publicity. But all of these advertisements are of the sort that go to make sentiment rather than immediate sales. The latter sort of advertising is left to the dealers and they are not enthusiastic over it at present, because they do not see where they are going to meet any demand they might create.

Robert Cone, Jr., of the Artophone Co., in talking of his difficulties with deliveries said that he has practically taken over three woodworking factories here to make his cabinets and that a third furniture company is devoting its surplus capacity to his work, but that he has been unable to meet the demands. The cabinets that he ordered in August are coming through and that, while he thought then that he was plunging, he finds now that he was a piker. Mr. Cone is using four rolls of films in the moving picture shows, his only advertising at present.

E. C. Rauth, secretary of the Koerber-Brenner Music Co., returned the first of the month from a trip East, which was principally to visit the Victor factory with a view of getting more machines. He was not enthusiastic over his accomplishments when he returned, but he said that he was convinced that St. Louis was getting an equitable division on orders placed.

Mr. Rauth is taking up with the members of the Executive Board the questions of the Mid-Winter meeting, which will be held in St. Louis or Philadelphia, the members to decide.

SERVICE ACCURACY RELIABILITY

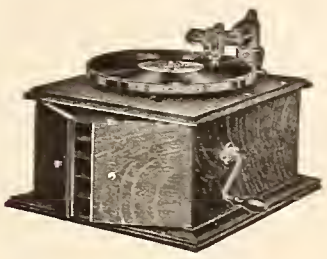
FELT

TURN TABLE DISCS—WASHERS—WICKS, Etc.

The Largest Felt Specialty House in America

James H. Rhodes & Company

162 William St., NEW YORK 157 W. Austin Ave., CHICAGO



Victrola IV, $15
Oak

Victrola VI, $25
Oak

Victrola VIII, $40
Oak

Victrola IX, $50
Mahogany or oak

"Will there be a Victrola in your home this Christmas?"

That is the question being put before the entire country in the extensive Victor advertising.

That is the question which is going to be settled in thousands of homes—and settled to your satisfaction.

That is the question which will help to make a new high record for Victor Christmas business.

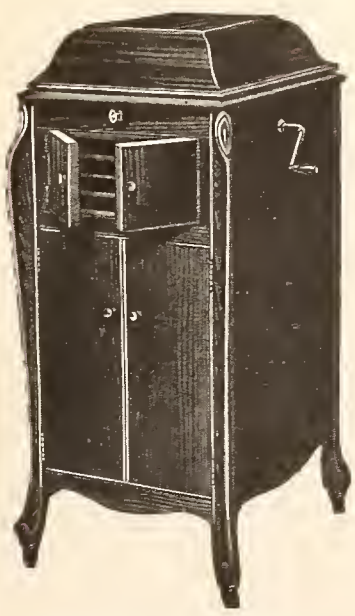
So don't lose sight of the value to you of the Victor holiday advertising and "Will there be a Victrola in your home this Christmas?"

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

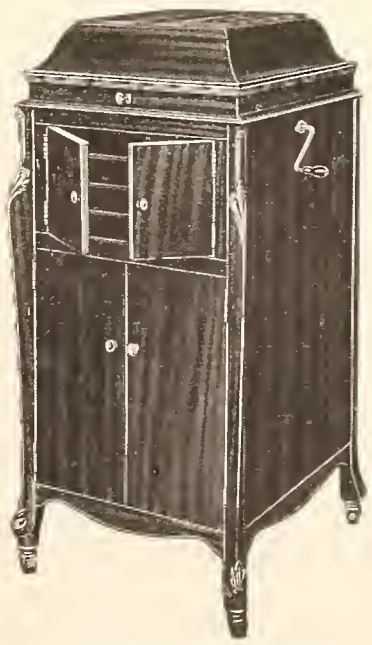
Berliner Gramophone Co., Montreal, Canadian Distributors

Important warning. Victor Records can be safely and satisfactorily played only with *Victor Needles or Tungs-tone Stylus* on Victors or Victrolas. Victor Records cannot be safely played on machines with jeweled or other reproducing points.

Victrola X, $75
Mahogany or oak



Victrola XI, $100
Mahogany or oak



Victrola XIV, $150
Mahogany or oak

Victrola XVI, $200
Victrola XVI, electric, $250
Mahogany or oak

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

PUBLISHED BY EDWARD LYMAN BILL, Inc.

President, C. L. Bill, 373 Fourth Ave., New York; Vice-President, J. B. Spillane, 373 Fourth Ave., New York; Second Vice-President, J. Raymond Bill, 373 Fourth Ave., New York; Secretary and Treasurer, August J. Timpe, 373 Fourth Ave., New York.

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London, Eng., Office: 2 Gresham Buildings, Basinghall St. W. Lionel Sturdy, Mgr. The Talking Machine World has regular correspondents located in all of the principal cities throughout America.

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REMITTANCES should be made payable to the Estate of Edward Lyman Bill by check or Post Office Money Order.

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

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

NEW YORK, DECEMBER 15, 1916

BY the time this issue of the The World reaches subscribers, the Christmas business will be in the home stretch, and members of the trade who are not already working according to definite plans made long ago, have little chance to change their system now.

From all sections of the country has come the annual cry of machine shortage, and there is no question but that certain popular types of machines are sometimes impossible to get. Under such conditions the average dealer can afford to pick his trade.

Under normal conditions it is right and proper to emphasize the fact that a talking machine can be acquired very easily by any one who is not absolutely poverty stricken. The easy payments of 50 cents a week and up make that possible. It is also well to emphasize the advantages of the higher priced machines, and how easily they may be acquired on time.

During the holiday period, however, the business that depends on such persuasion is not the best business for the dealer to establish. He will frequently find that there are two prospective customers for a single machine, and it is only in justice to himself that he deliver that machine to the one willing to pay cash, or to make the best credit arrangements. One hundred dollars in the hand is much better than $5 or $10 a month running over a year or more, even if interest is paid, for it gives the dealer working capital to discount his own bills. Not that the instalment purchaser should be neglected, but his business should not be sought to the exclusion of that of the man who is ready and willing to pay promptly for his machine.

Under present conditions the majority of talking machines are "bought" and not "sold." The customer is convinced that he wants a talking machine before he enters the store, and the chief work of the dealer is to convince him that he wants a little better talking machine than he first planned to buy. It will probably be said that if the cash customer is given the machine, to the exclusion of the instalment customer, the business of the latter will be lost. If the dealer is tactful this may not necessarily be so. It is easily possible to let the instalment buyer have a machine of lower valuation with the understanding that when the plentiful supply of the desired models comes in after the holidays, he may return his temporary purchase and get the larger model. In the interim the man who has been prevailed upon to take the cheaper model is a new record purchaser which for the most part is the main thing in selling machines.

Just one last word while the Christmas rush is at its height: Pick your trade while you have the opportunity. You owe it to your business to do so.

DESPITE the talk about higher business ethics, and a new realization by merchants of the obligations they owe one another, the practice of knocking still flourishes to a considerable extent, although not looked upon with favor by most members of the trade, who appreciate that it is not the best way of convincing a customer of the value of a product.

There is a certain type of salesman, and a certain type of those in authority for that matter, who find it much easier to knock the other fellow's product than to conceive logical and convincing arguments regarding their own goods. In other words, they are devoted to a negative system. It is not how good are their machines, but how bad the other fellow's are.

Recent developments, particularly in the courts, lead to the warning, "If you must knock be careful." In other words, if you feel that it is necessary to criticize a competing product to sell your own, why, stick to facts for safety's sake.

Some manufacturers and merchants who have suffered an excess of knocking have emulated the example of the worm and turned. The result in most cases has been distinctly distressing to the knocker when he has been haled to court and made to prove his statements. The courts hearing such cases, while not necessarily partisan, have shown a distinct inclination to side with the victim of the knocking whenever possible. Within the past few months more than one man has been forced to pay damages, because he made statements about his competitor, or his product, without giving much thought to their accuracy.

There is an old quotation to the effect that "There is so much bad in the best of us and so much good in the worst of us that it hardly behooves any of us to talk about the rest of us." This saying can apply just as well to the manufacturer of products as it does to individuals.

Meanwhile, it is much better to observe care in discussing competing products than to be compelled some fine day to say "Good morning, Judge." The man who is compelled publicly to take water on account of some of his statements will probably find it pretty hard to convince future customers that the claims he makes for his own products have any basis of truth.

There is such a thing as honesty in comparing the good or bad points of competing talking machines, for instance, but the man who wants to do business cleanly will draw the line between fair criticism and plain knocking.

THE campaign carried on in New York against the fraudulent advertiser of talking machines has had several good effects, one of the most important of which is the changed attitude on the part of newspapers regarding the character of talking machine advertising they accept for their classified columns. The best proof of this is the "caution" at the top of the advertising columns devoted to musical instruments in the New York Evening Telegram, and which says: "When buying a talking machine insist that the manufacturer's name or trade mark is on the machine purchased. This is your protection against misrepresentation." The "caution" is followed by a reproduction of the State law against misleading advertising.

A SICK man cannot equal the healthy man either in the quantity or character of his work, regardless of his actual ability. Ill-health saps energy, produces fatigue and in other ways acts as a handicap. This important fact is offered by the O. K. Houck Piano Co. as the reason for the interest taken by that concern in the athletic ambitions of its employes.

The employes of many houses in the trade have organized baseball teams, football elevens, bowling associations or general athletic associations for track and field work, and in many cases have been given the support of employers purely on the ground that such organizations tend towards a better understanding between the employes of the house and make for co-operative effort.

The Houck idea gives a new importance to athletics in business. In the first place, the man who is really interested in athletics must of necessity be interested in clean living. He must keep regular hours, eat properly and drink sparingly, if at all. Whatever his standing as an athlete may be his habits are

distinctly calculated to develop and better preserve his good health.

Prospective customers like to meet the healthy man—the man who feels good and shows it, who has a little "zip" to all his movements, who enjoys living and shows it. Such a man can work hard without feeling fatigue and working harder gets results that are worth while to the house which hires him. It is a phase of business that might profitably be considered by other concerns in the trade.

WHETHER the present prosperity in the United States is of the mushroom variety and will cease to exist after the close of the war or whether the American exporters will have won a permanent foothold in foreign markets remains to be seen. Every government official and every private business man who travels in the belligerent or neutral countries comes back with his own opinion regarding the standing of American manufacturers and American products in different localities, and pictures the difficulties we must fight against in establishing foreign trade. According to one consular officer who came home a fortnight ago this country is in for an export boom regardless of the attitude of the European nations, for the foreigners will buy American goods, not because they actually want to buy them, but because they must have them.

The chief drawback to the development of this trade, declares the consul, is the inclination of American manufacturers to be somewhat close on credit terms, many of them demanding the deposit of cash in an American bank to cover the goods before making deliveries. It is the credit side of the export question that must receive most attention from Americans. Even in the peaceful years before 1914 much Latin American trade went to Europe, for instance, simply because European manufacturers are willing to gamble on long credit while the American wanted to do business as he did it at home. At the present time, in certain lines of commodities, short credit terms can be enforced but when Europe is again at peace American exporters will find a credit situation developed that will make twelve-month notes look like cash payments. The situation will have to be faced by those who intend to stay in the trade, and the proper time to prepare to face it is right now when competition is at low ebb.

DID you ever steer a sailboat through a "choppy" sea with a stiff breeze? If you haven't, you have probably seen it done. The boat sticks her nose into a big roller. The helmsman braces himself. The boat quivers and slackens speed. The man at the wheel "eases" her a bit—looks at his sails—watches every trick of the water and swings her bow back to meet the crest of the wave. A second's hesitation—and the craft slides forward gallantly! She is ready for the next big fellow.

Every prospect is a wave to be met, studied and conquered! A good salesman is ever at the tiller. He must know his craft—the talking machines he is selling—as the sailor knows his boat. Yes, even better than that. He must sink his very individuality in his goods.

The start of each sale is hard. Stick to the rudder! Be on the job—not near it. Watch every twist of the transaction. Each sale must be handled differently. "Baby" some of them—then push them hard. Push others hard all the time.

And finally—whether you are selling talking machines, pianos, players or transcontinental railroads—there is bound to be that one BIG moment when the whole thing seesaws between success and failure. Steady it with all the tact, finesse and diplomacy that is in you! It's make or break now! Make—and tally one more good sale to your quota.

DEALERS moving into larger stores, making additions to their present quarters, or remodeling the latter to allow more space available for the display and sale of talking machines; jobbers and distributors leasing entirely new buildings for storage purposes that they may better meet the steadily increasing demands of these successful dealers, all go to prove that prosperity is not only here, but that talking machine men are getting their share.

Several years ago there were pessimists in the trade who viewed increased business each year as marking the floodtide in trade, and predicted that the talking machine business would hit the down grade immediately afterwards. These pessimists persisted for several years, and each year there was more business to be handled, with the result that the croakings of the "prophets" lost value, and instead of waiting for something to happen the far-sighted members of the trade prepared for the bigger things to come. These big things have come and are coming—1914, 1915 and 1916 all set new records in trade volume, and the prospects for 1917 are so good that even those in the best position to judge cannot safely suggest any probable percentage of decrease.

This growth of the talking machine business has not been accidental. It has been due to good, clean, persistent advertising, educational work on a par never before attempted, aggressiveness in production and sales methods and a firm belief in the future of the business. With the continuance of such a policy insured, the peak of trade development is still far in the future.

The year just closing has also been one of uninterrupted development for the Talking Machine World. Its sphere of influence continues to broaden, thanks to the support vouchsafed it by advertisers and by subscribers who are now spread practically throughout the civilized globe. Its policy in the future, as in the past, will be one devoted to the upbuilding of the industry along honorable lines. For the New Year we wish our friends the largest measure of prosperity and happiness.

Yuletide Greetings!

To all Victor dealers we take pleasure in extending our best wishes for a

Merry Christmas and Happy New Year

May the coming year be the most prosperous and successful they ever experienced.

Pearsall Victor Service

During 1917 will be directed towards giving Victor dealers a brand of service and co-operation that will insure their continued prosperity and success.

Be a Pearsall Dealer in 1917

SILAS E. PEARSALL CO., VICTOR DISTRIBUTORS, 18 W. 46th St., NEW YORK

STEINERT'S

35 ARCH ST. BOSTON.

A four-story building right in the heart of Boston's Business District devoted exclusively to Victor-Victrolas and Records.

The Result of

STEINERT SERVICE

We solicit the patronage of those who have not yet become acquainted with STEINERT SERVICE.

Our regular patrons appreciate it.

As Victor Specialists we offer advice and cooperation.

M. Steinert & Sons Co.

Largest Musical Instrument House in New England

Our last message for 1916 is a most significant one for 1917—that the Columbia increase is due to the soundest kind of good business. The instruments are right, the records are right, the sales policy fair and square and the advertising effective.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia
Columbia Records
TRADE MARK
Note the Notes

CLEVELAND CONCERNS GOING AFTER HOLIDAY STOCK

Local Houses Send Representatives to Factory in Effort to Hurry Shipments—Some New Stores Enter the Field—Better Grade of Machines Have the Call—Fine Window Displays

CLEVELAND, O., December 4.—Analysis of the talking machine trade in Cleveland at the outset of the holiday season brings forward at least one big outstanding characteristic: Confronted with the prospect of the most stupendous volume of business in the trade's history, jobbers supplying the retailers have been brought to the realization that they will be unable to supply the market. There have been more or less frantic trips on the part of local managers to the Eastern bases of supply with the hope that oral persuasion would bring better shipments than urgent pleas by mail or wire. In the chorus pleading for the jobbers "to have a heart" are not only the retailers who have carried talking machine lines in the past, but from scores of others who are anxious for a bite of prosperity pie. Save for a few exceptions the newcomers, or would-be newcomers, have been refused.

One of the exceptions is the University Music Store, due to open at the time this issue appears, at Euclid avenue, near East 105th street, the most fashionable of the uptown business centers. This new store will handle Columbia records and Grafonolas. H. E. Gott is the principal stockholder. It will have to compete with the University Book Store, also handling the Columbia line, and the Euclid Music Co., handling Victor products. All are within a stone's throw of one another.

The Phonograph Store, 9721 Lorain avenue, is one of the latest additions to the number of establishments handling Columbia products. J. L. Brown is the manager. The Starr line has found another new home at Dobb & Hughes, Payne avenue and East Fifty-fifth street. The Royal Furniture Co., an old handler of Columbia products, in moving to its new location at East Ninth street and Prospect avenue, gives the Columbia one more fine downtown store.

L. N. Blum, of the Phonograph Co., was among the Clevelanders who have been in the East in an effort to get better shipments to the local Edison headquarters. He reports inability to fill December 1 orders and that all hope of supplying new dealers until after January 1 has been abandoned.

T. H. Towell, president of the Eclipse Musical Co., has just returned from Camden, on a crusade for heavier shipments. This house's November business has been 125 per cent. greater than that for November, 1915.

George Madson, head of the Columbia headquarters here, reported on November 29 that he had no machine under $100 in the house. He said the visits here of the Boston National and Inter-State grand opera companies were responsible for a vast increase in the sale of the better class of Columbia records. Zenatello, Baklanoff, Marr, Maria Gay, Maggie Teyte, John and Henry Scott were members of these companies. All are Columbia artists.

Sales Manager Brett, of the local Starr store, is exuberent over the success of the Starr phonograph. "We are getting the benefit of the increased output of the new factory, but at that we will not be able to supply the demand," he said.

To better care for its increased holiday patronage the May Co.'s Victrola department, in charge of Miss Ethel Volk, has employed seven extra sales people until after December 23.

No single month in 1916 has been so productive of beautifully dressed Cleveland windows as has November. On all sides were evidences of the dealers' realization of the value of doing something more than the mere planting of records and machines in their respective windows. The Eclipse Musical Co., the Euclid Music Co. and Bueschers were among the most noteworthy. The Eclipse played on the old familiar railroad crossing sign, "Stop, Look and Listen," made to read "Stop, Look, Come In and Listen." The Euclid Co. set up a chopping block with an ax nearby. The Victor dog was placed on the block, suggestive of a Thanksgiving turkey. Rich, red autumn foliage was blended with the woodwork of a Victrola by Bueschers' window dresser.

To all outward appearances the Grafonola Co., which moved to its new location in the Stillman Building about October 15, was out of business for two weeks in November. The entire front of the store was boarded up to permit a change in window architecture which when finished will give the store a window on each side of the entrance instead of the previous single window. There was no let-up in sales, however.

One Victor dealer, the Cleveland Piano Co., 1612 Euclid avenue, is preparing to move to some other site, not yet decided upon.

Bing's furniture store, Prospect avenue S. E., opposite the Colonial Arcade, and the four Conrad, Baisch & Kroehle furniture stores are among the list of new retailers of the Vita-Nola talking machine here.

Our Best Wishes For A Merry Christmas

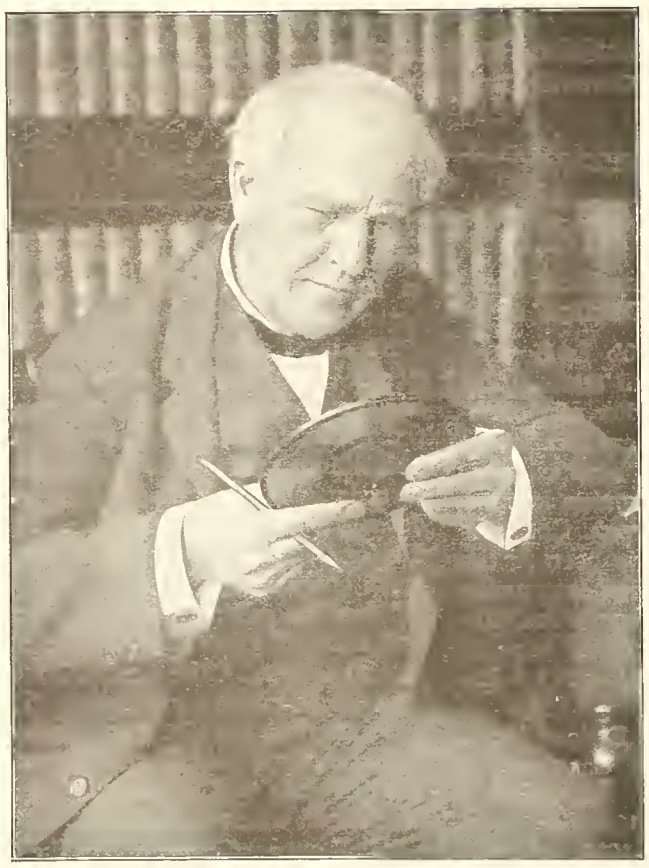
And Continuous Prosperity Throughout the New Year

ECLIPSE

ECLIPSE MUSICAL CO., VICTOR Distributors
CLEVELAND

"The Phonograph with a Soul"

NEW YORK GLOBE



Mr. Edison Examining an Edison Re-Creation

The critics who stamped these tributes upon the NEW EDISON realize that here, at last, is a mechanical musical device possessing the human element which no similar device had ever before incorporated—that here is an instrument which absolutely and flawlessly Re-Creates the human voice and the music of human-played instruments, even to the very magnetism of the artist's personality. They realize that the gulf between the human and the purely mechanical has been bridged—that the NEW EDISON is the musical marvel of all ages.

Because "Edison Snares the Soul of Music" and gives it to the public through "The Phonograph with a Soul" the Edison dealer possesses an advantage no other dealer can have. In addition to all those who have no special musical training, he has for prospects every real music lover who will not respond to a mechanical mimicry of the original, but who requires

"Edison Snares the Soul of Music"

NEW YORK TRIBUNE

nothing less than the original itself or a Re-Creation which cannot be distinguished from the original.

The New Edison satisfies the true music lover's every requirement. More than 300,000 music lovers and the representatives of nearly 300 of the leading newspapers of America have testified to this fact after hearing Edison artists sing, or play, in direct comparison with the Re-Creation of their voices or the music of their instruments, by the NEW EDISON.

"The Phonograph with a Soul" and the Edison Probationary Zone Policy are a combination that spells "SUCCESS" for the live dealer. Correspondence with live dealers is welcomed.

THOMAS A. EDISON, Inc.
279 Lakeside Avenue
Orange, N. J.

The New Edison Chippendale—Official Laboratory Model

THE TRADE IN BOSTON AND NEW ENGLAND

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

BOSTON, MASS., December 6.—The old story, a scarcity of machines, is what one hears everywhere in the trade. The business for December has made a good start and November is being looked back upon as a banner month so far as trade is concerned. In the record output the business has been simply phenomenal and a great impetus has been lent by the presence in this city of Billy Sunday, the evangelist, whose records, that is the Rodeheaver hymns, are being advertised widely by the talking machine shops and are having a very large sale.

Columbia Officials Pay a Visit to the Hub

Manager Erisman, of the Columbia Graphophone Co., was honored with a visit from a group of the leading Columbia officials recently. The visitors included John Cromelin, the company's general manager; Edward Burns, the vice president; W. C. Fuhri, United States manager; C. A. Hanson, factory manager; Lewis Sterling European manager from London, and F. Parker, manager of the Columbia's business in Australia. The guests were in Boston for two days and in the evening of the first day they were the guests of Al Jolson, star of "Robinson Crusoe, Jr.," who tendered them a box at the Shubert Theatre. A luncheon party at the Touraine the following day was a feature also. Their purpose in coming to Boston was to get in close touch with dealers, many of whom in the city proper they visited to get their point of view of the important question of the selling proposition. They found out the kind of machines for which there was the greatest call, sought for all kinds of criticism, either on the part of dealer or customer, got a line on their likes and dislikes, studied the type of salespeople the dealers employed, made suggestions and in short carried away a fund of valuable information. Late in the afternoon the party left Boston by train, with the exception of Vice President Burns, who with his wife motored to Springfield, Mr. and Mrs. Burns having been touring around in their car.

The following day there was a further conference of the party at Bridgeport, which was attended by Manager Erisman. This conference was between the factory officials and the selling organization and it was held at the Hotel Stratford. After a careful study of all the business situation, all done with the object of promoting a more sympathetic co-operation between executive officers, factory officials and the distributing force, the conference adjourned to New York where a subsequent session was held at the Hotel Knickerbocker, where the business problems were gone over still further. The necessity for a better understanding had arisen in part through the present scarcity of materials and the scarcity of help. Manager Erisman says that a vast amount of good will result from these conferences and will eventually be felt in the smallest and humblest corner of the business.

Osgood Co.'s Big Business

The Victor and Columbia departments of the C. E. Osgood Co., one of the leading Boston furniture houses, is doing a very large business these days under the management of Chester J. Sylvester. With the addition of several new demonstration booths done in white and furnished comfortably the house is better able than ever to meet the needs of its growing business. A recent addition to Manager Sylvester's staff is Clifford di Fraytas, a former Boston newspaper man, who is making good in his new undertaking.

New Hume Department Active

From the day the Victor department was opened in the new Hume Piano Co.'s warerooms, in Boylston street, Manager Warren Batchelder has had a busy time of it. Mr. Batchelder's many friends have rallied well to him in his new atmosphere and in addition he has been greeting many new patrons.

Columbia Men Discuss Holiday Problems

Manager Arthur Erisman met the leading members of his Columbia staff around the festive board at Lombardy Inn a week or more ago to discuss the holiday business and the best way to meet the constant calls for machines. A determined effort is being made by Manager Erisman to interest not only his own men at the Columbia headquarters but the dealers as well in the higher priced machines. It was pointed out that between now and January 1 it will be a physical impossibility to get certain types of Columbias, and it was pressed home upon the salesmen that they must sell the other types which can be had more easily. Manager Erisman pointed out that there was a good opportunity of putting into practical application their ability as clever salesmen; it offered a rare opportunity of displaying a new type of salesmanship. He illustrated his point by telling of certain dealers who had been persuaded into purchasing machines fifty and even seventy-five per cent. higher in price than what they first had intended buying. As it is, he said, the company will not be able to fill more than fifty per cent. of the orders before the advent of the new year.

Artists Call at Eastern Co. Headquarters

Business at the Eastern Talking Machine Co. has been making rapid advances of late and in the wholesale department Billy Fitzgerald has been having great difficulty in procuring enough Victor machines to meet the demand. An interested caller at the Tremont street warerooms of the Eastern a week ago was Kellogg, the famous bird imitator, who was filling an engagement at Keith's, a block away. Another who is a frequent caller at the Eastern warerooms is Emilio De Gogorza, the baritone.

New Solophone Models Exhibited

Some of the latest models of the Solophones are being shown in the window of the Hallet & Davis Co., Boylston street, but these are a small part of the handsome assortment which are on exhibition in the newly opened warerooms on the third floor of the building, which have been redecorated and furnished in the most attractive manner. There have been quite a number of enquiries about this machine lately.

Interesting Schools in the Victor

The Eastern Talking Machine Co. is following with much interest the labors of Miss Grace Barr and J. A. Swineford, who are visiting many of the public schools in the city in an effort to interest them in the use of the Victors as an accompaniment to singing, writing and the use of the typewriter. It is contended by these demonstrators that better work can be done to the rythmic accompaniment of good music and that in harmony with the human voice it is a great aid to children. Thus far Miss Barr and Mr. Swineford have met with most pronounced success.

Harvey Co.'s Artistic Show Windows

By far one of the most artistic show windows seen in Boston in some time was that exhibited for ten days by the C. C. Harvey Co., in Boylston street, dealers in Victor and Edison machines. The window, which is a large one, was done altogether in Japanese with handsome rugs, fabrics and teak wood and other furnishings. At one side was a Victrola with the case in Japanese design. For a part of the time a young woman in Oriental garb was in the window demonstrating the Victrola. The window

BOSTON "Exclusively" EDISON NEW HAVEN

PARDEE-ELLENBERGER

MORE than ever does the dealer realize that an "exclusive" representation works to his advantage. The Edison Diamond Disc Phonograph is the ideal of the progressive dealer, because it is the art-creation of Edison's master genius, and you know and everybody knows that Edison's endorsement spells BUYERS' CONFIDENCE.

was arranged by Vesper L. George, a well-known artist, who is quite accomplished at window dressing. The window was highly commented on everywhere.

Victrola for Billy Sunday's Use

A stroke of enterprise that reflects great credit on the house of M. Steinert & Sons Co. was the installation of a handsome Victrola in the home of Billy Sunday, the evangelist, who is here on a ten weeks' campaign. The Victrola is for the use of the family while they are in town at 324 Commonwealth avenue, and with it was sent a large collection of choice records, including all of the revival hymns used at the Tabernacle.

Vocalion Co.'s Enlarged Quarters

Now that the Vocalion Co. has enlarged quarters through having a lease of the entire building at 190 Boylston street, it has better facilities for the display of its handsome assortment of Aeolian-Vocalions. In addition to the first ground floor the one above is used with several handsome apartments for purposes of demonstration where prospective purchasers desire privacy. In the show window are several unusually ornate machines, the central one being done in Japanese lacquer finish. A new salesman added to the selling staff is Albert Feldman. Just now the interior is in holiday garb, Manager Roy Hibshman having installed many potted palms in the balcony and on the ground floor, just the right touch of color is lent by potted poinsettias, in their gorgeous red.

Had Liberal Tastes in Records

George Lincoln Parker, the Victor and Edison dealer, had a curious call for records a few days ago. In response to Mr. Parker's advertising of the Billy Sunday hymns his warerooms were visited by a young man who asked for such familiar numbers as "Brighten the Corner," "If Your Heart Keeps Right," "Mother's Prayers Have Followed Me" and "Sweeter as the Years Go By." Then when these were being put up for him he suddenly asked Mr. Parker if he had "There's a Little Bit of Bad in Every Good Little Girl." Getting an affirmative reply he asked that it be included in the package.

Veeco Motors in Growing Demand

Business with the Veeco Co., whose place of business is at 248 Boylston street, is meeting with marked success, and the Veeco motors are being well disposed of; in fact, the output of 1917 is already pretty well contracted for, this being due to the diligence of John A Davis and C F. Simes, who have been putting in some hard work to make this motor a success, and those who are familiar with it say it is the success it is because of the merit that lies behind it. Both Mr. Davis and Mr. Simes were over in New York a fortnight ago where they came in close touch with many of the leading talking machine dealers.

Business Good in Brockton

J. Frank Beal, a Columbia dealer at Brockton, was in town the other day and he told The World correspondent that his present business is unusually good and that for the entire year it is going to make a splendid showing. Mr. Beal's place, located at 12 Main street, is known as the Old Colony Piano Co. and is widely known to the residents of Brockton.

Brown and Baker at Advertisers' Meet

H. C. Brown, advertising manager of the Victor Co., and Edward M. Baker, head of the publicity department of the Columbia Graphophone Co., were in town early this month in attendance upon the annual meeting of the Association of National Advertisers.

Vocalion Illustrates Talk on Hawaii

An Aeolian-Vocalion was put to good use a few days ago at a meeting of the Old State House Chapter, Daughters of the American Revolution, held at the residence of one of the members in Melrose. Miss Mary Brooks, of Gloucester, gave a picturesque talk on "Hawaii and the Ancient Women of the Hawaiian Islands," and the Hawaiian melodies were played on this Aeolian-Vocalion.

Dick Constantino, son of the celebrated tenor, Constantino, is now head of the language record department at the Boston warerooms of the Columbia Co.

New Sign for Steinerts

A large, handsome electric sign advertising Victors and Victrolas has been placed at one side of the main entrance to the store of M. Steinert & Sons Co. in Boylston street. It is planned to place another one on the opposite side of the entrance.

Vice President McNabb, of the Eastern Talking Machine Co., was a visitor at the Boston warerooms of the company for several days recently.

PRIZE WINNERS IN EDISON CONTEST

New England Winners in Edison Week Contest Headed by A. D. Elster, of Meriden, Conn., Who Gets First Prize

BOSTON, MASS., December 9.—Information has just been received by Manager Frederick H. Silliman, of the Boston warerooms of the Pardee-Ellenberger Co., Inc., from the Edison headquarters telling of the New England prize winners in the recent Edison week contest. The first prize of $100 was won by A. D. Elster, of Meriden, Conn.; the second prize, $50, went to the James Hislop Co., of New London, Conn.; the third of $30, to the Shepard Co., of Providence, and the fourth, of $20, to the Portous & Mitchell Co., of Norwich, Conn.

The judges were Charles D. Whitredge, the superintendent of decorations at William Filene & Sons Co., of Boston; William Nisbet, designer and manufacturer of wax figures in Boston; William A. Gillies, superintendent of the decorating department for the Shepard Norwell Co., of Boston.

The Boston stores that entered into the competition were the Iver Johnson Sporting Goods Co., at the corner of Washington street and Cornhill, and the F. H. Thomas Co., on Boylston street. The Iver Johnson window exhibited a beautiful wax figure representing a prima donna making a record or a re-creation, as the Edison Co. now calls it. Near by was a handsome $250 Edison Diamond Disc machine and other symbols of the Edison line. A profusion of asparagus vine was used in the decoration with good effect.

ARRANGED ATTRACTIVE WINDOW

How the Pardee-Ellenberger Co., of New Haven, Dressed Up for Football Game—New Edison Dealer in Middleboro, Mass.

BOSTON, MASS., December 8.—Manager Silliman, of the Pardee-Ellenberger Co., Inc., who was one of those who went to New Haven, Conn., for the big Harvard-Yale football game a fortnight or so ago, speaks enthusiastically of the handsome window that the Pardee-Ellenberger Co. arranged for that special occasion. The interior was made to resemble a ball field with the usual life and activity properly pictured. Some golden posts added a bright touch to the scene, which was the object of considerable attention all that day. The window of this new establishment is fifteen feet wide and lends itself to large displays admirably.

A new addition to the Edison dealers, Mr. Silliman announces, is the Cushman-Gardner Furniture Co., of Middleboro, which store is a branch of the Cushman Furniture Co., of Attleboro. The Middleboro shop, which is operated by Mr. Cushman in person, is artistically fitted up with several demonstration booths.

ATTRACTIVE WINDOW DISPLAY

LYNN, MASS., December 4.—The G. W. Lord Co., dealers in Victor-Victrolas and records at 111 Munroe street, has a most interesting exhibition of souvenirs from the Mexican border on display in its window recently. The exhibit was collected by five members of Company D, Eighth Massachusetts Regiment.

W. H. BAGSHAW Lowell, Mass.

The finest point in reproducing music on a talking machine is the needle. It takes real art to make a needle that will bring out the best music the records contain and yet not impair the record itself.

Bagshaw needles have won their international reputation for quality, because they bring out the artists at their best without injuring the record surface.

The firm of Bagshaw was established in 1870. The needles made by this company have therefore stood the test of time. To-day everybody knows Bagshaw needles are

BEST BECAUSE THEY ARE BAGSHAW

HIPOLITO LAZARO

FLORENCE MACBETH

DE PACHMANN

No one thing is so s
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the name "Columb
as the number of
nowed artists th
allied themselves
with Columbia wi
the past few month

Barrientos	Goritz	Eddy Brown	Stanley
Lazaro	Rothier	De Pachmann	Gates
Sembach	Marr	Leonhardt	Macbeth

Chicago Symphony Orchestra — Little Symphony Orchestra

No such array of famous names has ever before been assembled *in so short a time.* Nothing could tell a dealer more surely what the future of Columbia is to be than the addition of these names to a list that already numbers such artists as Bonci,

COLUMBIA GRAPHO

WOOLWORTH BUIL

LEON ROTHIER

From Photo © Georg

HELEN STANLEY

JCY GATES

gnificant
mbia has
estige of
a" to-day
vorld re-
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clusively
hin only
.

JOHANNES SEMBACH

Photo © Mishkin

MARIA BARRIENTOS

Ysaye, Hofmann, Godowsky, Fremstad, Parlow, Teyte, Ferrari Fontana, Graveure, Seagle, Casals, Nielsen, Garden, Slezak and Scott.

Here's ***something*** for you to sell Columbia product on! ***Prestige!*** Prestige of great names, prestige of quality, prestige of manufacturing processes that have lifted Columbia product to the very highest eminence of art. The prestige of a marvelous progress that is making the name "Columbia" and the "music-note" trade-mark the most significant in the entire music trade to-day.

PHONE COMPANY

DING, NEW YORK

ROBERT LEONHARDT

OTTO GORITZ

ADVERTISING AND SELLING RELATED

Mark Silverstone, Head of the Silverstone Music Co., Expresses Some Interesting Views on the Closeness of That Relation

Mark Silverstone, head of the Silverstone Music Co., St. Louis, Mo., has a wide reputation both as an advertiser and a salesman and therefore his views on these two subjects have the standing of authority. In a paper read recently before the Advertising Club of St. Louis, Mr. Silverstone made the following excellent points:

"Any industry that has a remarkable growth must attribute its success to its merchandising plan, the fundamental basis of which is advertising. Any merchandising plan that does not include advertising will not be successful. You cannot meet competition without it. Advertising creates demand which enables the retailer to come into his own in the way of increased profit and brings him in closer communion with the public. As an illustration: The name of a firm is mentioned and the reply is, 'Oh, yes, I know them.' The party may never have had any dealings with this concern and still he knows them through their progressive advertising.

"Salesmanship is a science that should be founded on common sense. Much has been said about the psychology of salesmanship, yet after all the closest psychological investigation shows the science is based absolutely upon common sense.

"The salesman must know his line thoroughly. I remember asking a newspaper advertising solicitor how half tones were made, and he answered, 'Oh, they have some sort of process, but I've never gone into the matter.' I would have had a greater amount of confidence if he could have shown his familiarity with the workings of his newspaper. The more complete his knowledge, the more convincingly he could talk and the easier and better he could have sold me. The salesman should know and put into practice any new ideas that may develop and not think that he knows it all, which reminds me of the man who went to an oculist and was told that he would lose his eyesight. He answered, 'Oh, well, it matters not, I've seen everything.'

"Tact is a most essential requisite in salesmanship. I will give you an illustration of tact. A friend of mine named George Silzer, in Des Moines, is a very busy man, very good natured and popular. Many of his friends call on him during his busy moments. He has a card printed in German, 'Ferdant ein ander stunde geschose, Nach, geschwint.' The caller sees the card and with natural curiosity inquires what does it mean. George says with a smile, 'Do you really want to know what that means?' The answer is 'Yes.' Well, here it is: 'Damn it, another hour shot to pieces, make haste.' The visitor promptly takes the hint, and George has won out through his tact. It is necessary to use different arguments on the value of your advertising when repeating visits to prospective advertisers. I can say as an advertiser that I have heard the same old story told seven times by the same salesman."

ROTTEN STONE

FOR

Record Manufacturers

ANY QUANTITY—ANY TIME

We mine and manufacture the only deposit of Rotten Stone in this country.

You aim at quality in your Records, tone quality especially. Rotten Stone is the only material which will give this in the highest degree.

Many of the largest Record producers now use our product. It is soft and velvety, tests 200 mesh, and is double air-floated. Prices moderate and shipments prompt. ***Working samples sent free on request. Express prepaid.***

PENN-KEYSTONE CO.

Keystone Minerals Co.
Sole Agents

35 EAST 21st STREET NEW YORK

NEW VOCALION HALL OPENED

Headquarters of the Aeolian Co. in Providence, R. I., Are Most Attractively Decorated

PROVIDENCE, R. I., December 3.—The new store of the Vocalion Co., known as Vocalion Hall, which was opened last week, is one of the most distinctive and attractive stores in this city. It is located on Westminster street, in the heart of the business district, and will be headquarters for the Aeolian lines in this territory. Leo. E. G. Shatney is the retail manager of the new store. The general color scheme of the warerooms is blue and gray, and the Vocalion department is equipped with six demonstrating rooms, which are attractive and most comfortable. After the first of the year the Weber-Steck, Wheelock and Stroud instruments will be carried.

INCORPORATED

A certificate of incorporation has been issued to the Telautophone Co., of Wilmington, Del., which has been organized for the purpose of manufacturing talking machines and records. The capitalization of the concern is $500,000.

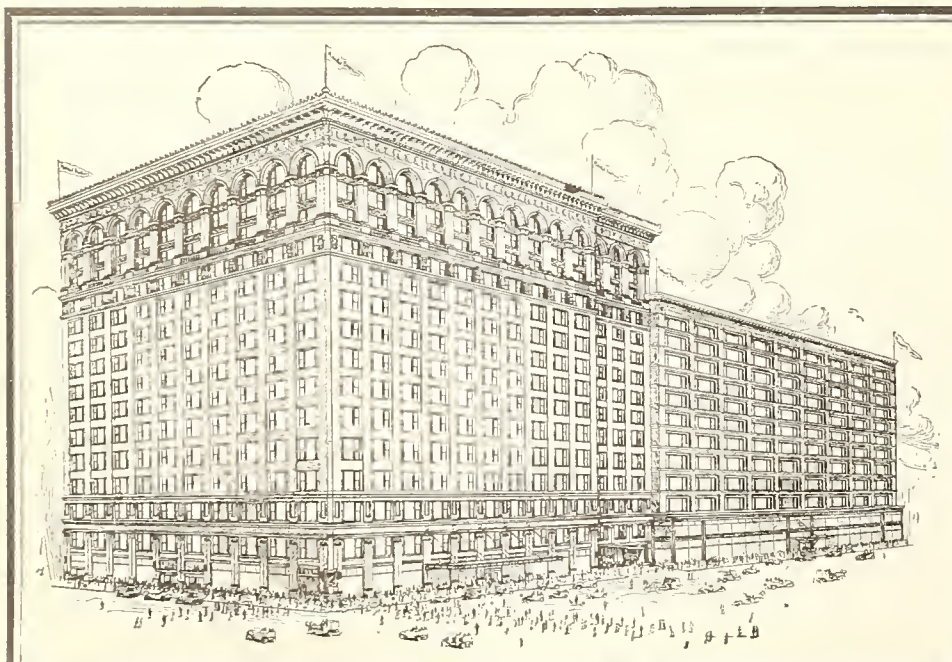
NEW FLAT TABLE TOP CABINET

Introduced by Globe-Wernicke Co.—Added to Brown Disc Cabinet Line—Adaptable for Various Styles and Makes of Machines

CINCINNATI, O., December 8.—The Globe-Wernicke Co., of this city, manufacturer of Brown's disc record cabinets, has just added to its line a flat table top cabinet which promises to be one of the most successful types of cabinets that has ever been introduced to the trade. This new cabinet is designated as Brown's disc record cabinet No. 4 T, and is the same as the regular Brown cabinet No. 4, but with a table top.

The prospectus sent out to the dealers featuring this new cabinet calls attention to the fact that it is adaptable for use with Aeolian-Vocalions, sizes D and E; Columbia Grafonolas, sizes 15, 25, 35 and 50; Victrolas 8 and 9. The top of this new cabinet measures 18¾ inches wide by 22¼ inches deep, and it is manufactured in mahogany and quartered oak. It holds 100 ten or twelve inch records.

The Globe-Wernicke Co. has been achieving phenomenal success with the Brown disc record cabinet line, and has sold these cabinets to the leading Victor dealers throughout the country. The new flat table top cabinet will enable the company to broaden its field materially, and generally interest dealers in all makes of talking machines.



THE HOME OF THE

Cortinaphone

IN CHICAGO

Messrs. Mandel Bros., one of the largest Department Stores in the world, has now established a school of languages conducted with the aid of the "Cortinaphone."

The "Cortinaphone" method consists of fifteen double face twelve-inch records of each language, giving the exact pronunciation of the language studied in conjunction with the text books furnished.

You are losing money every day that you are without this line. You owe it to yourself to investigate it.

We furnish all advertising matter free of charge.

Write us to-day

CORTINA ACADEMY OF LANGUAGES
12 EAST 46th STREET NEW YORK

WAR HAS NO EFFECT ON CANADIAN TRADE INCREASE

Holiday Talking Machine Business Breaking All Previous Records—New Machines on the Market—New Vocalion Wholesale Distribution—The Toronto Market Reviewed

TORONTO, ONT., December 4.—In Toronto as in other cities of the Dominion, the talking machine trade is now up to its ears in taking care of holiday business, which promises to exceed by many per cent. all previous records, and to be held within bounds only by the scarcity of certain types of machines. Whatever the effect of the war on the country generally, it certainly is not felt by talking machine dealers.

The Pathé Frères Phonograph Co. has placed its wholesale representation in Ontario with Geo. H. Honsberger, of this city, who became connected with the firm in October.

T. C. Wright, lately manager of the Hamilton branch of the Nordheimer Piano & Music Co., Ltd., and who was promoted to be wholesale manager of the company's Aeolian-Vocalion department here, was presented with a handsome case of pipes and a cane suitably engraved, by the staff of the Hamilton branch, as a mark of their esteem. Mr. Wright has been connected with the Nordheimer house for twenty-eight years.

The Regal Phonograph Co., 43 Queen street, East, are handling the Ideal talking machine in addition to motors and accessories.

A. R. MacDougall & Co., Ltd., 266 King street, West, are the Canadian representatives for the Alura talking machine and Operaphone records.

The Columbia Graphophone Co., Ltd., this city, has recently added fourteen new French-Canadian ten-inch records by six prominent Montreal French vocalists.

A number of ladies interested in Red Cross work in Clinton, Ont., agreed to open their homes on a certain evening for a Victrola concert—each home being open on the same evening. Tickets were sold in advance. On the evening arranged for five concerts were being conducted simultaneously in different homes.

The Music Supply Co., 36 Wellington street, East, this city, have been appointed agents for the Province of Ontario, for the Manophone manufactured by James Manoil Co., Inc., Newburgh, N. Y.

The Nordheimer Piano and Music Co., Ltd., have announced to the public the addition of Columbia Grafonolas and records to their phonographic department.

On a visit to New York recently Mr. Montagnes, of I. Montagnes & Co., Canadian distributors of Sonora phonographs, in Toronto, arranged for still larger shipments for immediate delivery. The members of this firm are immensely pleased with the results of fall trade to date. While in New York Mr. Montagnes arranged for distribtion to their dealers of a very expensive and handsomely gotten-up publication, entitled "Sales Helps for Dealers." This is not sold nor given to the dealer, but lent to him, remaining the property of the Sonora Co.

Homer D. Kresge, advertising manager of the R. S. Williams & Sons Co., Ltd., for the past six months, has been appointed sales manager of the wholesale phonograph division of this company, from which position he will keep in close touch with the Edison dealers throughout the country, and endeavor to promote their sales and efficiency by an active program.

The offices of Pathé Frères Phonograph Co. have been removed from Victoria street to the factory purchased by this firm at 4 and 6 Clifford street.

"September business was 80 per cent. over September of last year," announced John A. Sabine of the Music Supply Co., referirng to their sales of Columbia lines, "and the October increase was still greater."

Six Canadian towns, Belleville, Napanee, St. Mary's Brockville, London and Ingersoll were recently visited by Hardy Williamson, who sang in direct comparison with his own voice as recreated by the New Edison Diamond Disc machine. The music critic of the London Advertiser says of the concert in that town: "Mechanical voice and human cannot be distinguished apart."

The Carola Co., of Canada, Ltd., has been incorporated with a capital stock of $40,000 by Warren K. Cook, Herman R. Peterson and Frank J. Foley, all of Toronto, Ont., to manufacture phonographs, etc.

A number of the Brunswick phonographs are now on display at the showrooms of the Brunswick-Balke-Collender Co., in this city. These are the production of their own factory at Toronto, the cabinets being in mahogany.

The Brant-Ola phonograph is the newest product of the Brantford Piano Case Co.'s factory. Since commencing the manufacture of cabinets this firm have been impressed with the possibilities of the phonographic field hence the new one.

Musical Instruments, Ltd., have been incorporated in Toronto, Ont.

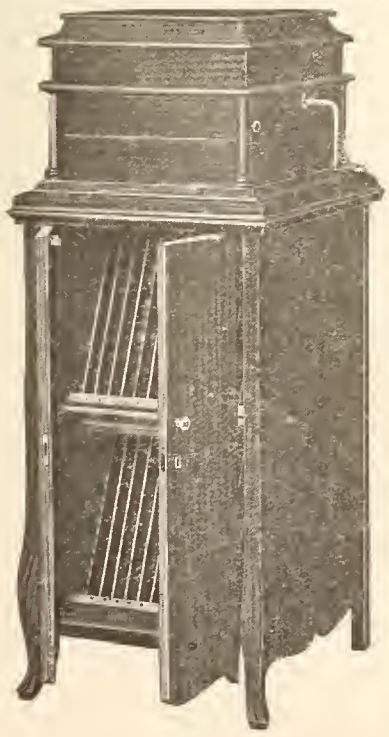
A special department has been organized for the wholesale distribution of the Vocalion in Canada. This department has been placed in charge of T. C. Wright until recently manager of the Nordheimer Piano & Music Co., Ltd., branch in Hamilton, Ont., and a life-long member of the Nordheimer organization. Already the Nordheimer Co. has received applications for agencies from some of the most successful and representative dealers in Canada. They are spending a large appropriation in newspaper advertising which is bringing splendid results to date.

The Dominion Phonograph Co., of this city, has recently registered.

The Robert Simpson Co., Ltd., have opened up a phonograph department on the sixth floor of their store featuring Pathé and Edison lines.

The Diamond Disc Shop, of Peoria, Ill., has been incorporated with a capital stock of $12,000 by James P. Lacey, Geo. H. Buser and Myrtle Buser.

LONG CABINETS



D 83

In all finishes. Specially adapted for use with Columbia 50. Front posts made to follow lines of posts on Columbia 75.

FIRST and FOREMOST

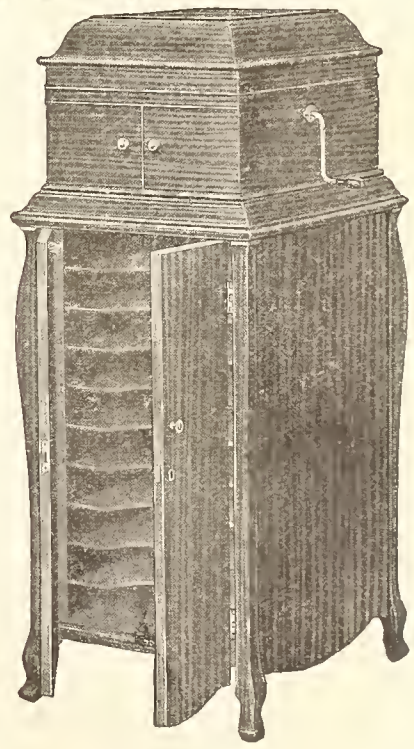
In the cabinet field.

Why? Because we've ***specialized*** in

CONSTRUCTION
FINISH and
ADAPTABILITY

Our supremacy in these essentials warrants your handling ***the perfect line.***

That's why you should anticipate your wants NOW, ***when the season's at its height.***



D 79

In all finishes. Shown with top moulding and shelves. Specially adapted for use with Victrola IX.

Prompt deliveries on all orders. Write for Illustrated Catalogue of complete line

THE GEO. A. LONG CABINET COMPANY
HANOVER, PA.

Now and After Christmas

Most Victor Dealers know from experience that the demand for Records does NOT let down after Christmas.

The newly sold machines call for just so many new Records, and the owners of the older machines take the usual interest in new numbers.

Your Record business, both now and after Christmas, is frankly solicited by this Victor Distributing House.

We are able to fill your orders for Records in practically any amount.

You realize that the future of your talking machine business lies in Records, not the machines.

Much of the success you achieve depends on the character of your distributer's service.

We are most anxious to co-operate with you.

Schmelzer Arms Co.
KANSAS CITY, MO.
Distributers for The Victor Talking Machine Co.

Looking back one year at the Columbia progress ought to make it easy for you to look ahead one year and make a pretty good guess.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

HOLIDAY TRADE BRINGS PROBLEMS IN INDIANAPOLIS

High Cost of Living and Influx of Many New Machines Expected to Have Some Effect on Trade Generally—Most Concerns Report Increases—After Fraudulent Advertising

INDIANAPOLIS, IND., December 5.—Indianapolis talking machine dealers are wondering how much effect the high cost of living will have on their holiday sales. While most of the dealers are taking an optimistic outlook, there are some who confidentially admit they do not expect as big business this year as last year.

Another factor which all the dealers admit will cut into the individual dealers' sales record is the fact that Indianapolis has been practically flooded with different kinds of new talking machines within the last six months. Every large furniture store and department store is now selling some kind of talking machine. The advertising columns of the newspapers contain many display ads of the various machines. The secretary of the Indianapolis Better Business Bureau, which is fighting fraudulent advertising, in addressing a meeting of the Indianapolis Credit Men's Association last week called attention to the way in which the talking machines were being advertised.

"There have been many new machines placed on the market recently, and some claims are being made that some of these cheaper machines are in every respect equal to the standard and higher-priced machines," he said. "Although we have not had any complaints as yet, we are expecting to get some."

It was made clear that the bureau was concerned only in any misleading statements that might be made in the advertisements, and no attack was made on the cheaper machines themselves. Most of the merchants who are handling the low-priced machines have been very fair in their advertisements.

The wholesale houses are struggling to fill their out-of-town orders. All of them declare they have more orders than they can readily handle.

Walter E. Kipp, of the Kipp Phonograph Co., said that business was being guided solely by the amount of goods obtained from the factory.

"I have never seen business so prosperous throughout the entire zone," declared Mr. Kipp. Helen Clarke and Herman Sevely, two Edison artists, have been making tone tests for a number of Mr. Kipp's dealers, and Mr. Kipp reports that the dealers are enthusiastic over the results.

M. Tobin, of the Pathé Pathephone Shop, says that his dealers everywhere report prosperous conditions. Mr. Tobin is expecting a big holiday sales record, especially in the wholesale field.

The Stewart Talking Machine Co., distributors of the Victrola line, is going at top speed to keep up with its business. The advertising the Victor Co. is doing before the holidays is tending to stimulate Victrola business more than ever both in the wholesale and retail fields.

A. W. Roos, manager of the Columbia store, reports that the wholesale orders are running more than 100 per cent. ahead of those of last year. Mr. Roos accounts for part of this increase as the result of additions made to his territory. The total sales for November were the largest in the history of the local branch.

Steinway & Sons have completed the installing of the Columbia line, and Edgar Daab, local manager, is expecting to get his share of the Columbia business.

F. J. Clark, manager of the Dictaphone department of the Columbia store, is working hard to win one of the trips to the January meeting of the Dictaphone salesmen in New York.

Paul Furnas, manager of the Aeolian branch, is commenting on the marked increase in business in the Vocalion department. The Aeolian Co. has been doing some effective billboard advertising of the Vocalions along with the newspaper advertising.

At the Starr Piano Co. store, the Starr phonograph is being displayed to good advantage, and it should prove to be among the leaders in the holiday sales.

The Pearson Piano Co. continues to feature the "Hear Them Both" policy in their sale of the Edison and Victor machines. The E. L. Lennox Piano Co. is likewise pushing both the machines.

At the Fuller-Wagner Music Co. the Victrola and the Victor records continue in strong demand.

With the Columbia, Edison, Victrola and Sonora lines, the Carlin Music Co. is going after the holiday business strongly in its newspaper advertising.

The latest addition to the growing talking machine family in Indianapolis is the Windsor talking machine, handled by Sanders & Recker, a large furniture house.

The Indianapolis "American Electrical Week" is being held this week, and a large display is being given in Tomlinson Hall. A number of the talking machine dealers have exhibits at the show.

The Stewart Talking Machine Co. announces that Conrad Schellschmidt has been made head of their repair department. In Prof. Schellschmidt the Stewart Co. has a man in whom all the employes are interested.

With him the adjustment of a Victor motor or the erasing of a scar from a mahogany cabinet is a profound bit of science. His duties now are to instruct the other repair men.

The professor has been with the company since it started out in a single room to the present time, when it has a six-story building.

Murray E. Ness has sold his interest in the York Phonograph Co., of 216 West Market street, York, Pa., to Alfred T. Scarborough and N. S. Wisman, the two other members of the firm.

NOW IS THE TIME WHEN SERVICE COUNTS

TRY "AMERICAN" SERVICE

VICTOR VICTROLAS **IT'S GOOD ALL THE YEAR ROUND** **VICTOR RECORDS**

IF YOU HAVE NOT BEEN USING IT DURING 1916, MAKE A RESOLUTION TO START THE "NEW YEAR" RIGHT AND USE IT DURING 1917.

BE AN "ALL YEAR ROUND" "AMERICAN" DEALER

WE WISH THE BEST OF GOOD LUCK AND A MERRY CHRISTMAS AND A HAPPY NEW YEAR TO ALL OUR DEALERS

AMERICAN TALKING MACHINE COMPANY

368 LIVINGSTON ST. ***Victor Distributors*** **BROOKLYN, N. Y.**

NEWS OF THE MILWAUKEE TRADE

Several New Lines of Machines Well Received —Shortage of Leading Makes—Dealers Carrying on Active Holiday Campaigns

MILWAUKEE, WIS., December 5.—The situation in the Milwaukee talking machine trade is the most remarkable that has ever been known. While almost every jobber and retailer is certain to run short of stocks before the holidays, the entire trade is engaged at this time in the sharpest drive for business in the history of the trade. Talking machine advertising never has been so heavy and so forceful and is creating a tremendous demand. It was possible only in a few instances to get deliveries from factories in sufficient volume to tide dealers over the holiday season before the acute car shortage, together with congestion in the factories, reduced production and shipments to a degree all out of line with the anticipated requirements. Under these conditions it would, at first glance, appear a waste of money to continue to advertise, when it is reasonably certain that not nearly all of the orders can be filled, but Milwaukee dealers are building for the future, and regardless of the situation that will be created before Christmas eve, the "punch" of the campaign will live a long time afterward and bring its returns.

"We are straining every nerve to adjust our supply to meet the demand, and while we cannot expect to fill all orders, we will at least show our patrons that we showed no discrimination," said Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobbers. "In some ways the situation is a very good one, for it removes the temptation of dealers to overload. Nevertheless, it is a merry fight and in spite of its unfavorable features, keeps us in splendid humor." Mr. Goldsmith has been carrying the brunt of the work, his brother, S. W. Goldsmith, being at the Mayor Hospital in Rochester, Minn., for treatment. George F. Ruez, president, has been spending a week to ten days in Ishpeming, Mich., to attend the wedding of his sister-in-law.

The Brunswick, distributed through the regular Milwaukee branch of the Brunswick-Balke-Collender Co., 275-279 West Water street, has received an enthusiastic reception in this territory, according to Manager Thomas I. Kidd. The Milwaukee county exclusive agency has been placed with Emil O. Schmidt, who has just re-engaged in the piano and music business and formally opened his new quarters at 218-224 Plankinton Arcade on December 1.

The Phonograph Co. of Milwaukee, Edison jobber for Wisconsin and Upper Michigan, is another large distributing house which fears a serious shortage of goods before the end of the year. William A. Schmidt, manager, reports an overwhelming demand from all parts of the territory. Retail business in Milwaukee and vicinity, handled by the Edison Shop, a part of the Schmidt organization, is beyond anything ever experienced. The formal opening of the enlarged quarters was held November 22. "Diamond Disc" hall, the new recital and concert auditorium which occupies most of the large store building added to the Shop, was dedicated at this time.

The C. W. Fischer Furniture Co., 217-223 Second street, which has been retailing the Pathé and Fraad with much success, has taken an exclusive agency for the Windsor in Milwaukee. Edward Meyer is manager of the Windsor department.

The demand for the Sonora Phonograph is simply enormous, according to Charles J. Orth. "This probably is due to the extensive newspaper advertising done in the local papers," said Mr. Orth. "The prime favorite is the Elite at $175, followed by the Baby Grand at $150. The Grand at $225 also is a good seller. We expect to receive a Supreme at $1,000 before Christmas and already have one order booked from a wealthy Sonora admirer in Milwaukee."

Mr. Orth purchased his Christmas stock in August and has been adding to it constantly. However, appearances indicate that there will not be one left by January 1. W. H. Heise and W. Roelke, two well-known phonograph men of Milwaukee, have joined Mr. Orth's sales force.

A. G. Kunde, 516 Grand avenue, Columbia distributor and retailer, is celebrating his eighth anniversary in that capacity. Mr. Kunde started business in a modest way at 413 Grand avenue, and after one year moved to the present commodious quarters at 516 Grand avenue. A warehouse is maintained on Fond du Lac avenue. Mr. Kunde carries a stock of more than 50,000 records, and aims to carry 1,000 machines of the sixteen Columbia styles, although the demand is so brisk that he is considerably behind at this time.

George M. Winslow, who has been in the music business at Waukesha, Wis., for some time, has sold an interest to Bert White, and incorporated as the Winslow Music Co., with $5,000 capital. The company is featuring the Sonora phonograph.

Gustave Spankus, of the Boston Store Victrola department, has resigned to become associated with the Hoeffler Mfg. Co., distributor of the Starr.

Every statement and invoice mailed by Gimbel Bros.' department store at Milwaukee on December 1 contained a "cut-out" of the famous Victor pup, on the reverse side of which was printed: "Every indication points to an embarrassing shortage before Christmas time in Victrolas and records. Protect yourself by placing your order early at Gimbel's. Just now we are splendidly equipped to take care of your wants." Leslie C. Parker, Victrola manager at Gimbel's, reports that the "stunt" already resulted in hundreds of inquiries and actual sales.

The Aeolian-Vocalion is distinguishing itself as one of the most popular phonographs that is being marketed in Milwaukee and Wisconsin. Paul A. Seeger, manager of the phonograph department of the Edmund Gram Music House, unloaded two full carloads this week, and of these, more than one-half went direct to homes.

H. M. Hahn is manager of the Edison department of the C. Niss & Sons Furniture Co., instead of T. B. Schreiter, who was noted in the last issue as joining the Niss store in that capacity. Mr. Schreiter has become a member of Mr. Hahn's sales force.

Miss Margaret Schumacher, for some time head of the Pathe department at Jung Bros. Co., Sheboygan, Wis., on December 1 joined the Victrola department of the Milwaukee Boston Store, of which J. P. Schoonmaker is manager. Miss Blanche Brewster, until now with Schuster's, Milwaukee, is another new member of Mr. Schoonmaker's staff.

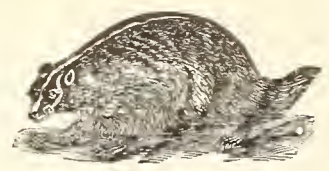
The Flanner-Hafsoos Music House has increased the force in its Edison department. B. H. Buelow is a new salesman and Miss Esther Bauman has taken charge of the record department.

Thomas A. McGrath, who has been head of the service departments of several large talking machine shops in Milwaukee, has joined the Pathephone Co. of Wisconsin as service man for the Wisconsin and Upper Michigan territory.

Otto F. Leidel is a new member of the sales force of the Edison Shop, 211-215 Third street, under Herbert W. Gausewitz, retail sales manager.

Richard A. Zinke, manager of the Badger Talking Machine Shop, reports that November business was by far the largest of any month since the house was established two and one-half years ago, and December will doubtless break even this remarkable record.

The Frank E. Shultz Music House, 124 Third street, Baraboo, Wis., takes the Victrola agency by the purchase of the business of the W. H. Aton Piano Co., of that city. Miss M. Desmond is manager of the Victor department.



PERSONAL SERVICE

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

Why not communicate at once with us?

BADGER TALKING MACHINE CO. 135 Second Street MILWAUKEE, WIS.

VICTOR DISTRIBUTORS

LANSING

Khaki Moving Covers

Protect from Cold or Stormy Weather

and will enable you to deliver your phonographs free of blemishes of all kinds.

No. 3 Carrying Strap Shown in Cut, $1.00

THESE covers are made of Government Khaki, interlined with heavy felt or cotton, fleece-lined, quilted and properly manufactured. Perfect protection in all weather.

GRADE B $5.00

GRADE A $7.50

Carrying Straps Extra

Use the Lansing Khaki Moving Cover and your delivery troubles will be over.

Write for booklet

E. H. LANSING

611 Washington St. BOSTON

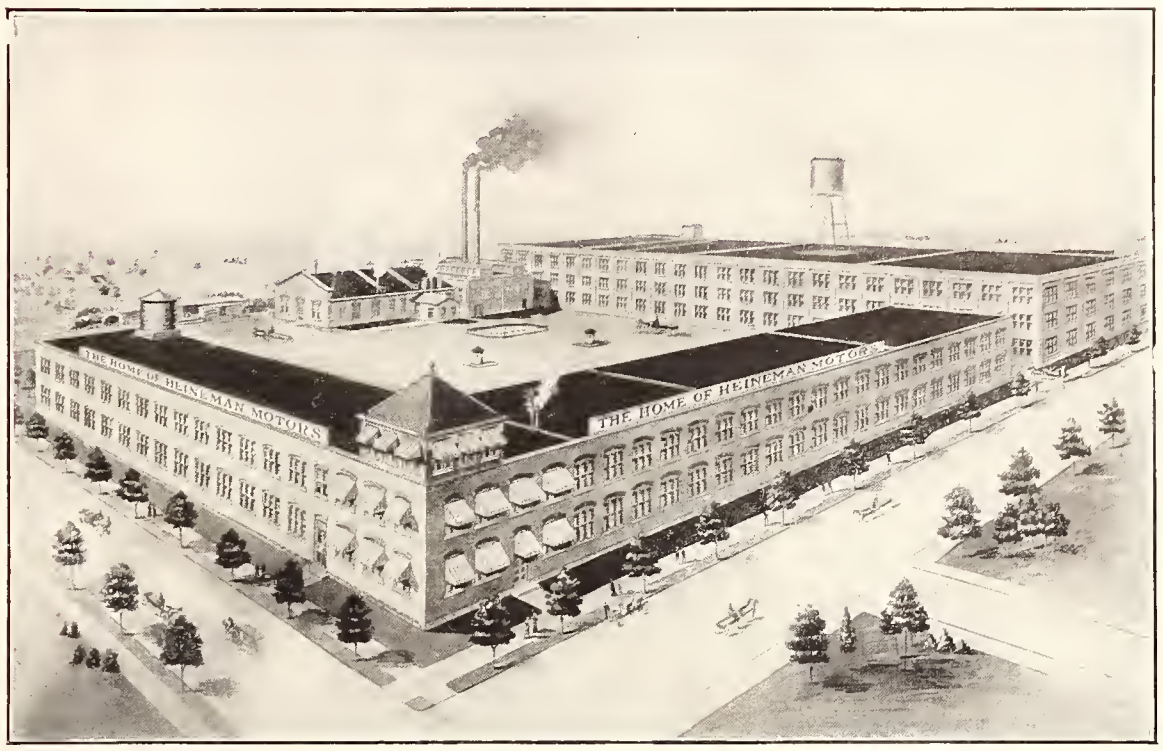
Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORY, ELYRIA, OHIO

CHICAGO ATLANTA SEATTLE



The Home of Heineman Motors, Elyria, O.
The Largest and Busiest Phonograph Motor Factory in the World
24 Hours Per Day—6 Days a Week

TO OUR PATRONS

We take this opportunity of thanking the phonograph trade for their patronage during the past year which has made possible the gratifying success of the "Motor of Quality."

We sincerely appreciate this patronage, and in order to give our clients maximum service and co-operation we have considerably enlarged every department in our factory; thereby enabling us to adequately handle our business the coming year.

The illustrations on the following pages will give a fair idea of the magnitude of our plant, the growth of which we attribute to the continued courtesies extended us by our patrons.

Otto Heineman
President

A Section of the New York Offices

A View in the Chicago Office

Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORY, ELYRIA, OHIO

CHICAGO ATLANTA SEATTLE

A VISIT to the Home of the "Heineman Motor of Quality" at Elyria, Ohio, quickly reveals the secret of the success with which the Heineman Motor, within the short time of two years, has met in the Talking Machine Industry of America and far beyond. For the watchwords "Quality and Efficiency" seem to be writ largely across the very threshold of every department.

1. Factory Office

The Heineman concern takes a particular—and we think justified—pride in the fact that its "Motor of Quality" is the product of co-operative quality in the truest sense of the word: Quality of material, quality of equipment, quality of workmanship.

The following illustrations, interesting and instructive as they are, can only inadequately convey an idea of the vastness, intricacy and yet completeness of an organization whose efforts are all concentrated upon one object and one only—namely—the continued and uninterrupted success of the Heineman Motor.

When it is borne in mind that, for instance, the standard Heineman Motor No. 3—to take one of the most popular types of the various designs turned out at the Heineman factory—is composed of not less than 139 individual parts and that each and every one of these 139 parts is manufactured within the walls of the Elyria Works, it will be readily seen that, if anywhere at all, it is at the Heineman factory where accuracy, reliability and perfection can be counted upon, because, except for raw material, the production of the Heineman Motor is not dependent upon any outside help or sources of supply for any of its parts, from the smallest screw to the largest gear wheel or motor frame itself.

2. Factory Office

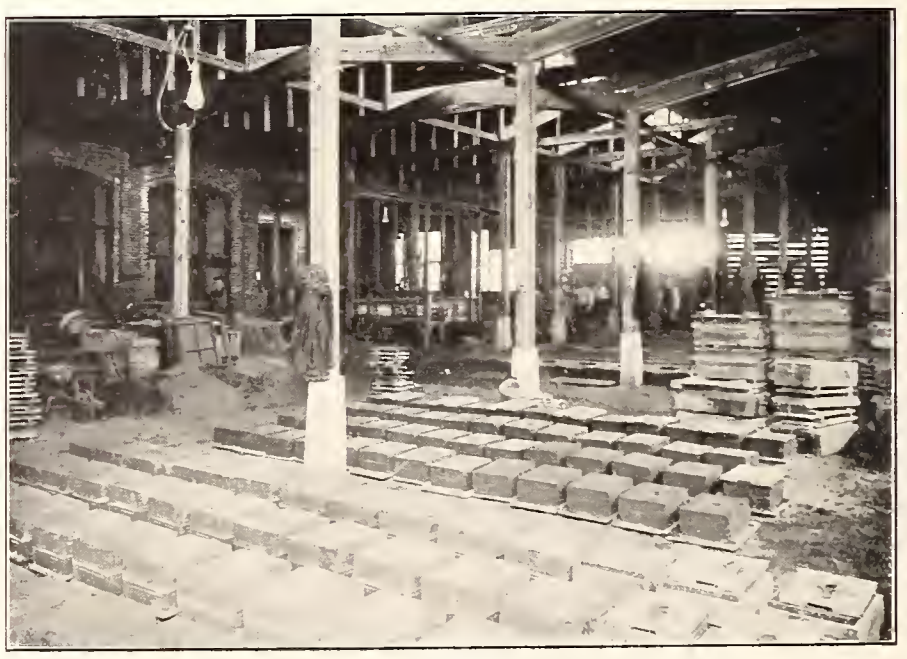
Even such—to the ordinary mind remote seeming—little details as, for instance, the oil which is used for the various bearings of the motor, or the wax used for the soundboxes, are "home products," being the outcome of innumerable experiments, tests and trials.

All of which shows that no effort is spared, no problem too difficult, no process, part or operation considered too small or too insignificant to be left to take care of itself.

The spirit of thoroughness and efficiency greets the visitor as soon as he enters the precincts of the Heineman factory.

Our first two illustrations (Figs. 1 and 2) show part of the

3. Grinding and Polishing Rough Castings



4. Foundry

factory office, which, like the "shop" itself, is equipped with every modern time and labor-saving device imaginable. Here "system" reigns supreme.

We hurriedly pass the Long Distance Telephone Room (with direct line to New York Head Office), the Record, Filing, Typists' and Mailing Rooms, to enter the Grinding and Polishing Department (Fig. 3), where the rough castings coming from the adjacent Foundry (Figs. 4 and 5) undergo their first roughing operations.

5. Foundry (Another View)

From here they are passed on to the Drilling and Tapping Departments (Figs. 6 and 7), where automatic machinery provides each casting, at one single operation, with all the many holes of various sizes and depths required in the Assembling process.

The next operation we see is in the Spring Winding Department (Fig. 9), where the motor springs are wound and greased and placed in the spring barrels. These are made in the Punch Press Department (Figs. 10 and 10a) and stored in the Stock Room, a corner of which is shown in Fig. 11, giving an idea of the quantity of barrels it is necessary always to carry, in order to satisfy the requirements of the Spring Winding Room.

6. Drill Presses

Figure 12 shows one of the most important departments. It is the Automatic Machine section. Here on a floor space of 12,000 sq. ft. 51 machines, every one a masterpiece of human genius, turn iron, steel and brass raw stock into screws, handles, nuts, governor weights, turntable spindles, bushings of all kinds, spacers, etc., with mathematical precision, every one like the other

7. Drilling and Tapping

down to the thousandth part of an inch, at so many per minute day and night. Watching one of these machines compels your admiration for the patience, ingenuity and untiring energy with which human brains have succeeded in overcoming almost insurmountable problems in turning out these marvels of engineering. We observe how a steel rod will enter from one end in rapid rotation, how powerful clutches get hold of it and place it in position. A cutting wheel or two, or even more, advance and eat their way into and down along the rod, stop and return. Another tool automatically takes their place, cuts off the part at a pre-arranged position and an arm comes forward, almost looking as if it were

9. Spring Winding

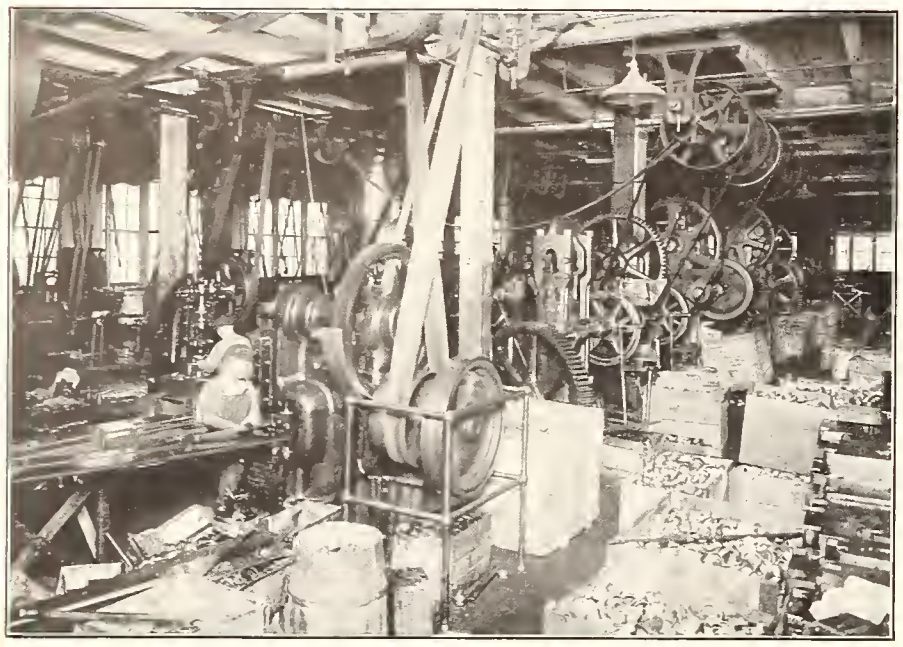
Otto Heineman Phonograph Supply Co.

INCORPORATED

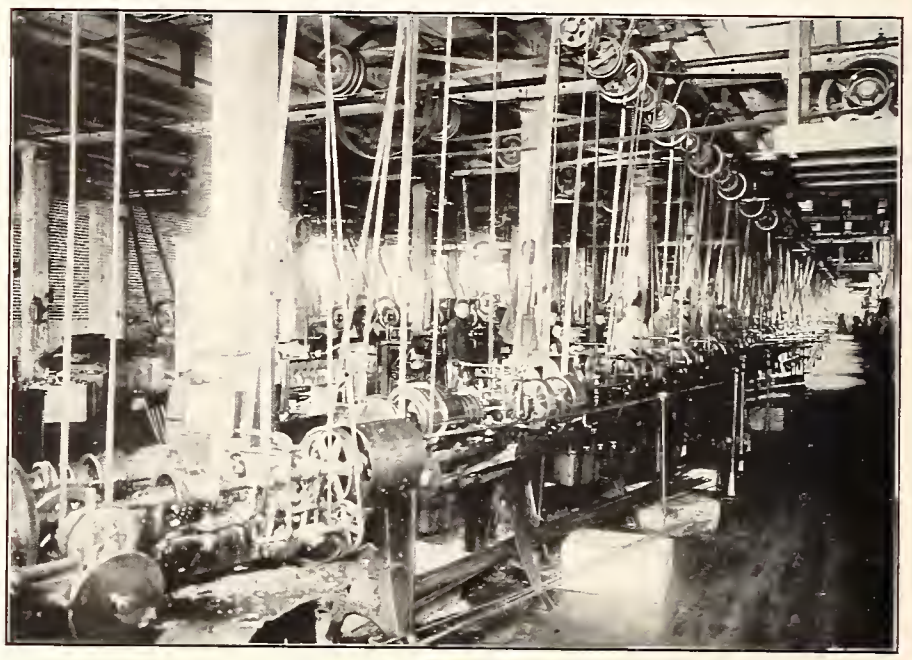
25 WEST 45th STREET, NEW YORK

FACTORY, ELYRIA, OHIO

CHICAGO ATLANTA SEATTLE

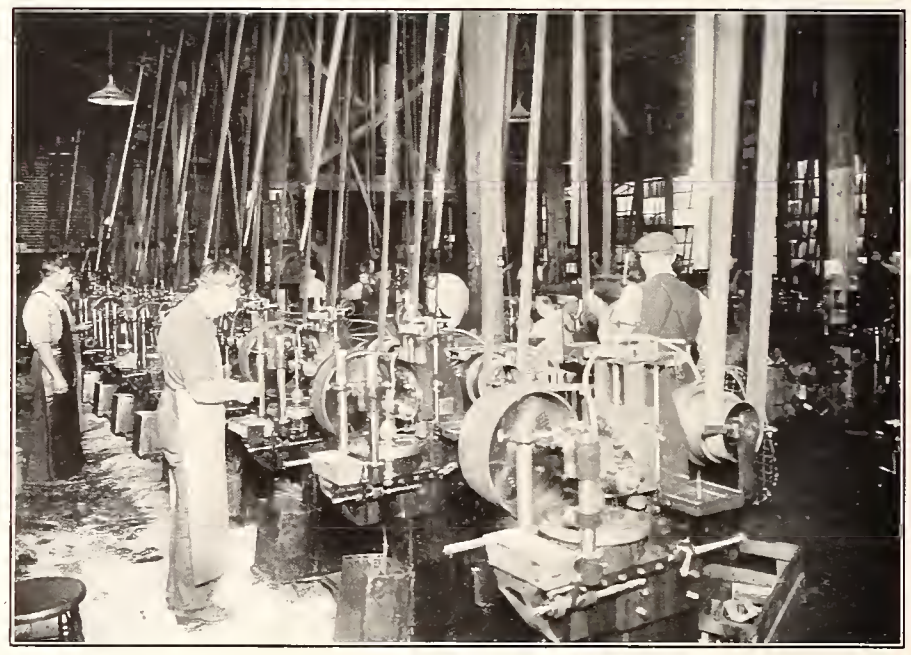


10. Punch Presses



12. Automatic Screw Machines

10a. Punch Presses

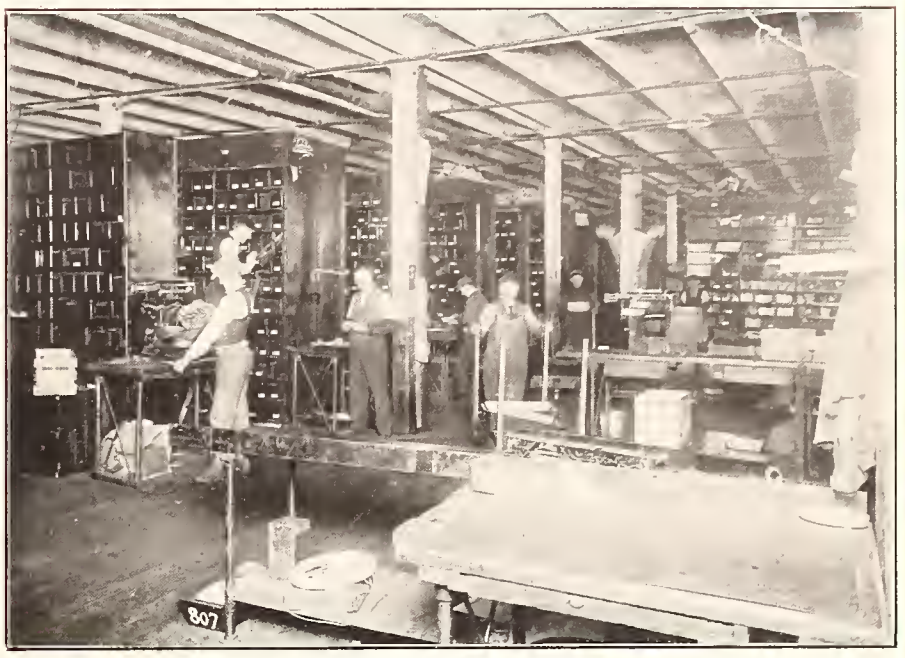


13. Gear Hobbers

11. A Corner of the Stock Room

14. Milling Machines and Fibre Cutters

15. Bench Lathes



17. Piece Part Stock Room

equipped with a human hand, grips the part, places it into another position, a few revolutions, a pressure, a click and down into the tray drops the finished part, the whole work having taken only a few seconds. In fact, before we have had time to examine in wonder and surprise, the beautiful finish, the faultless exactitude, the mathematical correctness of the article which is still warm from the strenuous operations it has just gone through with lightning rapidity, the machine has gone on doing its ceaseless work and another piece identical with the one we are just examining drops into the tray, and still another, and still another. As already mentioned, there are no less than 51 of these machines set up in rank and file, as you see from the illustration, and if you bear in mind that the man standing at the end of the aisle is a powerful six-footer, it will give you an idea of the length and expanse of this department alone.

Figures 13, 14 and 15 show the automatic gear-cutting, milling and bench lathes.

All the multitude of special tools required for these hundreds of machines of all types, sizes and designs are cut, made and supplied by the Tool-Making Department (Fig. 16), where an expert corps of engineers is constantly at work designing, evolving and making new tools and new time- and labor-saving devices for insuring an uninterrupted and sufficient supply of every part that goes to build "Motors of Quality."

All piece parts as they come from the various departments and have passed inspection, congregate in the Piece Part Stock Room (Fig. 17), whence they are issued upon requisition from the Assembling Department. Before proceeding to the latter, let us pass through the Enameling, Plating and Polishing Departments (Fig. 18, 19 and 20), where Diamond-Black, Nickel and, for the highest class motors, even Gold, with the aid of heat, electrical current and chemical science, are contributing their share towards the success of Heineman Motors.

We now enter the Assembling Department (Figs. 21, 22 and 22a), the center to which all other departments merge and supply their output, and where the building proper of the motor takes place. It is here where we see the actual birth of the motor, so to speak. On 14 large and wide benches, hundreds of skillful hands assem-

16. Tool Making

18. A Section of Enameling Ovens

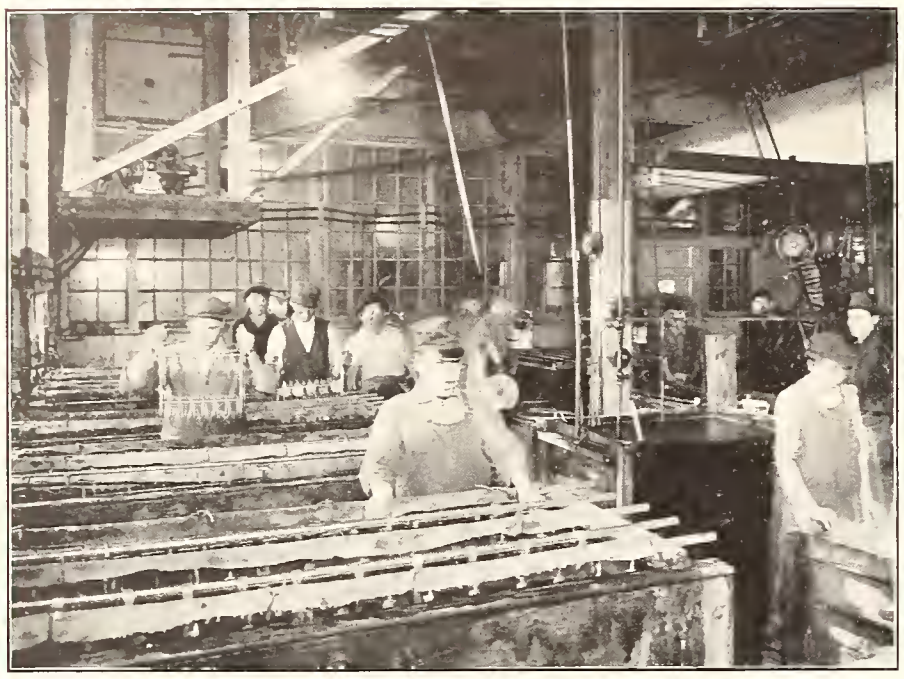
Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORY, ELYRIA, OHIO

CHICAGO ATLANTA SEATTLE



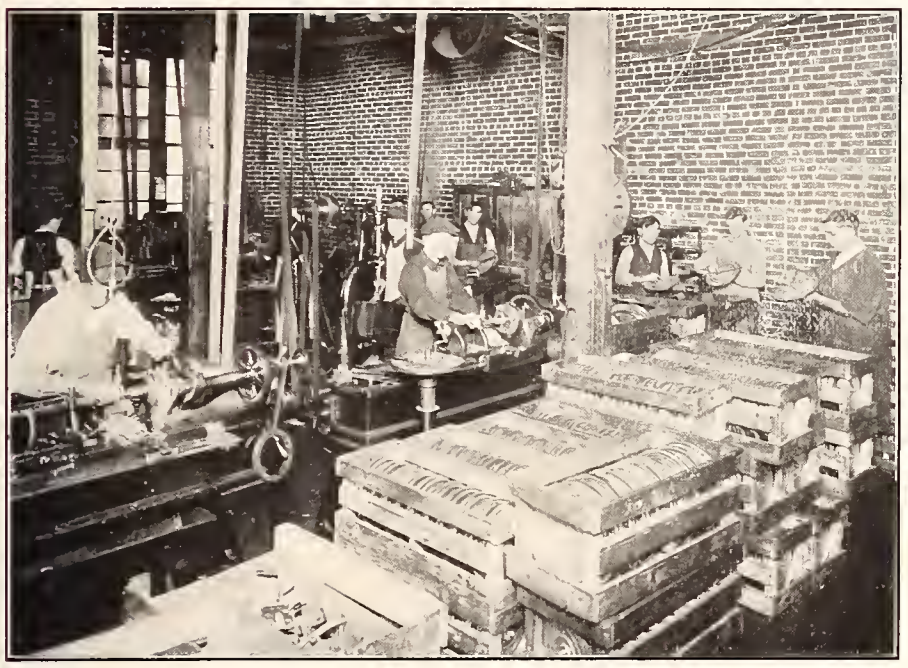
19. Plating Room

20. Polishing and Buffing

21. Motor Assembling

22. Motor Assembling

22a. Motor Assembling



23. Turntable Balancing and Lathes

25. Soundbox Assembling

ble, set, put together and adjust frames, spring barrels, gears, bearings, governors, brakes, and all the numerous other pieces and parts that go to make up a complete motor.

The next two illustrations (Figs. 23 and 24) show us how the turntables are made, balanced, covered with felt and tested, while Figs. 25 and 26 take us to the Soundbox Department and Armature Winding.

Fig. 27 shows a corner of the Packing Room and Fig. 28 the Shipping Department.

A glance in the power house (Fig. 29) reveals to us two 300 H. P. Compound Ball Engines direct connected to two Crocker-Wheeler 200 K. W. Generators, providing power and light throughout the factory. Also a twin Hot Blower System for heating the entire establishment. A 1,000 H. P. Feed-Water Heater and Feed-Pump insures a constant supply to the boilers.

This completes our visit, during which we have traversed an area of 203,000 sq. ft.

We are, therefore, glad to take a little rest in the Conference Room (Fig. 30), where we are just in time to attend a meeting of all the Department Heads and Foremen. These meetings are held once every week and all points of interest and new suggestions for improvements are brought up and thoroughly gone into, so that no opportunity or chance should be missed, of however small importance it might appear, to obtain the highest efficiency possible. In connection with this subject, it is interesting to note that personal initiative and individual ambition are encouraged throughout the factory in every way. Thus special prizes are offered for improvements in apparatus used in the various departments, monthly premiums are paid to those departments which have been adjudicated the cleanest and tidiest in

24. Turntable Covering and Testing

26. Armature Winding

Otto Heineman Phonograph Supply Co.

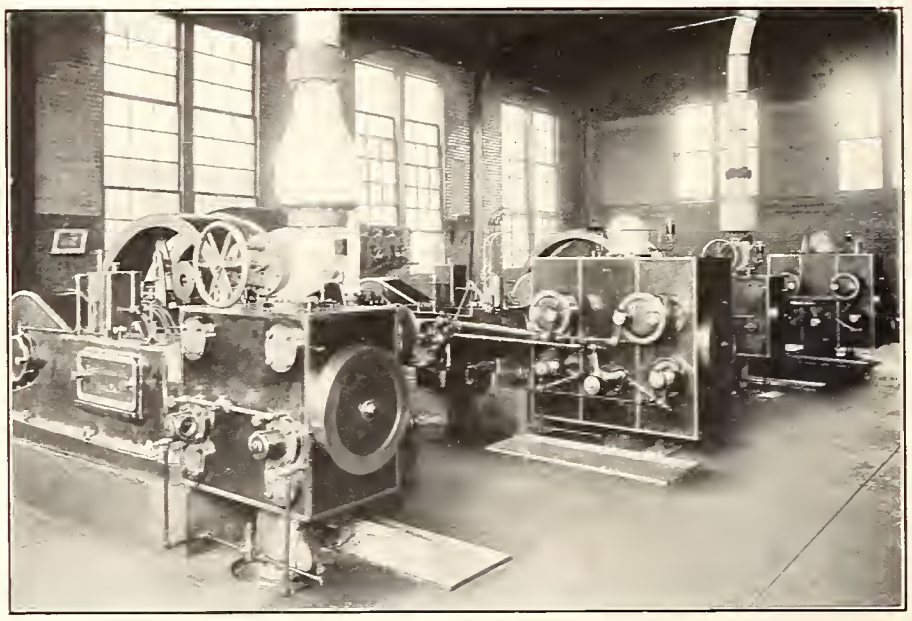
INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORY, ELYRIA, OHIO

CHICAGO ATLANTA SEATTLE

27. A Corner of the Packing Room



29. Power Plant

the past months, special inducements are held out for increased production—in short, no effort is spared to insure a 100% efficiency.

Nor does the interest taken by the firm in its product end with making, selling and shipping same, for a special Service Department for the benefit of Talking Machine Manufacturers who use Heineman Motors places at their disposal any advice or assistance they may require—a policy of co-operation with the customer which is greatly appreciated by him.

From the foregoing brief description, it will be seen how the Heineman concern, with an army of over 1,000 competent and qualified members, is constantly striving to uphold and add to that reputation which, thanks to the experience, enterprise, sound principles and far-sighted policies of its head and founder, it has established in such a miraculous short time for its

"Motor of Quality."

28. Shipping Department

30. Department Heads and Foremen

It's safe to say because it's easy to prove —that Columbia Dance Records, made under G. Hepburn Wilson's supervision, maintain an unparalleled high average.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

VICTROLA FOR NOTED MUSICAL CLUB

Kansas City Musical Club to Use Instrument in Studying Various Forms of Instrumental Music—An Exclusive Organization

KANSAS CITY, Mo., December 4.—One of the finest compliments to the Victrola that has ever been paid in Kansas City was the purchase of a machine by the Kansas City Musical Club, and the adoption of the Victrola as the educational feature with respect to various instruments and classes of music. This selection is of particular interest to Kansas Citians, who know, and have known for years, of the high standards of the Musical Club. It is composed of amateur musicians, ladies only, and limited to fifty. Admission is after stringent examination by committees—the applicant performing behind a screen, so that only the performance is considered, the committee not even knowing who the prospective member is. Applicants who fail but show talent or promise, are admitted to a students' department, where they are coached by the members, and later perhaps may be admitted to full membership. This club holds regular sessions, at which instruments or various phases of music are studied; usually a professional of high attainments is employed to demonstrate the instrument, or to sing. At a recent meeting, for instance, the club studied the clarinet, oboe, flute and harp, separately and in their relations to each other. Many of the members own Victrolas, and the club finally decided that it could accomplish its purpose better by means of the talking machine and its wide resource of records, than by seeking persons who could demonstrate high standards for their particular subjects. The record catalog of the Victor Co. was therefore a very important factor in the selection of the Victrola.

Another very important feature of the selection, was that the club went to the Victrola department of the Geo. B. Peck Dry Goods Co. to buy its machine, and arrange for assistance in the selection of records for its meetings and its library. Manager Ditzell, of this department, has been particularly zealous in his co-operation with musical educational enterprises in Kansas City; and no musical event is allowed to pass without some reference in the advertising, some calling of attention to records relating to the event, or some personal assistance from Mr. Ditzell in support of the project. Thus, it seems that the Musical Club turned without much discussion to the Peck Victrola department when it decided on a talking machine. The department is co-operating fully, a considerable task being the selection of records to meet the exact needs of the club for its very technical purposes.

WORLD AD GETS ORDER FROM CHINA

The Geo. A. Smith-Schifflin Co., 136 Liberty street, New York, decalcomanie manufacturers, recently received a letter from James Lau & Co., music dealers, Hong Kong, China, requesting them to forward samples and price lists of decalcomanie name plates, and stating they read the above company's advertisement in The Talking Machine World, which of course is just another instance of the results foreign territory advertisers receive by using the columns of The World.

THE UNUSUAL ATTRACTS ATTENTION

Figure of Howling Canine Helps to Advertise New Book to Victrola Owners

As has been said before it is the unusual that attracts attention.

The passive, attentive Victor dog is familiar to practically every one in the land not afflicted with eye trouble, and its appearance denotes that the store is handling Victor goods. The

Advertising a Victor Opera Book

figure of a howling canine, however, is not often seen, therefore attracts attention.

The accompanying cut shows the manner in which Finch & Hahn, of Schenectady, N. Y., featured the new book, "Grand Opera With a Victrola" in their window display, the howling dog indicating the degree of vocal effort usually associated with grand opera, and with both the cover and the inside pages of the book open to view, the passerby had no trouble in finding out just what the display was about. The actual results proved its success.

DITSON RECORD SERVICE

Christmas Greetings

Nineteen seventeen is coming, and with it the opportunity to do a bigger record business than ever. The best way we know to make the New Year PROSPEROUS is to work with a jobber who will generously supply your Victor needs.

The House of Ditson won its national reputation in the music trade by helping dealers to *grow*.

Oliver Ditson Company
BOSTON

Chas. H. Ditson & Co.
NEW YORK

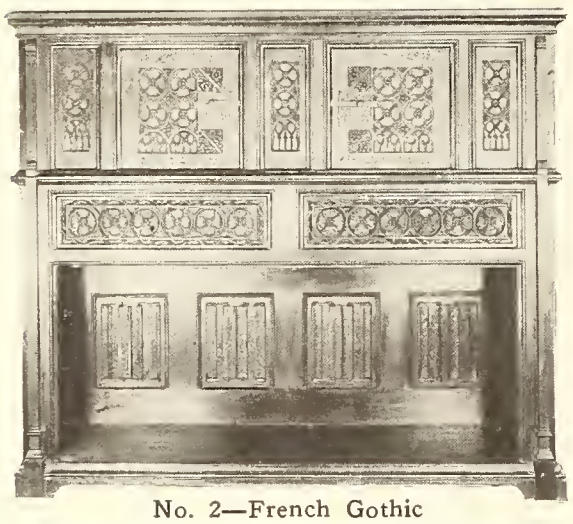
MAGNIFICENT SHOWING OF NEW EDISON PERIOD CABINETS

Eight Models, Designed by Leading Furniture Experts and Valued at From $800 to $6,000, Displayed to Select Gathering at Ritz-Carlton Hotel—The New Cabinets Described

An event of unusual interest in the phonograph world was the private display of period cabinets for the new Edison, staged by Thos. A. Edison, Inc., in the ballroom of the Ritz-Carlton Hotel, New York, on November 24 when over five hundred people responded to the invitations that had been sent out.

There had been many rumors in trade circles regarding the magnificence of the new period cabinets, but even under such conditions those who attended had no proper previous conception of their elaborate character. The exhibition was held both afternoon and evening, and a feature was the informal reception and tea by Mme. Rappold, Mlle. Verlet and Miss Miller, the three noted Edison artists in the afternoon and attended by over three hundred guests.

After inspecting the various cabinets, the first question asked by the majority of the visitors was, "What are they going to charge for them?" William Maxwell, vice-president of Thos. A. Edison, Inc., was authority for the statement that although the prices have not yet been determined, it is fairly certain that they would range from $800 to $6,000.



No. 2—French Gothic

Eight period cabinets, all hand made, were exhibited at the Ritz-Carlton. An electric motor and an ingenious lighting system were installed in each of the cabinets. When the idea for these cabinets was first conceived the Edison Laboratories inaugurated a competition among designers, and, after considering the work of a number of the best furniture architects in this country, commissioned Messrs. French & Co. and H. D. Newson, of New York, to create for them, with

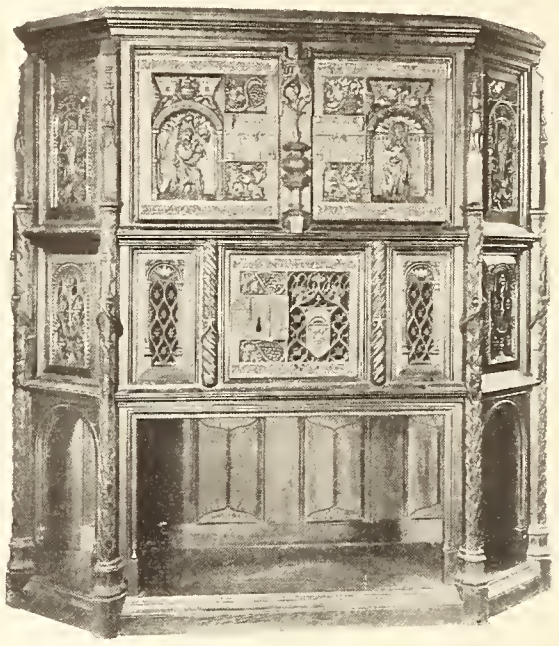
No. 8—XVIII Century English

absolute authenticity, eight hand-made period cabinets.

One would hardly associate phonographs with these cabinets. There is nothing phonograph-y about them.

The first of these cabinets—the $6,000—stood in Gothic state on the stage at the south end of the ballroom against a background of dark velvet draperies, surmounted by a very valuable Gothic stained glass window. This cabinet was designed and executed by H. D. Newson and was reproduced from a cabinet which stands in the central room on the ground floor of the Hotel de Cluny, in Paris. The original is a relic of the reign of Louis XII of France and is probably the most famous-piece of cabinet work in the world.

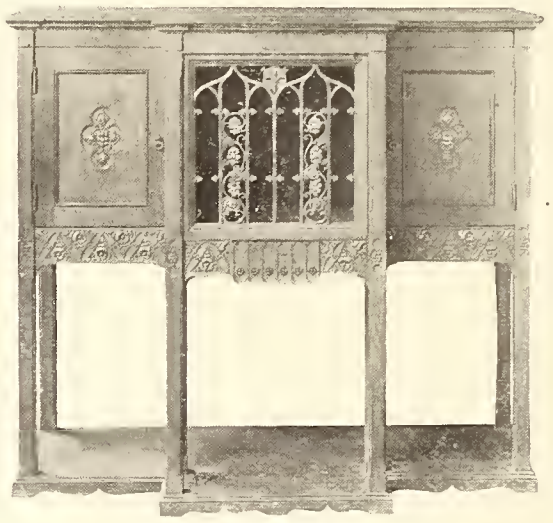
This replica, executed in oak, is beautifully carved in the style that prevailed at the height of Flamboyant Gothic conception and bears the arms of France and Savoy. The two principal



No. 1—French Gothic

panels are decorated with figures representing the Annunciation. On others occur the crown cross, blossoming from a chalice, probably intended to represent the Holy Grail. Elsewhere appear the fleur-de-lis and architectural motifs. It is a massive piece of work, stately and impressive, standing about nine feet high.

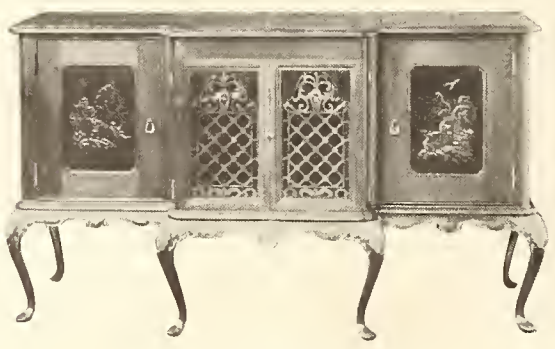
During the exhibition Miss Christine Miller



No. 3—French Gothic

gave an Edison tone test, standing beside the $6,000 model. The distinguished contralto proved on this occasion, to some three hundred and fifty guests, as she has on numerous other occasions before larger audiences, that there is no distinguishable difference between her living voice and Mr. Edison's re-creation of it. From the Gothic depths of the cabinet came a voice—a re-created voice—that matched perfectly the voice that poured from Miss Miller's own throat.

Another French Gothic cabinet (No. 2), but slightly smaller than the $6,000 model, ran second in popularity to the one just described. This cabinet, also in oak, shows the parchment panel in its best form. It is a replica of an old French



No. 6—Queen Anne

Gothic dressoir. The hinges are well executed, extending across the entire width of the door and being backed with red velvet. It is very early Sixteenth Century.

There was also a Fifteenth Century Gothic cabinet (No. 3). The finely carved grille suggests the Flamboyant tracery found in so many of the old French windows. A vine motif, so prevalent in Gothic styles, is worked in with this tracery and in the door panels on the side. This cabinet was designed by French & Co.

The Italian cabinet is done in walnut (No. 4). It contains three finely carved Italian Renaissance panels consisting of dolphins, vases, flowers and fruits, all typical of Italian ornament. These carvings are beautifully executed and are further decorated in Polychrome colors, a treatment much favored by the Italian furniture maker. The cabinet is set on well-turned legs which are connected by a shaped stretcher.

The Elizabethan cabinet (No. 5), designed by Messrs. French & Co., is a reproduction of an old English court cupboard of the Sixteenth Century. The cabinet is richly carved and has a beautifully fretted grille of the English Renaissance formation, while the panels in the cupboard doors on either side are richly carved with

No. 5—Elizabethan

an old vine motif often found in the design of those times, though it really originated in the Gothic period. Above the grille is a design worked out in marquetry of stained wood, a frequent characteristic of Elizabethan pieces.

The Queen Anne, in walnut (No. 6), is typical of the early XVIII Century. It suggests the commode. The six Cabriole legs, so often associated with the Queen Anne period, are richly carved, and the panels of the cupboard are beautifully decorated with Chinese motifs in gold and color, an art much practiced in that era.

The Sheraton Cabinet is done in Cuban mahogany. It is reproduced from an old Sheraton sideboard and has the simple lines and char-

No. 4—Italian Renaissance

acteristics of Thomas Sheraton's best work.

The XVIII Century English cabinet (No. 8) is executed in mahogany. It is difficult to give an exact style name to this cabinet. All through the latter half of the XVIII Century there was a considerable amount of finely hand-painted decorations done on furniture. This painted work was done for the most part on satinwood or enamel but there are instances of it being done on mahogany with exquisite effect. This special XVIII Century Cabinet shows an example of the latter type of furniture. The grills are cut out, and on the wood formations thus left are finely executed motifs of fruits, flowers, etc. The door panels are painted with Italian decorations usual with this class of work.

These cabinets represent a new era in phono-

graph cabinets. Thomas A. Edison, Inc., believes that there is a demand for Period Cabinets as described herewith. It is safe to say that nothing approaching these Cabinets either in design or workmanship has yet been seen in the phonograph world.

These cabinets are now on exhibition at the Edison Shop, 473 Fifth avenue, New York, and will shortly be seen in the New York Galleries.

FRED GENNETT IN THE SOUTH

Secretary of Starr Piano Co. Finds Conditions Excellent in That Section

RICHMOND, IND., December 6.—Fred Gennett, secretary of The Starr Piano Co., has just returned from a trip through the South in the interest of the company, and reports excellent prospects for a big Christmas business, both in the piano and phonograph lines.

"The crops in the South have never been better, the manufacturing industry is booming and the people have money. They are willing to spend it, too, and we look for a big year."

Among the places visited were Birmingham and Montgomery, Ala.; Atlanta, Ga.; Pensacola and Tampa, Fla., stores. He also stopped with a good many of the representatives.

TALKING MACHINE SAVES LIFE

Helps to Support Overturned Auto While Passenger Crawls to Safety—Driver Is Killed

Again the talking machine comes to the front in the role of life saver. Henry J. Vreeland, sales manager for the Ludwig Piano Co., Orange, N. J., and Wm. J. Ryan were delivering a talking machine by auto recently when the auto overturned on the Belleville Turnpike. The talking machine fell out of the car and supported one side so that Ryan could crawl out uninjured. The other side of the car, however, rested on Vreeland's neck. He was suffocated by the pressure on his neck before help could be summoned to lift the automobile.

TALKER NEWS FROM TWIN CITIES

"In Again—Out Again" Is the Story With Jobbers' Victrola Stocks—Big Shipments of Edisons—New Concerns Enter the Field

ST. PAUL and MINNEAPOLIS, MINN., December 4.—When a Victrola reaches the business place of the Beckwith-O'Neill Co. any of these days in December the shipping clerk is right there with his marking pot to set the instrument on its travels again. The instrument is not even unpacked and inspected—simply shot out without any more ado. There is no such thing as a stock in the place, although the house insists that it is doing a jobbing business. It is true that there are quite a number of people about and every one is busy, but the ranks and files of boxes and other things that are supposed to characterize a jobbing house are absent—very much to the regret of both Mr. Beckwith and Mr. O'Neill.

It has been suggested that the company establish branch shipping departments at the various freight depots and thereby save the time and expense in carting Victrolas through town to their warerooms, where they only remain a few moments at the best.

According to all accounts the Victrola sales in Minneapolis and St. Paul are unusually large. Foster & Waldo are said to be doing an "enormous" business, and all the dealers are highly satisfied with their sales.

Five carloads of Edison goods reached the Minnesota Phonograph Co. this week, and the shipment is being distributed rapidly to Twin City and rural dealers.

President Laurence H. Lucker reports that the volume of business is twice as large as a year ago this time.

"We are sending out 100 per cent. more instruments this fall than we did in the fall of 1915," he said. "The demand for Edison goods is general in this territory. The retail stores in Minneapolis and St. Paul handling the Edison phonographs are doing as well as the most exacting dealer could demand.

Christine Miller, one of the Edison stars, is booked for a series of tone tests in St. Paul and Minneapolis this month. Anna Case was in Fargo this week, and will appear at other points.

A new entrant in the talking machine field in the Twin Cities is the Brunswick phonograph, which is handled in Minncapolis by Boutell Bros., one of the largest furniture houses in the Northwest. The Brunswick is advertised extensively in the Twin City papers together with the Pathé records.

Nearly all the large furniture houses and department stores in Minneapolis and St. Paul now conduct talking machine departments. They also feature the department conspicuously in their newspaper advertising. Some of the stores carry more than one line, the New England Furniture & Carpet Co., at Minneapolis, as an illustration, handles the Victor, Edison and Columbia goods.

AFTER DEAD BEATS IN DES MOINES

Chamber of Commerce Bureau After Those Who Cause Trouble to Talking Machine and Piano Merchants of That City

DES MOINES, IA., December 5.—The talking machine and piano dealers of this city are highly pleased with the efforts being made by the Retail Merchants' Bureau of the Des Moines Chamber of Commerce toward eliminating the "dead beat" from the trade. In other words, the person who secures machines on trial from various houses without any intention of buying, and by working various concerns keep instruments in the house almost constantly, or who purchase instruments on installments, and after making the first payment keep the talking machine or piano for several months until it is repossessed.

The bureau is compiling a card index of such people, with the assistance of the retailers, and the list will be open to all members of the trade who desire to avail themselves of the protection thus afforded.

BUILT-UP STOCK

in all woods

For Talking Machine Cabinets

Through the Courtesy of the
Empire Talking Machine Co., Chicago, Ill.

All materials carefully selected and tested, well glued and every detail of manufacture given closest expert attention to positively insure high quality necessary. Prompt shipments.

Louisville panel stock can be depended upon to make your cases attractive and durable. Our long experience is at your disposal.

Send us your specifications for quotation

THE LOUISVILLE VENEER MILLS

Makers of good Veneers and Panels for more than a quarter of a century

LOUISVILLE, KY.

VICTOR-MACY CASE BEFORE THE SUPREME COURT SOON

January 8 the Date Set for Argument—Some Interesting Contentions to Be Offered By Both Sides—Macy Representatives File Interesting Brief With Court

WASHINGTON, D. C., December 8.—The general trade will probably know by the late spring or early summer whether or not the "license" of the Victor Talking Machine Co. will stand. The question is up for decision in the Supreme Court of the United States, and this august body recognizing the importance of the question at issue has made an unusual concession and "advanced" the case, that is agreed to hear it ahead of its usual order.

January 8 is the date set for the argument before the court, and on that date the license agreement or license restriction covering Victor talking machines and records will be assailed by attorneys for the Messrs. Straus (operating the New York department store of R. H. Macy & Co.), and as vigorously defended by the counsel for the Victor Co., including probably the legal expert who drew up the Victor's license. After the case is argued the Supreme Court will ponder over the matter for several weeks or maybe months, but a decision is looked for during the first half of 1917, which is a year or possibly two years earlier than the case would have been decided if left to take its natural course.

Not only manufacturers, jobbers and retailers of talking machines, but all makers and marketers of players or other patented musical instruments will be vitally interested in the outcome of this case, because when the nation's highest court has spoken it will be known whether or not price-cutters can be baffled and fair resale or retail prices maintained by means of a license extending in its operation through all the steps of distribution to the ultimate consumer. The Victor Co., it will be remembered, devised its present "license" after the U. S. Supreme Court, two or three years ago, handed down a decision in what is commonly known as the Sanatogen case that rendered ineffective the means formerly employed for the standardization of prices. And this is the first acid test of the new form of license.

To the trade one of the significant features of the Macy attack upon the Victor system is that in this attack the price-cutting New York department store management is, in effect, deftly "sidestepping" that portion of the issue whereby the Victor has the right under its license to restrict the use of instruments to records and needles of its own manufacture. The Macy representatives contend in a brief just filed in the Supreme Court that "the right to compel the use of the machine with the records and needles is a question of no importance in this case." Again they attempt to make capital out of the assertion "that there is no charge of any infringement of the use of the instruments with other than the records and needles stipulated in the license."

To any interested auditor who is in the Supreme Court room on January 8 it will probably sound as though the Macy spokesmen are much more worried about the welfare of the Victor's 7,000 dealers and jobbers over the country than they are regarding their own inability to secure Victor instruments and records to sell at cut prices. They have fixed up a fearful and wonderful bugaboo regarding a Victor "white list," and are wont to refer pityingly to dealers whom they designate "outlaws" because they have failed to be recommended by the Victor Co. to its distributors.

In submitting its case to the Supreme Court the firm of Jesse Isidor Straus, Percy S. Straus and Herbert N. Straus, trading as R. H. Macy & Co. will make its main plea on the score of the restrictions which the Victor marketing system makes upon distributors and licensed dealers, but it is to be also intimated that there is a further menace in the background should the Victor Co. decide to exercise its supposed control over the sale or transfer of used instruments in the hands of ultimate purchasers.

Even beyond the limits of the "talker" trade will run the argument to be submitted next month in an effort to induce the U. S. Supreme Court to undo the work of the U. S. Circuit Court of Appeals, which gave a notable victory to the Victor. It will be urged, for instance, that if the Victor is upheld the foundations of commercial dealing will be shaken by reason of a theory that such action would "practically annul" certain State laws against imposition and fraud. Macy would even have us believe that a judicial endorsement of the Victor license would upset the working of such laws as the New York statute designed to prevent fraudulent dealers in any line from securing unwarranted credit through the apparent possession of large stocks of goods, title to which really remains with the vendors.

BOOKLET REGARDING THE "NOSET"

New Volume Sets Forth Features of Condon Autostop Co.'s Newest Product

The Condon Autostop Co., New York, manufacturer of the "Noset" start and stop, has just prepared for the use of the dealers a very attractive four-page booklet, which briefly presents the various distinctive merits of this latest device.

Under the headings "Efficient," "Convenient" and "Automatic," there are listed some of the mechanical features of the "Noset," with emphasis upon the fact that the "Noset" requires no adjustment and attention, and that it starts the motor when the tone-arm is swung into position by playing, and stops the motor when the record is finished.

Charles M. Christensen, former chief of detectives at Racine, Wis., and Joseph Newman have organized the Mercantile Credit Co., of Racine, and opened a phonograph and jewelry business at 419 Sixth street. The capital stock is $5,000.

Crescent Silvertone Products

$125.00

Crescent Holiday Special

THE biggest value ever offered in a phonograph. Compare it with any $200.00 machine on the market. This new "Silvertone" model retails at **$125.00** and is equipped with—

Extra heavy double spring motor

Universal tone arm	Tone moderator
Automatic Stop	Casters
Two 12 in. albums	Two 10 in. albums
Jewel point	Sapphire ball point
Removable Grille	Removable Back

Automatic Lid Lift

All visible parts heavily gold plated

Write for special terms and discounts to dealers

CRESCENT TALKING MACHINE CO., Inc.

89 CHAMBERS STREET NEW YORK CITY

Chicago office: CRESCENT SALES CO., 23 E. Jackson Blvd., Chicago, Ill.

THE AEOLIAN COMPANY
AEOLIAN HALL
FORTY SECOND STREET BETWEEN FIFTH & SIXTH AVENUES
NEW YORK, June 19, 1916.
PURCHASING DEPARTMENT
Doehler Die Casting Co.,
Court & 9th Sts.,
Brooklyn, N.Y.
ATTENTION OF MR. H.H. DOEHLER, PRES.
Gentlemen:
Answering your recent inquiry, we have now been buying die castings from you for about 12 years, during which time, the quality of your product and deliveries have been very satisfactory.
We have always found your Engineering Department ready at all times to co-operate with us toward improving our product and it has also been a great help to us to receive our deliveries strictly in accordance with promises made.
We are content to continue buying our die castings from you and the writer takes pleasure in recommending your good company to anyone desiring this class of material.
Yours very truly,
DOEHLER DIE-CASTING CO.
BROOKLYN, N. Y.
NEWARK, N.J.
TOLEDO, OHIO.

CHRISTMAS IS NEAR

Are you prepared? The Victor Talking Machine Co. have issued a splendid Xmas folder listing 49 choice records for the occasion. Unless you have a good stock of every one you lose the best part of your Christmas trade. The place to order these is from

"The House of Service"

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

THE WOOD WORK OF TALKING MACHINE CABINETS

Various Forms of Cabinet Construction Described by J. Crow Taylor for The World—Several Styles and Qualities of Veneer Work Compared—Mahogany the Favorite Wood

The cases or cabinets for talking machines constitute an interesting item in the woodworking world that has been coming rapidly into prominence the last few years. Incidentally too the wood and the work involved in the making of these cases constitute an interesting feature of the talking machine business.

The modern talking machine case differs from other cabinet wood work in that it did not come into being until after the general change in cabinet wood work from the old solid wood in panels to the modern ply work. Therefore it does not involve any matter of comparison or changes in design resulting from the shift to ply wood which is found in some lines of furniture. Generally speaking the talking machine case is one of ply wood throughout and always has been, and from all indications will never be anything else.

It should be interesting, however, in this connection to point out some of the advantages in the use of ply wood, things that had been developed before the talking machine was popularized and consequently were found useful in its design and construction.

The ply wood or built-up panels used in cases have the advantage as compared to solid wood that they are obtainable in wide units just as readily as in narrow units, which would be difficult in this day to supply in solid boards. Moreover, the wide panels of built-up stock have greater strength and maintain their shape with less inclination to warp and twist than if they were solid wood.

Advantages of Flat Panel Work

These are the essential advantages in the flat panel work. There are other advantages, however, that are even more important. Among these are the making of various shapes and forms. Take the swelled or curved panels used in some of the higher priced cases, for example, while these cost more to make even in built-up work and flat panels, they are easily practical to make with proper forms and when made they retain their curved shape just as rigidly as a built-up flat panel will retain its shape.

Moreover, the shaped tops of the better class of cases while they involve some intricacy of design even in built-up work would be almost impossible to make from solid straight lumber. There must be certain curves in the built-up stock itself to make when mitred together the curves and shaped lines of the finished top. These can be made of built-up work to the shapes desired and at the same time are made to carry all the beauty and figure of the face wood because they are finished on the outside with a thin sheet of veneer which conforms to the various shapes with an unbroken surface.

There are various structural differences in the built-up work too, that merit some attention. There is to be found, among the different offerings in talking machine cases three-ply work, five-ply work and seven-ply work.

The three-ply work is less expensive and usually is found in the thinner stock and in the making of the smaller cabinets, those which are calculated to set on top of a table. Usually these are from ⅜ to ⅝ inch in thickness. The thickness, however, is not essentially dependent upon the number of piles used. It just so happens that the common practice in the less expensive work is to make thinner stock and to make it three-ply instead of five-ply because this requires fewer glue joints and is less expensive.

The five-ply work is called into play for the larger cabinets where the panel thickness usually ranges from ⅝ to ¾ of an inch.

The five-ply work, while it costs more, makes it possible to do some things in the way of construction and finish that are not practical with three-ply. The three-ply body or core is built up first of any common wood that will hold glue well with, of course, one play crosswise of the others to give strength. Then this three-ply core can be carefully sanded or scraped on each face to reduce it to an exact smooth plane taking out all the lumps or high places and low places after which the thin fine face veneer is applied, and the core body having been carefully straightened and finished off before its application, the fine face can be finished off easily and will present a much better appearance when highly polished because there will be no waves or high and low places in the surface.

There are some technical points of difference about the construction of the core which may be given consideration at another time but would make the present discourse too lengthy and tedious. The main point it is desired to bring out now is that with more plies in the structural work of the panel body there is not only structural improvement but it gives the opportunity to finish off the core body carefully before applying the thin face veneer. And the result is a more artistic appearance.

What Constitutes Five-Ply Work

Carrying this idea still further we find in some of the very high priced cases what is known as seven-ply work. This is comparable with fine piano case work and consists essentially of a three-ply core body, then a thin cross banding, usually about 1/20 of an inch, of poplar or some suitable wood that works nicely and will hold glue well, and this thin cross banding forms a sort of protecting cushion or underbody for the fine face veneer so that when it is carefully sanded or scraped and then the fine face veneer is applied there is in the cross banding an additional safeguard against the coming of checks or cracks in the fine face veneer as a result of expansion or contraction on the part of the core body after it is put up.

The ROWLAND Sound Regulator

The simplest yet most efficient device of Sound Control for Talking Machines. No mechanical skill or knowledge required for attaching or operating.

RETAIL PRICE:

Nickel Plated Regulator - - - - - - - - - - $1.00

22 Karat Gold Plated Regulator - - - - - - - $1.50

Usual trade discounts to authorized jobbers and dealers

Sample To Dealers, 50c.

Apply for Exclusive Territory

The Rowland Sound Regulator Co.

261 Broadway **New York**

Another feature about seven-ply is that it seems to work better in making shapes. curved forms and things of that kind because naturally the more plies that are in a given thickness the thinner will be each sheet of veneer used and the easier it will be to press it into the shape desired with the forms under pressure while it is being glued.

There are some modifications practical in ply work construction from the outlines given here. For example, where only one face is desired one can get the same cross banding effect in five-ply work that is obtained in seven-ply with two faces, and so on.

However, the foregoing brief outline gives a general idea of the structural points and qualities of ply work. And now we can turn for a moment to the matter of face wood.

It is a peculiar fact that, so far, the talking machine trade has not followed closely either the piano folks or the furniture manufacturers in the matter of face wood except in that they use mahogany extensively.

Mahogany the Favorite Wood

Mahogany is a favorite everywhere in the cabinet work of this country. It may be remarked in passing too that we use in the United States more mahogany than is used in all the rest of the world. It finds favor not only in the finishing of pianos but also in furniture and in millwork, in interior trim, and while other woods come and go in popular favor mahogany always has a good standing. Naturally it is easily the leading wood in the face work of talking machine cases.

After we pass mahogany, however, the next wood in favor seems to be oak, of which there can be no criticism because oak is a wonderful cabinet wood, and not only does the quartered oak present a beautiful figure but the wood itself is susceptible to quite a wide range of stains and finishes including the popular browns of to-day and the greys and the fumed effects that find favor. It is here, however, that there is a noticeable difference between the tendency in talking machine cases and the tendency in the furniture world. The furniture people, that is, the makers of the finest offerings, have been neglecting oak for some years now and popularizing our native walnut and figured gum. Also using the fantastically figured Circassian walnut. Incidently they have been featuring birch and maple some but there has been very little featuring of oak in the most artistic furniture offerings. And it has even been losing favor steadily in the medium priced furniture world.

Talking Machines and Furniture in Harmony

There is not much question but what in time furniture and talking machine cases will get into harmony in the matter of face woods because the talking machine case becomes really a part of the furniture of the home. Already there is a noticeable manifestation of more interest in gum and walnut on the part of talking machine folks and there is not much doubt at present but what these woods will gain in favor during the coming year. Meantime, however, there has been an organizing of the oak interest for the purpose of exploiting oak, consequently another year or two may see some changes, so that while the talking machine people are taking on gum, walnut and other woods which find favor in the furniture world for the sake of harmony, it is possible that the furniture world itself may have a change of heart and turn more to oak than formerly so that in the final round it will be furniture coming into harmony with the talking machine finishes.

Just what is to happen or may happen time alone will tell. It may be that the talking machine people will set a pace of their own in the matter of face woods and leave the furniture trade to follow or not just as it chooses. This is pretty much what the piano folks have done in the past. They have sought for the finest face veneer in whatever woods appeared to their fancy and they have left it to the furniture people to either follow suit or do something else. In a way too the talking machine business; while it is taking the place of some piano business may also follow the lead of the piano manufacturers in the matter of seeking for the finest and most attractive offerings in figured veneer for face work.

ORIGINAL IDEAS GET RESULTS

Watkin's Art Store Builds Up Pathephone Demand by Unusual Methods

BRIDGEPORT, CONN., December 9.—A splendid example of the success that can be attained by a phonograph store in a short period of time

An Attractive Show Window

is found in the Watkin's Art Store, at 1091 Broad street, which handles the products of the Pathé Frères Phonograph Co., New York. This store is owned and personally conducted by Mrs. Watkin, who has made a detail study of the sales possibilities of the Pathephone and Pathé discs.

Realizing the fact that her store was located off the main business artery of the city, Mrs. Watkin decided that it was necessary to introduce some original ideas in order to stimulate business, and with this thought in view worked out a number of publicity and sales plans which have resulted very succesesfully. Watkin's Art Store is closing a very fine Pathé business, the demand for the more expensive Pathephone models being particularly active.

DEATH OF MAURICE M. BAER

President of Flemish-Lynn Phonograph Co. Succumbs to Pneumonia

Maurice M. Baer, president of the Flemish-Lynn Phonograph Co., Brooklyn, N. Y., died at his apartment at the Hotel Bossert, that city, November 27 of pneumonia. Mr. Baer was born in New York forty-eight years ago, and before entering the talking machine field had made a fortune as a manufacturer of materials used in pyrography. He was a member of the Unity Club, the Keap Street Temple, and a liberal patron of many charities. He is survived by a widow. The funeral services were held at his late home on Wednesday morning, the interment being in Mt. Carmel Cemetery.

HOLIDAY PAY FOR VICTOR EMPLOYES

CAMDEN, N. J., December 4.—Owing to the inability of the Victor Talking Machine Co. to procure sufficient turkeys of the desired quality as a Christmas present to their employes, as has been the rule for several years, the company has announced that this year the employes will receive pay for Christmas day instead of the birds and cranberries. The company also announces that employes will be paid for all holidays in future.

Edison

Any instrument which is the creation of Edison's Master Mind is THE instrument for every live dealer to handle.

Syracuse

Syracuse is the eighth largest distributing center in the U. S. A.

Bolway

Frank E. Bolway & Son, Inc., are "exclusively Edison" jobbers who deliver Edison goods from this important center.

Wherefore

The dealer is wise who handles the New Edison Disc, *the instrument backed by the great inventor's endorsement.*

The dealer is fortunately located who can get **Exclusively Edison** service from Syracuse, *the natural distributing center.*

FRANK E. BOLWAY & SON, Inc.

SYRACUSE NEW YORK

The Manophone

A Letter To Every Phonograph Dealer

JAMES MANOIL CO., INC.
Cable Address—"Jamanoil"
Executive Offices and Factory
NEWBURGH, NEW YORK

The Manophone
The Music Master of Phonographs

December 15, 1916

Dear Mr. Dealer:

We have been saying that the Manophone agency is "not just another Dealer proposition--but a better one!"

And that, Mr. Dealer, is what we want to emphasize again to you.

The Manophone Dealer proposition is big, broad and liberal. Manophone Dealers everywhere are finding this to be true. And they are finding also that the Manophone itself is a Better Phonograph.

We want to write you personally about the Manophone. We want to tell you about the Manophone Dealers, and the wonderful success they are having with this new phonograph.

We want to tell you that Manophones are made in many beautiful designs and finishes from $15.00 up to prices that provide for the most luxurious cabinets. The one shown on this page is the $150 model.

We want to show you how the Manophone will increase your sales and profits; how it will add prestige to your store--how it will open up a new and greater market for you.

May we put these facts before you without the slightest obligation on your part?

If so, fill out the coupon and mail to us. We will then give you the dealer details, and send you literature that describes the Manophone line and explains its many unusual and exclusive features.

Yours very truly,
JAMES MANOIL COMPANY, Inc.

JAMES MANOIL CO., Inc.
Dept. R—12
NEWBURGH, NEW YORK

Gentlemen:

Please send us the Manophone Merchandising and Sales Plan for Dealers, and also literature that pictures the Manophone models. This request is to carry no obligation.

Name .....

Address .....

We have set just one limit on the Columbia program for 1917—a minimum limit of 100% increase of Columbia Record Business. Watch it! But watch it from the *inside*.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

BUFFALONIANS DISPLAY WILLINGNESS TO SPEND MONEY

Which Means That Talking Machine Men Are Getting Their Full Share—Artistic Holiday Window Displays—Music Teachers Hear Victrola—Happenings of the Month

BUFFALO, N. Y., December 4.—Buffalo talking machine dealers are leaving nothing undone to get a full measure of holiday business. Liberal advertising space in the local newspapers and an emphasis of the Christmas spirit in the window displays are bringing good results. The tendency of customers to spend their money freely stimulates the employers and sales people alike in piling up a record-breaking volume of trade this month. On account of a shortage of machines, the dealers are all pushing the sale of records. The possibilities of the record business are being developed by intelligent merchandising and salesmanship.

Arthur Snelgrove, a local violinist, recently gave a recital in the Edison department of Bricka & Enos' store. His playing in unison with Edison Re-Creations was much appreciated. Laurens Wilgus, advertising manager of the store as well as head of the Edison section, sent out 150 invitations to the recital and the response was satisfactory. Miss Edith L. Stearns, a talented pianist, is associated with Mr. Wilgus in this department.

The following recently became Grafonola dealers in this territory: H. P. Smith & Son, Woodhull, N. Y.; the Swanson Piano Co., Jamestown, N. Y., and S. E. Bishop, Clyde, N. Y. Sales at the Buffalo branch of the Columbia Graphophone Co. have been favoring the larger type of Grafonolas, which means increased business and a further demand for higher-priced records. "Trade is better than ever," said W. L. Sprague, Buffalo manager. His assistant is C. M. Wall.

The Victrola displays in the windows of Denton, Cottier & Daniels are noted for their artistic arrangement and elaborate setting. This company advertises its store as "Buffalo's great Victrola Center." The concern is having a heavy sale of the Victor records for December.

F. E. Drake has taken a position with Burley & Biesinger, Victrola dealers, at 278 West Ferry street. He formerly traveled for the Victor Co., and later for the Gately-Haire Co., Victor jobber, of Albany.

W. D. Andrews, jobber, is receiving various telegrams from distant points for Victrolas. Mr. Andrews said: "There is a tremendous demand for Victrolas and it is difficult to fill orders complete. We are able to fill our record orders nearly complete."

Mr. Andrews furnished Victrolas at recent meetings of the New York State Teachers' Association at Elmwood Music Hall and Calvary Presbyterian Church. He sent out postal cards inviting patrons to hear the Victrola records of Mischa Elman, violinist, who recently played in Buffalo.

The King Furniture Co. announces that it will close its talking machine department about March 1.

B. M. DeCou and R. H. Wilkinson, of the educational department of the Victor Co., addressed the Buffalo meeting of the New York State Teachers' Association. The use of the Victrola in the teaching of penmanship and English literature was among the subjects covered.

George J. Veach, a Victrola dealer of Oil City, Pa., recently called on Mr. Andrews. Another visitor was George Winter, of the Winter Piano Co. While in Buffalo Mr. Winter bought furniture for his new Victor booths.

"A small deposit now will hold your Victrola here until Christmas" was a recent offer made by Manager Gardner, of J. N. Adam & Co.'s Victrola department.

The Singer phonograph is being featured by the C. F. Adams Co., 577 Main street.

Grafonolas have a fine setting in the show window of Winegar, Lindsay & Seales. A background of reversible panels gives the window a parlor appearance. The walls are tinted with a terra cotta effect and the woodwork is in light blue. The panels are offset with fine stencil and the general combination is decidedly pleasing. The window is supplied with rich antique furniture.

W. H. Reilley, sales manager of the Albert Schuler Piano Co., had a novel Edison window for Thanksgiving. He used a wishbone eight feet high and four feet wide, outlined with vari-colored electric bulbs. Inside the wishbone was a laboratory model of the New Edison. J. M. Sawers, representing this firm, recently gave an Edison recital at the Plymouth M. E. Church. He also addressed the audience on the charms of the instrument and the records.

Herbert A. Brennan, manager of the Victrola department of the William Hengerer Co., recently conducted a successful "Victrola Week." The event was widely advertised and marked by elaborate window displays.

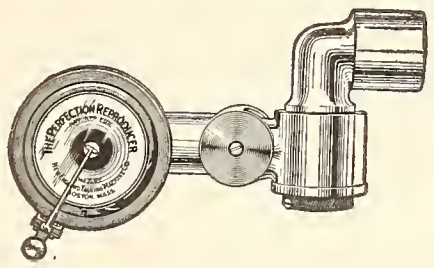
John G. Schuler, dealer in pianos and Edison machines, is living up to his fame as having the "busy corner store" at Main and Utica streets. L. F. Ellison, of Mr. Schuler's sales staff, was recently married to Miss Violet Smith, of this city. Manager Cole, of Mr. Schuler's Edison department, says he is delighted with his Christmas trade.

E. W. Staley, manager of the Victrola department of the Kurtzmann Co., has special signs and other features for his Christmas window display.

P. J. LYNCH RESIGNS

Announcement was made this month of the resignation of P. J. Lynch as treasurer and general manager of the James Manoil Co., Newburgh, N. Y. Mr. Lynch's future plans have not as yet been announced.

Write to your Congressman at once strongly urging the passage of the Stephens-Ashurst Bill, H. R. 13,568, providing for maintenance of retail prices on trade-marked articles. There is no time to lose.



The Perfection Ball-Bearing Tone Arm and Reproducer

The PERFECTION

Ball-Bearing Tone Arm

is manufactured exclusively by this company and the ball bearing idea is our exclusive patent. This accessory helps the Edison dealer to sell machines and will increase record sales for Victor and Columbia dealers when shown to owners of Edison machines.

The PERFECTION

Ball-Bearing Tone Arm

and reproducer is a STANDARD accessory for playing Victor and Columbia records on all types of Edison disc machines.

OVER 10,000 are now in use. Why? Because it is the highest grade mechanism manufactured for the machine and one that HOLDS its adjustment.

Our quantity prices are more than consistent—they are unbeatable, considering the quality, workmanship and finish of our product.

The "PERFECTION" arm is a *high class* tone arm for a high class machine—it produces *high class* results

THE NEW ENGLAND TALKING MACHINE CO.

16 BEACH STREET **BOSTON, MASS.**

TRADE SITUATION IN CINCINNATI

Shortage of Goods for Holiday Trade Likely —Hutchinson-Wamser Co., of Portsmouth, in Trouble—National Talking Machine Co. to Reorganize—Leading Concerns Pleased With General Outlook—News of the Month

CINCINNATI, O., December 5.—Although the climax of the holiday business is twenty days off the trade is already anticipating a shortage of goods. Factories are notifying local connections of an immense volume of business, much of which cannot be filled, and on top of this comes a congestion in traffic which will prevent a free shipment of material from the factories. So uncertain is the latter phase that the Phonograph Co. is receiving shipments of records by express in order to supply the holiday wants.

It is possible that the Cable Company will be the only house having a satisfactory stock of Victrola goods, and this was made possible through Manager Gruelich being satisfied to carry instruments from as long back as last February. He commenced to order at that time in anticipation of the usual Christmas shortage and his belief in this respect has been justified. The move, however, is not within the means of the average retailer.

The local situation was inclined to be normal last month. Most of the business was in records. All the houses are using much space in the newspapers.

About the one drawback of the last month was the throwing of the firm of Hutchinson-Wamser Co., Portsmouth, O., into involuntary bankruptcy. This step was caused by the disappearance of H. S. Hutchinson, a member of the firm, and the departure of the coin of the concern. The petitioners are the Phonograph Co. and the Rudolph Wurlitzer Co., Cincinnati, and Lyon & Healy, Chicago.

The Columbia Grafonola is being featured by Steinway & Sons in connection with the Clayola.

The Victor Co. yesterday morning had a full page advertisement in The Enquirer dedicated to the $15 Victrola. It is believed to be the largest individual advertisement appearing in this market.

R. J. Whelen, local manager of the Columbia Graphophone Co., when interviewed, stated that "he was too busy to talk," but did say "business is so far beyond our expectations, although our anticipations had been great, that this year's figures will soar far beyond any that the company has ever known."

Reports from the local Dictaphone headquarters at the Columbia Graphophone Co. on West Fourth street are to the effect that Dictaphone sales are increasing every day and Mr. Krumenauer, the local man, is on the jump.

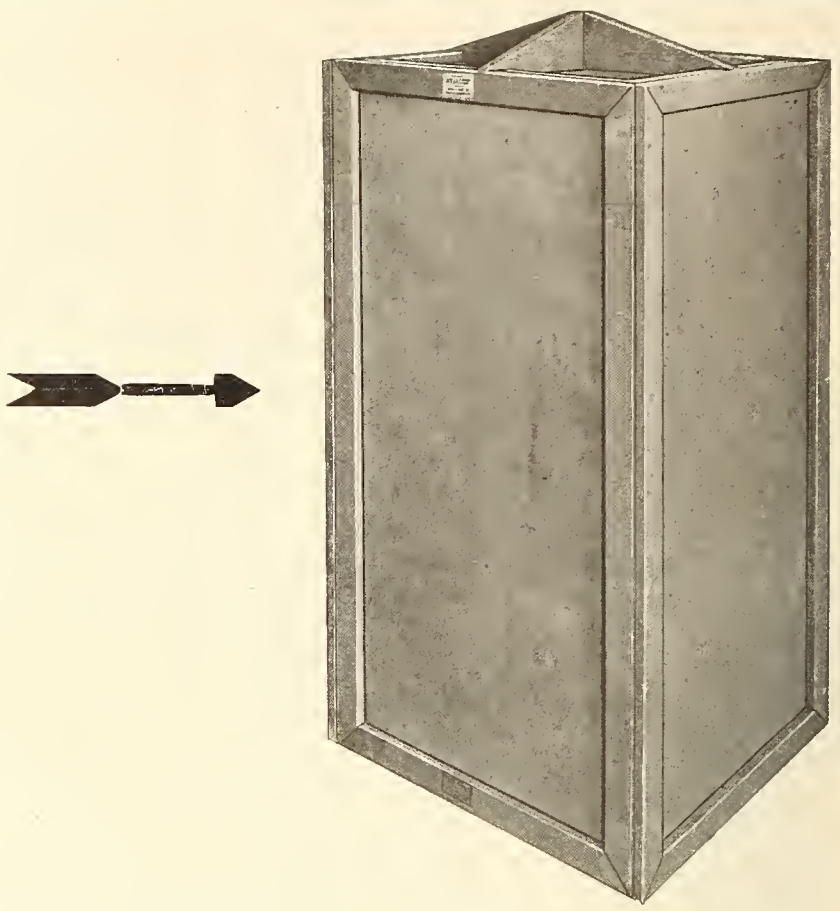
The long expected reorganization of the National Talking Machine Co., owner of the Crystola, apparently will take place this week. The manufacturing rights held by the Knabe Bros. Co. were released only recently and it was hoped to secure quarters and produce enough machines to make an impression in the local market at least for the holiday season.

The Starr Piano Co. is elated over the November showing. The factory is now making excellent shipments and is gradually enlarging its record catalog, this being an unusually happy combination.

The Vocalion department of the Aeolian Co. is now fully organized and results are being produced. New blood has been injected into Manager Byar's department.

This "Atlas" 3-ply veneer packing case saves freight charges and gives better protection to your cabinet machines.

Write for details.

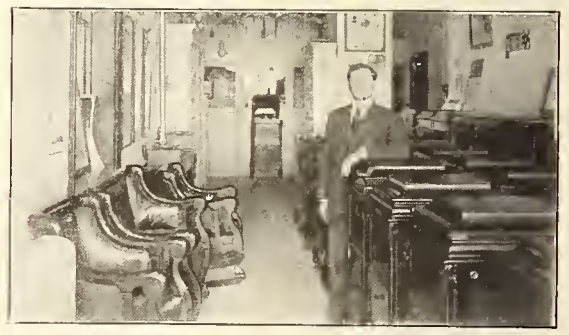


NELSON & HALL CO.
MONTGOMERY CENTER VERMONT

READY FOR THIRD ENLARGEMENT

Leibowitz Grafonola Shop Meets With Quick Success in Lively Bronx Trade Center

Although the Leibowitz Grafonola Shop, 894 East 163rd street, New York, has only been in business since the first of the year, it is now occupying its second store, and according to the



Partial View of Leibowitz Warerooms

plans of Louis I. Leibowitz, the proprietor, a third and larger store will soon be occupied.

Mr. Leibowitz is familiar with all details of the retail talking machine business, having been associated with the industry for over seven years. When he decided to open his own store he picked out a district that is growing rapidly, and the success he has achieved is a tribute to his foresight and progressiveness.

Mr. Leibowitz handles the Columbia line exclusively, and makes a feature of the foreign record catalog. He carries in stock every Hungarian, German and Hebrew record issued by the Columbia Co., and has built up a splendid clientele for these records.

REPORTS RECORD WEEK'S BUSINESS

Fraad Talking Machine Co. Sets New Mark in Machine Shipments

Frank C. Cozens, of the Fraad Talking Machine Co., stated early last week, his company had shipped out more instruments during one week in early December than in any other two months of the present year. Mr. Cozens also stated: "At the rate the orders are now arriving we are very much afraid the demand will exceed our factory capacity, particularly is this true of our Fraad, Jr., and our No. 3 and No. 4 machines, and although during the year we have made large additions to our factory space it is being proved daily that we did not over estimate the popularity of the Fraad line.

VICTOR RECORD SERVICE

"Very sorry, we haven't that record in stock" is not good business and isn't popular with the public. Order now and order completely!

We invite a test with any size of order. CRESSEY & ALLEN service means co-operation in the fullest sense of that word.

The word "Service" means with us that the needs of every dealer will be looked after expeditiously and in a manner to meet their approval.

CRESSEY & ALLEN
Victor Jobbers PORTLAND, MAINE

FINE NEW QUARTERS FOR STANDARD TALKING MACHINE CO.

Active Victor Distributors in Pittsburgh to Occupy New Home on Ninth Street, With Four Times Present Floor—Elaborate Special Service Features Planned—Pittsburgh News

PITTSBURGH, PA., December 5.—One of the important expansions which The World takes pleasure in chronicling this issue is that of the Standard Talking Machine Co., of Pittsburgh, leading wholesalers of Victrolas and Victor records exclusively. For the past five years this company has occupied the entire eighth floor of 800-802 Penn avenue, but now moves to its spacious building on Ninth street.

President J. C. Roush, who, by the way, is the energizing genius of the Standard, believes that he has to sell more than Victrolas and more than Victor records, even. He holds that his "one way out" is to go the entire distance with his Victor goods until it is finally placed in the consumer's hands, and the cash tinkles in the dealer's till. His line includes selling schemes, inside tips on the hits to be, retailing helps and hints, and the like. He calls his office the "Consulting Sales Department" for his dealers—and gets away with it to mutual advantage.

The handsome new home of the Standard Talking Machine Co. is a four-story and basement, brick and steel building at 119-121 Ninth street. It is excellently located and contains all the facilities that make it well adapted to the needs of the firm. The five stories represent over 16,000 square feet of floor space, or about four times that of the present quarters, and are going to hold a great stock of Victrolas and Victor records. Mr. Roush says that this space is none too large, however, for the requirements of the business. And then he has fenced off quite a corner for that service idea, for which he has coined the title "Standard Service." In this department he contemplates an efficient little force whose big job will be intensive co-operation with the Victor retailers.

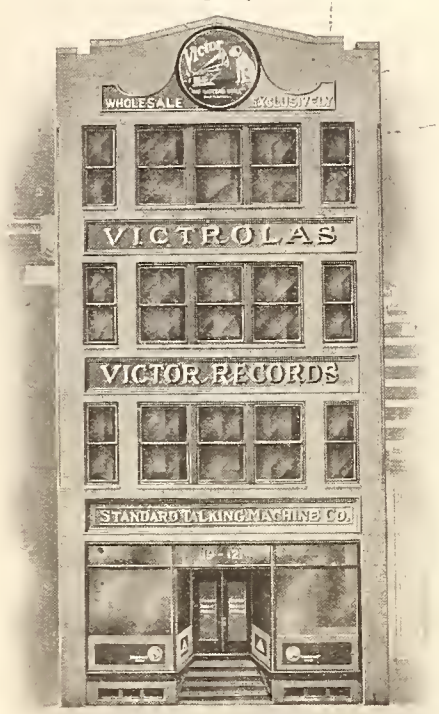
An idea of what co-operation means in Mr. Roush's service plans may be gained from his unique auditorium scheme. A good sized section of one floor is to be set apart as a monthly meeting place for Victor dealers, and will be equipped with comfortable chairs, a miniature stage, dressing room and like accessories. Here will be given talks on Victor salesmanship by authorities, occasional recitals by Victor artists and frequent informal round table discussions on selling problems common to the Victor dealers.

In a nut shell, the underlying motif of this service talk is, as Mr. Roush aptly puts it, "to make two 'Red Seals' sell where but one sold before." No one will deny that the Standard Co. is entitled to ever increasing Victor business on this ground, at least.

In speaking of the new service department, J. C. Roush, said: "Our service department will include every feature that will help the dealer secure business, as we see no benefit in selling the dealer a large number of records if he cannot in turn sell them to the public. This service department will include special monthly window display cards, monthly form letters to go out with the dealers' mailing list, imprinting monthly supplements, monthly envelopes advising the dealers of various artists when they appear in the territory, supplying them with proper literature to send out at the time of said appearance of artist and many other features.

"It is also our intention to work only the territory adjacent to Pittsburgh and that rightly belongs to us, and it is our intention to go no more than half way between Pittsburgh and the next nearest jobber, as we feel that the dealer within the territory is entitled to all the goods we receive from the factory, and we will permit none of it to go into foreign territory."

The Standard Co. announces that A. B. Kinch, formerly assistant manager of the wholesale Victor-Victrola business of the W. F. Frederick Piano Co., and Geo. C. Baish, formerly head traveling representative for that concern, are now affiliated with the Standard Co. These, together with L. C. Mountcastle, J. C. McGinity and J. C. O'Melia, will constitute the sales force of the company.



Standard Talking Machine Co.'s New Home

The new Standard Building is being made ready for occupancy about the first of the year.

Association Executives Meet

The executive of the Pittsburgh Talking Machine Dealers' Association held a meeting at the Hotel Henry on December 5. President C. L. Hamilton occupied the chair. The following were present: A. R. Meyers, Lambert Freidl, Albert Buehn, G. B. Bennett, W. J. Mullan, Jacob Scheonberger, Leo Half, William Wampler and J. C. Roush. A number of important business matters were taken up and prepared for further consideration at the regular monthly meeting, December 11, also to be held at the Hotel Henry.

Buehn Phonograph Co.'s Activities

The Buehn Phonograph Co., of Pittsburgh, prominent Edison jobbing house, has announced an elaborate tone test of the Edison to be given in Carnegie Music Hall, East End, on December 12. Miss Christine Miller will render a repertoire of songs, bringing out the marvelous and authentic reproduction of her voice by the Edison record on the Edison phonograph. Invitations have been issued to the various dealers in the Pittsburgh territory, and it is expected that a large audience will be present.

The Buehn Phonograph Co. has completed the improvements on the second floor of its beautiful establishment, and this week threw open to the public three new parlors and a spacious recital hall. This floor is used mainly for record demonstration, in addition to the retail quarters on the first floor. The rapid growth in this department during the past year has made the expansion necessary, both machines and records demanding greater space and more attention. Albert Buehn, president and manager of the firm, states that recently the business has passed former marks, and shows a steady increase as the holidays approach.

Lively Columbia Business

The Pittsburgh branch of the Columbia Graphophone Co., Sixth street and Duquesne way, reports a highly gratifying volume of business throughout this territory. Manager Lambert Fredl states that all of the local dealers are selling more records and machines than ever before in their history. Effective holiday advertising and aggressive sales methods, along with the Columbia co-operation, has brought their business to a "full capacity" mark.

E. L. GINSBERG WITH PATHE FRERES

E. L. Ginsberg, formerly connected with Landay Bros., and with Wm. Knabe & Co., has joined the sales staff of Pathé Frères Phonograph Co., and will work out several plans of dealer co-operation, which the company has prepared for the coming year.

The Massey Piano Co., of Des Moines, Ia., has taken over the stock and business of the Des Moines Pathephone Co., in that city.

SPEED INDICATOR

For Timing the Speed of Records and for Testing all Phonograph Motors by Mazda Lights on 60 Cycle Circuits.
SIMPLE and NOVEL. RETAILS FOR 15c.

THE PHANTOM-METER CO., NEEDHAM, MASS.
Sample to Dealers upon Request.

TO OUR PRESENT AND PROSPECTIVE CUSTOMERS:

We Wish You A Merry Christmas and A Happy and Prosperous New Year

We thank you for your patronage in the past and look forward to your patronage for 1917, which will be a record-breaking year for electrically operated talking machines.

The consumer wants ease, luxury, perfection and durability. Veeco motors assure these points and if you are not familiar with the progress in Electric Motors for talking machines, investigate Veeco at once, as we anticipate that our 1917 output will soon be entirely contracted for.

With our motor go service and a two-year guarantee. We supply with each motor our special Vitraloid Turntable which runs 50% more true than any metal turntable, and is distinctive in many ways. We also supply these turntables for use with spring motors.

The Veeco motor has been endorsed by the highest electrical authorities in the U. S. A. and has been adopted by the manufacturers wanting a high-grade electric motor for a high-grade talking machine.

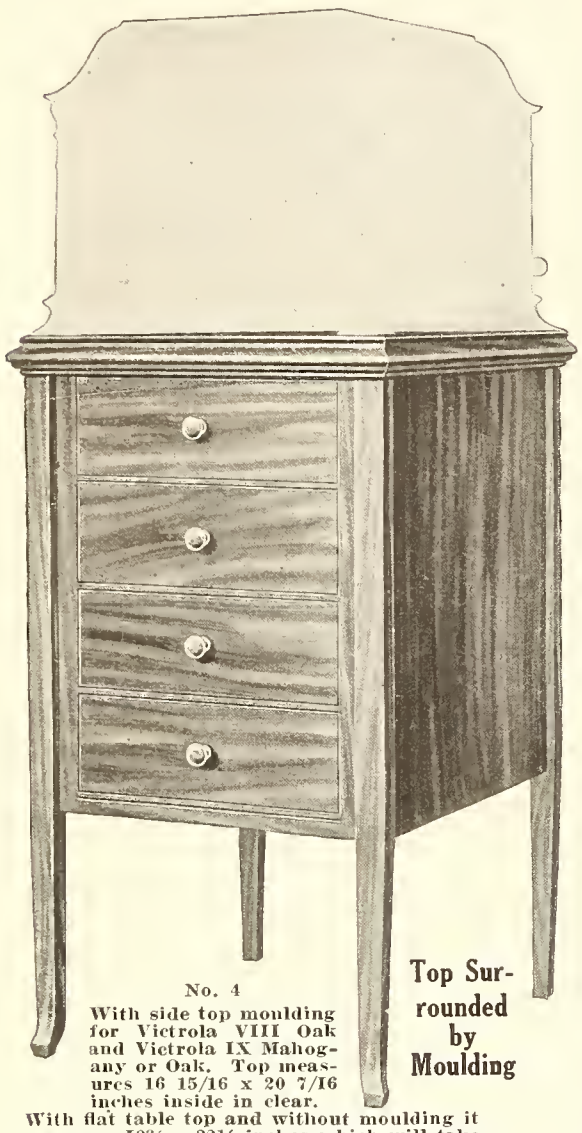
For dealers we supply our motors on various sized boards ready for installation in talking machines already sold.

THE VEECO COMPANY

248 BOYLSTON STREET BOSTON, MASS.

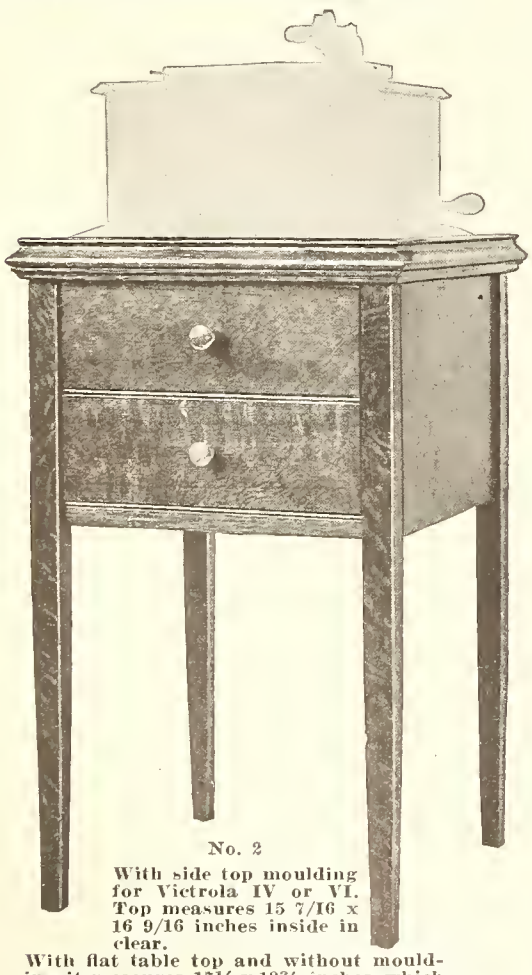
IMMEDIATE DELIVERY

BROWN'S DISC RECORD CABINETS

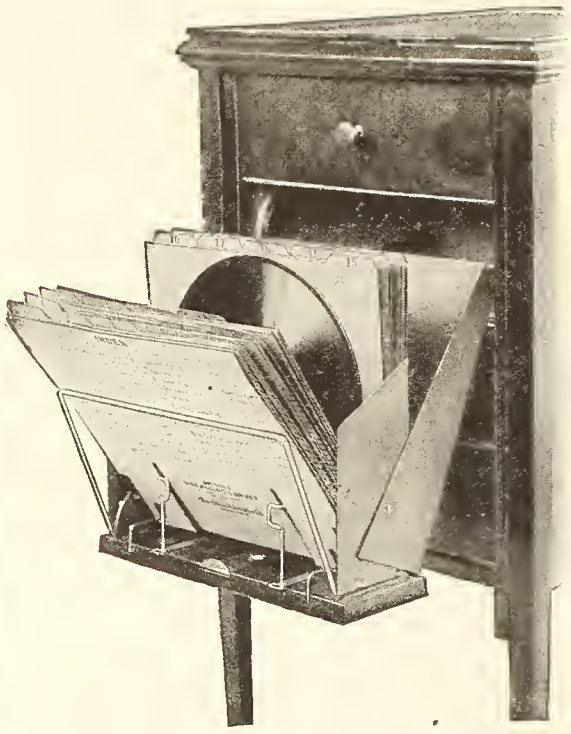


No. 4
With side top moulding for Victrola VIII Oak and Victrola IX Mahogany or Oak. Top measures 16 15/16 x 20 7/16 inches inside in clear.
With flat table top and without moulding it measures 18¾ x 22¼ inches which will take any size of portable machine of any make.

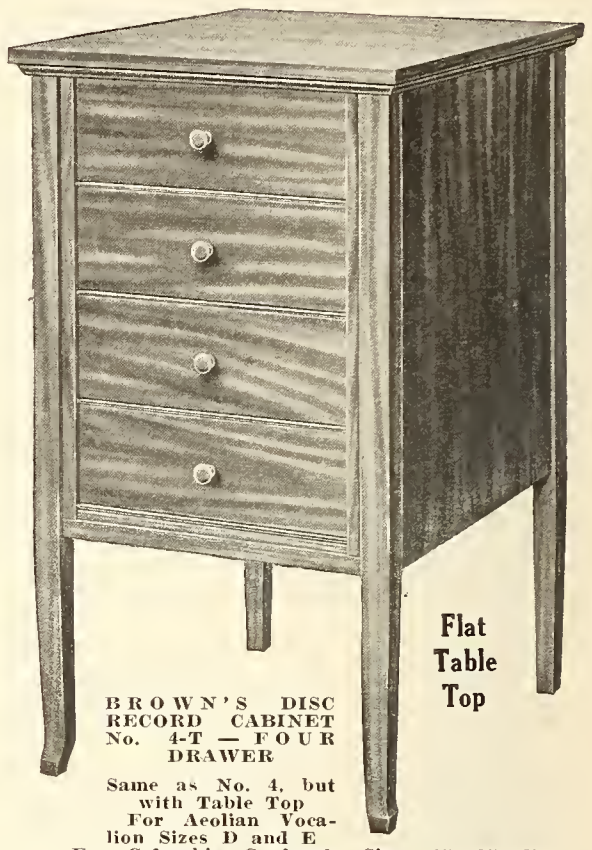
Top Surrounded by Moulding



No. 2
With side top moulding for Victrola IV or VI. Top measures 15 7/16 x 16 9/16 inches inside in clear.
With flat table top and without moulding it measures 17¼ x 18¾ inches, which will take all the smaller portable machines of any make.



Third position of drawer with spring pressure released and every record instantly accessible.



Flat Table Top

BROWN'S DISC RECORD CABINET No. 4-T — FOUR DRAWER

Same as No. 4, but with Table Top
For Aeolian Vocalion Sizes D and E
For Columbia Grafonola Sizes 15, 25, 35 and 50.
For Victrola VIII and IX.
The Top measures 18¾ inches wide by 22¼ inches deep.
Carried in stock in Mahogany and Quartered Oak. The latter in either Golden or Fumed Finish. Will hold one hundred ten or twelve inch records.

When drawer is closed records lie flat and cannot warp. Pull out drawer and it suspends, then a second tilting drawer places records in vertical position, easily accessible. IT IS THE ONLY CABINET THUS MADE. Each drawer will take either ten or twelve inch records.

The drawers are made of steel and cannot warp or shrink, consequently do not stick or bind. Parts nickel plated.

BROWN'S is the PERFECT DISC RECORD CABINET. Direct orders from all dealers invited.

A NEW DEPARTURE IN RECORD CABINETS

A Cabinet Different From and Superior to All Other Known Methods for Filing Disc Records

THE SIMPLEST AND MOST EFFICIENT

Solves All Difficulties of Filing and Finding Records Quickly

INSTANTLY YOU FIND THE RECORD YOU WANT.
INSTANTLY YOU REPLACE IT.

One Low Price for High Quality to All Dealers

ASK FOR NET PRICES OR ORDER SAMPLES —THE PRICES WILL NOT DISAPPOINT YOU

THESE CABINETS WILL FIT UNDER EVERY MAKE OF PORTABLE MACHINE

The Globe-Wernicke Co.

CINCINNATI

Barrientos! An artist without a peer. A singer of records that sell. Another Columbia exclusive.

(Write for "Music Money" a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

HIGH GRADE TALKING MACHINES DEMANDED IN DETROIT

Jobbers and Dealers, However, Find it Difficult to Get Sufficient Stock—Association Discusses Advertising—Recent Removals—Leading Concerns Report Enormous Business and Good Outlook

DETROIT, MICH., December 7.—If we are to believe all that the talking machine dealers tell us we haven't the least doubt that hundreds of people in Michigan are going to be disappointed for the holidays, and that they will either be forced to go without the standard machines or be satisfied with some of the inferior makes now on the market. With all due respect to the new makes of machines—and some of them are mighty handsome—comparison with the standard makes shows distinctly that the manufacturers of the Victrola, Columbia Grafonola, New Edison, Sonora and other well-known machines are experts in their line, and the disappointing feature about so many of the newer makes is that they seem to lack the artistic and the splendid finish which is so emphatically brought out in the standard machines.

Many New Machines Appear

It is really surprising to note the number of new machines that have made their appearance in Detroit since the last issue of The Talking Machine World. For instance, Crowley, Milner Co. have added the Fraad phonograph; Heyns Bazaar have added the Vista phonograph; the Ernst Kern Dry Goods store added the "Eufonola" phonograph and announce that this new department can be found on the fourth floor; Weil & Co., who were willing to place a tremendous order for one of the standard makes of machines, finally added the Vitanola. In fact, on every avenue of business, we have noted furniture stores, drug stores and others who have within the past thirty days installed a department for phonographs, most of whom have first endeavored to get one of the standard makes of machines, and then decided on the newer lines when refused. Comparatively few new accounts on Victrolas, Columbia Grafonolas and New Edisons have been opened this season, and indications are that not many new ones will be added during the coming year. Several managers have told me that they preferred to help those dealers already holding franchises rather than taking trade away from them by granting new franchises. The one argument that is in favor of fewer dealers on standard brands is that no dealer can offer any better price inducements than the competitor. So often have talking machine dealers said to me: "It is not fair to let a furniture store, for instance, sell the same merchandise I do when I have every dollar invested in the talking machine business and am paying an enormous rent downtown, whereas the furniture dealers simply put in the department as a side line, and thus gets the benefit of whatever advertising I give the line." Considering this phase of the situation from a serious standpoint, the downtown dealer is absolutely correct.

Grinnell Bros. New Victor Quarters

C. H. Grinnell, of Grinnell Bros., Victor jobbers, is exceedingly well pleased at his new quarters, First and State streets, where he has three solid floors for machines and records. The new wholesale building ranks with any jobbing house in the Middle West, and it has every convenience that could be desired. There is a private salesroom, a large room for demonstrating records, a repair shop, an entire floor for machines and an entire floor for records so that Grinnell Bros. can and will carry nearly 100 per cent. more merchandise than they did at the old location.

Columbia Officials Visit Detroit

K. Mills, general manager of the local office of the Columbia, and Sam Lind, sales manager, report that December will close the greatest year the Columbia has ever had in Michigan. There is a tremendous increase in the volume of bsuiness on both American and foreign records, and the same applies to machine business. Dozens of new dealers have been started since the first of the year in new territory, while at all times protection has been given to those already holding Columbia franchises. A few weeks ago a number of high officials of the Columbia Graphophone Co. visited Detroit on a trip of inspection, being their first visit since the office was moved to 403 Woodward avenue.

Starr Co. Picking Out Dealers

W. H. Huttie, of the Detroit branch of the Starr Piano Co., reports increasing sales and business, and dealers on Starr phonographs. "We are not attempting to set the world afire, but are going along easy, taking our time as to the selection of dealers," he said to The World correspondent. "We have had to turn down many dealers because we did not believe them to be just what we wanted. We are in no particular hurry to get our line placed with every Tom, Dick and Harry, as our instructions from headquarters have been to get "quality" dealers and not "quantity."

Protecting New Edison Dealers

R. B. Alling, manager of the Phonograph Co. of Detroit, New Edison distributors, has very little to report other than the twelve months ending December 31, will show a handsome business and dozens of new dealers in all sections of the State. As for Detroit, Mr. Alling has not reached out for new dealers preferring to give those now holding franchises ample opportunity and ample protection. As a result, the only Detroit firms selling the New Edison are The Edison Shop, 256 Woodward avenue; Wallace Brown, 31 East Grand River avenue; D. K. Smith, Highland Park, and the East Side Diamond Disc Shop, Gratiot avenue. On Monday, December 4, a two-page advertisement appeared in the morning newspapers relative to the New Edison, giving the names of the four local distributors. We have seen many full-page newspaper phonograph advertisements, but this is the first time in our recollection that we have noted two full pages as a singe insertion.

Brunswick Phonographs in Town

The Brunswick-Balke-Collender Co. at its Jefferson avenue store, announces the arrival of a shipment of Brunswick phonographs, and already has salesmen in the territory signing up dealers. The Detroit office will handle the entire State of Michigan. The Brunswick plays all standard makes of records.

Stores in New Locations

Clough & Warren Co. will open shortly a new store at 84 Broadway, where they will sell their own make of pianos as well as their own make of phonographs.

The W. W. Kimball Co. recently moved from Bates and Farmer streets to 80 Broadway, and at this particular time are building a special department for the sale of the Kimball phonograph. J. E. Belcher hopes to have the new department in operation by holiday time.

Association Discusses Advertising

The Detroit Talking Machine Dealers Association at its last meeting took up the subject of "Talking Machine Advertising," and there were many excellent discussions and suggestions. The point that dealers tried to reach was the best advertising for the sale of phonographs and records. It was reported that the new plans adopted for the charging of interest and the trade-in schedule were working out fine, and to the satisfaction of everybody concerned. Wallace Brown, New Edison dealer, announces that starting the first of December he was adopting a new policy of not taking any outside machines as trade-ins, thus cutting down his supply of second-hand machines. Edison phonographs taken in as trade he could have refinished and sold for almost new instruments. So far the plan is working out very satisfactorily, he reports.

A six-story new toy shop having opened a stone's throw from his location is proving very good as a trade stimulant for Max Strasburg, 74 Library avenue, Victor and Columbia dealer.

Ed K. Andrew, manager of the J. L. Hudson talking machine department, made several trips during the past thirty days endeavoring to purchase $100 and $150 Victrolas in almost any finish. Although he had what he believed to be a big supply the first of November, the sale has been so active that he now finds he will be caught short for holiday trade. "And promises don't go with people when they come in to purchase for the holidays," said Mr. Andrew. "We can't promise to have them right after the holidays because we don't know that we could keep such promises, the factories being so far behind in orders."

Geo. Bolster, a furniture dealer of Plentywood, Mont., has taken the agency for the Aeolian-Vocalion, and will feature it permanently in his store.

Nicholson Record Cabinets

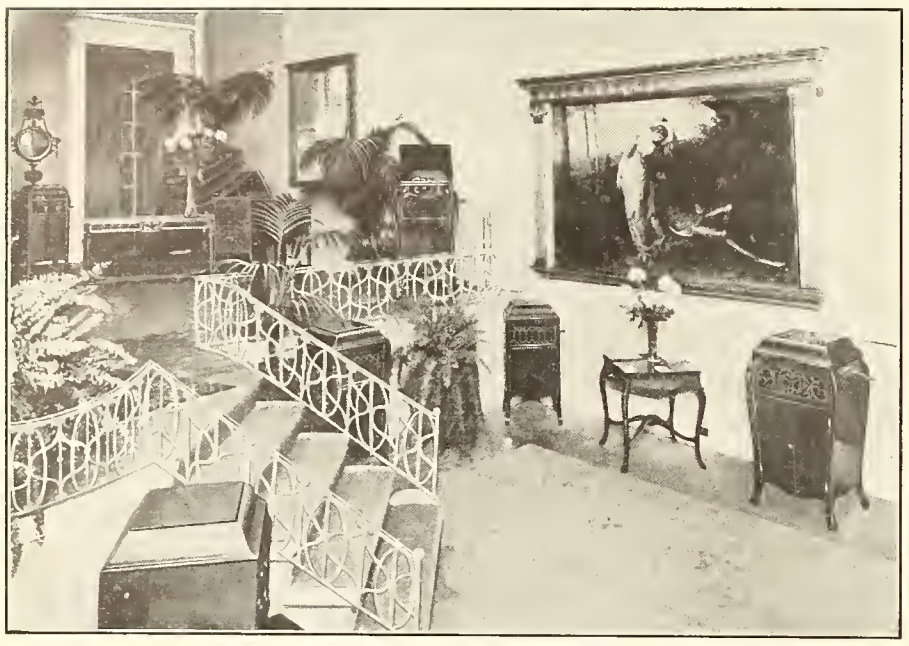
Manufactured in Mahogany, Imitation Mahogany, Quartered Oak and Plain Oak.
Fitted with horizontal shelves or upright racks.
Exceptional Values. Write for illustrations.

K. NICHOLSON FURN. CO. - Chase City, Va.

Samples and Salesmen { 9th Floor, New York Furniture Exposition Bldg. High Point Show Rooms, High Point, N. C. *and* Furniture Buyers' Exchange, High Point, N. C.

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., December 7.—One of the most interesting incidents of the month has been the opening, within a few days, of the new Sonora warerooms in this city at 1311 Walnut street. The Sonora Phonograph Corp. have taken the entire building and have remodeled it for their purposes, and it is a model of taste and refinement, and in thorough keeping with the instrument to be handled there.



View of Sonora Main Reception Room, Philadelphia

Stairway Leading to Ladies' Reception Room

First, let me describe the Philadelphia Sonora home. It is one of the best locations in the city for the handling of an artistic product. It is just off of Broad street and on the most fashionable thoroughfare. Formerly there were two entrances to the building, one of which has been closed and is used as a show window. On entering the building, the front of which is in stucco, a most artistic interior is at once discovered, with half of the main wareroom in the form of a raised balcony, with large stairs at its approach, which contain brass railings. The furniture of the room is quaint and exquisite in taste, and one large and handsome oil painting adorns the wall from the east. The drapings, lighting and everything about this room is in keeping with its general artistic effect.

At the back of this main large room are the repair rooms, and an elevator which carries patrons to other portions of the building. On the second floor are two large demonstrating rooms and a recital hall which comfortably seats seventy-five people. This floor is also furnished with very good taste. On the third floor are two more demonstrating rooms, and the fourth floor is used for the storing of stock.

The Sonora store is under the superintendence of L. S. McCormick, who is general manager of retail stores, with headquarters in New York. The man in direct charge is Joseph Lynch, who was brought here from New York to take charge. He has as his assistants David Lent, Edward Keech and Miss Helen Doyle. It is very apparent from the business that has already been done that this staff will have to be increased very rapidly.

Mr. McCormick told me last Wednesday when I visited the new store that he was particularly impressed by the way the project has been received in Philadelphia, and that quite a number of instruments were sold before ever the furniture was in place and the decorating finished. The general call has been for instruments at from $150 up, and quite a lot of enthusiasm has been shown for the Sonora's $1,000 artistic style, which is known as the "Supreme."

Before long the Sonora Corp. expect to open branch stores in different sections of the city. They have established no agencies here, but have held Philadelphia absolutely for themselves. Mr. McCormick said: "We knew just as soon as we could spare the product that we could open a home here in keeping with the general fine class of business to which the Sonora appeals." The firm have in contemplation the opening of similar stores in Boston and other large cities.

Exterior of New Sonora Building

George E. Brightson, the president of the Sonora Corp., and Frank Coupe, the advertising manager, have been in Philadelphia, the latter for the purpose of arranging for an advertising campaign here.

"We are all salesmen every day of our lives. We are selling our *ideas*, our *plans*, our *energies*, our *enthusiasms* to those with whom we come in contact."

—*Chas. M. Schwab, American Magazine, Nov. 1916.*

What Mr. Schwab says, applies to us. We have been selling our ideas, plans, energies and enthusiasm along with Victor product for 18 years and if you Mr. Dealer have not had this service you are the loser.

Place a "stop loss order" and secure pioneer service right up-to-date.

PENN PHONOGRAPH CO.
17 So. Ninth St., PHILADELPHIA
ESTABLISHED 1898

BUSY SEASON IN PHILADELPHIA

Activity With Louis Buehn & Co.—Penn Phonograph Co.'s Store Remodeled—Other News

PHILADELPHIA, PA., December 5.—Philadelphia has enjoyed another month of unusual business with talking machines. The field is broad-

(*Continued on page* 38)

RECORDS

FOR selling more Records—check your reasons:

Lowering overhead expense.
Creating permanent customers.
Good profits.

Reasons for NOT selling more records—check again:

Forgot to order.
Cannot secure.
Delivery slow.

Buehn Victor Service

even helps you on the first NOT reason, for we are continually reminding you of the good numbers.

And we guarantee service on the other two, positively. We fill more complete orders and more orders complete than ANY service. Buehn customers SAY this, and our books prove it. Why shouldn't you secure the BEST, for right now the Holiday season makes promptness imperative.

If you are as prompt to send your order as we are to SHIP it, you will double your Record profits during the next few weeks.

RUSH your Victor Record orders.

THE LOUIS BUEHN CO.

Have you seen the RECORD-LITE?
Ask us to send you one, with prices.

Philadelphia

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 36)

ening all the time, and the big factories are not able to keep up with the demand. At some of the stores they have hardly enough machines on hand to supply one good day's sale of Victors, and they are on their hands and knees begging for goods. This is not due to any carelessness, but such firms tell me that they have unfilled orders from the factory that have been standing for more than a year. Nor is it the condition alone of some dealers, but of many of them, and among the very largest.

The New Harmonola Warerooms

The Harmonola, at 1611 Chestnut street, have finally gotten their warerooms in fine shape, and are already well pleased with the business they have done, and report that their prospects are most encouraging.

Big Increase in Edison Business

Blake & Burkart, the biggest handlers here of the Edison, report that their business in November was far in advance of last year. They have found it difficult to get stock, not only in talking machines, but also sufficient pianos to meet the big demand for them. Mr. Gardiner, district superintendent of the Edison, was in Philadelphia the past week. Both members of the firm were in New York last week to see the new Edison cabinets which were exhibited at the Ritz-Carlton. They were highly pleased with them, and believe they will appeal strongly to the public. They state they have been pronounced by furniture experts as being the finest thing ever brought out as to the finish.

The Ludwig Piano Store in Philadelphia have placed a number of new booths for the selling of Edison machines, and they will advertise extensively.

Good Report From Buehn & Co.

Louis Buehn & Co. report that their business in November was very good. They did not receive as many machines as the previous month, but they believe that the Victor Co. will make up for the shortage this month. Their record business was considerably better than they expected, and they are constantly aiding materially the dealers to further their record business by printing for them lists of the best sellers, not only in domestic records, but also in records of all nations. Recently they sent out to the trade, as a help to dealers, a list of the best sellers from the foreign record catolg.

New Building for W. S. Gibson

Will S. Gibson, the Victor dealer at 4626 Frankford avenue, has contracted for the building of two additional hearing rooms to those already installed.

Worth's Re-opening

Nathan Worth, of Riverside, N. J., a Victor dealer in that city, had a grand reopening on December 2. It was a great success in the number of visitors and the amount of prospects secured.

Edison Dictating Machines Popular

The Edison Dictating Machines had a very successful November, and it was the second biggest month the firm has ever had. Nelson C. Durand was over from the factory last week. They have placed two new men on their sales force, and have added a brother of the present manager, R. L. Austin, to the office force. Among the big firms who secured Edison Dictating Machines during the month were Smith, Kline & French, the Concrete Steel Co., the Goodrich Tire Co. and David Lupton & Co. Besides these big firms which got a full equipment, they sold a large number on smaller orders.

To Remodel Penn Phonograph Co. Store

The Penn Phonograph Co. have made complete arrangements for the entire remodeling of their store. They will move their offices to the front and all the working end of the business will be in the rear of the store. They had a very large November, and quite a number of out-of-town dealers called on them pleading for machines. They state that the factory holds out promises of better deliveries this month.

Better Deliveries of Columbia Machines

The Pennsylvania Talking Machine Co. report that their business was excellent in November, and they found conditions as to delivery of machines better than last month. The Lazaro records have been having an enormous sale, and they have helped to increase their record sales very materially. The only machines upon which they had a shortage were those over $35. Their shortage on $25 and $35 machines continues with little hope of catching up on them before the first of the year. Manager Walter Eckhardt was at the executive offices and at the factory a few days last week.

The Dictaphone business of the Pennsylvania Co. was most satisfactory in November. Not only the office, but all of the sales force won their quota, which was most gratifying and which called out the following telegram to Manager Westervelt:

"Congratulations to self and every one of the salesmen connected with the organization.

"M. F. MILNOR, General Manager."

Manager Westervelt was down in the Baltimore territory last week looking over the condition, which he found most satisfactory. Everywhere the men are trying to put over enough business to win the desired offer of the factory of a free trip to New York to the Dictaphone convention to be held later.

NOT CONFINED TO LARGE CITIES

While visiting in large cities you have observed the care and art that is displayed in the show windows, and the crowds that are attracted thereby. You have said to yourself, "That is all fine for big cities, but not essential to my welfare in a small place." A blundersome mistake. Human nature, in city or village, is the same old thing. A village merchant who keeps his windows as an index finger pointing inside, sets the pace for weal or woe.

We carry 8 styles of MOTORS

We manufacture 4 styles of TONE-ARMS and 14 styles of SOUND BOXES

We fit any of our sound boxes to your tone-arms or vice versa.

CALL ON US FOR ANY PART IN THE PHONOGRAPH LINE

We manufacture all parts including

Graduated Disc Tabulators
Turntables
Table Brakes
Tone-Arm Rests
Record Cleaners
Needle Cups
Cabinet Lid Supports
Sapphire Needles
For Edison or Pathe Records
Main Springs
Governor Springs
ETC.

INDEPENDENT GERMAN-AMERICAN TALKING MACHINE CO., Inc.
54-56 Bleecker Street, New York City

COMPLETING TWO YEARS OF NOTABLE TRIUMPHS FOR THE WONDERFUL

AEOLIAN-VOCALION

THIS achievement of the Aeolian-Vocalion—an unqualified supremacy in the world markets within two years of its introduction to the public, is almost without parallel in the annals of commerce.

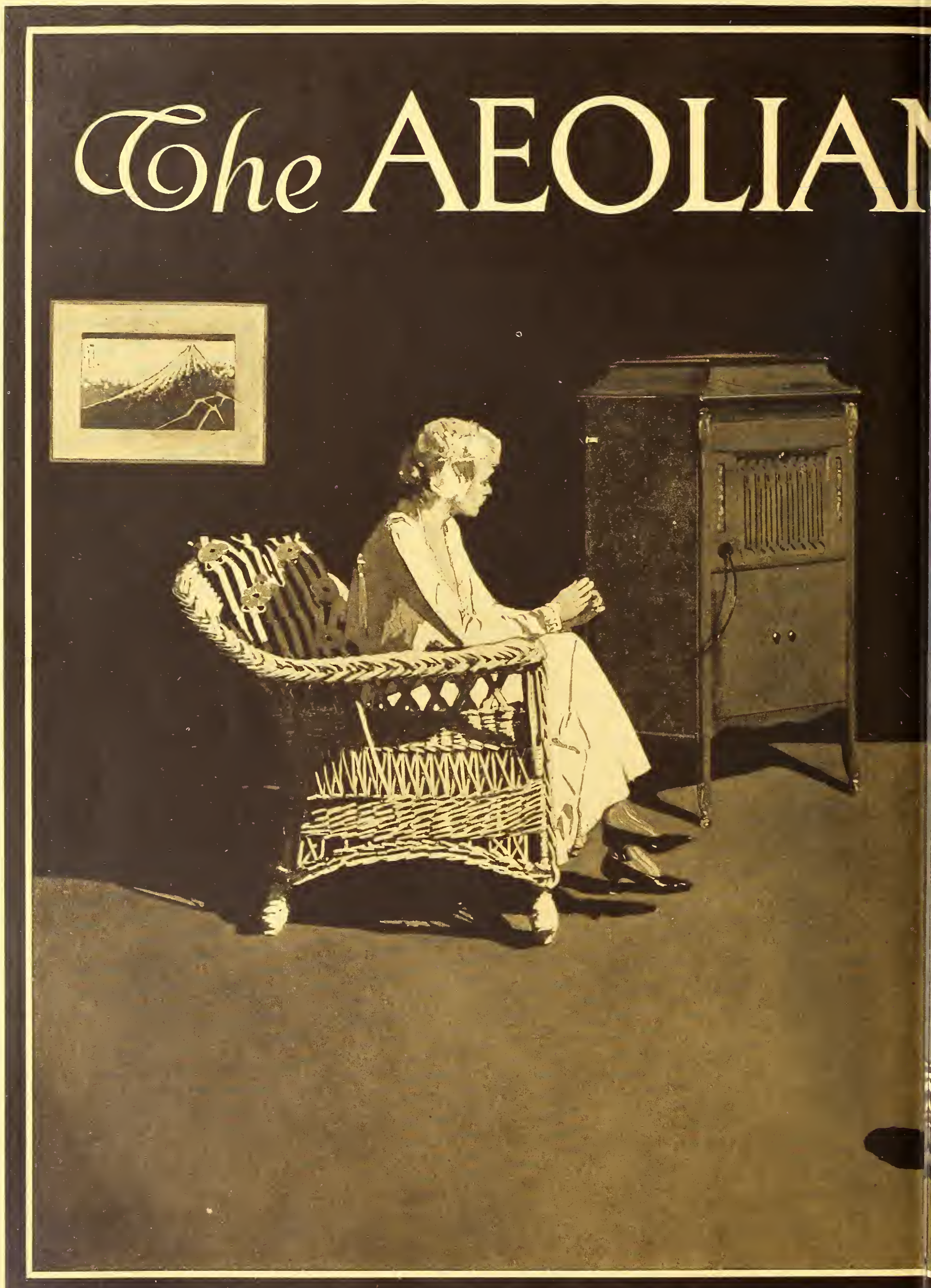
In November, 1914, this wonderful, new phonograph was placed on display in the salons of Aeolian Hall. From the very first it created widespread interest—made a veritable sensation in musical circles.

The Vocalion was an epoch-making step in the evolution of the phonograph. It evidenced the first material interest in instruments of the sound reproducing type on the part of any great musical instrument house. And that The Aeolian Company, maker of the Vocalion, was the world's leading musical concern—a highly progressive organization, but withal one of the most exclusive and conservative in the music field was further significant.

Much of the Vocalion popularity has been won, of course, through the novel opportunity it affords for musical expression. The Graduola expression device, as everyone now knows, permits complete control of tone—enables each record to be played with a wide latitude of effects. This has given phonograph music a vital quality, a variety never before possible, and has added infinitely to the charm and artistic possibilities of the sound-reproducing instrument.

But it is beauty and unequalled fidelity of tone that has held public approval; that has elicited the immediate endorsement of the musical world; that has brought the Vocalion within the space of two years to an unassailable leadership of a great and strongly intrenched industry!

THE AEOLIAN COMPANY

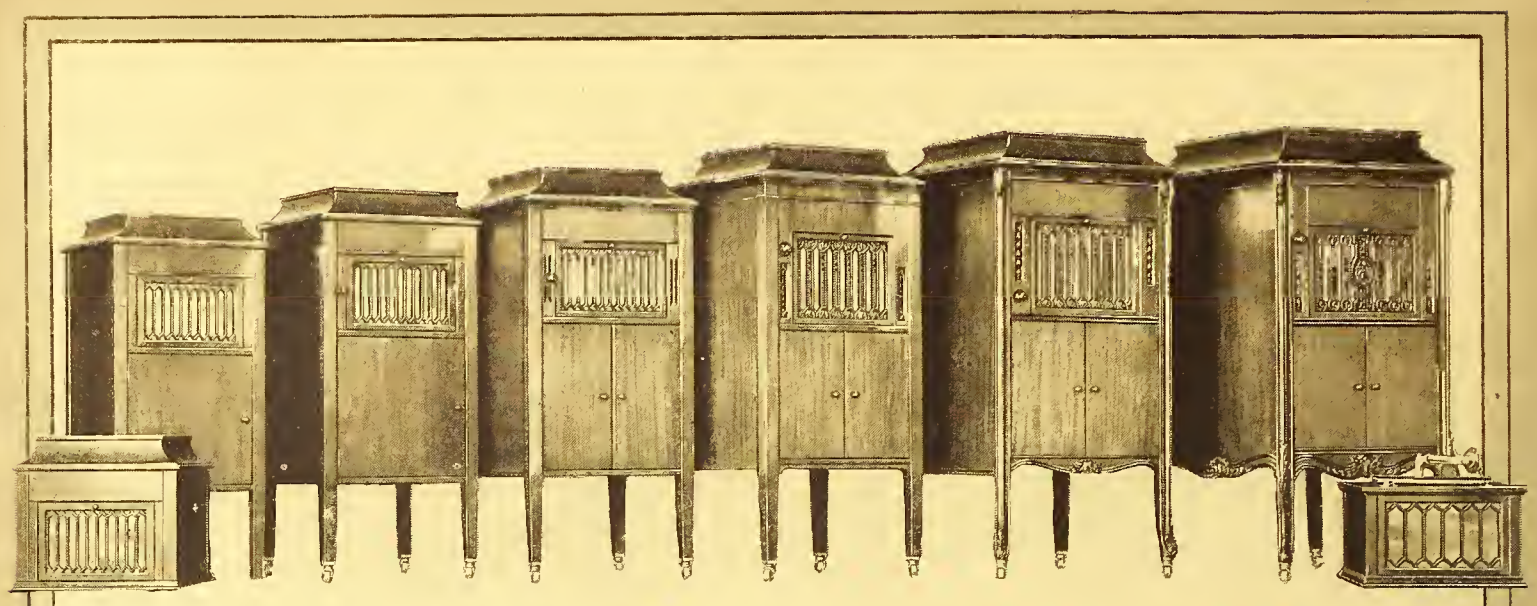

The AEOLIAN

-VOCALION

THE colorful tones of the human voice, all the varied notes of every instrument of the full orchestra are reflected faithfully—made to live anew by this supreme phonograph. Such clarity, sweetness and perfect purity of tone never have been possible before with any instrument of the phonograph type. And this wonderful, *natural* tone, you may vary and shade, make to express your own music feeling through the revolutionary Vocalion expression control—the Graduola.

Your slightest pressure upon the Graduola finds instant answer in the music. The melody ebbs and flows as you will. Its delicate shadings are the picture of your thoughts.

There is but one way to know and fully realize the supremacy of the Vocalion—you must *hear* it—hear the remarkable perfection of its tone. Then you must take the Graduola and discover the fascination of *making music*—of building new and refreshing tonal beauty with the skill of the greatest musicians as your guide. Scores of people every day are making this personal test of the Vocalion. Certainly every dealer—everyone connected with the music trades—should know the intensified music pleasures this great new instrument affords.



ABOUT VOCALION REPRESENTATION

MUCH Vocalion territory has already been assigned — Vocalion representation is recognized as the most profitable any dealer can secure. The number of firms manufacturing phonographs is already increasing. Competition is growing, and popular demand is depending less and less on the glamour of association with individuals and artists, and more and more on intrinsic merit and demonstrable superiority.

The Aeolian-Vocalion is not only far in the lead today, but the whole history of its manufacturers is a certainty of its remaining so. Moreover, this leadership is obvious at a glance, even to the least musically cultured. It is apparent in the most moderate-priced "stock" model—overwhelmingly evident in the Art Styles.

When in addition it is realized that the Aeolian-Vocalion line is the broadest in the industry, ranging from instruments at $35 to magnificent art models at $2000, and that Aeolian representation is *exclusive*, insuring the dealer the advantage of all the business in his territory, the tremendous value of this representation becomes apparent.

We invite you to write for details of the Vocalion proposition. Address the Aeolian-Vocalion Department

THE AEOLIAN COMPANY

AEOLIAN HALL, NEW YORK CITY

Chicago Office: Fine Arts Building, Michigan Avenue
A complete display of all models of the Aeolian-Vocalion may be seen at this office

THIBAUD RECORDING FOR PATHE

Pathé Frères Will Shortly Announce Records by Famous French Violinist

A recent visitor to the recording laboratories and executive offices of the Pathè Fréres Phonograph Co., New York, was Jacques Thibaud,

Jacques Thibaud

the famous French violinist. Mr. Thibaud is under exclusive contract with Pathé Frères, and in the very near future a number of his Pathé records will be announced. Mr. Thibaud is starting on a tour of this country, which calls for his appearance on the concert stage in the leading American cities.

Jacques Thibaud is well-known in musical circles both here and abroad, having won international recognition as one of the leading violinists of the present day. His fame was first achieved in Paris, and in 1903 he made his initial American tour, which was a signal success. His second visit to this country was made during the season 1913-1914, when he made a deeper and even more favorable impression than on his previous visit. A third tour, booked for the following season was prevented by the outbreak of the war, and Mr. Thibaud is now here on a year's leave of absence from the French army, to recover from injuries received in battle.

As a representative of the French school of violinists, Mr. Thibaud is one of the foremost artists now before the public, and his playing has won enthusiastic praise and admiration from critics here and abroad.

NEW QUARTERS FOR JONES-MOTROLA

Large Loft Leased on West Thirty-fifth Street, New York, to House Various Departments—to Be Occupied on or About February 1

Jones-Motrola, Inc., manufacturers and distributors on the Motrola, the electric device for winding talking machines automatically, reports the stock is coming along fast enough to enable the company to take care of the greater part of the current orders, both for attachments for direct or alternating current.

The increased demand has forced the Jones-Motrola, Inc., to lease an entire new loft at 29-33 West Thirty-fifth street, New York, which will be occupied on or about February 1, 1917. The loft, with over 7,500 feet of floor space will house the stock and shipping departments as well as the general offices of the concern now located at 171 Madison avenue.

That the Motrola has lived up to the claims made for it is indicated by the numerous letters from dealers and distributors commending the device and the regularity with which reorders are placed. Moreover, since it was placed on the market about a year ago the Motrola has been materially improved, especially in the direction of making it as noiseless as possible when in operation.

URGE ACTION ON STEPHENS BILL

Jobbers Impress Dealers With Importance of Making Strong Appeal to Congressmen if Measure Is To Be Passed This Season

The National Association of Talking Machine Jobbers is putting fresh energy into its campaign to bring about the passage of the Stephens-Ashurst Bill H. R. 13,568, providing for the maintenance of retail prices on trademarked articles. The members of the Jobbers' Association have already done some excellent work in the interests of the measure and the officers and members of the organization have taken occasion to make personal appeals to various Congressmen whose support is particularly desired.

The jobbers are urging the dealers to write to their Congressmen immediately urging favorable action on the measure, and it is pointed out that strong and concerted effort is required on the part of those favoring the bill if it is to be passed during the present session of Congress.

With the large number of political bills and various government measures to be considered, there will not be much time given to the consideration of the general run of business legislation.

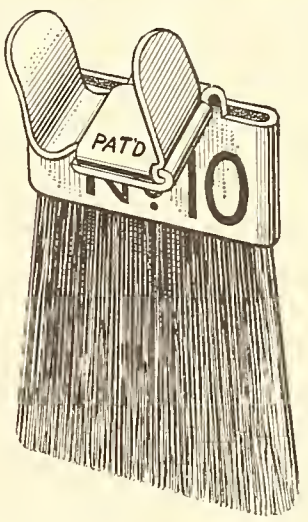
WILL MANUFACTURE CABINETS

KANE, PA., December 8.—The Kane Blind & Screen Co., manufacturer of Kane instrument stands, reports a gratifying increase in the orders for these stands which have been received from nearly every state in the union. The company has confined itself to the production of stands for only two years, but announces that a line of cabinets is being developed for introduction during the coming year, which will, no doubt, be well received by the general trade.

Beginning with the new year, the corporate name of the firm will be "Kane Manufacturing Co."

Cleanrite
TRADE MARK
RECORD BRUSH

Patented September 25 and October 2, 1906. September 7, 1907.

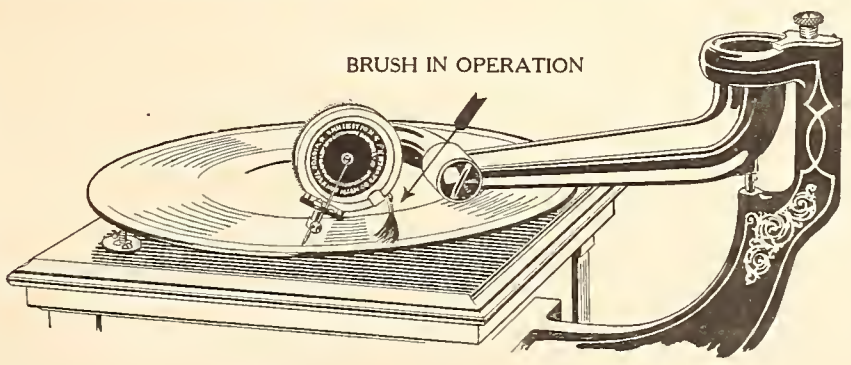


Price 25c.

Grit is a Fine Thing in a man, but one of the Worst Things in a record groove

Easily Attached

Works Automatically



By removing all dust and dirt from the Record Grooves a clear reproduction is insured.

Every Jobber and Dealer Should Handle These Brushes. Sample and Discounts Mailed on Request

Blackman
TALKING MACHINE CO.
97 CHAMBERS ST. NEAR CHURCH ST NEW YORK
VICTOR DISTRIBUTORS

Announcing Our Permanent Exhibit of the

Rishell Phonograph Co.'s

COMPLETE LINE OF

High Grade Period Design Phonographs

in Mahogany and Oak, at $50, $60, $75, $100, $150, $200, $250 and $300

"Our Cabinets are made by the J. K. Rishel Furniture Co., whose forty-nine years' experience in the manufacture of fine furniture is a guarantee of a perfectly designed, constructed and finished phonograph, playing every type of record."

Every Machine Equipped, free of charge, with the
RISHELL AUTOMATIC STOP

RISHELL PHONOGRAPH COMPANY, Williamsport, Pa.

NEW YORK SHOWROOMS
56 West 45th Street
"Just a few steps from Broadway"

PHILADELPHIA SHOWROOMS
1019 Filbert Street
"Near 10th and Market Streets"

COLUMBUS SHOWROOMS
40 West Spring Street
"Next the Chittenden Hotel"

COLLEGE COURSE FOR "TALKER" MEN

Special Department for Talking Machine Trade to be Feature of Merchants' Short Course at Kansas State University This Winter—Those Back of the New Project

KANSAS CITY, Mo., December 4.—F. R. Hamilton, head of the extension department of the Kansas State University, was in Kansas City December 2, making arrangements for a talking machine section during the merchants' short course at Lawrence next February.

Heretofore there has been no section for music dealers of any kind at these short courses. The suggestion for one came from M. M. Blackman, manager of the Edison Shop at Kansas City, who felt sure that his dealers would like to get the benefits that dealers in hardware, jewelry, groceries, and clothing receive from the State University. He took the matter up with Mr. Hamilton, who immediately saw the many advantages in the plan. Mr. Hamilton came to Kansas City, and conferences were arranged with A. A. Trostler, manager of the Victrola department of the Schmelzer Arms Co.; E. A. McMurtry, manager of the Columbia branch; C. V. Bissell, manager of the Starr Piano Co. branch, and others. All were enthusiastic; and Mr. Hamilton is going ahead with the plans.

There will be at least one afternoon in which the general program is devoted to phonograph dealers, with a speaker of national prominence. Following this program, there will be a round table, during which the dealers of the various lines will discuss their common problems. Then there will be round tables each day of the week, for the dealers in particular makes of phonographs.

Mr. Hamilton was particularly glad to make these arrangements, because so many of the talking machine establishments in Kansas started as adjuncts of some other line of business. And the dealers may come to Lawrence to enter the courses for these other lines, as well as to enter the talking machine classes. The new feature is expected to stimulate markedly the attendance at the short course.

"This is an important project," said Mr. Trostler to Mr. Hamilton. "We appreciate it, because we see that the talking machine is becoming the subject of real business in itself, instead of being merely a side line, as it had been considered by many merchants."

This course at "K. U." has grown in attendance from 100 to 500 in three years; next February will see the fourth of these events. They have been remarkably helpful to the Kansas merchants, in showing them the advantages of cost-finding systems and modern business methods. The manager of an adding machine company remarked recently that his sales in Kansas among the merchants who attended had been more than tripled.

Missouri merchants also have the benefit of these courses, and the phonograph dealers of that and other States in the Kansas City distributing territory will be invited. Last year, there were merchants from five States besides Kansas at the various sessions. There is no fee for the courses.

MARKET NEW REPRODUCER

The Wilson-Laird Phonograph Co., New York, has just placed on the market the "Bliss" reproducer, which is presented to the trade as a reproducer that embodies several distinctive features. The diaphragm is constructed of a special patented composition that the manufacturer claims is superior to mica. The Bliss reproducer has been advertised extensively in the local newspapers, and the company has made arrangements whereby the trade can be supplied with immediate deliveries of all quantities.

Talking Machine Dealers should write at once to their Congressmen urging strongly the passage of the Stephens-Ashurst Bill, H. R. 13,568, providing for maintenance of retail prices on trade-marked articles. There is no time to be lost.

SOPRANO MAKES VICTOR RECORDS

Mme. Galli-Curci, Latest Opera Sensation, Under Exclusive Contract With Victor Co.—What the Critics Had to Say

Musical circles in the United States were treated to two distinct sensations recently, the first being the successful American debut in Chicago of Mme. Galli-Curci as "Gilda" in "Rigoletto," and second the announcement by the Victor Talking Machine Co. of the first two records by this noted artist, and the fact that

Mme. Galli-Curci

she has been placed under exclusive contract with the Victor Co.

It is a matter of particular interest that Mme. Galli-Curci's first Victor record was the "Caro Nome" (Dearest Name) from "Rigoletto," the number that aroused her audience at her debut. The other record is "La Partida" (The Departure), by Alvarez.

In a story of the soprano's first American appearance the critic on the Chicago Tribune said in part: "When the curtain fell on the second act (of 'Rigoletto') the calm, suave, sophisticated gathering rose in its seats and cheered, and shouted and screamed its delight with Mme. Galli-Curci, the 'Gilda' of the afternoon. Nothing like her had been heard, the audience individually and as a body asseverated, in the six years which Chicago has had an opera company named for it."

Speaking of her voice another critic said: "She cannot trill. The famous trill which Tetrazzini carries up the stairs with her is absent, but the high E is there. It is the purest note I have ever heard. It is purer than a harmonica or the violin."

Still another critic sadi: "The first impression of Mme. Galli-Curci was that her voice is one of the most beautiful that has ever been heard on the auditorium stage, and this is said with full recollection of the list of famous names which will come to everybody's mind."

In view of these enthusiastic criticisms by writers who are by nature inclined to be distinctly conservative would indicate that the Victor Co. has in Mme. Galli-Curci a most valuable addition to the company's list of exclusive artists.

COLUMBIA HOLIDAY ADVERTISING

Window Hangers, Booklets, Motion Picture Slides, and Many Other Forms of Publicity Are Included in Christmas Campaign

The advertising department of the Columbia Graphophone Co., New York, has just prepared one of the most extensive advertising campaigns on behalf of Christmas business, which has yet been introduced to the talking machine trade. Every conceivable form of advertising is included in this campaign, which is certain to act as a marked stimulus to Columbia Grafonola and record sales from now until Christmas.

For several years past the Columbia Co.'s advertising division has paid particular attention to the preparation of Christmas season advertising, and each year's publicity has been more attractive and effective than its predecessor. It was thought that last year's series of advertisements and literature reached the acme of perfection in this field, but the 1916 publicity outdistances the 1915 material by a considerable margin.

Artistic window hangers, booklets featuring Grafonolas, circulars suggesting timely record outfits as Christmas gifts, hangers devoted to records especially adaptable for the Christmas season, moving picture slides, car cards, and newspaper advertisements, are all included in this mammoth campaign which is offered to the dealers as another link in Columbia co-operation and service. The entire set of Columbia Christmas advertising embodies the attractive set of colors, green and red, which have always been associated with the Christmas spirit.

THE LANGUAGE-PHONE

AND ROSENTHAL'S PRACTICAL LINGUISTRY

DISC LANGUAGE RECORDS

Every live dealer knows the great demand there is for knowledge of **Spanish** and other foreign languages. The trade of the United States is rapidly extending to other countries, especially South America. People everywhere are studying foreign languages—in fact, it has become the most popular study of today.

Up-to-date dealers are taking advantage of this opportunity and are making good profits selling the Disc Records of

THE LANGUAGE PHONE METHOD

AND ROSENTHAL'S PRACTICAL LINGUISTRY

This system has been truly called **The Dealer's Method,** for it is so simple to handle and easy to sell. Special training for salesmen is not necessary. It is sold like the music records.

Our national advertising has popularized the trade-mark "Man at Phone" (see cut) which brings customers of the better class to your store.

Dealers Get the Easy Business While the Field Is New—Write for our proposition NOW while the opportunity is here

The Language Phone Method, 992 Putnam Bldg. **2 West 45th St., New York**

Announcing Our Permanent Exhibit of the

Rishell Phonograph Co.'s

COMPLETE LINE OF

High Grade Period Design Phonographs

in Mahogany and Oak, at $50, $60, $75, $100, $150, $200, $250 and $300

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Heretofore there has been no section for music dealers of any kind at these short courses. The suggestion for one came from M. M. Blackman, manager of the Edison Shop at Kansas City, who felt sure that his dealers would like to get the benefits that dealers in hardware, jewelry, groceries, and clothing receive from the State University. He took the matter up with Mr. Hamilton, who immediately saw the many advantages in the plan. Mr. Hamilton came to Kansas City, and conferences were arranged with A. A. Trostler, manager of the Victrola department of the Schmelzer Arms Co.; E. A. McMurtry, manager of the Columbia branch; C. V. Bissell, manager of the Starr Piano Co. branch, and others. All were enthusiastic; and Mr. Hamilton is going ahead with the plans.

There will be at least one afternoon in which the general program is devoted to phonograph dealers, with a speaker of national prominence. Following this program, there will be a round table, during which the dealers of the various lines will discuss their common problems. Then there will be round tables each day of the week, for the dealers in particular makes of phonographs.

Mr. Hamilton was particularly glad to make these arrangements, because so many of the talking machine establishments in Kansas started as adjuncts of some other line of business. And the dealers may come to Lawrence to enter the courses for these other lines, as well as to enter the talking machine classes. The new feature is expected to stimulate markedly the attendance at the short course.

"This is an important project," said Mr. Trostler to Mr. Hamilton. "We appreciate it, because we see that the talking machine is becoming the subject of real business in itself, instead of being merely a side line, as it had been considered by many merchants."

This course at "K. U." has grown in attendance from 100 to 500 in three years; next February will see the fourth of these events. They have been remarkably helpful to the Kansas merchants, in showing them the advantages of cost-finding systems and modern business methods. The manager of an adding machine company remarked recently that his sales in Kansas among the merchants who attended had been more than tripled.

Missouri merchants also have the benefit of these courses, and the phonograph dealers of that and other States in the Kansas City distributing territory will be invited. Last year, there were merchants from five States besides Kansas at the various sessions. There is no fee for the courses.

MARKET NEW REPRODUCER

The Wilson-Laird Phonograph Co., New York, has just placed on the market the "Bliss" reproducer, which is presented to the trade as a reproducer that embodies several distinctive features. The diaphragm is constructed of a special patented composition that the manufacturer claims is superior to mica. The Bliss reproducer has been advertised extensively in the local newspapers, and the company has made arrangements whereby the trade can be supplied with immediate deliveries of all quantities.

Talking Machine Dealers should write at once to their Congressmen urging strongly the passage of the Stephens-Ashurst Bill, H. R. 13,568, providing for maintenance of retail prices on trade-marked articles. There is no time to be lost.

SOPRANO MAKES VICTOR RECORDS

Mme. Galli-Curci, Latest Opera Sensation, Under Exclusive Contract With Victor Co.—What the Critics Had to Say

Musical circles in the United States were treated to two distinct sensations recently, the first being the successful American debut in Chicago of Mme. Galli-Curci as "Gilda" in "Rigoletto," and second the announcement by the Victor Talking Machine Co. of the first two records by this noted artist, and the fact that

Mme. Galli-Curci

she has been placed under exclusive contract with the Victor Co.

It is a matter of particular interest that Mme. Galli-Curci's first Victor record was the "Caro Nome" (Dearest Name) from "Rigoletto," the number that aroused her audience at her debut. The other record is "La Partida" (The Departure), by Alvarez.

In a story of the soprano's first American appearance the critic on the Chicago Tribune said in part: "When the curtain fell on the second act (of 'Rigoletto') the calm, suave, sophisticated gathering rose in its seats and cheered, and shouted and screamed its delight with Mme. Galli-Curci, the 'Gilda' of the afternoon. Nothing like her had been heard, the audience individually and as a body asseverated, in the six years which Chicago has had an opera company named for it."

Speaking of her voice another critic said: "She cannot trill. The famous trill which Tetrazzini carries up the stairs with her is absent, but the high E is there. It is the purest note I have ever heard. It is purer than a harmonica or the violin."

Still another critic sadi: "The first impression of Mme. Galli-Curci was that her voice is one of the most beautiful that has ever been heard on the auditorium stage, and this is said with full recollection of the list of famous names which will come to everybody's mind."

In view of these enthusiastic criticisms by writers who are by nature inclined to be distinctly conservative would indicate that the Victor Co. has in Mme. Galli-Curci a most valuable addition to the company's list of exclusive artists.

COLUMBIA HOLIDAY ADVERTISING

Window Hangers, Booklets, Motion Picture Slides, and Many Other Forms of Publicity Are Included in Christmas Campaign

The advertising department of the Columbia Graphophone Co., New York, has just prepared one of the most extensive advertising campaigns on behalf of Christmas business, which has yet been introduced to the talking machine trade. Every conceivable form of advertising is included in this campaign, which is certain to act as a marked stimulus to Columbia Grafonola and record sales from now until Christmas.

For several years past the Columbia Co.'s advertising division has paid particular attention to the preparation of Christmas season advertising, and each year's publicity has been more attractive and effective than its predecessor. It was thought that last year's series of advertisements and literature reached the acme of perfection in this field, but the 1916 publicity outdistances the 1915 material by a considerable margin.

Artistic window hangers, booklets featuring Grafonolas, circulars suggesting timely record outfits as Christmas gifts, hangers devoted to records especially adaptable for the Christmas season, moving picture slides, car cards, and newspaper advertisements, are all included in this mammoth campaign which is offered to the dealers as another link in Columbia co-operation and service. The entire set of Columbia Christmas advertising embodies the attractive set of colors, green and red, which have always been associated with the Christmas spirit.

THE LANGUAGE-PHONE

AND ROSENTHAL'S PRACTICAL LINGUISTRY

DISC LANGUAGE RECORDS

Every live dealer knows the great demand there is for knowledge of **Spanish** and other foreign languages. The trade of the United States is rapidly extending to other countries, especially South America. People everywhere are studying foreign languages—in fact, it has become the most popular study of today.

Up-to-date dealers are taking advantage of this opportunity and are making good profits selling the Disc Records of

THE LANGUAGE PHONE METHOD

AND ROSENTHAL'S PRACTICAL LINGUISTRY

This system has been truly called **The Dealer's Method,** for it is so simple to handle and easy to sell. Special training for salesmen is not necessary. It is sold like the music records.

Our national advertising has popularized the trade-mark "Man at Phone" (see cut) which brings customers of the better class to your store.

Dealers Get the Easy Business While the Field Is New—Write for our proposition NOW while the opportunity is here

The Language Phone Method, 992 Putnam Bldg. **2 West 45th St., New York**

No Shortage of B. & H. Fibre Needles

¶ We are prepared to fill any and all orders on short notice.

¶ The fibre needles we are now offering are superior to any we have yet manufactured.

¶ REMEMBER we are the only manufacturers of fibre needles in America and our product is covered by U.S. Letters Patent.

Send for sample of our popular package
50 needles — retail price 25 cents

USUAL DISCOUNTS

B. & H. Fibre Mfg. Co.

33 and 35 W. KINZIE STREET CHICAGO, ILL.

WITH THE TRADE IN MONTREAL

Talking Machine Men Prepared for Unusual Business—Berliner Gramophone Co. Makes Second Wage Advance in Year—New Concerns Enter the Field—Edison Diamond Disc Phonograph for Government House

MONTREAL, QUE., December 4.—The members of the talking machine trade in this section have about completed preparations to take care of the enormous holiday business, which is already well under way. There is still the cry of a machine shortage, but even with this handicap, the trade is inclined to be unusually optimistic.

As an indication of the prosperous conditions existing and of the generosity of some talking machine manufacturers, it is announced that the Berliner Gramophone Co., Ltd., has given their employes their second voluntary increase in wages this year. The latest advance is accompanied by a reduction in working hours in the pressing plant, and the men in the future will work eight and one-half hours instead of nine hours per day, and get more wages for the shorter time.

Recent recordings by the Berliner Gramophone Co. include two double-sided records by the band of the First Regiment Grenadier Guards of Canada, four selections being "Laurentin March," "When Your Boy Comes Back to You," "Land of the Maple," and "Here's to Tommy." There are also two selections by Jos. Saucier, popular Montreal baritone, "Calm as the Night" and "Until."

Eight new luxuriously fuunished sound-proof demonstration rooms have been installed in the phonograph department of Layton Bros.

The Canadian Graphophone Co., Columbia distributors for the Province of Quebec, report a good call for Lazaro records. There is also a strong demand for records by Elzear Hamel, the favorite French-Canadian comedian. The latter records have been featured by large advertisements in the Montreal French Daily.

Layton Bros. recently made a particularly striking window display with the famous dancing ragtime Rastus as the center of attraction. The complicated steps of the little dancer kept the sidewalk in front of the store crowded throughout the day.

The Canadian Graphophone Co. are doing a nice trade in Columbia electric machines and in foreign records.

The Government House, Ottawa, now has a new Edison Diamond Disc phonograph. The sale was made by R. S. Williams & Sons Co., Ltd., Toronto, which received the following letter from the Comptroller:

"I am commanded by Field Marshal His Royal Highness the Duke of Connaught to inform you that he is very pleased with the Edison Diamond Disc phonograph which you supplied to Government House. You are entitled to use the word, 'Patronized by H. R. H. the Duke of Connaught,' if you wish to do so."

The D. H. Hogg Co., 496 St. Catherine street, East, has taken on the complete Columbia line with a large stock of records, and will feature the same extensively.

The Berlin Phonograph Co., Ltd., has been incorporated with a capital stock of $20,000, to manufacture, buy, sell, import and export the Art-O-Phone talking machine. They will open a store at 153 St. Catherine street, East.

J. A. Hurteau, Ltd., report a fair business in Pathé and Sonora machines. They make a specialty of Pathé records imported direct from Paris.

NEW METHOD OF LISTING RECORDS

The Emerson Phonograph Co., New York, presents a new style of listing records on their December bulletin. Instead of the stereotyped manner of listing, the company arranges its December records by units so that a customer when reading the bulletin will feel inclined to order half a dozen records instead of single selections, as they all combine to make up a pleasing program.

TELLING PEOPLE HE SELLS VICTORS

Wm. J. MacFarlane, of Canandaigua, N. Y., Loses No Opportunity to Call Attention to the Line He Handles—A Recent Instance

Wm. J. MacFarlane sells Victor Victrolas and records in Canandaigua, N. Y., and anybody in the city who docsn't know it must be suffering either from blindness or deafness.

An idea of the method Mr. MacFarlane uses

Wm. J. MacFarlane's Auto Display

to attract attention is afforded by the accompanying illustration which shows his automobile suitably decorated, and which took part in the business boosting "auto run," and in which 125 other local business men were entered.

In talking of the parade Mr. MacFarlane said: "Besides the general advertising and glad hand given me at every stop, I distributed over 1,000 sets of Victrola advertising." This sort of energy turns the dealer into a merchant.

EXHIBITS EDISON FILM

R. C. Bollinger Music Co. Secures Some Good Publicity Through Use of Motion Picture Film in Local Theatre

MCALESTER, OKLA., December 5.—The R. C. Bollinger Music Co. recently secured some very profitable advertising through exhibiting the motion picture film, "The Voice of the Violin" at the Busby Theatre here. The film deals with the Edison laboratories at Orange, N. J., and in addition to the interesting story it tells, detailed scenes of the Edison plant are shown. During the showing of the film, S. B. Mosher, manager of the Bollinger store, entertained the audience with a number of high-class musical selections on the Edison Diamond Disc phonograph, demonstrating its various good qualities.

ATTRACTING WIDE ATTENTION

"Noset" Start and Stop Being Adopted for Use by Manufacturers — Energetic Advertising Campaign Being Prepared for Dealers

"We have received splendid results from our advertisement in The Talking Machine World," said an officer of the Condon Autostop Co., New York, manufacturer of the "Noset" automatic start and stop. "Members of the trade, more especially manufacturers, have all agreed that 'Noset' is an accessory which meets all the requirements of the public. In fact one manufacturer compares it to the self starter of the automobile. So essential and so great was the demand by the automobile owner for the device which would start his automobile automatically and conveniently that it was supplied by various independent manufacturers as an accessory to those who had purchased machines, making it in a measure a modern equipment of their automobile. The automobile manufacturers, anxious to offer refinements to the public, soon included the starting device as part of their regular equipment; and it has been predicted that the 'Noset' will be similarly recognized.

"One point that has not been made clear to the dealers is the fact that some laboratory models of various inventors have been shown to the trade but only demonstrated in the inventor's presence. One reason is that they have not created a versatile device to perform regardless of back tracking. If perchance the operator of the instrument accidently swings the sound box to and fro before placing the needles on the record, 'Noset' only performs its duty when the record is finished. 'Noset' starts and stops without attention all standard makes of records, including the ten cent varieties."

Mr. Condon states that the energies of the company's advertising department will be at the services of the trade, and already considerable printed matter is under way and in the mail. Every co-operation will be offered the dealer to develop a profitable market for the "Noset."

Write to your Congressman at once strongly urging the passage of the Stephens-Ashurst Bill, H. R., 13,568.

Operaphone Records

TO those whose support has contributed to the unparalleled popularity of Operaphone Records and to those whose support we hope to enlist for our mutual benefit, we extend—

Sincerest Good Wishes for a Pleasant Holiday Season and a New Year of Unalloyed Prosperity

OPERAPHONE :: 200 FIFTH AVENUE NEW YORK CITY

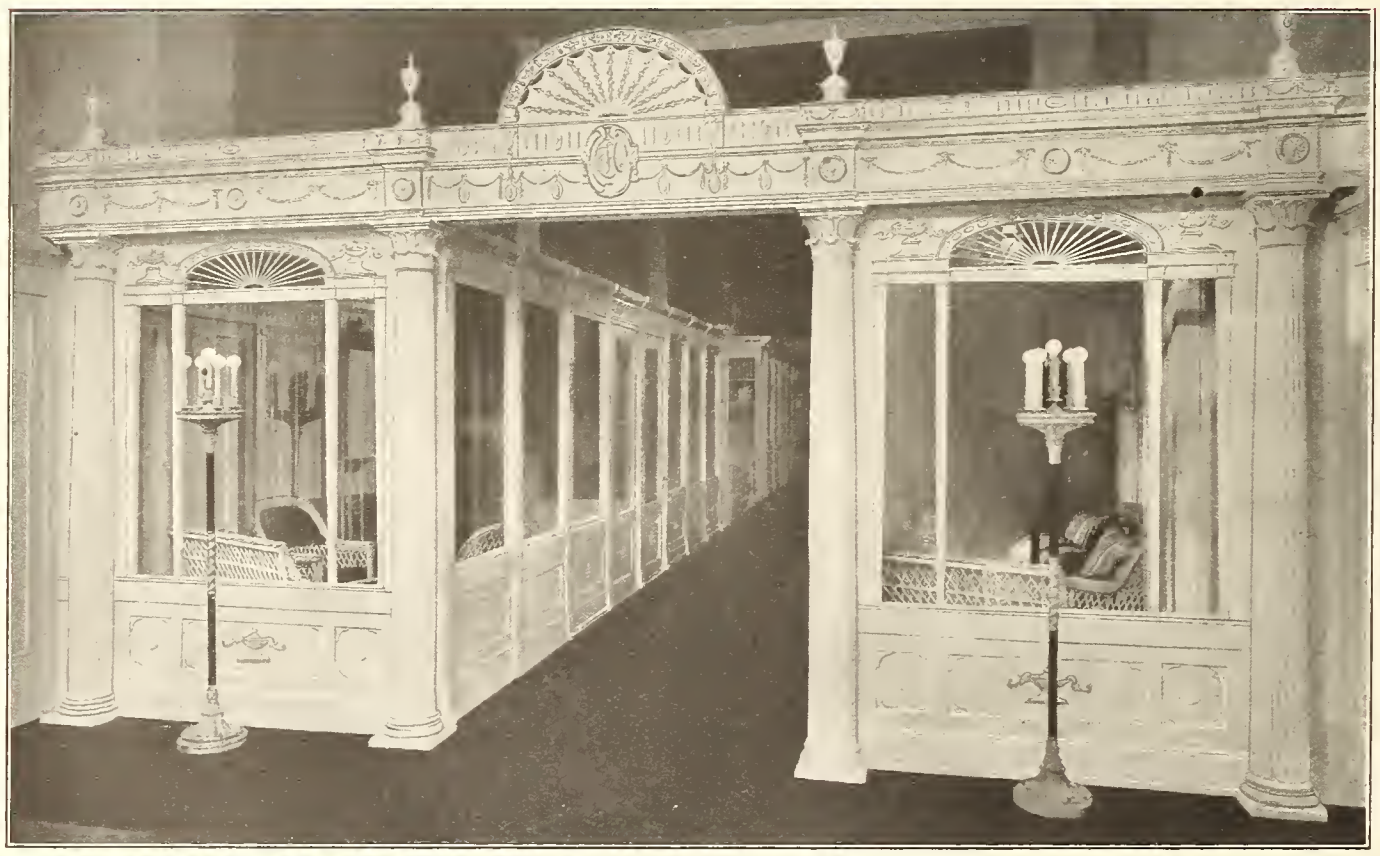
Holiday Greetings

TO THE TALKING MACHINE TRADE

Let Your New Year Resolution Be

1917—Bigger - Better - Busier—1917

We can help you NOW in this resolve by planning for you a new Unico Department



Cohen & Hughes, Inc. A UNICO DEPARTMENT IN THE STYLE ADAM Washington, D. C.

Our Experience in Developing Hundreds of Money-Making Departments is at your service

IF YOU WANT

Maximum Efficiency in Minimum Space	A Distinctive yet Practical Department	Satisfying Service at Reasonable Cost

Send us a rough draft of your space and we will solve your problem

The Unico System will be your Ultimate Selection

WHY NOT NOW?

THE UNIT CONSTRUCTION COMPANY

Literature upon request 121-131 SO. 31st ST., PHILADELPHIA, U. S. A. *Write to-day*

NEW "TEMPLE OF VICTROLA MUSIC"

Landay Bros. Formally Open Elaborate New Establishment on West Forty-second Street—Something of the Interior Equipment

Landay Bros., Victor distributors, held the formal opening of their new "Temple of Victrola Music" last Monday. This building, which is located at 23 West Forty-second street, is considered by many as the finest retail establishment in the local talking machine trade.

Landay Bros. New "Temple of Victrola Music"

The new "Landay Temple of Victrola Music" has been in course of completion for the past two years, and Landay Bros. left no stone unturned to make this building a monument to the remarkable achievements of the Victor products, and a permanent reminder of the progress and prestige of the House of Landay.

This new building is the "brain child" of Max Landay, president of Landay Bros., who has personally supervised every detail incidental to its construction and equipment. As Mr. Landay is one of the veterans of the Victor industry it is hardly necessary to state that there is absolutely nothing omitted in the new Landay building which can possibly add to the comfort and convenience of the Landay patrons.

Architecturally the new Landay building is of the fifteenth century Italian period, effective and appropriate to a degree when one considers its purpose and association. Landay Bros. occupy the entire five stories in this "Temple of Victrola Music," and the "home" idea is carried out on all of the floors.

On the fifth floor is a small recital hall, and in this room, Landay Bros. are planning to have the head of their educational department conduct Victrola recitals and assist public school teachers in selecting appropriate records for their pupils.

Every floor is furnished artistically, the main thought having been to provide an atmosphere or refinement in keeping with the musical standing of the Victrola. Each floor is complete in itself, the patrons being able to select their Victrolas and Victor records with maximum convenience and comfort.

It has been the ambition of Landay Bros. to establish a "Temple of Victrola Music" ever since they became distributors for the Victor Co. sixteen years ago, and they feel that they now have a home of music which well fulfills this ambition.

Landay Bros. now have four Victrola establishments in New York City, all of which are located in the best retail districts and are thoroughly commensurate with the worldwide fame of the Victor products. These stores are located at 23 West Forty-second street, 563 Fifth avenue, 427 Fifth avenue and 27 West Thirty-fourth street.

MANOPHONE MICHIGAN DISTRIBUTOR

Clough & Warren Co. Appointed by James Manoil Co.—James Manoil Makes Western Trip—Factory Rushed to Capacity

James Manoil president of the James Manoil Co., Newburgh, N. Y., recently made an extensive business trip through the West, where he visited many of the larger cities and found the popularity of the Manophone steadily increasing.

One of the most recent moves of the company has been the appointment of the Clough & Warren Co., of Adrian and Detroit, Mich., as sole distributors and selling agents of the Manophone for the State of Michigan.

Reports from the factory in Newburgh show that the national advertising campaign, now being carried on by the company is bringing forth such results that an increase in the facilities of the plant is contemplated in the near future.

IMPORTANCE OF SERVICE IN SELLING

Service to the Customer, Beyond Simply Taking His Money, One of the Fundamentals of Successful Salesmanship—Keeping Promises

The great majority of salesmen believe that service is one of the fundamentals of the profession. There are others, however, who believe by selling the customer something they are giving him all the service to which he is entitled. In other words, they don't appreciate the purchasing aspect of the word service, but divide the word into its component parts such as "serve," meaning to give something, and "ice," meaning the manner in which it is given.

Service is the backbone of every business and covers a good deal of ground. If you promise delivery of goods for 10 o'clock and don't get them there till 12 o'clock, that is not service. Yet how frequently it is the case that this takes place. Delivery should not be promised unless there is a fair certainty of the promise being kept, and if some circumstance arises to prevent it being kept, the customer should be notified. If this policy is not followed, one cannot hope to make permanent customers.

There are many little services, such as opening the door for a customer who is coming in or going out—giving them a chair while waiting—selling stamps willingly—and so on, that don't cost you a cent, but get you dollars.

Display is also a part of service. For instance, if a customer comes in for records, if that line is well displayed it helps her to do her purchasing. People come into the store with a definite purpose, and that is to buy goods. Make it easy and convenient for them to do so.

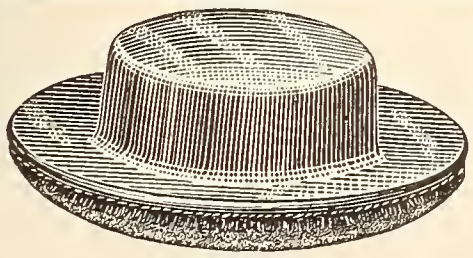
Answer the telephone quickly and efficiently. When the bell rings, bear in mind that there is a customer waiting at the other end, and answer as soon as possible. Don't waste time saying "Hello!" Give the name of the firm at once.

Talking Machine Dealers should write at once to their Congressmen urging strongly the passage of the Stephens-Ashurst Bill, H. R. 13,568, providing for maintenance of retail prices on trade-marked articles. There is no time to lose.

Small export orders are easy to secure; they come unsolicited. An ever increasing volume of foreign orders can only be had by a man who knows foreign trade conditions, banking, shipping, national customs, credits and how to sell and hold the business. He must be an expert talking machine man, who knows every part, can repair and teach the use and sale of his lines.

Ten years a manufacturers' export agent and five years in the laboratory, factory and sales end of the talking machine business. That is my experience and that is why I shall represent for export a limited number of non-competing manufacturers of machines, records, parts and accessories. If you are a manufacturer seeking export trade, write me for details. *Now* is the time to start and start right; opportunities abroad were never better.

I. L. COCHRANE
24 Stone Street New York



"STANDARD" "SIMPLEX" RECORD CLEANERS

STANDARD CLEANER
Price 50 cents, list
"SIMPLEX" CLEANER
Price 15 cents, list

Send 10 cents in stamps for a sample cleaner. Write on your business letter head only. Place regular orders through your jobber.

KIRKMAN ENGINEERING CORPORATION
Successors to the Standard Gramaphone Appliance Co.
237 LAFAYETTE STREET NEW YORK

THIS BULLETIN

Explains Our Method of Working

It explains how we act as your auxiliary factory—how you can use any one of our departments or all—for a day, a week, or a month. It explains the service we render you and what you pay us for that service.

Write for your copy today

DeCAMP & SLOAN, Inc.

Works, 420 Ogden Street, Newark, N. J. New York Office, 141 Broadway

REVISION OF EDISON TERRITORY

Changes Announced by Thomas A. Edison, Inc., Increase the Efficiency of the Service Rendered Dealers by Technical Men

A revision of the territory, to which the field supervisors and mechanical instructors of Thomas A. Edison, Inc., are assigned, has been announced at the offices of the company at Orange, N. J. The changes have been made in order to increase the efficiency of the large staff of sales and technical experts who are employed to assist Edison dealers in solving any merchandising or mechanical problems that may arise in their business. Every zone in the United States now is afforded the services of these thoroughly trained and highly competent experts, and the work has been extended into Canada by the appointment of both a supervisor and a mechanical instructor who will make a preliminary survey of this vast territory before the final appointment of additional men.

The supervisors are equipped with the best and latest Edison information along various lines. They are kept in close touch with the Edison laboratory and are aware of every development that may be interesting or valuable to Edison dealers. The mechanical instructors all are graduates of the special laboratory course in mechanics, and there is no problem relating to the mechanism of the New Edison that they are not capable of solving. The new territorial assignments of these field workers are as follows:

Supervisor, H. R. Skelton; mechanical instructor, E. Trautwein. Zones: Boston, New Haven, Albany, Syracuse.

Supervisor, C. S. Gardner; mechanical instructor, J. C. Knipper. Zones: New York, Pittsburgh, Williamsport, Philadelphia.

Supervisor, J. J. Callahan; mechanical instructor, J. Finlayson. Zones: Cleveland, Detroit, Chicago, Indianapolis.

Supervisor, L. A. Zollner; mechanical instructor, A. E. Schiller. Zones: Des Moines, Sioux City, Milwaukee, Minneapolis.

Supervisor, C. R. Lee; mechanical instructor, E. E. Bedford. Zones: Atlanta, Richmond, Cincinnati.

Supervisor, A. P. Burns; mechanical instructor, J. McCluskey. Zones: New Orleans, Dallas, El Paso.

Supervisor, C. W. Burgess; mechanical instructor, D. Lawson. Zones: St. Louis, Kansas City, Omaha, Denver, Ogden, Helena.

Supervisor, H. L. Marshall; mechanical instructor, G. A. Cummings. Zones: Los Angeles, San Francisco, Portland, Seattle, Spokane and the territory which the Kent Piano Co., Vancouver, B. C., is working.

Supervisor, Newman Johnston; mechanical instructor, J. B. D. Gambee. Mr. Johnston, recently appointed, is the first supervisor to go into Canada. His present territory is the entire Dominion outside of British Columbia (which Supervisor Marshall is handling), and it is his intention to apply himself at first at Eastern Canada, beginning with the Toronto jobbing point, and successively covering Montreal and St. Johns. After that he will take up Winnipeg and Calgary.

MISS VIVIAN DODIN ARRIVES

A. H. Dodin, Well Known Repair Man, Gets Fine Thanksgiving Present

Andrew H. Dodin, president of the Talking Machine Repair & Sales Co., got a brand new present on Thanksgiving Day despite the high price of turkey. The present was made by Mrs. Dodin in the form of a lusty little daughter. Her name is Vivian. As this is Mr. Dodin's first child he finds it difficult to keep the full allotment of buttons on his coat and vest owing to chest expansion.

Write to your Congressman at once strongly urging the passage of the Stephens-Ashurst Bill, H. R., 13,568.

SERVICE DEPARTMENT PLEASES

New Feature Inaugurated by Otto Heineman Phonograph Supply Co. Warmly Commended

ELYRIA, O., December 8.—The new service department recently inaugurated by the Otto Heineman Phonograph Supply Co., has already proven its practical value, and the company has received numerous letters from its patrons, warmly commending this move and stating that they will be glad to avail themselves of the services offered by this department when the occasion requires.

Paul Wood

Paul Wood, who is at the head of this special service department, is a man of wide experience in the phonograph field, having been master-mechanic at the Heineman factory for sometime past. He is thoroughly conversant with every phase of motor, tone arm and sound box manufacture, and is therefore in a position to render valuable co-operation to the phonograph manufacturers using the Heineman product. Mr. Wood will visit different sections of the country calling upon the manufacturers and assisting them in any possible way that will add to the efficiency of their manufacturing activities.

THE COLUMBIA LINE IN SYDNEY

"Paling's" to Handle This Line in Sydney—Very Prominent in the Music Trade Field

H. A. Parker & Co., of Sydney, Australia, distributor for the Columbia Graphophone Co., New York, closed an important deal recently, whereby the well-known music house of "Paling's," Sydney, will handle the complete Columbia line, and feature it extensively.

Paling's is recognized throughout the piano industry as the highest grade piano house in Australia, and their acknowledgment of the musical qualities, and sales possibilities of the Columbia line is a valuable tribute to these products. H. A. Parker & Co. states that the Columbia line is now represented throughout Australia and New Zealand in every high-grade piano house without exception.

Messrs. Parker & Hunt, comprising the heads of H. A. Parker & Co., are now in New York, conferring with the executive departments of the Columbia Co. anent the coming year's activities.

ENTERS EXPORT FIELD

I. L. Cochrane, well known in the talking machine trade, has entered the export business, and is planning to concentrate his activities on developing export trade for non-competing manufacturers of machines, motors, cabinets, accessories, etc.

Mr. Cochrane was for years a manufacturers' export agent prior to entering the talking machine business and he is therefore conversant with the possibilities of this field. He is planning to visit several of the South American countries in the near future, and his wide export acquaintanceship will doubtless enable him to establish valuable connections.

"Standard" Service Pays

The "come-back" to the Standard Service of the past is this new 4-story and basement building, 119-121 Ninth Street.

Standard Service

Increases Your Victor Record Business—Mr. Dealer

Standard Dealers *fill 100% of their inquiries*—ask us how. Standard Service not only gives advance dope on records, but furnishes as well selling schemes that sell the goods; makes your shop the Victor center for your community—let us show you how.

Use "Standard" to make Victor *salesmen* of your *clerks*.

Our Larger Quarters

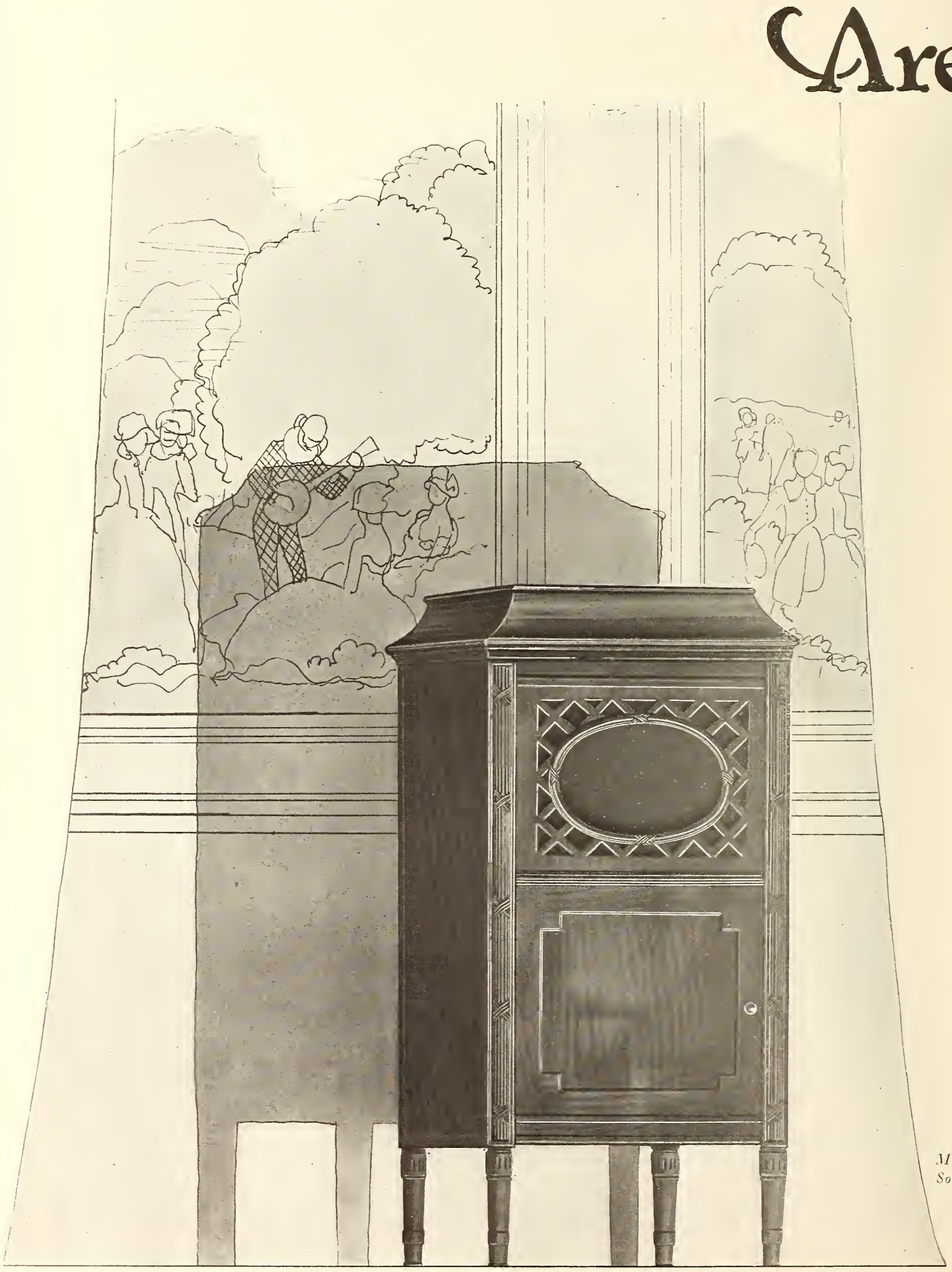
will mean increased selling service for you, larger immediately available stock, and better equipment to act as your consulting sales manager.

"Exclusively Victor Wholesale"

Standard Talking Machine Co.

J. C. ROUSH, President.

Pittsburgh, Pa.



Model "17
Solophone

You Getting *Deliveries?*

OR ARE you getting promises? Or perhaps not even promises. The holiday season finds dealers everywhere unable to meet the demand for phonographs of the quality kind. Even promised deliveries are not made on time. And everywhere the merchant's business is hampered.

Realizing this situation fully, the Solophone Company has made full preparation to meet it. We are ready to ship Solophones in any number—at any time. We positively guarantee prompt shipments.

When you add this advantage to the many advantages which are built into the Solophone, do you not realize that the Solophone agency is something you have got to consider seriously if you want to be doing things in the phonograph game.

For the Solophone is not "just another phonograph."

You need to know all about the Solophone "Curtain Test" which places the Solophone in the highest class, and which sells the Solophone—without argument.

You need to know about our special co-operative dealers' advertising arrangements.

It is not too late by any means to speed up your holiday business now. Write or wire us today for full information about the Solophone.

The New
Solophone
The MASTER PHONOGRAPH

THE SOLOPHONE CO.

Makers of the New Solophone, the "Master Phonograph"

Distributors for the Pathé Pathéphone and Pathé European and American Double Disc Records

NEW YORK OFFICES:
Hallet & Davis Bldg.
18 East 42nd Street

FACTORY AND HOME OFFICE:
306 Sussex Street
Harrison, N. J.

CHICAGO OFFICES:
17 N. Wabash Ave.
Chicago, Ill.

CORLEY CO. HOLDS FORMAL OPENING

Vast Crowds Inspect Enlarged Quarters of That Company in Richmond—Elaborate Program of Entertainment Provided

RICHMOND, VA., December 4.—One of the most noteworthy and successful affairs in musical circles in this city was the formal opening November 25 of the recently enlarged quarters of the Corley Co., "The House That Made Richmond Musical." The quarters of the company on Broad street, between Second and Third, runs clear through to Race street, and the size of the premises indicates the success that has attended the company's efforts.

Elaborate preparations had been made for the opening, and they all worked out successfully. There were a great number of successful Victrola recitals each featuring a prominent artist and held in a separate sound-proof booth. The auditorium on the second floor was set aside for dancing, and concerts, featuring both vocal and instrumental music, were given on the main floor and in the basement. Victrolas provided music for the dancing, and the concerts were given by Kaufman's Orchestra and later by Kessnich's Orchestra.

The store was artistically decorated throughout with palms, chrysanthemums and American beauties. The floral dressing set off the whole interior scheme in a manner most pleasing to the eyes and the senses of the visitors, and many lingered feasting on the beauty of the scene.

The first public appearance of the woman's quartet, Richmond's newest musical organization, last night scored an immediate success. The quartet, composed of Mrs. Camelida Wilkes, Miss Lucy Gwathmey, Mrs. Hamilton Smith and Mrs. George W. Bethel, sang several popular numbers.

Over all presided John G. Corley, the man who built the first music house on Broad street, in 1888, and who little more than a quarter of a century later was the first man to extend his place of business through the block, giving a Grace street entrance.

As Mr. Corley then foresaw Broad street as Richmond's greatest shopping avenue, he now sees in Grace street the future "Fifth avenue" shopping district of Richmond. Mr. Corley was assisted by his large staff of sales people.

Among men prominent in the piano trade here from a distance to attend were George J. Dowling, of Chicago, president of the Cable Company, and A. M. Wright, of Boston, vice-president of the Mason & Hamlin Co. Both congratulated Mr. Corley on the splendid success he has achieved and on the handsomely appointed house he now possesses.

In addition to handling the Mason & Hamlin and Cable Company's lines of pianos and players the Corley Co. also stands as one of the leading distributors of Victor talking machines and records having under the direction of Frank Corley built up a tremendous business.

CONCERTS HELP PATHE SALES

W. A. McNaughton Co. Using That Form of Publicity Very Effectively in Muncie, Ind.

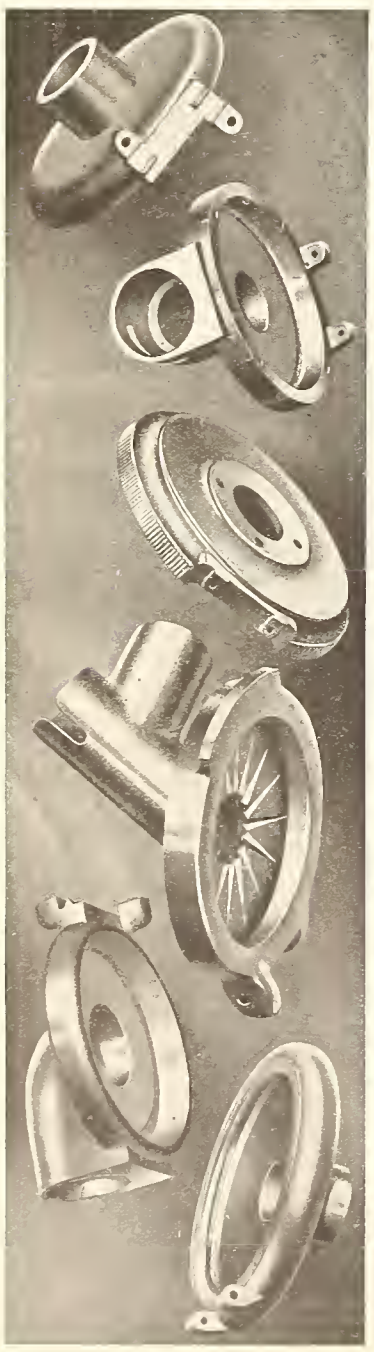
MUNCIE, IND., December 9.—The value of a concert hall to stimulate the sale of phonographs and records has long been recognized by successful phonograph dealers, and there is no doubt but that many phonograph merchants owe their success to the publicity secured by that means.

Stage of W. A. McNaughton Co.'s Recital Hall

The W. A. McNaughton Co., of this city, and one of the best-known retail establishments in this section of the State, has been utilizing their concert hall to excellent advantage in behalf of its Pathé department. Recitals are given at frequent intervals in their auditorium, and ofttimes concerts are given under the auspices of local societies. Harry E. Paris, manager of the Pathè department, is a talented musician, and his knowledge and experience has been an invaluable factor in the success of the different Pathephone concerts.

The W. A. McNaughton Co. has been using extensive advertising in the local newspapers to feature the Pathé line, and this publicity has been prepared along definite lines, whereby the musical qualities of the Pathephone and Pathé disc are presented effectively and consistently. This advertising campaign coupled with the activities in its concert hall has enabled the McNaughton Co. to build up splendid Pathé business, which is steadily increasing.

Write to your Congressman at once strongly urging the passage of the Stephens-Ashurst Bill, H. R., 13,568.



Standard
in the Phonograph World

Acme Die Castings

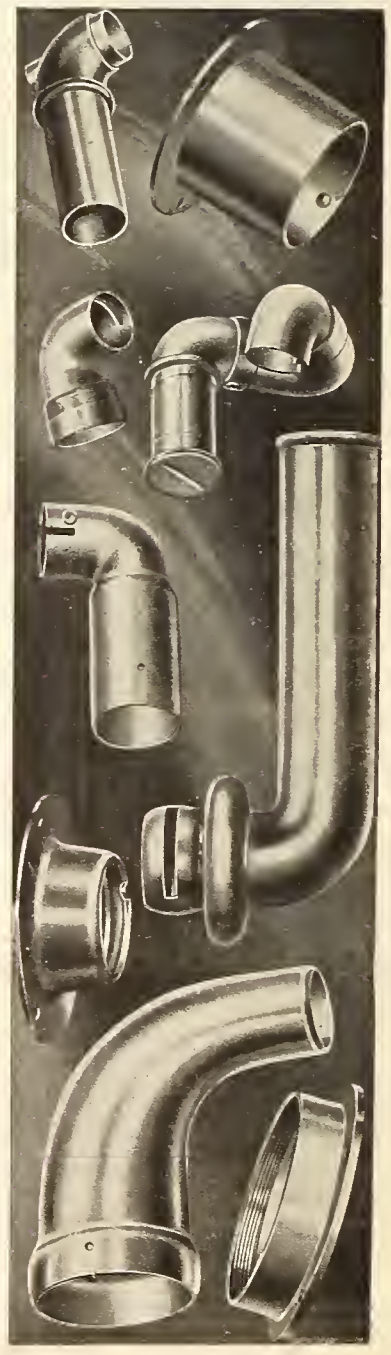
Aluminum or
White Metal Alloys

TONE ARMS, SOUND BOXES,
ELBOWS, TONE ARM AND
SOUND BOX ATTACHMENTS,
TONE-ARM SUPPORTS OR BASES

Your first order will convince you of the superiority of Acme Die Castings and Acme *Service*. One is as important as the other. We give both.

Acme Die-Casting Corporation
Bush Terminal Bldg. No. 5, 35th St. and 3d Ave.
Brooklyn, N. Y.

TRADE MARK



A PARTICULARLY EFFECTIVE CHRISTMAS WINDOW DISPLAY USED BY VICTOR DEALERS

A large part of the interest that has been aroused in the products of the Victor Talking Machine Co., has been due in no small measure to the effectiveness of the special window displays, prepared by the advertising department of that company for the use of its dealers. The displays for the most part have been of the sort that could be arranged with a minimum of expense and a maximum of effectiveness. By receiving suggestions and a layout from the factory, the dealer has been able not only to save time and thought necessary to arrange his own displays, but has had at his command the work of experts in that line.

A particularly effective display that is at present seen in the show windows of Victor dealers throughout the country is that illustrated herewith, and designed for the present Christmas time. The display not only emphasizes the spirit of Christmas, with evergreen and holly in profusion, but also presents the featuring of various popular models of Victrolas, so that the display and its object are linked closely together.

The Victor Christmas Display in Position

The letters "Merry Christmas" at the top are of Japanese frieze fastened to Victor records with ropes also of Japanese frieze leading from each letter, into the sound chamber of the Victrola XVI. The arch made of holly and evergreen lends the finishing seasonable touch.

The most interesting feature of the display is the ease with which it was assembled, according to a diagram furnished by the company. The frame work for the arch, and to hold the two rows of letters at the top, was of light batten firmly braced at the bottom, and which could be built up very easily by anyone capable of handling a hammer and nails.

COLUMBIA MANAGERS CONFER

Met Last Week at Headquarters and Later Visit Company's Factories at Bridgeport

All of the district managers of the Columbia Graphophone Co., assembled last week at the company's executive offices in the Woolworth Building, New York, for one of their regular conferences with the officers and manufacturing heads. A number of the store managers were also on hand, including R. J. Whelan, Cincinnati; Ben L. Brown, Louisville; Irby W. Reid, St. Louis, and others.

After spending some time at the executive offices, the district managers and the department heads visited the company's factories at Bridgeport, Conn., where discussions were held and plans outlined for 1917. The officers of the company, department heads, visiting managers and factory heads gathered for an informal dinner at which a number of impromptu though timely addresses added to the zest of the occasion.

ANNOUNCE NEW DIAPHRAGM

A new diaphragm, named the Paddack diaphragm, has just been placed on the market by Paddack Diaphragm, Inc., New York. This diaphragm, which is the invention of S. D. Paddack, is made of a special patented composition that was subject to severe tests before being offered to the trade. Quite a number of manufacturers have been using this diaphragm the past six months and are well pleased with the results they have secured. The company has made arrangements whereby it can manufacture the Paddack diaphragm in large quantities, and attractive literature has been prepared featuring the diaphragm's distinctive features.

A permit has been granted for the erection of a new steel frame, testing booth building as an addition to the plant of the American Graphophone Co.

Write to your Congressman at once strongly urging the passage of the Stephens-Ashurst Bill, H. R., 13,568.

A Theatre Stage

Holiday Greetings

is designed and located so that an actor may perform to the satisfaction of everybody in the house.

Toledo is ideally situated. It enables a Victor jobber to perform delivery service to the satisfaction of every dealer in Ohio and the neighboring states.

The Victor jobber who has this vantage point for delivering Victor records offers a service characterized by "First of all—RELIABILITY."

THE WHITNEY & CURRIER CO.

VICTOR Distributors

TOLEDO, OHIO

NEW FACTORY APPOINTMENTS

H. A. Budlong and R. R. Mead Both Promoted at American Graphophone Co. Plant

BRIDGEPORT, CONN., December 8.—C. A. Hanson, general manager of the American Graphophone Co.'s plant, made this week two important appointments. Herbert A. Budlong, who has been assistant general factory manager for sometime past, has been promoted to the post of manager of cabinet manufacture.

R. R. Mead, who has been general superintendent at the factory, has been appointed assistant general factory manager, succeeding Mr. Budlong. Mr. Mead has been in line for promotion, and is one of the most popular members of the factory force.

R. F. Crudginton has been appointed general superintendent of machine manufacture at the American Graphophone Co.'s factory. Mr. Crudgington is well qualified for his new position, having held similar important positions in other large factories.

"PROFESSIONAL" PATHEPHONE

Retailing at $125, Announced by Pathé Frères Co. in Newspapers This Week—Advertising Lists Pathé Dealers

The Pathé Frères Phonograph Co., New York, carried in the newspapers this week an attractive full page advertisement that announced the new "Professional" model Pathephone, retailing at $125. This advertisement also presented the photographs of Lucien Muratore, the world famous tenor and Jacques Thibaud, the eminent violinist, who are both under exclusive contract with the Pathé Frères Co.

The text of the advertisement called attention to some of the Pathé records made by these famous Pathé artists, and also briefly described some of the exclusive features of the Pathéphone which have been such important factors in the splendid success of this line.

Another section of the advertisement called attention to a few other great Pathé artists, including Anna Fitziu, Didur, Ober, Cavalieri, Giorgini, de Cisneros, Urlus, Slezak and Thomas Egan.

At the bottom of this advertisement were listed the names of Pathé dealers in local territories, and this list furnished conclusive evidence of the wonderful progress which the Pathé line has made the past year. In every section of the city there are now located dealers who are carrying a complete line of Pathéphones and a representative library of Pathé records.

JAMES FRAZEE'S
"CRYSTAL EDGE"
MICA DIAPHRAGMS
Manufactured and for Sale by
THE PHONOGRAPH APPLIANCE CO., New Brighton, S. I., N. Y.

A NEW OPENING FOR THE DEALER

Language Phone Method of Teaching Languages Through the Medium of the Talking Machine Presents Opportunity to the Dealer

The Language Phone Method, specializing in language courses through the medium of the talking machine, reports that there is a growing interest on the part of retailers in the opportunities for additional profits offered by these courses, and especially the stimulated demand for instruction in languages used in South American countries, particularly Spanish.

The Language Phone Method utilizes Dr. Richard Rosenthal's Practical Linguistry for its courses, this method having proven most satisfactory in actual practice. The dealer soon finds that the language students are quick to appreciate the desirability of studying by means of the talking machine, inasmuch as doubtful words and phrases may be repeated as frequently as desired without trying the patience of the instructor. The course includes eighteen double page records, or 36 lessons, a set of 10 text books, a conversational speaking and pronouncing manual and other helps.

The Language Phone Method assists the dealer in the selling end by advertising his language courses in the various magazines of national circulation and also provides him with suitable advertising matter for his store, thereby linking up his business with the national campaign.

DEATH OF EUGENE WIDMANN

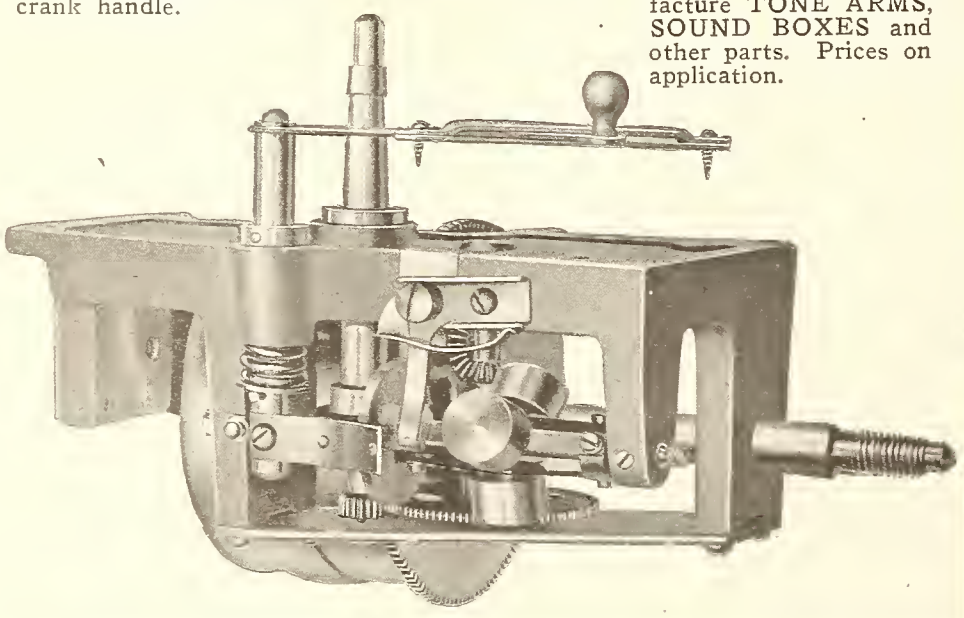
E. A. Widmann, president of the Pathé Frères Phonograph Co., New York, is receiving the sympathy of his friends upon the death of his father, Eugene Widmann, which occurred recently. Mr. Widmann was seventy-four years of age at the time of his death, and had retired from business a number of years ago. The funeral services were held from his late home, 866 Park place, Brooklyn, N. Y.

Write to your Congressman at once strongly urging the passage of the Stephens-Ashurst Bill, H. R., 13,568.

This is our No. 16 Motor, which will play five 10-inch or three 12-inch lateral cut records with one winding. Double springs, made from the highest quality material. Worm driven governor. Cast Iron frame. One-piece forged crank handle.

The lever shown on top of motor is the underneath turntable governor brake stop. A Speed Indicator and Dial is furnished with this motor. Exceptionally silent winding mechanism and silent running.

By the turning of one screw, the spring cup can be removed.
When you see this motor, it represents the highest quality, for it has been made by a concern that has thirty years' experience in this line. We also manufacture TONE ARMS, SOUND BOXES and other parts. Prices on application.



Meisselbach Motor Construction

Originality of design is a paramount feature of Meisselbach Motors. There has been no copying from others. There has been no lowering of quality standards.

To know about the Meisselbach gives you a new idea of motor construction; of noiselessness; of smoothness in operation, and of absolute tempo maintenance.

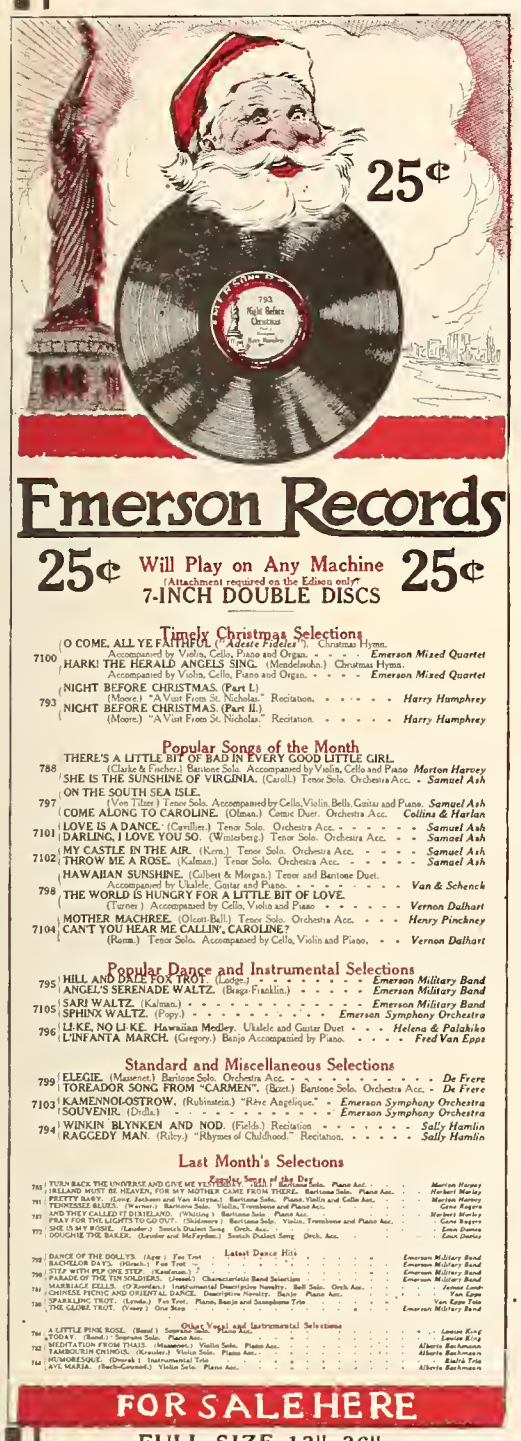
If your motor bears the name "Meisselbach" your motor troubles are over. Your dealers will be delighted.

Pioneers in the development of quality talking machine motors

A. F. Meisselbach & Bro.
Newark, N. J.

A.F. Meisselbach & Bro. Newark N.J.
MEISSELBACH
TONE ARMS MOTORS SOUND BOXES
A.F. Meisselbach & Bro. Newark N.J.

Mighty Good Store Advertising For Emerson Dealers



FOR SALE HERE

FULL SIZE 13"x36"

Movie Clock Slide

Here is an excellent device for advertising your Emerson Records and your store through the medium of your movie theatres. Your exhibitors will be delighted to use this slide, because flashed on a screen at any moment, it gives the time and advertises your goods.

When you realize how anxious the exhibitors are to empty their theatres as often as possible, you will appreciate the reasons for the popularity of this slide among dealers and exhibitors. The slide is sent to all exhibitors at cost to us—50c. postpaid.

It is one thing to make products so completely good that manufacturer, dealer and ultimate consumer are perfectly satisfied.

But modern merchandising calls for a more intimate linking of those factors that go into the selling of goods. The Emerson Phonograph Company makes the records and you sell them, Mr. Dealer. The Emerson Phonograph Company is anxious to do everything which will make it easier for you to sell Emerson Records when they are in your store.

You will find, therefore, a steadily increasing and ever more appealing kind of literature offered for your use in reaching your public on

Emerson Records

25c 7-inch Double Discs 25c

The Emerson Publicity Department is composed of men trained, first of all, in selling musical products and secondly in working with retail stores of all sizes and descriptions, in every part of the country. This Emerson Publicity Department we want you to call on. Not only do we want you to take the Bulletins, Hangers and other publicity material which we give you, but when you strike a proposition where you feel expert advice would be useful, write to us and we shall be mighty glad to co-operate with you. For instance, if some local event is about to take place, an event which you would like to tie up to your store in some way, send us the details and we will give you a series of individual suggestions made just to fit your own case. This is but another form of Emerson Service which is making the handling of Emerson Records so much more delightful and profitable.

Emerson Double Disc Records play three-fourths the time of a standard 10-inch record. They can be played on all but one positive feed machine, without extra attachments.

Attach this Coupon to your letterhead and mail it to us now →

Emerson Phonograph Company INC.
INCORPORATED
Dept. D—3 West 35th Street New York

Somebody once said that there was nothing new under the sun, but here we find a completely new type of Record Bulletin. All the other companies have been telling their story in the same hackneyed way, but now when you offer Emerson Bulletins to your trade, you are giving out not only a list of records, but an appealing selling force. The December Record Bulletin speaks for itself, and you will find the January Bulletin just as different and much more appealing.

Emerson Phonograph Company INC.
DEPT. D, 3 WEST 35th ST. NEW YORK

Gentlemen:

Kindly send me at once complete list of new Emerson Hits and full details of your proposition.

Name _____

City _____

State _____

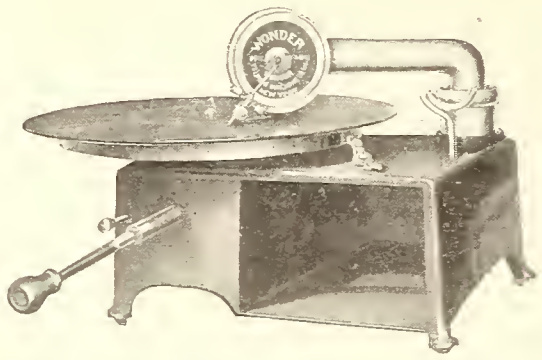
"WONDER"

A Merry Christmas

A Happy New Year

THE SUPREME TALKING MACHINE VALUE

OUR TRADE MARK IS YOUR BOND

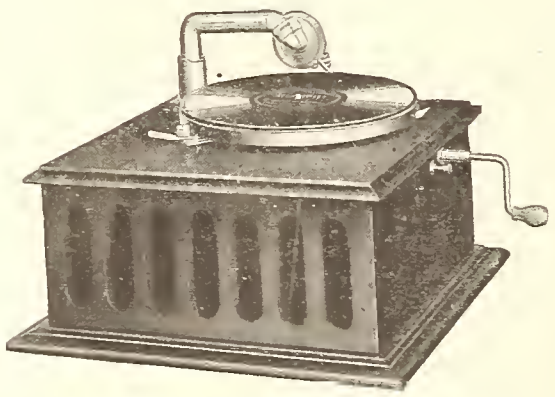


WONDER XII $5.00
Black Japanned Metal

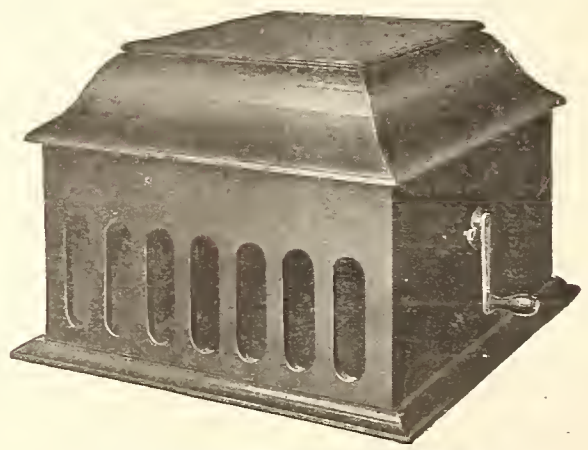
WONDER I $6.00
Mahogany

WONDER II $7.50
Mahogany

WONDER III $10.00
Mahogany



WONDER IV $15.00
Oak or Mahogany



WONDER VII $25.00
Mahogany

Write for descriptive folders, advertising material and special dealers' proposition

THE WONDER TALKING MACHINE COMPANY
113-119 Fourth Ave. (at 12th St.) Telephones: Stuyvesant, 1666, 1667, 1668 New York

"THE QUALITY STANDARD"

Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORY, ELYRIA, OHIO

CHICAGO SEATTLE ATLANTA

Main Springs For Phonograph Motors

HIGH GRADE MATERIAL

We can furnish from stock the following sizes:

1 in. x .022 x 11 ft. Motor, No. 0	1 in. x .025 x 12 ft. Motor, No. 3
29/32 in. x .023 x 11 ft. Motor, No. 1	1 3/16 in. x .026 x 19 ft. Motor, No. 4
.787 in. x .026 x 9 ft. Motor, No. 2	And others.

GIVE US YOUR ORDER IN TIME

Otto Heineman
President

RECORD ARTISTS IN VAUDEVILLE

Burr, Campbell, Collins, Harlan, Murray and Others Well-Known to Talking Machine Owners to Make Stage Tour—Should Have Good Results in Increasing Record Sales

An interesting announcement is made that a number of prominent artists who have been engaged in the making of talking machine records for the leading companies, have arranged to make a tour in vaudeville under the direction of Ira Hards.

The featured artist will be Harry McLaskey, known to talking machine owners as Henry Burr. Others who will tour are: Albert Campbell, Arthur Collins, Byron G. Harlan, Billy Murray, John H. Meyers, Vess L. Ossman (banjoist), and Theodore Morse (pianist).

For the making of records the above work singly and also, with The Victor Talking Machine Co., in the following combinations: Meyer, Burr and Campbell as the Sterling Trio and Meyer, Collins, Burr and Campbell as the Peerless Quartet. A well-known monologist will also be included in the program. The character of the act has not yet been decided upon.

Judging from the demand for records that follows the appearance of the famous opera stars in various sections of the country, the tour of these makers of the more popular records should prove of particular interest to talking machine dealers, and they should take full advantage of the opportunity to make advertising capital out of the appearance of the record makers in their respective cities.

SUCCESSFUL YEAR FOR COLUMBIA CO., NORFOLK, VA.

NORFOLK, VA., October 4.—The Columbia Co., Inc., 311 Granby street, this city, local representative for the Columbia Grafonolas and records, recently celebrated the first anniversary of the establishment of its business.

Where the Columbia Co., Inc., Holds Forth in Norfolk, Va.

The officers of the Columbia Co., T. J. Carey and D. W. Causey, took over the business a year ago, when it was anything but promising, but the injection of new ideas and plenty of energy had the effect of turning the tide. The company carries a large stock of machines and records in addition to building up a large general trade and has installed Grafonolas in a number of schools in this vicinity. The company also handles a line of sheet music. The occasion of the company's anniversary was marked by laudatory articles in the local newspapers.

"DIAMOND POINTS" ONE YEAR OLD

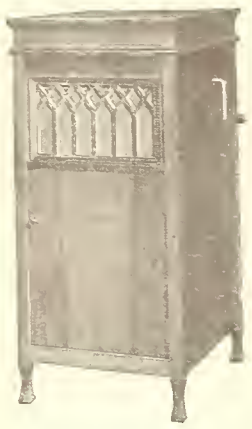
House Organ Issued by Thos. A. Edison, Inc., in Interests of New Edison Diamond Disc Phonographs and Re-Creations a Big Success

"Diamond Points," the house organ issued by Thos. A. Edison, Inc., in the interest of new Edison dealers, which made its first appearance last December, has now rounded out a most successful first year with the November issue that shows real progress. Much of the success of the little magazine has been due to the fact that dealers were quick to realize that it wasn't only interesting and entertaining, but that it was a valuable adjunct to the sales promotion work of the Edison organization. "Diamond Points" also played a most important part in spreading the propaganda of the Edison Re-creation of music, and the now famous tone test, in connection with the new Edison.

It has consistently emphasized to the dealers the advantage of keeping before the public the fact that the new Edison actually recreates music, and has kept the dealers in close touch with the latest merchandising principles originated in connection with the new Edison line.

One of the features of "Diamond Points" and its special appeal is the section devoted each month to the Edison artists, and in which is found an abundance of information regarding the artists and their work, which serves to aid the dealer materially in talking intelligently about the Edison Re-creations.

To Edward C. Boykin, who has been the editor of "Diamond Points" since its inception, is due much of the credit for the success of the periodical.



STYLE I
$100.00
Oak or Mahogany

STYLE ¾
$75.00
Oak or Mahogany

The Sign of a Starr Store

STYLE II
$125.00
Oak or Mahogany

STA

What it means and what it has to the piano trade is the same

Starr Phonograp

The completeness of Starr knowledge, the exactness of Starr genius and the broadness of Starr experience, have been embodied in and given to Starr Phonographs and Records a degree of excellence heretofore attained in

STYLE III
$150.00
Walnut, Oak or Mahogany

STYLE IV
$175.00
Walnut, Oak or Mahogany

THE STARR PI

RICHMON

DISTRI

M. L. McGINNIS & CO.
Minneapolis, Minn.

THE MELVILLE CLARK PIANO CO.
Chicago, Ill.

THE STARR SALES CO.
Philadelphia, Pa.

W. H. CA
Shelbyvil

REPRESENTATIV

Where Starr Service is Guaranteed

STYLE V
$200.00
Walnut, Oak or Mahogany

STYLE VI
"William and Mary"
$250.00
Oak or Walnut

RR

meant for over half a century to the dealer today who sells

hs and Records

no talking machine and accessories offered today.

Starr factory facilities, Starr sales system and Starr distributing methods have never before been so perfected.

STYLE VII
"Jacobean"
$250.00
Oak or Walnut

STYLE VIII
"ADAM"
$300.00
Mahogany

STYLE IX
"Sheraton"
$300.00
Mahogany

ANO COMPANY

INDIANA

UTORS

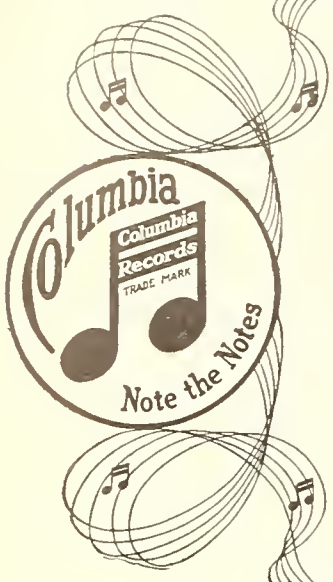
E STARR PHONOGRAPH SALES CO.
New York, N. Y.

THE STARR PHONOGRAPH CO.
Pittsburgh, Pa.

VELL
Ky.

C. B. PARKER
New York, N. Y. *and* San Juan, Porto Rico

EVERYWHERE



We are perpetually advertising *comparisons*—and we have no apology for it. On the contrary it appears to us that we have not been saying half enough about comparison of the variety, class and quality of the Columbia monthly record list. Try it—month by month, record by record.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

FACTORY STAFF CELEBRATES

Otto Heineman Phonograph Supply Co., Recognize by Banquet Big Shipment of Motors

ELYRIA, O., December 4.—To properly celebrate its record-breaking day, November 9, when 3,429 motors were shipped from the Heineman factory, the members of the factory staff of the Otto Heineman Phonograph Supply Co. gathered for an informal banquet last week at the Hotel Andwur.

Otto Heineman Phonograph Supply Co. Factory Staff Celebrate

Among those present at the dinner were all the factory executives, department heads and foremen, every one of whom had been an individual factor in the remarkable shipping total which was achieved on November 9. Good-fellowship and good-cheer were the predominating notes at this banquet, and judging from the enthusiastic addresses of the factory heads, 3,429 will not remain as the record figure for any material length of time.

There is a spirit of co-operation at the Heineman factory, which has contributed in an important measure to the success of the company, and the amazing totals of the monthly outputs. Every member of the Heineman manufacturing staff take a keen interest in the company's activities, and under the able guidance of W. C. Strong, one of the foremost factory heads in the industry, the Heineman factory has progressed with astonishing rapidity the past six months.

SHIPMENTS WANTED IN BALTIMORE

Talking Machine Dealers in That City Look to the Factories With Longing Eyes as Christmas Approaches—The Record Situation

BALTIMORE, MD., December 5.—As the last month of the year 1916 opens for business, the talking machine dealers and distributors are in anything but a pleasant frame of mind due to the fear that they will not be able to get machines to supply the demands of their customers. Unless the manufacturers ship in large consignments of machines after the tenth of the month some of the distributors will surely suffer a loss. Records have come in large shipments and this is what has helped to prevent many of the firms from falling behind in their sales. Large quantities of newspaper advertising have been done by all of the companies and by individual firms throughout the city. The ads have been attractive and business done has proven there is still a big opportunity in this ever widening field.

Cohen & Hughes are now in position, according to Howard Weber, in charge of their office department, to improve shipments over their past for in their new building they have increased facilities for handling the record business especially. Shipments of machines have come to the firm almost daily, but they are not sufficient to take care of the business. Mr. Weber will shortly make a trip through various parts of Pennsylvania and hopes to be able to pacify some of his customers. Frank Lawrence, assistant manager, returned from New York after making a study of the record system at the Victor plants and general offices. The firm will be handling records and machine distributing in their new building within a few days.

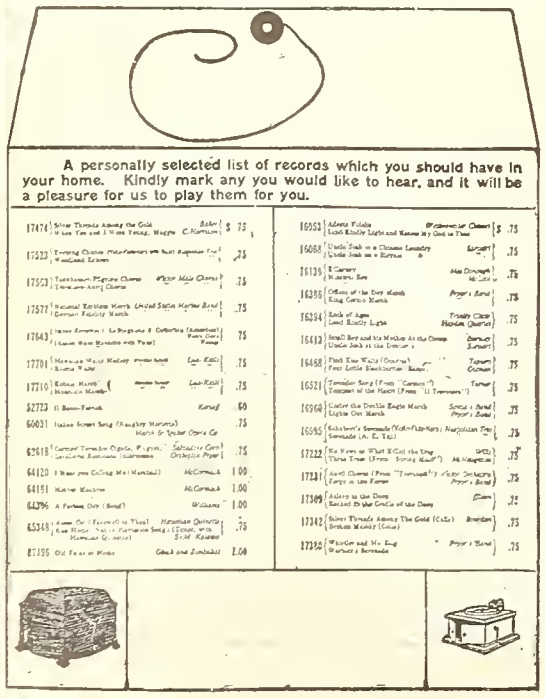
W. C. Roberts, manager of E. F. Droop & Sons Co., Victor distributors, is not at all pleased with the situation in which his firm finds itself at this time. He says that they have not been able to get machines and that his firm will be out of pocket thousands of dollars as a result. The record situation Mr. Roberts said is much better now than it was at this same time last year.

A. J. Heath, manager of the Columbia Graphophone Co., said the business done during the past month is beyond description. "There appears to be no stopping to business," said Mr. Heath, "we have a force at work day and night looking after shipments and they don't appear able to catch up. Business in Washington is fine and continues to show satisfactory improvements. The Lazaro records are having a big run and conditions generally could not be much better."

P. W. Peck is sending in some fine orders from his territory in the South. W. L. Eckardt, district manager, called at local headquarters during the week. Fred Dennison, Pacific coast manager, and formerly in charge here, spent several days in Baltimore during the week visiting old friends.

The National Piano Co., Pathé distributors, is doing a big business but Jesse Rosenstein says that he is unable to get enough machines by a big margin. The lower-priced machines, he says, are impossible to get.

H. R. Eisenbrandt Sons, Inc., Victor distributors, are having a heavy demand for machines and the house is fairly well supplied.



BEE TRADE MARK CROFT

Record Delivery Envelopes
Record Stock Envelopes
Perfection Record Holders
Long Cabinets
Bagshaw Needles
Peerless Locking Plates
Catalog Supplement Envelopes

Samples and prices on application

CLEMENT BEECROFT, 309 W. Susquehanna Ave., PHILADELPHIA

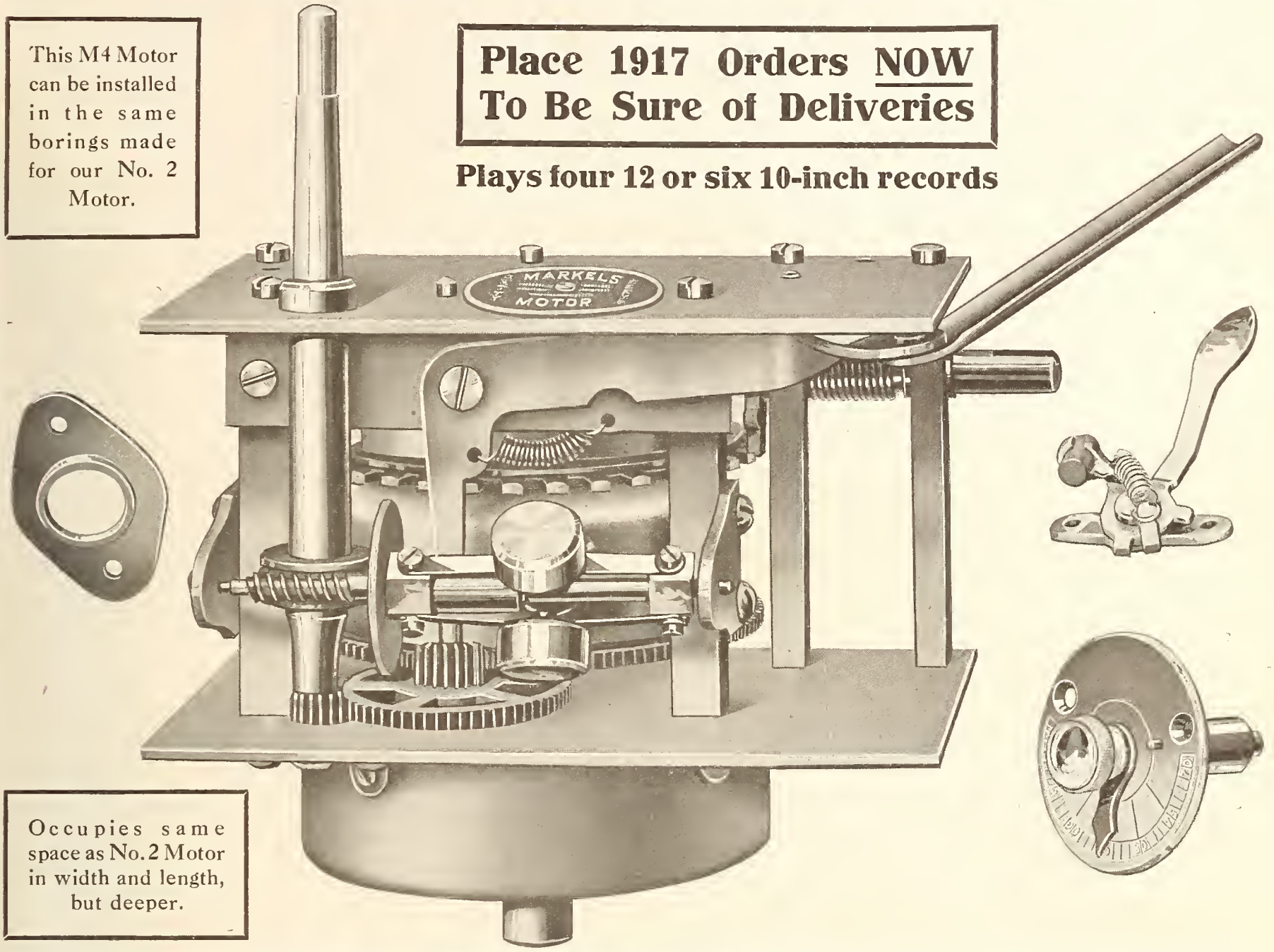
TRIPLE SPRING MOTOR

Leonard Markels Motor No. M4

This M4 Motor can be installed in the same borings made for our No. 2 Motor.

Place 1917 Orders NOW To Be Sure of Deliveries

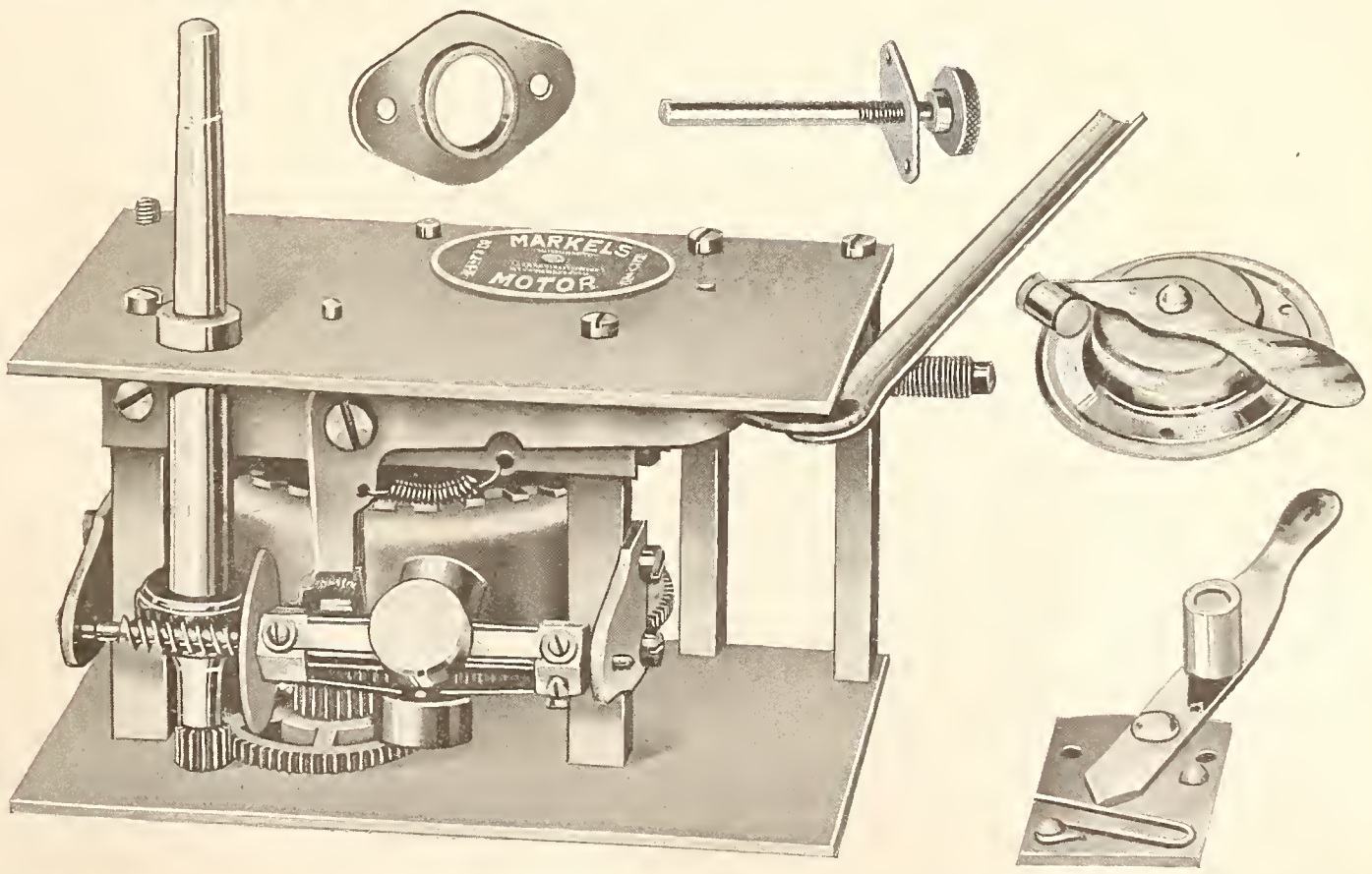
Plays four 12 or six 10-inch records



Occupies same space as No. 2 Motor in width and length, but deeper.

Leonard Markels Motor No. M2

THE Leonard Markels Motor No. M2 plays two records with one winding. Double spring, worm driven, fibre gear. Graduated or plain regulator, winding key, stop, escutcheon, handle, washers, screws, etc. Stamped turntable 10 or 12-inch. Quantity prices on application.



LEONARD MARKELS **165 William Street, New York**

Columbia Records TRADE MARK Note the Notes

The man who buys a Columbia Grafonola is *permanently* satisfied—and that's the basis of an easily handled and continuously profitable record business.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

NEW CABINET PLANT FOR EDISON

Thos. A. Edison, Inc., Secure Control of Wisconsin Seating Co., New London, Wis., and Will Increase Output of Cabinets

NEW LONDON, WIS., December 4.—The ownership and control of the Wisconsin Seating Co., this city, has been taken over by Thos. A. Edison, Inc., arrangements to that end having been made by Chas. Edison of this city recently.

Following the fire at the Edison plant in December, 1914, which destroyed the cabinet plants it was found necessary for the company to have their cabinets manufactured by outside concerns, among these being the Wisconsin Seating Co., which is particularly located and equipped for the manufacture of cabinets. In view of this fact, arrangements were completed whereby the Edison interests take over the local plant on January 1, 1917.

This change in ownership will not result in any change of the factory personnel of the New London plant, and the present organization will devote its energies to the manufacture of an increasing output in order to supply more and more phonograph cabinets to the Edison Co. The new company will in all probability be known as the Wisconsin Cabinet & Panel Co., and among its officers will be included: Thomas A. Edison, president; his son, Chas. Edison, chairman of the board of directors; Frank L. Zaug, vice-president and general manager, and Stephen B. Mambert, vice-president and financial executive.

The increase in output referred to above will result in increasing the present force of 350 to the extent of 100 employes during the next two months. In this connection it is quite probable that instead of shipping the phonograph cabinets of certain types from New London to Orange for the installation of phonograph mechanisms, that it will be found advisable to ship the mechanisms from Orange to New London, for assembling here. If this plan is put into effect, it will mean still further increase in the force over and above the foregoing estimate.

TO DETERMINE TURNTABLE SPEED

Phantom-Meter Designed to Determine Exactly by Scientific Means When Machines Are Operating at Proper Speeds for Reproduction

One of the essentials of perfect talking machine reproduction is that the records be played at correct speed, not necessarily correct speed as indicated by the regulating dial, which is sometimes inaccurate, but the correct speed ascertained by some definite system.

An interesting device for enabling anyone who uses electric light in their homes to determine exactly just when a Victrola or Edison phonograph is running at the proper speed, has been placed on the market by the Phantom-Meter Co., Needham, Mass. The device consists of discs three and one-half inches in diameter, with two rows of spokes near the outer edge. The disc is placed over the turntable spindle, and on top of the record, under the electric lamp, preferably a Mazda, supplied with alternating current of sixty cycles. The speed of the machine is altered until one of the spoke designs appears to be a continuous shadow-like line. When the outer circle assumes its appearance, it indicates that the turntable is running at seventy-eight revolutions a minute.

When the inner circle appears to be a continuous shadow line, the turntable is running at a speed of eighty revolutions a minute. The device is based upon interesting scientific principles.

"AMERICAN-COLUMBIA TONE ARM"

Title of New Publication Containing News of All Departments of American Graphophone Co. and Columbia Graphophone Co.

BRIDGEPORT, CONN., December 8.—The first issue of the American-Columbia Tone-Arm, the new organ of the factory, and all departments of the company, is now making its appearance. The first issue will be dated January and will be in booklet form. A greeting announcement as follows will occupy a conspicuous place on an opening page: "Greeting: The Tone-Arm—Literally a bit of drawn brass which conveys harmony, without which a Grafonola would be but a mute article of furniture; a disc record on an exaggerated suspender button. In this little magazine, its literary namesake, this hyphenated American-Columbia organ, the object will be to raise the quality, strengthen the tone, and reach out to every branch of the service, a helpful hand in an endeavor to establish a tie which will aid in binding all departments of the business into a consistent harmonious progressive whole."

The employes are awaiting expectantly the distribution of the magazine, and it is believed that the undertaking will be a success. It is expected that this magazine will keep the employes in touch with each other, and aid otherwise in stimulating interest among the workers whether at the Bridgeport producing plant, at the executive offices in New York, or at the various agencies scattered through the country as well as in Europe.

NEW DEPARTMENT IN FITCHBURG

A talking machine department has been installed in the Iver-Johnson Sporting Goods Store at Main and Putnam streets, Fitchburg, Mass., where a complete line of Edison Diamond Disc phonographs and records will be carried, under the supervision of Manager I. C. Farwell.

To the Trade and Our Honest Competitors:

We Wish You All a

Merry Christmas

and a

Happy and Prosperous New Year

1917

PRESTO SERVICE in 1917 will add many $ $ $ to your bank balance. PRESTO *means promptness* plus profit. PRESTO PHONO PARTS are made in the best equipped plant in the East devoted to the manufacture of phono parts. Automatic machinery and high speed tools and dies guarantee to you quality in all departments of manufacture.

Tone Arms, Sound Boxes, Turntables, Needle Cups

Write today for samples and prices.

REMEMBER—The Presto Specialty Department plans and manufactures parts of individual design. Here capable engineers will gladly help you solve your part problems—be they scientific or mechanical. They will show you the Presto way to produce quality die castings and phono parts. TELL US YOUR NEEDS. DO IT TODAY.

PRESTO PHONO PARTS CORPORATION
102-104 Fifth Avenue, New York, N. Y.
Factory: Sperry Building, Manhattan Bridge Plaza, Brooklyn, N. Y.

ANDS KOCH
Manufacturer
KOCH-O-PHONE
Phonographs, Parts, Tone Arms, Sound Boxes, Records, etc.
Write for samples and prices
296 Broadway, New York

NOSET

Automatic Start and STOP

Efficient—"NOSET" has only two working parts,—is wearproof —and nothing to get out of order. "NOSET" is located under the turntable,—sightless and noiseless —and does not impair the mechanism or injure the regulation and adjustment of any instrument.

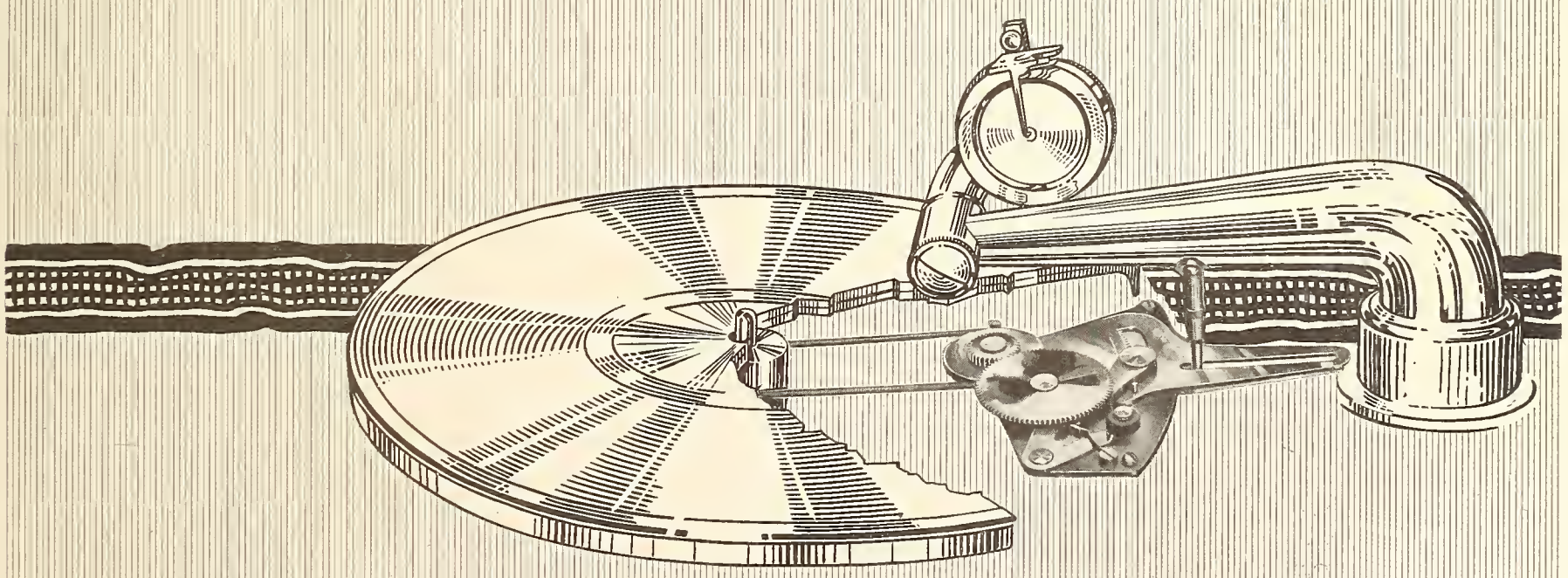
Convenient—"NOSET" is built like a watch, and can be installed in a few minutes. It is designed to meet the requirements of old type phonographs as well as new. "NOSET" requires no adjustment or attention.

Automatic—"NOSET" starts the motor when the tone arm is swung into position for playing and stops the motor when the record is finished.

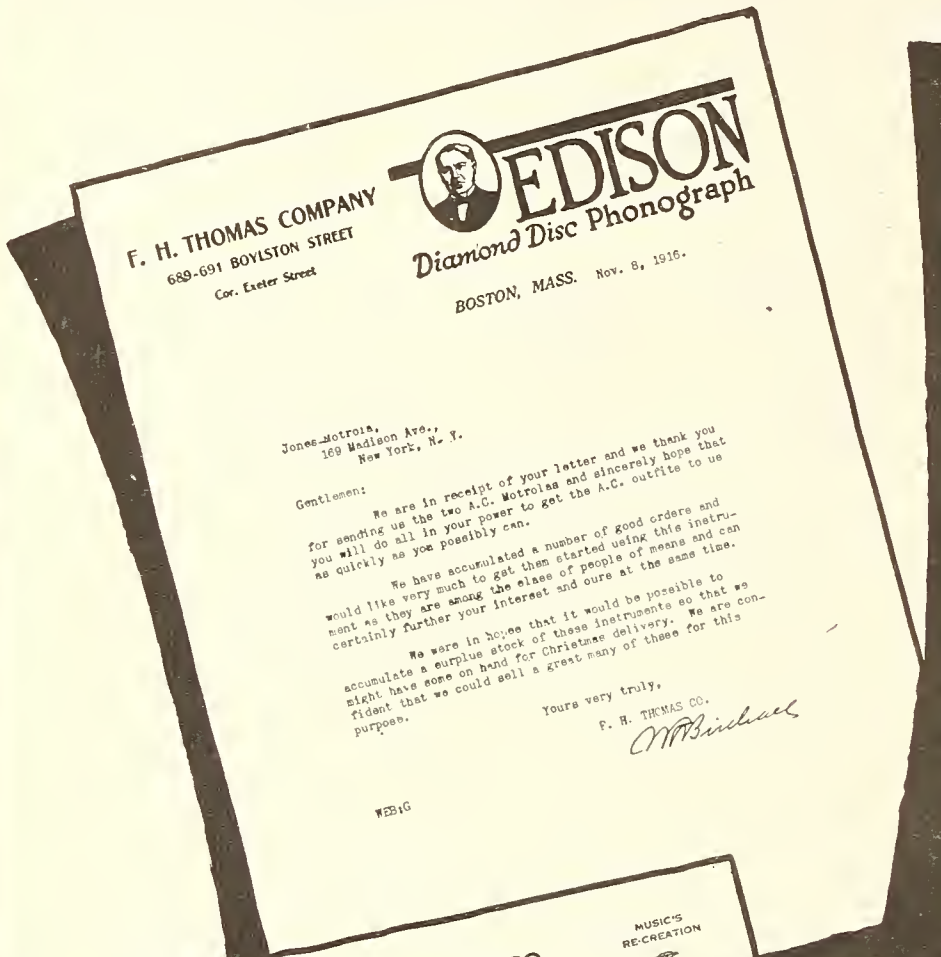
Manufacturers—Should NOW avail themselves of the opportunity offered in securing this device for their machines, particularly in view of the large orders already placed.

Guaranteed for life. Price, $3.50

Condon Autostop Company
47 West 42nd Street — New York



Bigger Christmas Profits for You—through the MOTROLA—Winds Your Talking Machine Automatically



F. H. THOMAS COMPANY
689-691 BOYLSTON STREET
Cor. Exeter Street

EDISON
Diamond Disc Phonograph

BOSTON, MASS. Nov. 8, 1916.

Jones-Motrola,
169 Madison Ave.,
New York, N. Y.

Gentlemen:

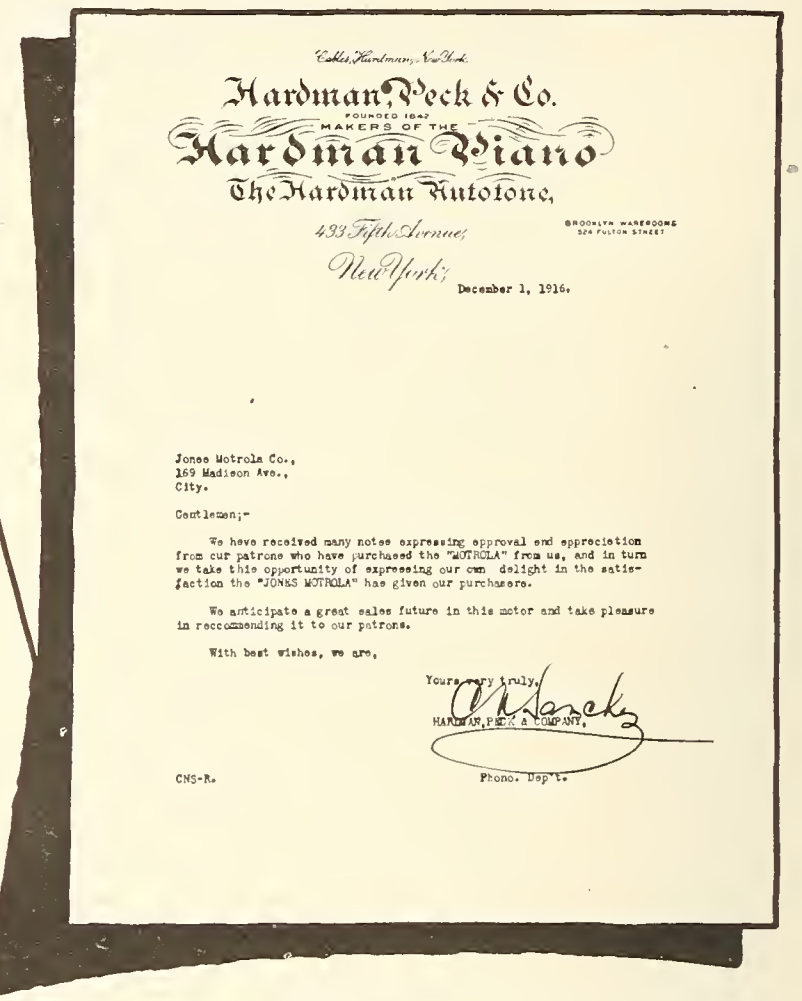
We are in receipt of your letter and we thank you for sending us the two A.C. Motrolas and sincerely hope that you will do all in your power to get the A.C. outfits to us as quickly as you possibly can.

We have accumulated a number of good orders and would like very much to get them started using this instrument as they are among the class of people of means and can certainly further your interest and ours at the same time.

We were in hopes that it would be possible to accumulate a surplus stock of these instruments so that we might have some on hand for Christmas delivery. We are confident that we could sell a great many of these for this purpose.

Yours very truly,
F. H. THOMAS CO.
W. W. Birchall

WEB:G



Cables, Hardman, New York.

Hardman, Peck & Co.
FOUNDED 1842
MAKERS OF THE
Hardman Piano
The Hardman Autotone,
433 Fifth Avenue,
New York,

BROOKLYN WAREROOMS
324 FULTON STREET

December 1, 1916.

Jones Motrola Co.,
169 Madison Ave.,
City.

Gentlemen;-

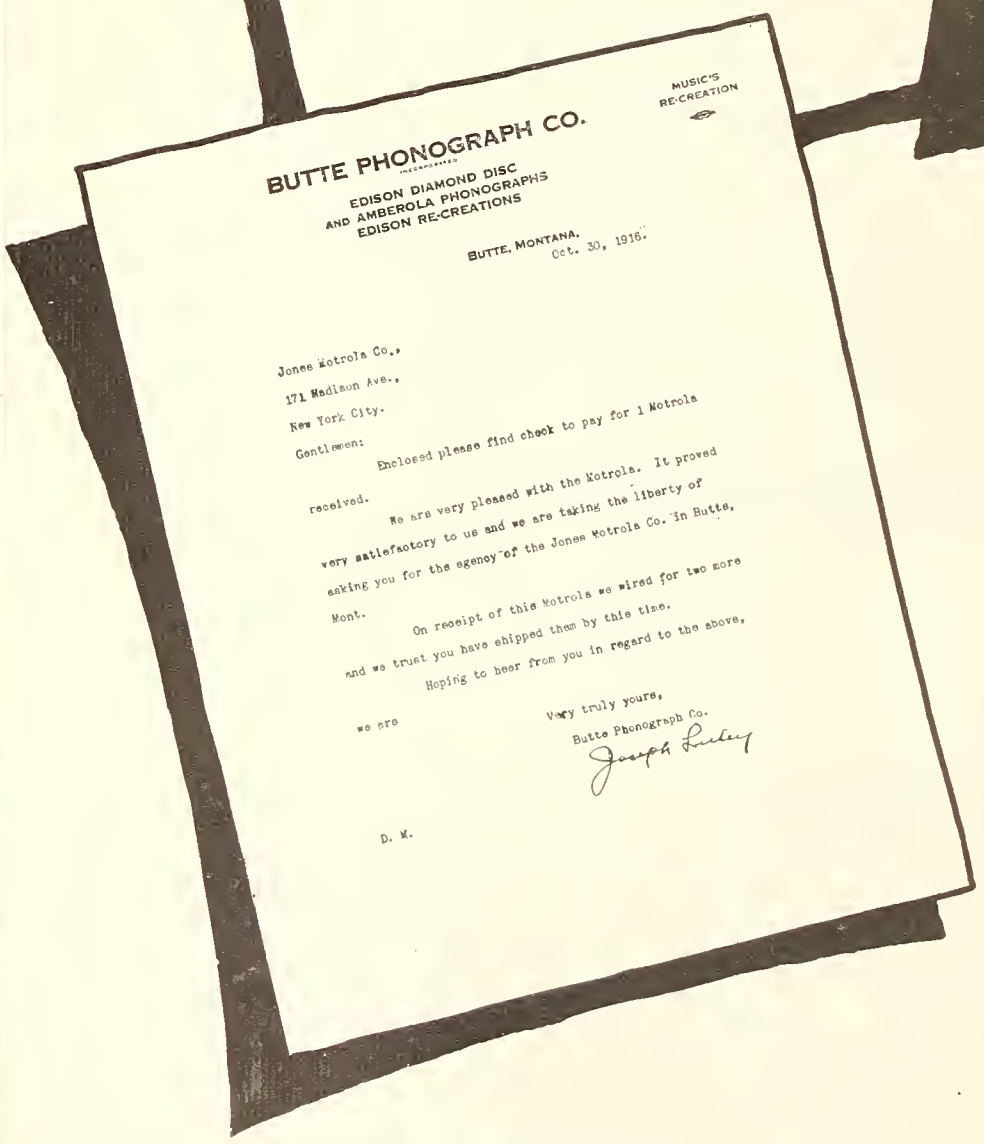
We have received many notes expressing approval and appreciation from our patrons who have purchased the "MOTROLA" from us, and in turn we take this opportunity of expressing our own delight in the satisfaction the "JONES MOTROLA" has given our purchasers.

We anticipate a great sales future in this motor and take pleasure in reccommending it to our patrons.

With best wishes, we are,

Yours very truly,
C. N. Lancky
HARDMAN, PECK & COMPANY,
Phono. Dep't.

CNS-R.



BUTTE PHONOGRAPH CO.
INCORPORATED
EDISON DIAMOND DISC
AND AMBEROLA PHONOGRAPHS
EDISON RE-CREATIONS

MUSIC'S RE-CREATION

BUTTE, MONTANA,
Oct. 30, 1916.

Jones Motrola Co.,
171 Madison Ave.,
New York City.

Gentlemen:

Enclosed please find check to pay for 1 Motrola received.

We are very pleased with the Motrola. It proved very satisfactory to us and we are taking the liberty of asking you for the agency of the Jones Motrola Co. in Butte, Mont.

On receipt of this Motrola we wired for two more and we trust you have shipped them by this time.

Hoping to hear from you in regard to the above, we are

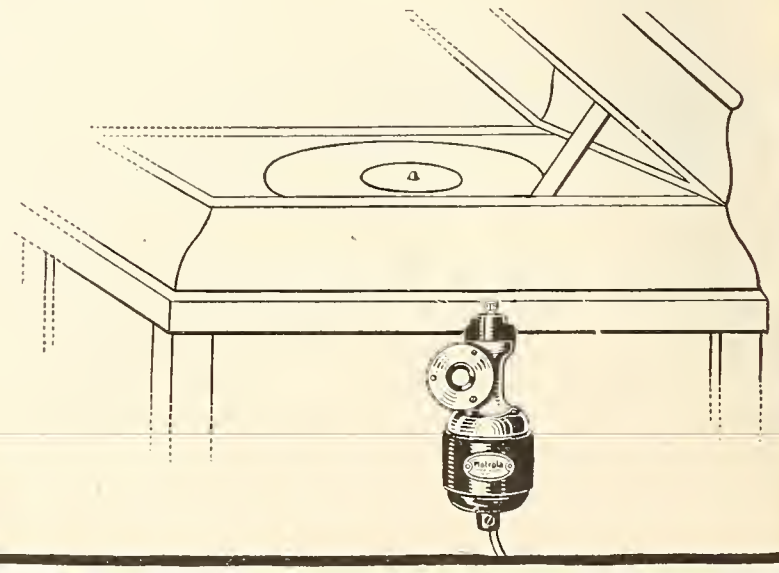
Very truly yours,
Butte Phonograph Co.
Joseph Lutey

D. M.

THESE dealers are getting this extra profit---read their letters, telling how easy they find it to sell Motrolas.

Yet these letters are only three of the hundreds such that are in our files.

How about *you?* The Motrola is *necessary* to the complete enjoyment of the talking machine. Are you getting *your* share of the profits from its sale?



Write today for full details of the Motrola, Prices, etc., to

JONES-MOTROLA, INC.
171 Madison Avenue New York

ILSLEY'S
Graphite Phono Spring Lubricant

Ilsley's Lubricant makes the Motor make good

Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.

(Ask the manufacturer who uses it.)

Manufactured by

ILSLEY - DOUBLEDAY & CO.

Established 1853

229-231 Front Street New York, N. Y.

ANNOUNCE GOLD PLATED DIAPHRAGM

A. F. Meisselbach & Bro. to Include New Diaphragm in the Majority of Their Reproducers in the Future—Virtues Claimed for it—Heavy Demand for Motors During Year

A. F. Meisselbach & Bro., Newark, N. J., well-known manufacturers of motors, tone arms and sound boxes will shortly announce a new gold plated mica diaphragm which will probably be used in their sound boxes, where ordered in the near future. Meisselbach & Bro., although having built up a most satisfactory reputation for their product are constantly looking for new ideas which will tend towards improvement, and the gold plated diaphragm is the latest of these. It is declared to have a surprisingly pleasing effect on the quality of the reproduction.

Meisselbach & Bro. had an exceptional year in their motor department, and during the past few months have been hard pushed to supply the heavy demand in time for manufacturers to use the motors in machines designed for holiday trade. Numerous orders have been of necessity held over to next year for filling, and in view of this fact 1917 business will start off with a rush.

The company attributes the success of their motor to its simplicity, the leading feature being the fact that repairs may be made by loosening one screw take out the old spring box and insert a new one without disturbing any part of the mechanism. Another feature is that the turntable spring does not touch metal, but is provided with a felt collar or bushing saturated with lubricant thereby preventing friction.

PHONOGRAPHS, INC., IN ATLANTA

Handsome New Quarters for Edison Phonographs Located in Southern City

ATLANTA, GA., December 5.—A permanent home for the New Edison phonograph in this city has been provided by the establishment of The Phonographs, Inc., in a handsome two-story building at 182 Peachtree street. The new store has been handsomely decorated and furnished and conveniently arranged for the purpose of handling the phonograph business. One of the features is the large recital hall, where concerts will be given twice a week. W. L. F. Rosenblatt is president of The Phonographs, Inc., O. Simmons is vice-president, and C. Boggs, treasurer.

SUIT OVER FIRE INSURANCE

Gately-Haire Co. Wins in Lower Court, and Case Is Now Before Appellate Division

The Appellate Division, Third Department, is expected to hand down a decision shortly in the suit brought by the Gately-Haire Co., Victor distributors of Albany, New York, against the Niagara & Pennsylvania State Fire Insurance Co. The lower court decided in favor of the Gately-Haire Co.

A fire in an adjacent building last January spread to the store of the Gately-Haire Co., and caused considerable damage. Insurance companies refused to pay, contending that the policies had been cancelled, but the Gately-Haire Co. maintained that as they had not surrendered their policies, they were still to be considered in force.

NEW VICTROLA XVII.

Just Introduced to the Trade, Is an Instrument of Exceptional Attractiveness

The Victor Talking Machine Co. this week sent out illustrations and descriptions of their new Victrola XVII, a very limited quantity of which will be shipped from the factory before Christmas. This instrument sells in mahogany or oak at $250 and American walnut at $300. These styles with electric motor cost $50 more.

In this connection Louis F. Geissler, general manager of the company, says: "It was not our intention to announce this new type until we had accumulated sufficient stock to make substantial shipments to all distributors, but in face of the immense demand and consequent shortage, particularly of the Victrola XVI, we feel that this beautiful instrument with its graceful lines will be welcomed by our distributors and dealers and quickly sent out as fast as they are shown to the public."

The new Victrola XVII has swell front and sides, and is 46¾ inches high, 22½ inches wide and 24½ inches deep. It contains sixteen Victor record albums for 160 records; has twelve-inch gold plated turntable, gold plated exhibition sound-box, Victor tapering tone arm and tapering "goose neck," sound-box tube, automatic brake, speed regulator and automatic indicator, nickel-plated extra heavy quadruple spring, spiral drive motor, which can be wound while playing.

RECORDS LANGUAGE OF MONKEYS

Prof. R. L. Garner Uses Talking Machine in Prosecution of His Work

In a speech made before the Rotary Club of New York last week, Prof. R. L. Garner announced that he had classified the language of the monkeys in seven groups of sound as against 120 groups of human speech, and spoke at length regarding his invention in obtaining talking machine records of the monkey language. Mr. Garner will shortly go to West Africa on an expedition for the Smithsonian Institute, and will use the talking machine extensively in his work.

The Artophone Record Co. will incorporate under the laws of Delaware with a capital stock of $500,000 to manufacture talking machines and all other sound producing instruments. The incorporators are Herbert E. Latter, Norman P. Coffin and Clement M. Egner.

FACTORY SITE IN NEW YORK

Will erect suitable building on larger plot in Manhattan.

IDEAL FOR PIANO OR TALKING MACHINE FACTORY

Exceptional shipping facilities, only one block from Harlem River. Reached easily by subway, "L" and street cars. N. Y. C. R. R. passes property. Write for details to

LEO SALOMON

505 FIFTH AVENUE NEW YORK, N. Y.

GREAT EDUCATIONAL FACTOR

Is the "Cortinaphone"—Installed in Prominent Universities and Schools—Mandel Bros. Good Work—Dealers Interested

Mandel Bros., who operate one of the leading department stores of Chicago, are conducting successfully a school of languages aided by the "Cortinaphone." This is but another important link in the chain of dealers throughout the land that have appreciated the opportunities offered by carrying the "Cortinaphone."

Ralph Bradbury, of the Cortina Academy of Languages, 12 East Forty-sixth street, has recently returned from an extensive trip through the Eastern States, where besides calling on the dealers in the territory covered, a number of educational demonstrations were made in high schools and other institutions of learning. The "Cortinaphone" is now installed in Brown University, Hartford Theological Seminary and adopted by the committee of education in the city of Boston for use in the public schools throughout that city. In Providence fifty school teachers are using the "Cortinaphone" to study the language spoken in the homes of their foreign pupils. The educational advantages of the "Cortinaphone" are being appreciated more and more. The advantages of hearing the studied language spoken with the proper emphasis and inflections needs only a demonstration to convince.

The list of "Cortinaphone" dealers now numbers 200, distributed throughout the entire country from ocean to ocean, and from the Great Lakes to the Gulf.

Write to your Congressman at once strongly urging the passage of the Stephens-Ashurst Bill, H. R., 13,568. Now is the time to get busy on this subject.

Christmas Cabinets

A Special Lot—AT QUICK CLEARANCE PRICES

Limited Quantities

Order At Once

FOR VICTROLA, 6
$6.75

FOR VICTROLA, 8
$7.00

Latest Models

With Record Shelves

FOR VICTROLA, 9

Mahogany Golden, Fumed and Weathered Oak

$8.00

S. B. DAVEGA CO., 831 Broadway, New York

The Extraordinary Success of "The Mozart" in the Past Year is the Exact Measure of the Mozart Talking Machine Company's Success in Achieving its Purpose

STYLE A
"Mozart Special"
Oak or Mahogany Finish
DIMENSIONS
Height ..... 45½ inches
Width ..... 17 inches
Depth ..... 21 inches
Retail Price, $55.00

STYLE B
"Mozart De Luxe"
Oak or Mahogany Finish
DIMENSIONS
Height ..... 47 inches
Width ..... 23 inches
Depth ..... 24 inches
Retail Price, $100.00

STYLE C
"Mozart De Luxe"
Oak or Mahogany Finish
DIMENSIONS
Height ..... 47 inches
Width ..... 23 inches
Depth ..... 24 inches
Retail Price, $100.00

An Unusual Phonograph "The Mozart"

STYLE H—Oak or Mahogany Finish
DIMENSIONS
Height ..... 15 inches Width .. ...19 inches Depth 19½inches
Retail Price, $35.00

Unusual in the refinement of finish, remarkable in its tonal qualities, larger than any other of its class.

Owing to its exclusively constructed tone-arm, plays all makes of records perfectly.

Actual comparison will quickly prove to you that "The Mozart," seven models, retailing at $15.00, $25.00, $35.00, $45.00, $55.00 and $100.00 is a leader in the field.

Every instrument is a remarkable value at the price and allows you a most liberal profit.

Exclusive territory still open. Wire or write for our dealer's proposition.

The Mozart Talking Machine Company

J. P. FITZGERALD, President

1432 TO 1442 NORTH TWENTIETH STREET ST. LOUIS, MISSOURI

Barrientos, Lazaro, Parlow, Seagle, Chicago Symphony Orchestra, Lucy Gates, Godowsky—great artists' all and records by each in the January Columbia list. (Out December 20th.)

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

SUPPLY OF DOMESTIC ROTTEN STONE

O'Brien Trading Co. Appointed Selling Agents of the Penn-Keystone Co., Manufacturers of Rotten Stone, Who Are Working Large Deposit in Pennsylvania—Used for Records

The Keystone Minerals Co., 35 East Twenty-first street, are appointed the selling agents for the Penn-Keystone Co., manufacturers of high-grade rotten stone.

Up to the present year the manufacturers of records have been dependent upon imported rotten stone at high prices. Since January 1 of this year the Penn-Keystone Co. have been working a deposit in Lyoming County, Pa. This deposit, G. M. O'Brien, sales manager of the Keystone Minerals Co., stated, was the only deposit worked in the United States. Since the start the product has been adopted by some of the leading record manufacturers. Rotten stone is also used in the manufacture of hard rubber goods, and in the polishing of woods used in talking machine cabinets and pianos.

An espeeially fine grade is manufactured for the making of phonograph records. This grade is ground very fine, and runs what is technieally known as 200 mesh. It is very soft and smooth, and must be floated on the air twice before it is finally placed on the market.

The Penn-Keystone Co. have found it necessary to double the capacity of their plant within the year, and they are now installing machinery that when eompleted will double the present capacity.

Manufacturers are saved the trouble of excessive delivery delays for this domestic concern is able to deliver quantities at very short notice. The price of the domestic rotten stone is now far below the price of the imported stone.

CAROLA CO. BRINGS LAW SUIT

CLEVELAND, O., December 9.—The Carola Co., talking machine makers, have brought suit against the Van Dorn Iron Works Co., for $67,750 in Common Pleas court here. It is alleged that the defendant failed to provide 10,000 metal cabinets as per contract. The petition requests $30,000 for lost profits and the balance for advertising and other expenses. To complicate the matter, H. A. Rock, vice-president of the Van Dorn Co., has stated that his company was on the point of suing the Carola concern for not providing parts also as per contracts.

MANY ORDERS FOR NEW SPRING

Trade Mueh Interested in New Triple Spring Marketed by Leonard Markels

"The orders we have already received for our new No. M-4 triple spring motor have been far ahead of expectations," said Leonard Markels, 165 William street, New York, motor tone arm and sound box manufacturer, whose recent announcement of a new triple spring motor attracted the attention of the trade. We have closed orders for our new motor with some of the leading manufactures in the country, and at the present time negotiations are pending for unusually large contracts. In fact, we are suggesting to our patrons that they place their orders for 1917 well in advance of their actual requirements, so that they will not be disappointed in the receipt of their shipments.

"When the idea for our triple spring motor was first conceived I spent many hours in my experimental laboratory working out every possible detail which could add to the efficiency of this motor, and taking into consideration every possible contingency that might arise when it was in use. I feel certain, therefore, that our M-4 motor can be offered by the manufacturers to their dealers with full assurance that it will give perfect satisfaction under all conditions.

"One of the problems that we solved was the production of a three-spring motor which could be used with the same borings as those made for our No. M-2 double spring motor. This was finally accomplished, and our triple spring motor occupies no more room in length and width than the No. 2 motor, the only difference being the depth.

"Many of the manufacturers have told us that the use of the No. M-4 motor in their machines furnishes their dealers with a valuable selling argument, as a machine that plays four twelve-inch or ten-inch records meets with a ready sale. I expect to soon receive my patents covering the distinctive points of my No. M-4 motor, and I also have a number of other new features in process of completion which will greatly interest the members of the talking machine industry."

BECOMES AEOLIAN-VOCALION AGENT

The Heraco Exchange, West Hoboken, N. J., announced in the newspapers this week that it had been appointed representative for the Aeolian-Vocalion in North Hudson County. The company is using large size space to make this announcement, and is planning an energetic campaign in behalf of this line.

A Merry Christmas

and a

Happy New Year

We esteem it a privilege to wish every member of the Victor trade a full measure of happiness and prosperity in 1917.

Every member of the G. T. Williams Co. organization is prepared to offer practical assistance to Victor dealers in making the next twelve months their banner year.

Let us show you what our service means.

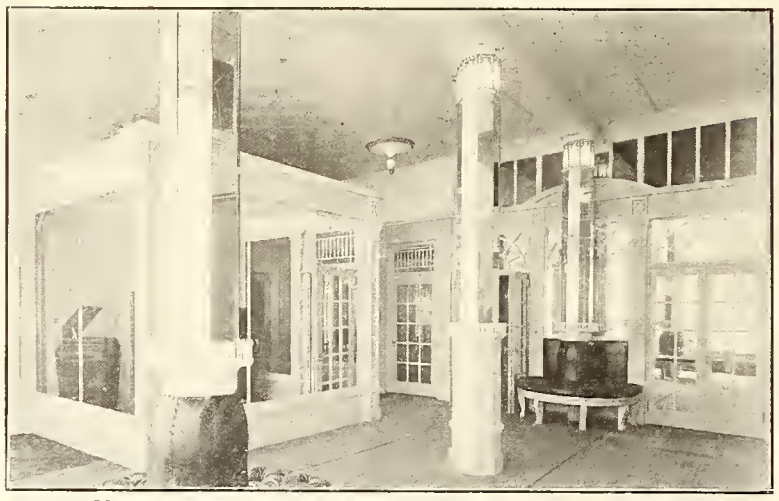
G. T. Williams Co., Inc. *VICTOR WHOLESALE EXCLUSIVELY* **217 Duffield St., Brooklyn, N. Y.**

PUBLISHER ADVERTISES RECORDS

Leo Feist, Inc., in National Advertising Calls Attention to the Fact That the Featured Numbers May Be Obtained Both on Talking Machine Records and Music Rolls

Advertising the other fellow's product is not a general practice, but Leo Feist, Inc., prominent music publisher, has marked a new departure in this connection by announcing in a new campaign of advertising in national magazines, that the five song hits of as many successful musical comedies may be obtained on talking machine records or player-piano music rolls, if the reader secures his music by those means. The featuring of the songs on rolls and records is worth considering, because it not only gives the average music store proprietor three opportunities for profiting by the advertising, but in aiding in the sale of records and rolls, it aids the popularity of the song, for the more often a song is heard the more likely it is to be purchased.

Van Veen Booths Satisfied SONORA



Van Veen Booths in New Sonora Warerooms, 279 Broadway, New York

We Know They Will Satisfy You

Van Veen Bed-Set Sectional Booths can be erected as easily as a hed (no skilled lahor required). Booths shipped on short notice *anywhere*. Room sizes any multiple of 3 feet. High grade finish, will match your sample if desired. Sound proof construction. Mail your requirements for prices and descriptive circulars.

WE DESIGN and BUILD COMPLETE INTERIORS

ARTHUR L. VAN VEEN & CO., Marbridge Building, Broadway and 34th Street, New York

DOUBLE MANUFACTURING FACILITIES

Delpheon Co. Prepares to Take Prompt Care of Growing Demands of Dealers

BAY CITY, MICH., December 8.—"We are now making plans to double our manufacturing facilities in order to take care of our dealers," said R. W. Gresser, sales manager of the Delpheon Co. "We are not trying to take everything by storm, but are going about building up our business in a conservative way, making sure of every step we take. We feel that this is the best way, as we are able to fill all orders promptly, and give our dealers the right kind of service. We think that we are building on the right kind of a foundation—are building soundly for the benefit of our dealers as well as ourselves.

"The features that we have in our machines are making the 'Delpheon' very popular, and the holiday season is causing a big demand. Our record filing system, tone control, automatic stop, universal tone arm and balanced cover support are all proving excellent talking points. We are now working out a cabinet that will retail at $75, and which will make our line pretty near complete, when it is considered that we make each model in mahogany, walnut, fumed and golden oak."

INCORPORATED

The Humantone Talking Machine Co., Brooklyn, N. Y., has been incorporated with capital stock of $10,000, for the purpose of manufacturing and dealing in talking machines, phonographs, furniture novelties, etc. The incorporators are: I. Well, L. M. Joseph and J. Levinson.

The Bates Piano Co., Worcester, Mass., has taken the agency for the Starr phonograph in that city, and is carrying on a live advertising campaign.

FEATURING BARRIENTOS RECORDS

The advertising department of the Columbia Graphophone Co,. New York, has just prepared an extensive campaign in behalf of the new Columbia records made by Marie Barrientos, the celebrated coloratura soprano, which promises to be one of the most interesting and far-reaching publicity campaigns which has ever been instituted for an individual artist. Practically every phase of advertising will be given attention in the Barrientos publicity, with the one idea of stimulating the sale of the Barrientos records throughout the country, and furnishing the Columbia dealers with practical, and valuable co-operation. Full-pages will be used in all of the leading national magazines, newspaper advertising, featuring Barrientos will be used in practically every city of any appreciable size, window-hangers, envelope enclosures, etc., are all included in this mammoth publicity plan.

PLACE YOUR ORDERS NOW

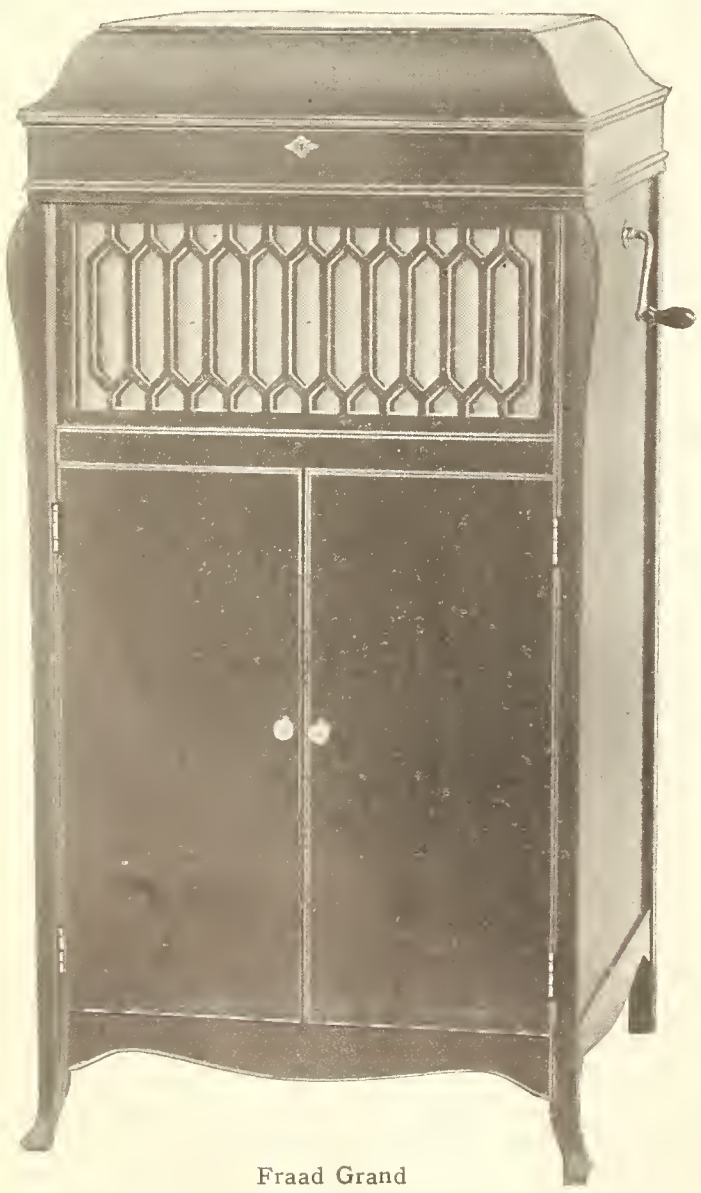
Our entire line of Talking Machines and Records is ready for immediate delivery. From $10 to $150. As a leader 3-A. Special.

Write for Catalog and Dealer's Prices

FRAAD TALKING MACHINE COMPANY, Inc.

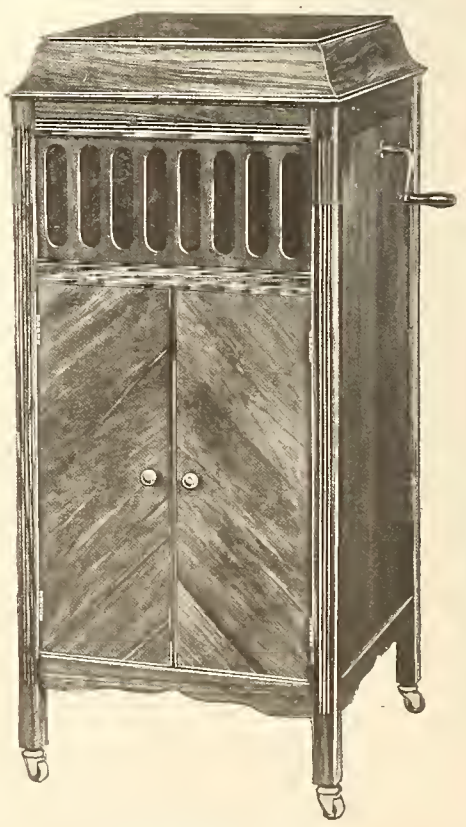
Factory and Showrooms:

224 236 West 26th St., NEW YORK



Fraad Grand
Style 10

Style 9



Symphony Jr. A

THE MOTOR OF QUALITY

The pleasure of wishing you

A Merry Christmas and a Happy New Year

is ours

May the wish strengthen the ties of

friendly business

Otto Heineman Phonograph Supply Co, Inc.

O. Heineman

PRESIDENT

DECISION AGAINST PRICE-CUTTING

Columbia Graphophone Co. Wins Action Brought Against Tosi Music Co., Boston, for Violation of Contract—Defendant Settles

BOSTON, MASS., December 4.—One of the most important decisions affecting price-cutting was handed down recently in the U. S. District Court, District of Massachusetts, in the case of the Columbia Graphophone Co. vs. Tosi.

The defendant in this case, Harry Z. Tosi, doing business under the name of the Tosi Music Co. at 263 Hanover street, Boston, Mass., started in to slash prices on Columbia Italian records, advertising them both in the newspapers and in his windows at cut prices. He stated in effect that he had 15,000 records on hand which, when sold, could be replaced by 15,000 more at a reduced price in New York; that the goods he was selling was his, and that he was going to do as he pleased with them; that the plaintiffs were using an unpatented motor in their machines, and that he knew it was unnecessary for him to maintain prices.

Suit was accordingly entered in the name of both the American Graphophone Co. and the Columbia Graphophone Co. in the U. S. District Court, and a motion for preliminary injunction came on for hearing before Hon. Frederic Dodge, Circuit Judge, on November 21. In the course of the argument Elisha K. Camp, attorney for the Graphophone companies, raised the point that the defendant was estopped under his price maintainence contract from denying the validity of the patents under which Columbia records are manufactured, or raising any dispute or contest as to any of said patents, or the right of the American Graphophone Co. thereto, and the Court sustained the point and made a ruling to that effect.

The Court wrote no opinion, but ordered that a Writ of Injunction issue in accordance with the prayers of the bill, and accordingly a Writ of Injunction was issued under the seal of the said Court, enjoining and commanding the defendant, his servants, attorneys, clerks, agents, working men, associates, and assigns, and each and every one of them, "on pain of $10,000 to be levied on your and each of your goods, chattels, lands and tenements, to our use," not to directly or indirectly infringe the patent monopoly rights of the plaintiffs through violating the price maintenance contract of May 18, 1916, or any part thereof, and particularly from directly or indirectly selling or offering for sale, or otherwise disposing of, any patented Columbia products at less than the official list prices thereof, until the further order of the Court.

Since the argument of the preliminary injunction, counsel for the defendant has been convinced that it would be useless to proceed further with the litigation, and he has just agreed to pay the costs to be taxed by the Clerk (approximately $25 or $30), and in addition, damages in the sum of $50.

MAKING CONSTANT IMPROVEMENTS

The Universal Fixture Corporation, 131 West Twenty-third street, New York, are experiencing good business in their display fixtures for the showing of records. A new fixture of interest to the dealers is a new adaptation of the easel display frame for the monthly record lists. Instead of the easel this frame may now be suspended by chain.

The Phono Motor Manufacturing Co., Inc., Brooklyn, N. Y., has been incorporated with a capital stock of $25,000 to manufacture and deal in motors, accessories and equipment for talking machines and musical instruments. The incorporators are L. B. Rogers, F. E. Beveridge and M. M. Roemer.

Talking Machine Dealers should write at once to their Congressmen urging strongly the passage of the Stephens-Ashurst Bill, H. R. 13,568, providing for maintenance of retail prices on trade-marked articles. There is no time to be lost.

UNHEALTHY FOR FAKE ADVERTISERS

Vigilance Bureau of Minneapolis Advertising Forum Takes Action Against Advertiser Who Used Wrong Name and Valuation in Copy

MINNEAPOLIS, MINN., December 9—The Vigilance Bureau of the Minneapolis Advertising Forum is still showing great activity in running down fraudulent advertising of talking machines, the latest case concerning an advertisement which read, "A Victrola. A nice $50 size for $18.50 cash." Three complaints were filed concerning this advertisement, each of which questioned whether the phonograph mentioned in this advertisement was a genuine Victrola.

Investigation showed that the machine in question was made by a concern other than the Victor Talking Machine Co., and bore the label of the real manufacturer on the lid. The advertiser was interviewed and informed of the violation of the state advertising law, and disclaimed responsibility for the copy. He, however, immediately cancelled the advertising order with the newspapers and stated that he would use new copy with the name Victrola and the reference to the $50 size eliminated

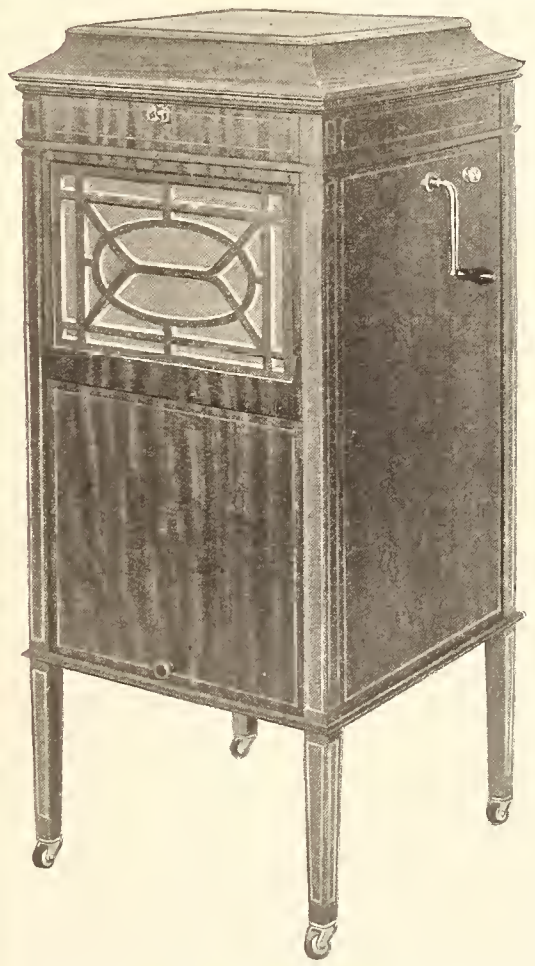
STRONG EDISON HOLIDAY ADS

Double-Page Spreads Used in Newspapers of Leading Cities Describing the New Edison and Re-Creation and Giving Lists of Dealers.

One of the attention-commanding features of the various talking machine campaigns carried on for the purpose of developing holiday business has been the strong double-page advertisements run in the daily papers of the principal cities of the country by Thos. A. Edison, Inc. One page, bearing the caption "Edison's Most Sublime Gift to Man," was devoted to a talk on the new Edison and its re-creation of music. Practically half the space was occupied by a large picture of Anna Case, the Metropolitan star, standing at the side of the new Edison as she does in her tone tests. The second page was devoted to lists of local dealers where the new Edison and the "Re-Creation" might be heard. The commanding character of the display should have good effect on Christmas trade.

An Endorsement from a Famous Tenor

Johannes Sembach, the celebrated Metropolitan Opera Tenor, owner of a National Bluebird machine, under date of December 5th, wrote as follows:



One of the National Bluebird Models
They are made in genuine mahogany and oak, and are beautiful in finish and design. The motors, tone-arms, sound-boxes and tone modulators are the best made. All machines play all makes of disc records without an attachment.
There are four models retailing at $50, $85, $150 and $200, with liberal discounts to dealers.

"I am exceedingly well pleased with your Bluebird Talking machine. The motor is wonderful, and there is none of the noise which is so disturbing in other machines I have heard.

"Again extending you my hearty thanks, I am,

"Very sincerely yours,

Johannes Sembach"

We can ship orders for the holiday season if you write or wire TODAY

NATIONAL TALKING MACHINE COMPANY
118 East 28th Street NEW YORK CITY

Pathé

Trade Mark Reg. U. S. Pat. Off.

An Irresistib
The Pathé
the Pat

"The WORLD'S Record"

THE name Pathé inevitably brings with it the thought of world wide dominance. *More* laurels have lately been added to the Pathé crown. Behold their latest achievement!

"Professional" Model No. 125

Originally built for one of Pathé's principal artists, this instrument suited him so well that we decided to duplicate it in our regular line.

We place model No. 125 in dealers hands, confident in the knowledge that it is a masterpiece.

Not only is it a well built, handsomely constructed instrument, but it also has all the acoustic excellence of phonographs selling at twice its price.

Its unusually large sound chamber amplifies to an extraordinary degree every delicate shading of tone, each detail, each little trick of the artist's interpretation—*nothing is lost,*

Jacques Thibaud
Master Virtuoso
Plays exclusively for Pathé

A New Sales Outlet

For this reason Pathephone No. 125 is of unequalled value to the student of music.

The pupil in vocal culture can study the marvelous quality of Muratore's beautiful voice.

Jacques Thibaud's virtuosity will be of invaluable assistance, even to those who have played the violin for years.

This new professional model with its unusual acoustic properties enables the student who has reached a certain point, and who has greater ideals in view, to obtain an advantage secured in no other way.

He can at his own convenience play over and over again Pathé records by the world's great singers and instrumentalists, until he has analyzed the talent and technique which has established such artists' fame and success.

Dealers who know the advantages of specialization are going to sell Pathephone No. 125 not only to the general public but to professional people who will use it in their studios to assist their hours of instruction.

We can make prompt delivery on orders for model No. 125 received before January 30th, 1917.

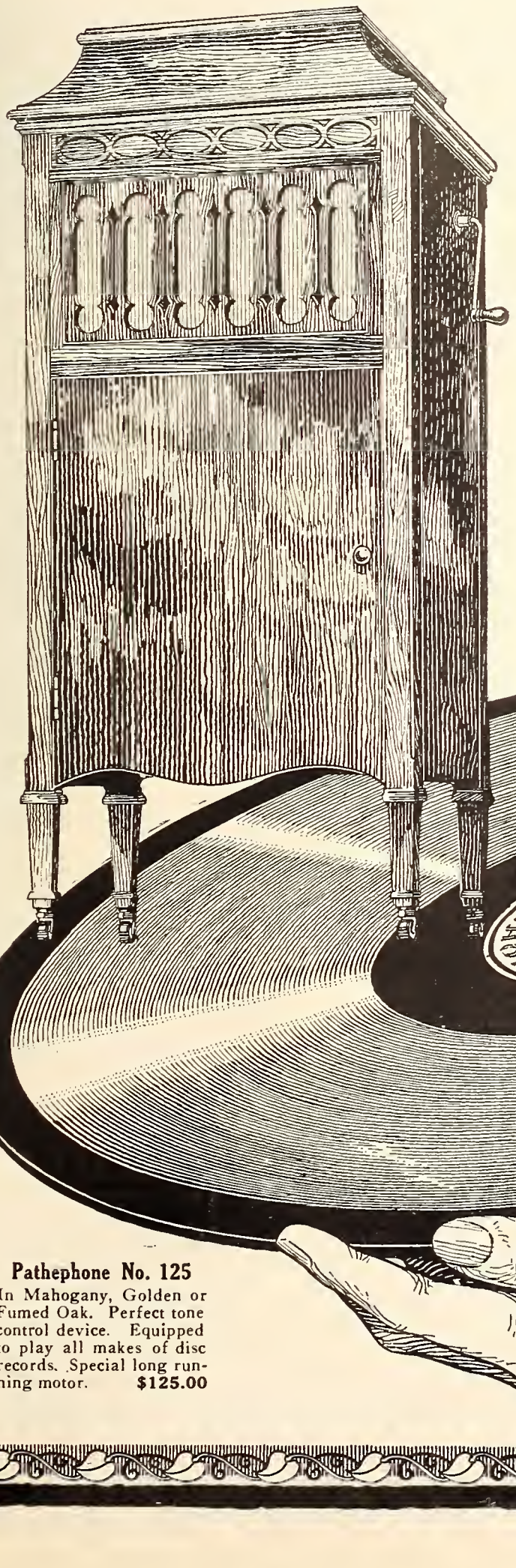
If you have not yet stocked this model, place your order NOW! Join Pathé for Profit, Prestige and Progress.

PATHÉ FRÈRÉS PHONOGRAPH CO.

29 WEST 38th STREET NEW YORK CITY

PATHÉ FRÈRÉS PHONOGRAPH CO. OF CANADA, Ltd., 6 Clifford Street, Toronto, Canada

e Combination
Record Plus
hephone



Muratore

Exclusive Pathe Artist
in Romeo et Juliet

World's Greatest
Lyric Tenor

Pathephone No. 125

In Mahogany, Golden or Fumed Oak. Perfect tone control device. Equipped to play all makes of disc records. Special long running motor. **$125.00**

No. 496 [Vertical Interior]
For Columbia "Favorite"

Height, 30 in. Width, 19 in. Depth, 22 in.
Holds 144 records.
Mahogany. Quartered Oak.
Average weight, crated, 65 pounds,
[When felt interior is desired, order No. 496F.]

Cabinet Profits Pay the Rent

This Is Particularly True At This Time of the Year

Now is the time to cash on cabinets. If you haven't fortified yourself for the demand write to *Cabinet* headquarters. If it is *Cabinets for Talking Machine Records* you want we can give you what you want.

Our attractive book tells the story and our up-to-date stock sheet shows you what we can ship in time for Holiday trade.

Do it now and address it—

The Udell Works
1204 West 28th Street
Indianapolis, Ind.

REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

[This department of The Talking Machine World is designed for the service of all classes of our readers, including those who make, and those who sell, talking machines.
Andrew H. Dodin, who conducts this department, has a wide and enviable reputation as a repairer of talking machines and conducts an exclusive talking machine repair shop at 25 East Fourteenth street, New York. Tell him your troubles through The World and he will help you if possible. The service is free.—Editor.]

CHANGE OF SPEED IN MOTORS

In my article for July, 1916, I wrote on the subject of Columbia double spring motors, and I will now continue my talk on the same type of motor, taking up the causes and remedies for that often-met-with trouble—the change of speed of the motor—and the consequent change of pitch in the voice or music being reproduced.

Taking it for granted that the graphiting and governor springs and balls have been attended to properly, as outlined in my July article, I will take up in sequence the several troubles in the motor, any of which might be the cause of the change in speed.

The lack of oil on the shafts of the two intermediate gears sometimes causes either one or the other to run hard and in some cases bind so tight as to almost prevent motor from running—take out gear check washers—remove gears from shafts—drive shafts out of casting with proper sized punch—take emery cloth and clean shafts so that gears will work perfectly free—replace shafts in casting—oil—replace gears and gear check washers—and trouble No. 1 is well taken care of.

The fibre gear on the Turntable Spindle gear (in the old style only) may be loose or its teeth may be mashed or worn badly—look to these points and either tighten the old gear, put in a new fibre, or a new gear. In setting this gear in relation to the main driving gear be positive that the turntable spindle check collar is close enough to casting to prevent bevel teeth of spindle gear becoming disengaged from the bevel teeth on the main driving gear.

The hole in the fixed governor bearing may have became so large through wear that the spindle has too much side play—put in a new bearing. The spiral cut on spindle may be worn, very little wear at this point will cause noise—put in a new spindle. In placing governor into position allow quite some end play by adjusting fixed bearing, and adjust spindle cut to fibre gear by means of the movable governor bearing, at the same time getting this bearing into such a position that it will bring both governor-bearing holes into perfect alignment, thus insuring an easy starting motor. The two little felt pads on the governor swivel often cause trouble. Their constant pressure against the governor friction disc tends to harden the bearing surface of the belt, and in most cases oiling will not effect a cure. Take a very sharp knife and (back of the hard spot) cut off about a sixteenth of an inch of the belt, then cut a cross slot in surface of pad and soak well with oil; this will in most every case do away with the noise and variation of speed which the hard spot in the belt causes.

With the turntable in position so that it does not rub against anything, there cannot possibly be found any other causes for change of speed in this type of motor.

Fixing the Diaphragm

A. H. Dodin, care Talking Machine World:

Will you kindly advise me if in adjusting the diaphragms and sound boxes of the usual types, the rubber washers or gaskets should be so placed as to allow the edge of the diaphragm some play, or, whether they should be set solid against the diaphragm surface.

I have put new gaskets in one or two reproducers, but don't seem to be able to secure the original quality of tone, there being an inclination to blast.

W. D. B.

ANSWER—Mica should in all cases be cemented to one gasket in such a position that will prevent its edge from touching sound-box ring, and gaskets should always be of such size that when back or clamp ring is placed in position, enough pressure will be exerted against mica to hold it securely in position.

A. H. DODIN.

When the Needle Skids

Editor Talking Machine World:

On my machine, which is a standard make, I find that unless I stop the motor as soon as a number is finished, the needle frequently slips across the center of the record, and sometimes across the grooves on the other side. This slipping has ruined several records.

Would you advise me if the trouble is with the construction of the record or represents some mechanical defect.

G. N. S.

ANSWER—Your trouble is no doubt in the record. The majority of records now sold have at the end of the cut an annular grooves which prevents needles from running across label.

A. H. DODIN.

The Delpheon

Model C

"The Phonograph with an Individuality"

It has more features than any other—all selling points.

It is made by a firm that is conservative—that will take just enough business to care for its output and no more—one that fills all orders promptly—one that is building for the future.

It is establishing a reputation for quality through its many superiorities that is causing a sure and steady growth—a growth that is sound.

Delpheon dealers are given the right kind of assistance and co-operation.

The convenient record filing cabinet and the tone control by which you actually "play" each selection "through the silken cord" sell the instrument for you.

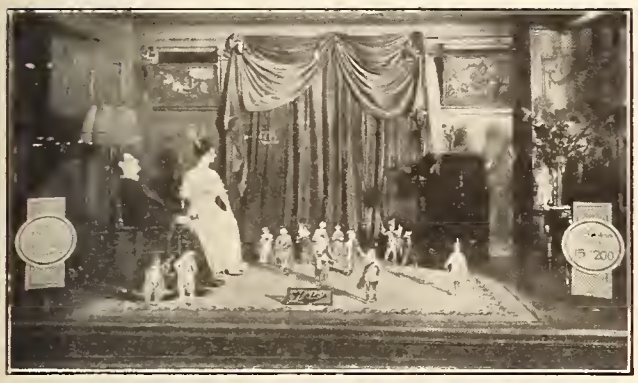
Where can you find one better?

The Delpheon Company
BAY CITY 810-812 BOUTELL PLACE MICHIGAN

TRADE IN EXCELLENT SHAPE ON THE PACIFIC COAST

Demand for Talking Machines Is Strong, and Stocks Are Fairly Satisfactory—New Association Officers Elected—New Stores and Changes—What Various Concerns Report

San Francisco, Cal., November 28.—In these days of soaring prices it is gratifying to know that in talking machines the prices have not materially changed, and that even better values than formerly can be obtained by the public desirous of making the home homelike by the addition of talking machine merchandise. The past month in the trade has been exceedingly healthy as far as the demand is concerned, and conditions in shipping appear to be improving somewhat. There is a shortage of stock with many dealers, but most of the larger concerns are well provided for the holidays. Sufficient stocks of both machines of all styles and records are here to warrant full scope in the advertising departments. Business is such that



Victor Window Display of Hall Bros., Inc.

there is no special need for elaborate recitals and public demonstrations of any kind. The natural growth keeps pace with the ability of the dealers to supply goods in most quarters. The only feature in the trade that is different from the past is that there is a pretty steady drifting away from the exclusive talking machine shop idea, both in the department stores and the regular music houses. The best concerns now seem to prefer carrying several makes of machines, as well as all standard records.

Association Has Fine Banquet and Meeting

A most successful banquet and meeting of the San Francisco Talking Machine Dealers' Association was held last month, when the officers for the ensuing year were elected. This was the annual meeting of the aggressive body, and the number present embodied almost the entire membership. James J. Black, manager of the talking machine department of the Wiley B. Allen Co., was elected the new president, amid cheers and acclamations of accord; Charles Mauzy, of the Byron Mauzy talking machine departments, vice-president, and A. W. White, manager of the Emporium talking machine department, was chosen the secretary-treasurer. This meeting was made specially attractive by the splendid musical program provided. Among those who participated were: Harry Vegar, who did things on the piano, and Ray MacDonald and Robert Canning, who demonstrated to what heights of beauty the human voice can attain even in the commercial world. A number of informal speeches were delivered on topics of intimate interest, and it was agreed among the dealers present that a minimum price on old machines should be maintained. The usual spirit of harmony prevailed, and said harmony was in no small measure due to the gastronomic diplomacy of Billy Morton, chairman of the "Good of the Order" committee, who arranged the banquet. He was voted a tribute of thanks.

A. W. White, manager of the Emporium talking machine department, has a good supply of machines and records for the holidays, having begun to anticipate his holiday needs as early as May.

A Growing Department

The talking machine department of Hale's Department Store has been growing steadily since it was first established, and the volume of business for the present month shows a big increase over last year at this time. The department has been enlarged once, and several more fine demonstrating rooms are to be added shortly. Victor machines are handled exclusively. Edwin Humphreys, manager of the department, says the largest demand is on the higher-priced machines.

Pathephone Shop Closed

The Pathephone Shop, 322 Post street, has been discontinued. This shop has been under the management of Louis S. Blackly for some months, but the venture was not a success. The location was against the business, and the exclusive line imposed too great a restriction on the enterprise in this particular field. The stock of the shop was sold by Mr. Blackly to O. N. Kruschke, who has a talking machine business in Berkeley. Mr. Kruschke will conduct a jobbing business also in the California territory.

F. B. Travers, manager of the Phonograph Shop, 109 Stockton street, says business in the new stand is flourishing, and that they are in splendid shape on deliveries. They have ample supplies of every model and finish. Business on Columbia machines is good, and the show window showing the process of manufacturing Columbia goods has just been installed. This is the same exhibit which the Columbia Co. had at the Exposition last year.

Visits Sonora Factory

F. M. Steers, president of the Western Sonora Co., has just been visiting the factory in New York, and has succeeded in getting a carload of $100 machines for the San Francisco Christmas trade.

The Emporium of Music at Reno, Nev., is the latest Coast music concern to take on the Sonora line. This firm already handles the Victor line.

Mrs. Aline M. Baker, who formerly was with the San Francisco Edison Shop, but who for the past few months, has been in Portland, has now returned to the Edison Shop here. The Edison Shop is in pretty fair shape for the holiday trade. Records have been coming in better this month than last.

An Effective Window Display

A particularly effective local window display was recently made by Hall Bros., Inc., who arranged the window of their store at Market and Fifth streets as a drawing room with figures representing the famous Victor artists entering the room just as they do in the magazine advertisements. The idea was that of Edward Humphrey, manager of the department, and is illustrated herewith.

New Demonstrating Room for Mauzy

The latest new demonstrating room in the Byron Mauzy talking machine department is hung with old rose draperies and furnished with comfortable wicker furniture. The room is as cozy as a home living room. Charles Mauzy says the talking machine business is picking up fast in response to the progressive advertising done by the firm. They now run ads in the newspapers, on the billboards and in the street cars all at the same time.

Fred A. Dennison, Pacific Coast manager of the Columbia Graphophone Co., is at present on a trip to the factory in the East trying to hasten the delivery of Columbia merchandise to the Coast.

Columbia Co. Auditor a Visitor

F. S. Binger, of the auditing department of the Columbia, has been visiting in San Francisco for two weeks. He had already been in the Northwest, and from here went to Los Angeles. This was Mr. Binger's first visit to San Francisco, and as usual in such cases, the gay old city by the Golden Gate paralyzed him with delight. He expressed the fond hope, as so many have done before, of sometime making this city his permanent abode.

Kahn Bros., of Oakland, Cal., who have an exclusive Columbia department, which is under the management of W. C. Henry, held a three days' special term sale last week, and in those three days did more business than for any single month up to that time. It is estimated that less than 5 per cent. of reverts result from easy-term sales on the Coast.

New Department Manager

The manager of the Columbia department in the Eastern Outfitting Co. on Market street, is A. R. Timanus, formerly of the talking machine department of the Hauschildt Music Co.

Hockett & Bristol, well-known piano dealers of Fresno, Cal., have taken the Columbia line. They also handle the Edison line.

F. F. Dawson, of the executive office of the Columbia Co., who has now returned East, put in new Columbia agencies on his recent trip at the following cities and towns: Petaluma, Arcata, Porterville, San Jose, Lindsey, Hanford, Tulare, Merced and a few others.

The Jackson Furniture Co., of Oakland, which firm has been handling the Columbia line on a limited scale, now have stocked the complete catalog.

Awaiting New Victrola Style

James J. Black, manager of the talking machine department of the Wiley B. Allen Co., says they are eagerly looking forward to the new Victrola style XVII, to sell for $250. None of these machines have yet arrived in San Francisco. He says the local store is not short on any line, and can take care of the holiday trade without difficulty this year.

Mr. Louder, manager of the talking machine department of the Portland store of the Wiley B. Allen Co., is preparing for an aggressive holiday campaign in the North.

Jewel Needles

DIAMOND, SAPPHIRE, AGATE

For All Types of Records

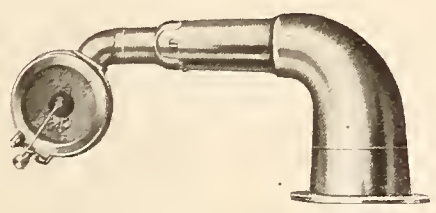
Our methods of grinding needles are the most scientific known, producing a most uniform and highly polished product.

We manufacture ALL parts of Talking Machines

Dixon Manufacturing Co., Inc.

295 FIFTH AVENUE NEW YORK

Here is the TONE-ARM You Have Been Looking For!



No. 1 Universal Tone Arm

Let Us Figure NOW On Your 1917 Tone-Arm Requirements

No. 1 Universal Tone-Arm, made of finest material on the market. Equipped with Grade A MICA. Plays all makes of Records without any offset. Send $2.00 for Sample. Money refunded if not satisfactory.

QUANTITY PRICES ON REQUEST. IMMEDIATE DELIVERIES.

No. 2 (Patented) Ball Bearing Tone-Arm NOW READY. Write for Details

MUTUAL TALKING MACHINE CO., Inc., 145 W. 45th St., New York

A LOGICAL COMBINATION

November 27, 1916.

To Our Patrons:

Right in this little booklet containing a list of Victor records for December there is wrapped up a whole lot of GENUINE PLEASURE FOR YOU.

At this time of the year when the majority of us have a good many long evenings at home, we are only too glad to have an amiable friend come in to wind up each day with a bit of pleasantry.

The Victor Company seem to have realized that that friend is not always to be had, and they have come to your rescue with the December records.

A tip-top record is No. 64622, "THE SUNSHINE OF YOUR SMILE" by John McCormack.

Record No. 18167 is a truly funny song, "O'BRIEN IS TRYIN' TO LEARN TO TALK HAWAIIAN".

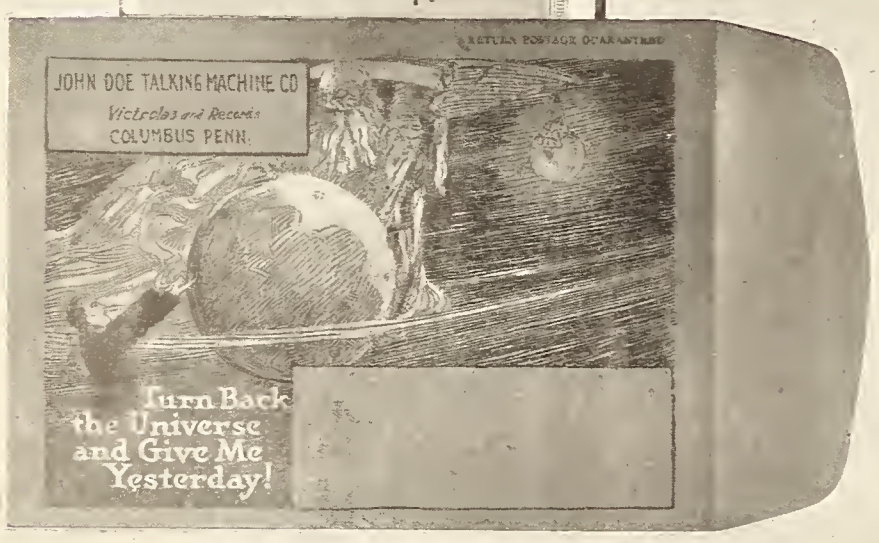
The Trinity Choir sing two beautiful old Christmas Hymns, record No. 35594.

Then there are many others in which we know YOU would delight; but we would rather PLAY them for you than tell you about them.

Come in at your convenience, you are always welcome.

Yours very truly,

JOHN DOE TALKING MACHINE CO.



TO INCREASE YOUR RECORD BUSINESS

These Three { Monthly Envelope
Customers Special Letter
Victor Monthly Record Supplement

MAKE A WINNING COMBINATION FOR YOU

WRITE FOR PRICES ON THIS SERVICE

CHICAGO TALKING MACHINE COMPANY

Wholesale only - - - 12 No. Michigan Ave. Chicago

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager
HENRY S. KINGWILL, Associate

World Office
Consumers' Bldg., 220 South State St., Chicago
Telephone: Wabash 5774

CHICAGO, ILL., December 9.—If anyone in the Chicago and Western trade entertained hopes of a less acute shortage in machines this year than last they have been keenly disappointed. In spite of the number of new machines on the market with an aggregate output reaching really important totals, the demand for the product of the older companies has been undoubtedly far greater than ever in the history of the trade, and in spite of tremendously increased factory facilities, the disparity between demand and supply is wider than in any previous year.

Dealers have been present on the market in unusual numbers the past few weeks clamoring for goods, and the jobbers have been driven to desperation to even partially satisfy them and convince them that every effort was being made and had been made to do justice to everyone.

"Here's the situation," said one man. "There is not a dealer of enterprise and standing who has not received much larger shipments this year than last. But the fact is that business has been so much better than last that they have not been able to accumulate stock. They ordered more liberally and earlier, much earlier, many of them, and received an unusual amount of goods during the Summer and early Fall. But the goods didn't stay in the stores. Everyone has done an immense year's business, and even if, in spite of all the efforts of manufacturers and jobbers, there is still a deficiency this fall, there should be a philosophical attempt to be satisfied with the increased volume of business and profit. Let everyone consider the facts and be grateful conditions are so favorable. It's manifestly better to have more business than you can care for than to go over the holiday season with large instead of depleted stocks.

Every distributor lays stress on the wonderful record business which is being done and the manner in which the dealers have responded to the advice of manufacturers and jobbers to specialize on this branch of their business and thus counteract in a measure the machine shortage.

While the big holiday rush with the local retail departments and stores starts in another week, the trade since the first of November has been exceptionally good and showing a heavy increase over last year, according to reports all along the line. Newspaper advertising and window cards in the loop stores have advised the public to anticipate the usual before-Christmas shortage, and within the past fortnight there has been an unusual number of sales of talking machines and records for delivery just before the holiday.

Changes at Geo. P. Bent Store

Sweeping changes in the retail talking machine department of the Geo. P. Bent Co., followed the retirement of Otto Y. Schnering last week from the general management of the Geo. P. Bent retail department and the return to control by G. Harry Bent, son of George P. Bent, who had been in charge of the retail destinies of the company until two years ago, when he retired to become the Coast representative of the Cheney Talking Machine Co.

Mr. Schnering has formed a new company to engage in the brokerage of food stuffs, and with him will be associated Edwin V. Zeddies and William Bickel, members of the retail department, who have been closely associated with him in the piano business.

"I shall conduct the business under the policies which obtained when I was here previously, and that is about all I can say regarding the future," said Mr. Bent to The World. "Harry C. Meek, who was formerly retail manager here and who later was identified with Pathé interests, will again take charge. Victor talking machines and records will be handled exclusively."

Kennedy Now Handles Manophone

M. J. Kennedy, manager of the Chicago division of the Jesse French & Sons Piano Co., informs The World that they have taken on the Manophone line of talking machines, manufactured by the James Manoil Co. of New York. "The Manoil Co. is prosecuting a very extensive campaign in a number of National magazines," said Mr. Kennedy," and we expect to do a considerable volume of business with the new addition to our other lines. We have the representation in Illinois and surrounding territory and have already opened several new accounts."

Six Best Sellers

The six best Victor sellers this month included "The Sunshine of Your Smile," sung by John McCormack; "Killarney" and "Kathleen Mavourneen"; "Pretty Baby" and "There's a Little Bit of Bad in Every Good Little Girl," "My Lonely Lola Lo" and "My Own Iona"; "Give Me All of You" and "Pretty Baby," "Angels from the Realms of Glory" and "Oh, Little Town of Bethlehem."

The Columbia best sellers were: "Rigoletto," sung by Lazaro; "Hark! the Herald Angels Sing" and "Oh! Come All Ye Faithful"; "Oh! Holy Night" and "Star of Bethlehem"; "Oh, How She Could Yacki Hacki Wicki Wacki Woo" and "You Were Made to Order for Me"; "The Golden Cobwebs" and "The Gingerbread Boy," and "1812 Overture," Parts 1 and 2.

The six best sellers in the Pathé library this month included "Tales of Hoffman"; "Hark! The Herald Angels Sing," and "While Shepherds Watched Their Flocks by Night"; "Mother Machree" and "Has Sorrow the Young Days Shaded"; "Down in Dreamy Honolulu Town" and "On the Beach at Waikiki"; "United States Boy Scouts' Official March" and "The High School Cadets" and "Bachelor Girl and Boy" and "And They Called it Dixieland."

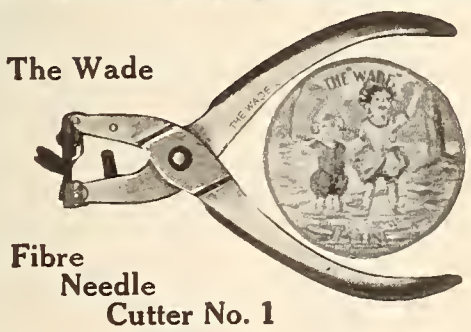
The Edison best sellers the past month have been: "Old Black Joe" and "Valse in E Flat"; "Lily and the Frog," and "Oh! How She Could Yacki Hacki Wicki Wacki Woo"; "Fair Hawaii," and "She Sang 'Aloha' to Me"; "Rock Me to Sleep, Mother," and "When You and I Were Young, Maggie"; "Baby, Swing High, Swing Low," and "Long, Long Ago," and "Annie Laurie" and "Old Folks at Home."

Edison Publicity Work

Two Edison artists, who have been widely heralded through the press of the Middle Western States in conjunction with their Edison recitals, have been doing considerable work in the territory surrounding Chicago during the past two weeks. On Monday evening, November 27, Miss Christine Miller, contralto, assisted by Arthur Walsh, violinist, gave an interesting tone-test recital before a large gathering in Orchestra Hall. Mlle. Alice Verlet, coloratura soprano, of the Parish Opera, who makes records for the Edison Co. exclusively, has appeared in several tone-test recitals with the Edison talking machine recently. On December 5 she sang at Gary, Ind., under the auspices of James A. Ward, the local Edison dealer. On December 6 Mlle. Verlet appeared in a similar performance at Nashville, Tenn., and on December 8, in South Bend, Ind., at the hall of the local dealer, A. H. Heller.

(*Continued on page 75*)

The Wade

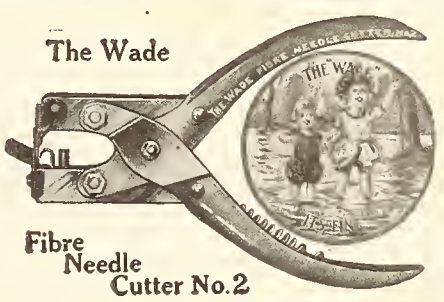


Fibre Needle Cutter No. 1
Price $1.50

Wade & Wade Products
FOR THE
Talking Machine Owner

The Wade Fibre Needle Cutter is used in more homes in America than any other needle cutter ever made.

The Wade



Fibre Needle Cutter No. 2
Price $2.00

Wade & Wade
manufacture a fine lubricant oil for talking machines, a grease to eliminate the noise in gears, a spring barrel lubricant to stop the jumping of springs and a polish for cabinets.

HERE ARE THE REASONS WHY

Because it is the biggest value in fibre needle cutters and is backed by the strongest guarantee.
It is made of the finest Swedish tool steel by expert mechanics.
There are no weak points in the Wade Fibre Needle Cutter.

MADE STRONGEST—WEARS LONGEST

Dealers—get your order in at once to your jobber. The early order gets the goods.

WADE & WADE 3807 Lake Park Ave. CHICAGO, ILL.

Lyon & Healy

Whenever you need

VICTOR RECORDS

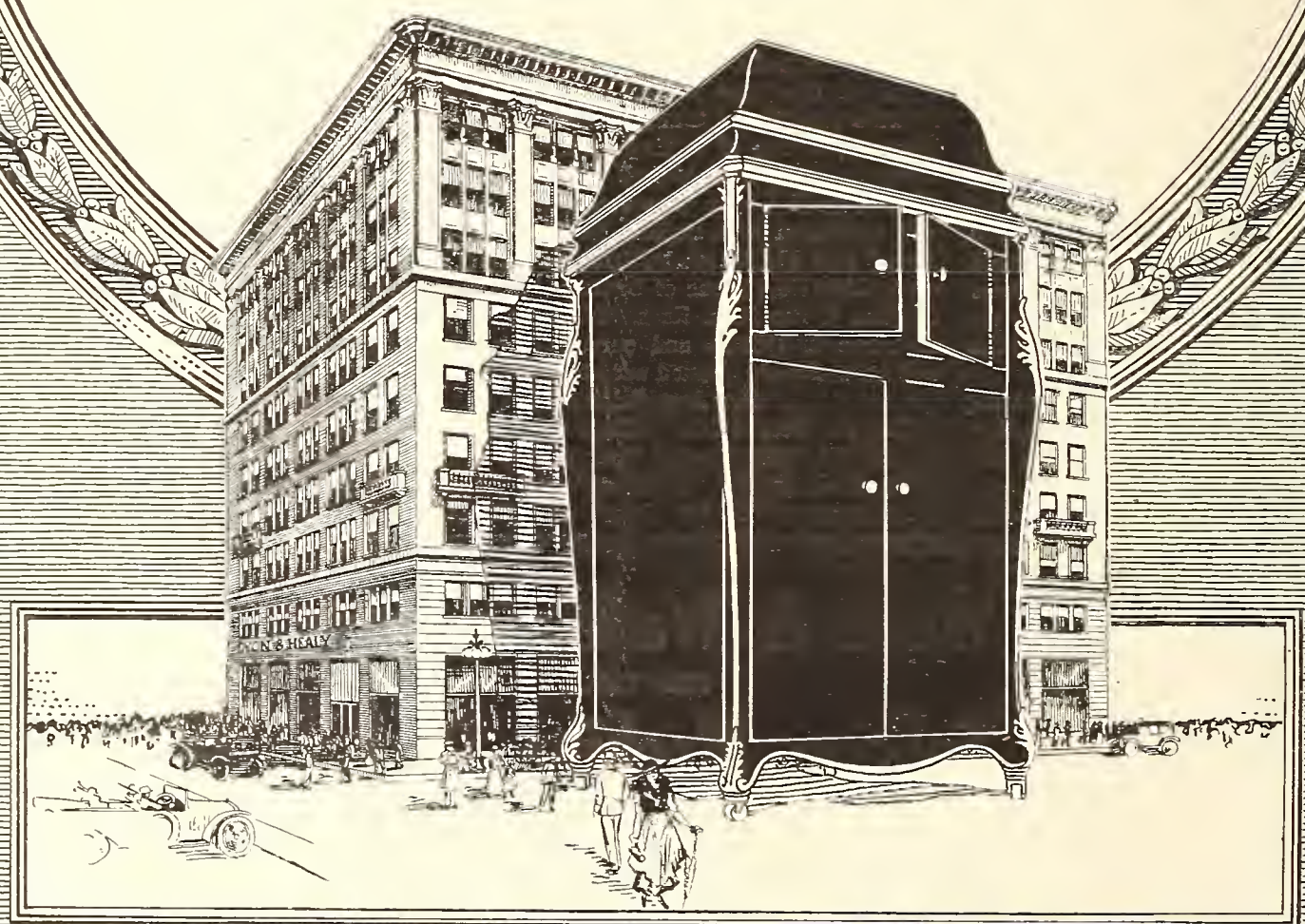
Victrolas or Accessories

think of

LYON & HEALY

Victor Distributors

CHICAGO



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 73)

C. E. Goodwin, general manager of the Phonograph Co., Edison distributors in the Chicago zone, returned recently from a trip to the various Edison jobbing centers. He reports an altogether unprecedented demand for Edison machines and records.

Hebert to Design Vitanola Cabinets

The Vitanola Talking Machine Co. announces that it has obtained the services of Maurice Hebert, one of the leading international designers, and that Mr. Hebert is now at work upon the creation of some exquisite new case designs for that company.

Mr. Hebert is well-known throughout Europe

Maurice Hebert

and America, and as a builder and designer of note, has created designs for many of the royal houses of Europe. His reputation in the architectural and interior decorating world is a very high one, and foreign sovereigns and members of the European nobility have deferred to his knowledge when it came to the matter of furnishings and decorations. Many American millionaires have enjoyed his services, and Mr. Hebert earned considerable reputation in this country for his work in designing and decorating the $5,000,000 residence of Charles M. Schwab, the steel magnate, which stands on Riverside drive in New York City. In his work upon the steel king's mansion Mr. Hebert designed or selected everything from the building to the silverware, draperies and porcelains.

It is the object of the Vitanola Talking Machine Co. to manufacture several beautiful models of high-grade cabinet phonographs under the personal and direct supervision of Mr. Hebert. Although he is being paid a large sum for his services, still it is not the financial result which he desires, but it is the love of his art which is the incentive to make the Vitanola models his masterpieces.

Phonographs being designed and built by Mr. Hebert for the Vitanola Co. are to be listed at prices ranging from $250 to $1,000 each. Some of the favored few who have seen the preliminary work of Mr. Hebert and his assistants have declared these to be genuine works of art.

"Many orders have already been placed for these Vitanolas by some of our dealers and by many of the leading citizens of Chicago," said one of the officials of the company, "and those who have seen the specimens of Mr. Hebert's art, say that a large volume of business will be done on these new models."

Maurice Hebert is a nephew of the distinguished French painter of that name.

Demand for Empire Model "B"

John H. Steinmetz, president of the Empire Talking Machine Co., reports a great demand for their model "B," which retails for $100. This style has been improved, and its attractiveness greatly increased. The Empire Co. is finding business good beyond expectation.

Emerson Records Selling Good

F. W. Clement, manager of the Chicago office of the Emerson Phonograph Co. of New York, reports an excellent Western business in the company's records. "December will probably witness an increase over the great sales of the past month," he states. "The Christmas selections have been selling very well. The best of these have been the "Night Before Christmas," "Raggedy Man," "On the South Sea Isle," "Turn Back the Universe and Give Me Yesterday" and "Pretty Baby."

Talking Machine Shop in Big Holiday Business

George B. Davidson, of the Talking Machine Shop, which opened up at 234 South Wabash avenue a short time ago, is doing a remarkable business for a firm that has so recently made a change of quarters. The demand for Victrolas is so great that the company is finding great difficulty in securing machines for customers. A week or two before Christmas the Talking Machine Shop sent out specially selected lists of records for everyone in the family from the youngest to the oldest, and found the plan an excellent stimulant to record sales. The two Victor books, "The Book of the Opera" and "What We Hear in Music" have proved ready sellers. In the window of the Talking Machine Shop there appears this month a large painting of "Die Walkure." It has attracted much operatic record business, and the big local opera season has helped in this.

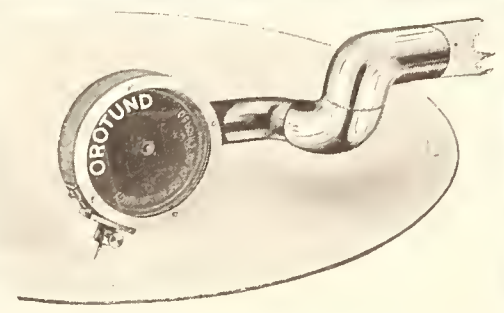
Attractive Window Displays

The retail talking machine trade has produced some exceptionally pleasing and effective window arrangements for the winter holiday season. All of the music houses are giving their talking machines a large share in the various window displays, and a mediocre window is becoming a rare sight.

Wurlitzer's has prepared a very artistic display in which talking machines occupy the chief interest. In one of their windows appear scenes in miniature of famous operas. There are eight of these: "Carmen," "Rigoletto," "Königskinder," "Magic Flute," "Faust," "Madam Butterfly" and "La Boheme." The miniature stage settings are illumined from the rear by differently colored electric lights that create a very pleasing and artistic effect. Between each of the scenes is placed a Victrola, and in the front of the window are placed the records that correspond to the operas depicted above. The window is trimmed with blue velvet cloth and white panelings. The remaining window of the store contains two high-grade Victrolas finished in Chinese and Japanese style, together with three harps of an old French pattern.

Lyon & Healy are devoting three of their spacious windows to talking machine displays. The principal window of the store looking out on Wabash avenue and Jackson boulevard contains a huge, beautifully trimmed Christmas

(Continued on page 77)



THE most important part of a talking machine is the sound producer. Other parts, which convey the sound waves, must be scientifically correct. But remember! the reproducer or sound-box must have the finest workmanship to produce the delicate tones recorded on the record in a musical way.

The "Orotund"

sound reproducer will reproduce all tones uniformly. "It is built like a watch." The only sound-box on the market, having an invisible stylus bar. We reduce surface and scratching sounds by the special construction.

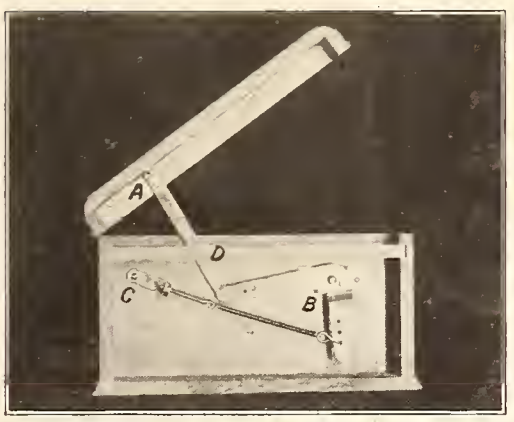
We manufacture "Orotund" sound reproducers, attachments, etc., for the high grade phonographs.

Diamond and Sapphire jewel points, also **a high-class tone-arm.**

Write for particulars

COMBINATION ATTACHMENT CO.
524Republic Bldg. CHICAGO, ILL.

The Cover Without a Catch



The Cover That Needs No Catch

COMPETITION

is the life of business. Competition in 1917 will be keener than ever before in the history of the talking machine business.

The Phonograph Equipped with a

CHICAGO HINGED COVER SUPPORT AND BALANCE

will have the advantage of a distinctive quality feature and an unanswerable sales argument.

CHICAGO HINGED COVER SUPPORT AND BALANCE CO.
144 S. Wabash Avenue, Chicago. Ill.

The BRUNSWICK

The Phonograph Your Customers Want

This new phonograph, made by the Brunswick-Balke-Collender Co. of Chicago, is scoring a huge success wherever introduced. In Chicago all dealers are doing a capacity business. This is true of every city where the Brunswick is sold.

The superiority of the machine, the perfection of its tone production, the beauty of the Brunswick cabinet work, outstrips all competition.

The fact that it plays all records, both the Pathé and American, is another great selling feature.

Backed By Advertising

Back of this hundred per cent. perfect machine is a national advertising campaign appearing in leading periodicals. Double-page spread announcement ads in the Saturday Evening Post brought us a flood of inquiries both from dealers and consumers. This has been followed by page advertisements that will be continued indefinitely.

In addition we are conducting vigorous local campaigns in every territory where we have agents.

From $30 to $175

The Brunswick Phonograph is made in styles designed to sell at $30 to $175.

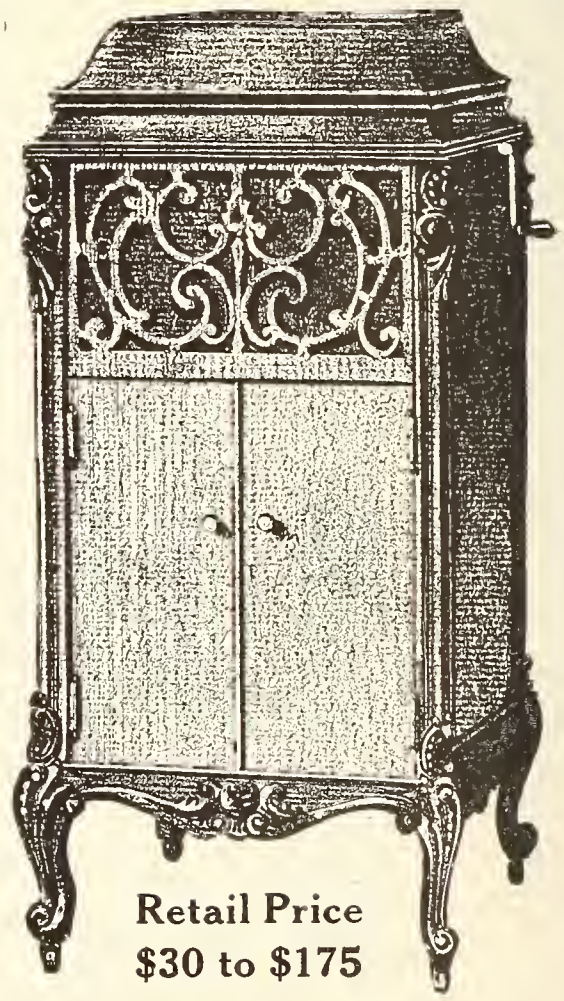
It is equipped with two sound boxes—one for playing Pathé records and another for other kinds—without extra charge.

There is a sapphire ball, jewel point and steel needles, 12-inch turn-table, automatic stop.

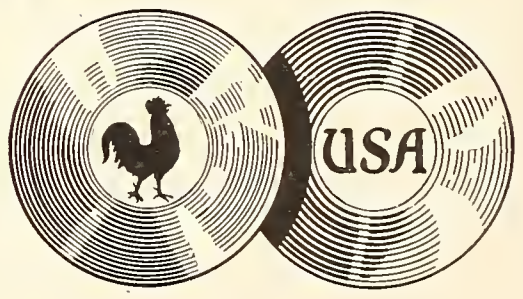
A special Brunswick feature is the tone modifier which operates through the "throat" of the machine. This alone distinguishes the Brunswick from all other machines.

The Brunswick has been christened "all phonographs in one," because it combines the best features of the best phonographs made. Added to these are special Brunswick features still more important. Then the dealer has the advantage of handling the wonderful Pathé records. This is the largest library of records in the world, containing great selections available through no other source.

Once one of your customers hears the Brunswick, a sale is sure to be made. Write for further information.



Retail Price $30 to $175



The Brunswick-Balke-Collender Co.

Dept. 210 **623-633 S. Wabash Ave., CHICAGO, ILL.**

Empire

—the Machine that Plays any Record

—makes its own record

Oh no, not a playing Record—but an unbeatable record of immense sales and profits

for Empire Dealers

The Empire has won a place in thousands of homes and,—every Empire owner is a booster. That's why Empire sales have been increasing by leaps and bounds.

The buying public says it wants "the machine that plays any record," the machine that has every good point of any talking machine with none of the usual drawbacks.—That's the Empire, the machine of quicker sales—bigger profits. Seven sizes, made to retail at $25.00 to $200.00.

GUARANTEED CHRISTMAS DELIVERIES

There will be no disappointed Empire dealers. We're prepared to meet the heaviest kind of a demand. We guarantee deliveries for our Christmas trade.

Get Our New Empire Catalog Showing Entire Line of Empires—and Empire Dealer Helps

EMPIRE TALKING MACHINE COMPANY

JOHN H. STEINMETZ, President

427 S. WABASH AVENUE CHICAGO, ILL.

Some valuable jobbing territory still available

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 75)

tree in what is supposed to be a family hall. Standing beneath the tree is a Victrola, amidst the other presents, and opposite this stands a child in a "nightie" who has just awakened to the realization that the family is the possessor of a Victrola. In large, white cardboard letters above the talking machine is written "The Gift." Two other L. & H. windows contain talking machine displays that are effective, although less striking. Two of the instruments in one of these windows are finished in a bright gold.

The Talking Machine Shop at 234 South Wabash avenue this month has a large painting of Wotan and Brunhilde of "Die Walküre" about five by seven feet in their window. On either side of this there is placed a Victrola, and in the front of the window are the records of the famous German opera. The window is trimmed in white with a gray rug. In the background clusters of red art lights add to the general artistic appearance.

The Grafonola Shop is this month featuring the historic early models of the Columbia Co. in their show window. To the left of the window appears the 1906 model with its small tin horn and cylindrical records; in the center is an old 1910 type with the large flower-shaped metal horn, and at the right is the present cabinet style of instrument. A large arrow stretches from the earliest to the latest machine. The arrangement well brings out the wonderful development of the talking machine in the past ten years.

Otto Heineman Makes Visit to Chicago

Otto Heineman, of the Otto Heineman Phonograph Supply Co., was in Chicago December 5 to 8. The factory heads of every branch of the company were gathered here December 7 for the purpose of discussing means by which the 1917 output can be increased, and for other purposes relating to the production end of the Heineman business. Mr. Heineman predicted that the coming year would witness an increase over the volume of phonographs sold during the past remarkable twelve months, notwithstanding the fact that munition markets are acquiring enormous quantities of everything that goes into the manufacture of talking machines. Mr. Heineman stated that his own business had advanced beyond all precedent, and that he, personally, had obtained some very large contracts in the West.

Buys Grafonola Shop, Chicago

W. H. Wade, who about seven years ago was identified with Lyon & Healy as a department manager, and who has had much experience in the talking machine business, has acquired the Grafonola Shop, 14 North Michigan avenue, from the Columbia Graphophone Co., which has been conducting the store for the past three years.

In discussing the sale, H. A. Yerkes, district manager of the Columbia Co., said: "We have disposed of the Grafonola Shop because of our policy of interfering in no way with the retail business of Columbia dealers. We are very happy to have Mr. Wade take the business over, as we know he will conduct it along the high-grade lines that we have managed it in the past."

Mr. Wade announces that the organization will be continued intact, and no changes will be made in the personnel of the sales organization. For the past seven years Mr. Wade has devoted his time to the business of Becker & Wade, which conducts a series of cleaning and dyeing establishments in Chicago.

The business is being continued under the name of The Grafonola Shop, the Wade Talking Machine Co. proprietors, and some aggressive advertising is being done in the Chicago dailies.

The Morgan Music Co., Murphysboro, Ill., has added a new sales room to its store on Walnut street, where it will feature the Victor and Edison lines.

Praise Lyon & Healy Posters

Attention has been called from time to time in The World to the remarkable posters produced by Lyon & Healy, exploiting Victor goods, and which have not only been used to excellent effect on the billboards of Chicago, but have been furnished at low prices to Victor dealers and jobbers. The unusually artistic character and convincing force of these posters has attracted the attention of "The Poster," the monthly journal devoted exclusively to that type of advertising, and in its November issue an extended article is given devoted to Lyon & Healy and its poster advertising, which is highly commended. The famous poster, showing the complete line of Victrolas with Victor artists standing by them and which has been a familiar sight to Chicagoans as well as those in other cities where dealers have hastened to take advantage of it, is reproduced in colors. A cut is also presented of the latest Lyon & Healy effort, the "Victrola for Christmas" poster.

Extends "Orotund" Line

The Combination Attachment Co., 524 Republic building, this city, is experiencing a greatly increased demand for their "Orotund" patented sound box, one of the distinctive features of which is the invisible stylus bar, the special construction of which it is claimed reduces the surface scratching sounds to a minimum. The company is doing a large business with dealers on the "Orotund" sound box in connection with the attachments for adapting it for playing either hill and dale or lateral cut records and are also prepared to supply diamond and sapphire jeweled points. The "Orotund" has been adopted by a number of manufacturers with excellent results and the company is now extending its line of supplies, and are prepared to supply a high class tone arm of special construction that will interest manufacturers.

Brunswick Phonograph Progress

Although according to Martin Nystrom, manager of the phonograph department of the Brunswick-Balke-Collender Co., upwards of a hundred Brunswick phonographs are being shipped from the large plant at Dubuque daily, and the capacity is being continually increased, they will be crowded to the utmost to supply the demand for the holidays. A heavy increase in output, however, is being arranged for the future. Mr. Nystrom says that they will be able to commence shipments by December 20 on two new additions to the Brunswick line. These are table machines retailing at $30 and $50 respectively and will supplement the remarkable line of cabinet machines which range

(Continued on page 79)

For REPAIR PARTS

OF ALL KINDS WRITE ME

at my new location

180 North Dearborn St.

CHICAGO

Repair parts bought and sold.
Expert Repairing a Specialty.

Charles Bryan

THE WIDNEY COMPANY

MANUFACTURERS OF

Turntable Felts

Our extensive stock and specially designed machinery enable us to offer you

Quality-Service Price

We also want to quote you on

Felt *and* Rubber Bumpers

May we submit estimates on your requirements?

THE WIDNEY CO.

316 S. Jefferson St. CHICAGO, ILL.

IN POSITION FOR LATERAL-CUT. PLAYS ALL DISC RECORDS

A PERFECTED Tone-Arm and Reproducer Means a PERFECT Machine—

AT LEAST FROM A TONAL STANDPOINT!

Formerly we bought our tone-arms and reproducers. Now our experts have completed their experiments and all of our machines are entirely equipped with our own—and at last we are satisfied.

This combination is so designed that whether in position for hill-and-dale or lateral cut the location of the needle is always the same.

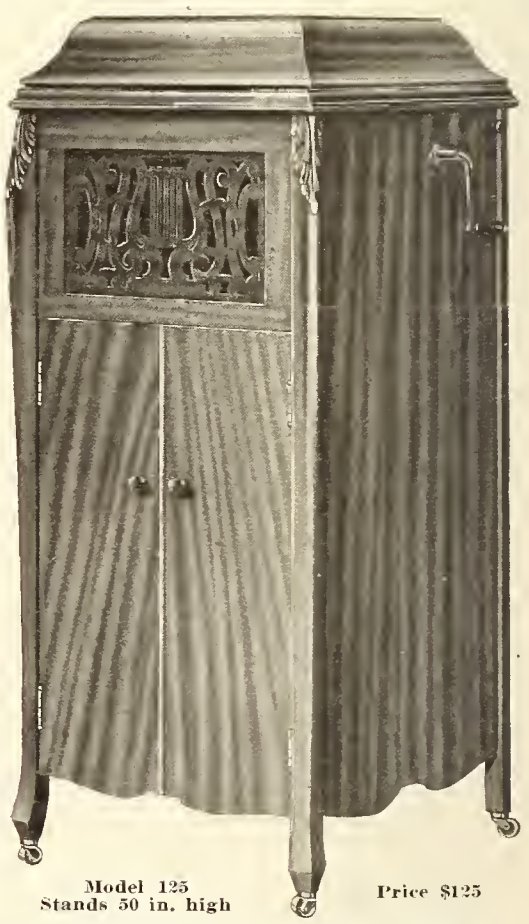
We claim that this new invention provides 50 per cent. additional volume and reduces surface scratch, besides leaving the wonderful tone-quality unimpaired. There are no screws to tighten, no threads to strip and there is no binding at the tone-arm base.

The Playerphone Automatic Stop is a REAL AUTOMATIC STOP. It is simple and positive and has been developed after years of careful experimentation. It is beautifully finished and fits any of the higher class machines. A talking machine without a stop is sold under a handicap.

The Playerphone is nationally known and popular everywhere. The beauty of its cabinet work, the sweetness of its tone and its wonderful up-to-date advantages have sold thousands of the Playerphone. We have just started a national advertising campaign to popularize this wonderful talking machine.. The first advertising started in the Saturday Evening Post on October 28.

On account of our very large output we can yet make holiday deliveries on numbers 175 and 125 in mahogany and on number 50 in both oak and mahogany. All Playerphone cabinets are made of the highest grade of oak and genuine mahogany, very finely finished.

Write your orders for holiday deliveries on above numbers and get in line for the agency for the Playerphone in your locality for the new year.



Model 125
Stands 50 in. high
Price $125

THIS NO. 125 IS THE BIGGEST TALKING MACHINE VALUE IN THE WORLD BAR NONE. THOSE WHO HAVE SEEN IT AGREE

Style 50
41½ inches high
Price $50

WE CAN MAKE A LIMITED NUMBER OF DELIVERIES OF THESE

Dealers who desire immediate shipment, but who are not commercially rated should send check with order.

THE

Playerphone

The QUALITY TALKING MACHINE

TALKING MACHINE COMPANY

21-23 So. Wabash Avenue
Chicago, Ill.

Style 75
Stands 45 in. high
Price $75

STYLE 100
Stands 48 in. high
Price $100

Style 175
Stands 54 in. high
Price $175

All metal parts gold trimmed

WE CAN MAKE A LIMITED NUMBER OF DELIVERIES OF THESE

from $70 to $175. Mr. Nystrom promises that the new models will be a revelation in point of design and will constitute unusual value. Both will be equipped for playing hill and dale and lateral cut records.

Will H. Davenport, who has been sales manager of the Brunswick phonograph department since its inception, has gone on an extended trip to California, and A. J. Kendrick, who has been the Middle Western representative for the Brunswick line is now looking after the selling end. Kendrick reports some notable additions to the company's dealers within the past month.

The Weaver Piano Co., of Dallas, Tex., is opening an exclusive talking machine store to be known as the Brunswick Shop.

Stouthamer Bros., prominent jewelers of 767 Third street, Milwaukee, have rented the adjoining store which they will operate as an exclusive Brunswick Shop.

The Ideal Furniture Co., of Indianapolis, have opened an exclusive Brunswick department, as has also the Boston Store, of Joliet, Ill.

Among others who have recently added the Brunswick line are the Wallblon Furniture Co., of St. Paul, Minn.; M. J. Connell Co., of Butte, Mont.; Smith-Rice Piano Co., St. Louis, Mo., and Schober Bros., Waukesha, Wis., and Mandell Bros., Chicago.

Department Stores Doing Large Business

Without exception, the talking machine departments of Chicago's big stores report a volume of business exceeding that of any previous year. This is probably due to a great extent to the liberal advertising that these departments are getting in the daily papers.

Mandel Bros. have added the Brunswick to the Columbia, Mandel and Stewart lines of machines. They now also handle the Pathé records and have found sales excellent in both of the new acquisitions.

Manager R. A. Hicks, of Hillman's Department Store, reports an especially good business in higher class machines and records. The $100 model Grafonola is in great demand. Mr. Hicks makes a policy of having an attractive record on a machine every minute of the day to arrest the attention of possible buyers. As a great variety of selections are used the music never becomes monotonous to listeners. Mr. Hicks also pursues a policy of pushing the less known records in preference to the best sellers. This is an excellent plan as it not only popularizes a greater number of selections, but aids the record companies in meeting the demands of purchasers.

The Boston Store's talking machine department, managed by B. Cook, has recently added the Vanophône to their Victor line. The Vanophone, which they are selling for $7.98, is proving a considerable success. Mr. Cook reports a good business in foreign musical selections.

Harry D. Schoenwald, manager of the Fair's talking machine section on the fifth floor, is enjoying a good holiday business. Their "Fair view" model which plays all lateral cut and hill and dale records is most in demand. This style sells for $64.50. Their "Vista" universal tone arm model which sells for $59.50 is also finding a ready sale. They have recently placed on special sale a small cabinet model at the price of $15.00. This is about two and a half feet high, finished in mahogany.

Rothschild's department store, which made special preparations for the large business that was expected to come with the 1916 holidays, has found the demand for machines and records enormous, and although they now have on hand a larger supply than they have ever had before at this time of the year they expect to be among those who are already feeling the shortage of machines, before the first of the year. Manager Dvorak has increased the talking machine space and taken on an increased sales force. He states that the better grade of machines are having the best sales.

Mandel Bros. to Give Free Language Courses

Mandel Bros. department store of this city has completed a contract with the Cortina Co. by which they obtain the exclusive right to demonstrate and sell the Cortina language course records. L. L. Lewis, B.A., of the Cortina Academy of Languages, is in charge of a special department of the talking machine section which will extend a series of free lessons to whoever wishes to enter the classes. There will be sixty pupils in a class twice a day and each student will be enabled to receive one lesson a week. There will be no expense to pupils except the price of a text book which can be purchased at any book store. The plan is calculated to stimluate the sales of Cortina records by putting the right people in touch with the talking machine method of instruction. Mr. Lewis, however, states that the class lessons will have nothing whatever to do with the record method. He will instruct orally, and will hope to arouse a desire in the minds of his pupils to pursue the work at home by means of the Cortina records.

(Continued on page 81)

FlexiFile Co. Increases Capital

The FlexiFile Sales Co., of 335 S. La Salle street, this city, have increased their capital stock from $75,000 to $150,000 to take care of their rapidly increasing business. The company manufactures the FlexiFile disc record cabinet which incorporates the FlexiFile system owned exclusisvely by them and are also prepared to make arrangements with the talking machine manufacturers for FlexiFiling cabinet machines. The demand for the FlexiFile record cabinets has increased to such an extent that they are now preparing to manufacture them in New York as well as Chicago, in order to take care of the large business being done by the Eastern office, which is located at 395 Broadway, New York.

Dealers' Service Room Popular

The new dealers' service room, which the Chicago Talking Machine Co. opened last month, is proving wonderfully popular. Both local dealers and those visiting the city are taking advantage of the opportunity offered to

And the Tone DOES Come Right Out

Watching the Music Come Out

"Ooo! You can just SEE the music come out!" Says Little Maggie, the Magnola Girl.

That's what you will say, too, when you first hear *Magnola Tone*.

THE marvellous *clearness* and *cleanness* of its reproduction lead many others besides little girls to make the same remark about the Magnificent

MAGNOLA TALKING MACHINE

Cramped, smothered sounds eliminated.

Plays *all* makes of records without extra attachments.

Volume of tone controllable at will.

Best designed, best looking, best finished cases.

LET US TELL YOU ALL ABOUT OUR DEALER PROPOSITION

Magnola Talking Machine Company

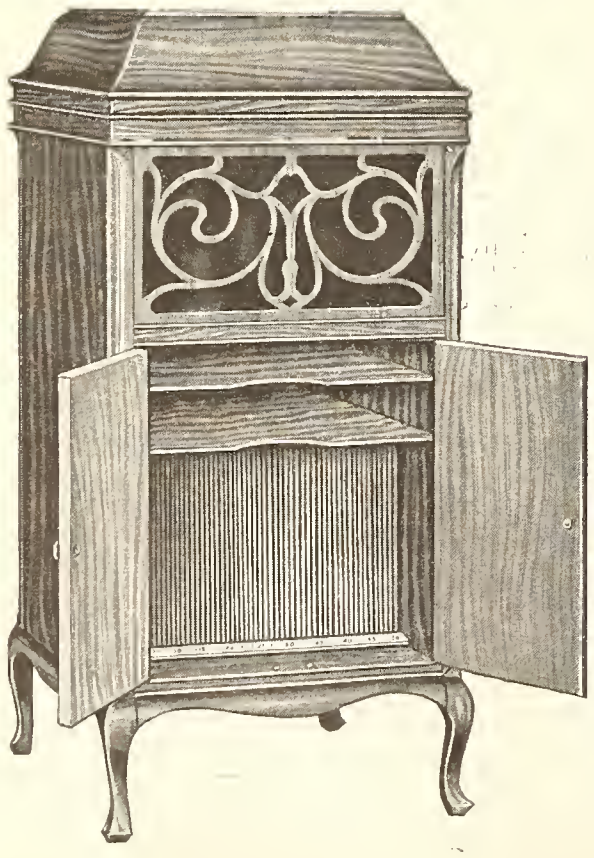
OTTO SCHULZ, President

711 MILWAUKEE AVENUE, CHIGACO

NEARLY TWO THOUSAND MANDEL DEALERS

The Mandel No. 2 can be had in Mahogany, Golden Oak or Fumed Oak. It is 15½ inches high, 20 inches deep and 17 inches wide. This table model is a regular $50 type of phonograph. Our List Price is $35.

The Mandel No. 3 is made in Genuine Mahogany, Golden Oak or Fumed Oak. It is 48 inches high, 23 inches deep and 22 inches wide. This model is fully the equal of any other phonograph selling at $150 to $200. It possesses every desirable feature required in a phonograph. It plays all makes of disc records. Has fifty individual record compartments and two shelves for record albums. It is finished on all four sides. Retail price of the Mandel No. 3 is $100.



who read our first announcement realized the enormous sales possibilities of the Mandel Phonograph and are cashing-in on the livest phonograph proposition ever presented to them.

Why? Because the Mandel is a high-grade phonograph, selling at a low price. netting over 100% profit to the dealer, and insuring everlasting satisfaction to the ultimate purchaser.

These facts are the basis for our wonderful progress. In less than six months we have made nearly *two thousand dealers.*

Every part of the Mandel phonograph is manufactured by us—*not assembled—but built.* Every single part is produced under our own supervision by experts in the art of phonograph construction.

Two big factories—one in Chicago and one in Benton Harbor, Mich., are busy supplying our dealers' demands. In our Chicago factory we make the motors, tone arms, sound boxes, and all of the other metal parts which enter into the assembling of the phonograph.

In our Benton Harbor factory we make the beautiful cabinets which have won the admiration of thousands of dealers and customers all over the country.

The Mandel Phonograph Plays Any Disc Record

Our combination reproducer, in a jiffy, is converted to play any style of disc record. This gives the owner of a Mandel phonograph a choice in the selection of records from the catalogs of the world's largest and best record manufacturers.

You Will Be the Judge

We positively claim that in tone quality, design and general appearance, the Mandel is fully the equal of any other phonograph selling at twice our price. A strong statement, you say. Yes, but we will let the burden of proof rest on us.

You will be the judge. Give the Mandel a chance to talk and play for itself. Let it demonstrate more effectively than printed words that it is second to none in its performance. Test it for yourself. Play it in your own store or business office. Compare it with any other talking machine—not only in design and general appearance, but in tone quality as well. Give it the acid test and if you do not conclude that the Mandel phonograph is fully the equal of machines selling at about twice our price, ship it back at our expense.

This, in short, is our proposition. Write today for descriptive literature and our free trial offer.

MANDEL MANUFACTURING COMPANY, Inc.
501-511 S. Laflin St., Dept. H. CHICAGO, ILL.

inspect the various devices proffered by the Talking Machine Co. for systematizing the dealers business. The splendid systems for efficiency in handling record stocks and in pushing record sales attract particular attention. There is hardly a minute in the day when G. P. Ellis, who has charge of the service and efficiency department, is not found in the service room going over matters with an earnest dealer.

Wireless Orders for Needle Cutters

S. O. Wade, of Wade & Wade, manufacturers of the Wade fibre needle cutter, states that so far the orders for their product for the holiday trade are far ahead of previous years. They have received a number of large orders by wire, and two orders from England by wireless. The Wade plant at 3807 Lake Park avenue, is working night and day to meet the demand, and they hope to be able to make shipments promptly right up to the last possible moment.

Columbia Increased Facilities

At the Chicago branch of the Columbia Co. the remarkable gains which have characterized every month this year are reported as still being in evidence. Although November of 1915 was one of the biggest months in the history of the branch, that of 1916 showed an increase of nearly 75 per cent., according to Manager C. F. Baer. Notwithstanding the heavily increased production there is still a shortage on a number of the styles, but the shipments of the large assembling and distributing plant on South Peoria street is expected to relieve this congestion to some extent, even before the close of the holiday sason. The building has been completely equipped, and the first shipments of finished machines are expected to come forth in a few days. Among the new Columbia accounts which have been opened up in this territory in the last month are the Wabash avenue store of the house of Adam Schaaf, and the Meek Music Co., 1025 Wilson avenue, Chicago; E. J. Kuhls Co., Janesville, Wis.; J. F. Gruenheck, Fond du Lac, Wis.; Frank T. Gillespie, St. Joseph, Mich.; J. A. Scalf, Greenview, Ill.; the Pine Street Furniture Co., Muskegon, Mich., and Siegel & Balkin, Grand Rapids, Mich.

H. A. Yerkes, district manager for the Columbia Co., returned last week from a trip to the East, where he was accompanied by E. H. Dalzall, of the Columbia Stores Co., Columbia distributors at Salt Lake City, Utah. Mr. Yerkes left on Thursday for a few days' trip to Omaha and Lincoln, Neb.

Victor Dealer Dies

Word was recently received in Chicago of the death by pneumonia of William J. Vose, long a Victor dealer at Appleton, Wis. The business will be continued by Mrs. Vose.

Republic Co. Organized

Papers have been filed with the Secretary of State af Springfield, for the incorporation of the Republic Phonograph Corp., a $250,000 organization that has just been completed. The officers are Henry T. Schiff, president and general manager; Lee Cowan, vice-president, and J. Winter Burn, secretary and treasurer. Offices have been arranged for upon the second floor of the Railway Exchange Building, while extensive factory facilities have been arranged for at Rockford, Ill. Two lines have been decided upon so far. They are the "Virtuoso" and the Republic. President Schiff states that large contracts for the new lines have already been placed upon the strength of the design and performances of the first models. The new line will have, it is said, many distinctive feaures, including a tone-arm that is claimed to be decidedly superior and an automatic stop that never fails to hold.

Passow Bankruptcy Case

During the past month the hearings in the Passow & Sons bankruptcy case have been concerned almost entirely with the examination and cross-examination of expert witnesses employed by the creditors for the placing of valuations upon a Passow real estate. There is a wide difference between the valuation of the contending parties. The principal witness to take the stand was Walter L. Mills, of this city, a real estate man; others who testified were Messrs. Kubelic, Van Vlissinger and Gray.

Adam Schaaf Takes on Columbia Line

In November Adam Schaaf closed a contract with the Columbia Co., and is now handling the Columbia machines and records in addition to the Edison line. When interviewed Mr. Schaaf stated that the new line had received a very encouraging reception by his customers and was selling very well. The daily concerts given by the concern to the public from 11 to 5 o'clock are proving a very attractive feature, and Mr. Schaaf plans after the first of the year to run a series of special entertainments, which will present noted artists to the public. The Schaaf concert hall is a large and well decorated room on their main floor.

Prospect of Enormous South American Business

An order for $1,000,000 worth of American made pianos and talking machines, a large proportion of which will fall to Chicago manufacturers, is indicated in a statement made by an official of Baldwin Shipping Co., a Chicago export firm. The business is promised as a result of a $750,000 order for furniture made in Chicago, Grand Rapids and Rockford, of which twenty-five carloads have already been shipped to New York for trans-shipment to Buenos Aires.

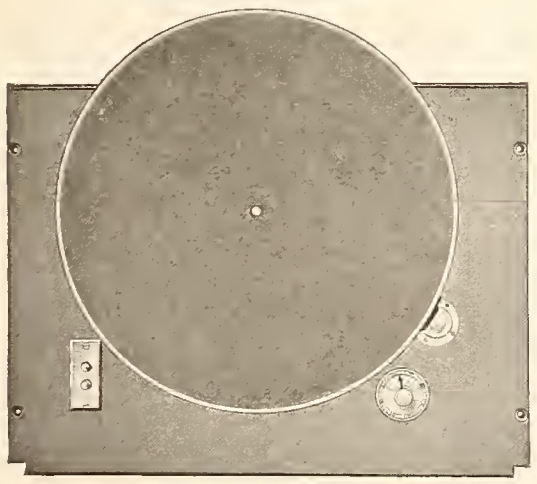
The order is the first big break from a monopoly which European manufacturers have held upon South American trade for many years. There is no doubt but that if properly cultivated, South American trade would prove an inestimable boon to the American music trade. The official of the Chicago export firm gave as his reasons for the lack of business with our neighboring continent, the fact that, many

(*Continued on page* 82)

THE
Quality
IS
INDISPUTABLE

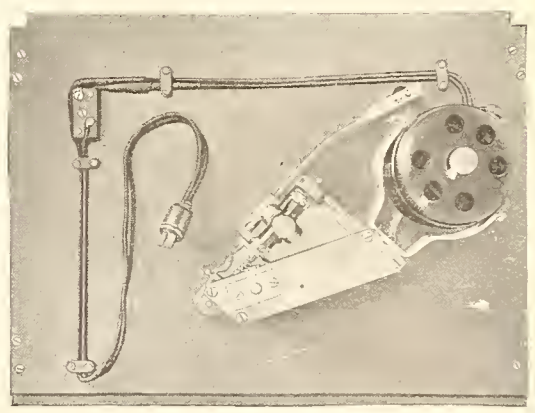
THE
Price
IS
REMARKABLY LOW

PLAY-RITE



View From Top

Universal Tone-Arms preserve the quality of the record and are superior to all others in ease of operation and durability.
Our motors have met with instantaneous favor wherever they have sold.



View From Bottom

Play-rite Electric Motors Mean SERIVCE

Their simplicity is praised by experts.
They can be installed by ordinary workmen.
They eliminate all spring trouble.

Price, $12.50
In quantity lots or one sample

They cost less than one cent a week to run.
They are guaranteed to run steady.
They will not burn out fuses.

Six reasons why you should investigate the ***PLAY-RITE***

(State whether for use with direct or alternating current)

AMERICAN PHONO-PARTS COMPANY

208 So. Wabash Ave. CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 81)

times heretofore, unscrupulous American concerns have unloaded faulty merchandise upon the South American countries, our salesmen have failed to conform their manners and courtesies to the Southern temperament, our firms have demanded too short credit arrangements with nations that are far away, and the high shipping rate imposed upon Americans by the foreign bottoms that carry our merchandise.

Playerphone Using New Space

D. R. McKenzie, president of the Playerphone Talking Machine Co., has arranged for additional space in the building at 2123 South Wabash avenue, every foot of which is being made thorough use of because of the remarkable holiday business that the Playerphone Co. is enjoying.

"Our own tone-arm and reproducer is enjoying a tremendous degree of popularity," said Mr. McKenzie, "and our dealers are reporting that it forms one of their chief assets."

Personals and Visitors

Charles F. Weingar, of the Chicago Hinged Cover Support & Balance Co., has returned to Chicago after an absence of several weeks in the East. While there Mr. Weingar made arrangements for a decided increase in the company's Eastern business. Henry T. Young, also of the Chicago Hinger Cover Support & Balance Co., is in Pittsburgh, where he is arranging for increased delivery of steel and other materials.

Recent visiting dealers were L. C. Parker, of Gimbel Bros., Milwaukee, Wis.; H. G. Power, Taylor Carpet Co., Indianapolis, Ind.; H. C. Whitman, Pearson Piano Co., Indianapolis, Ind.; E. K. Andrews, of the J. L. Hudson Co., Detroit, Mich., and J. Kuncel, of the J. Kuncel Co., Cedar Rapids, Ia.

George Graves and Mr. Charles, of Young & Chaffee, Grand Rapids, Mich.; Mr. Hoffman and George Walker, of the Herrick Piano Co., Grand Rapids, Mich.; George H. Eichholz, Milwaukee, Wis.; Mr. Gensch, of the Gensch-Smith Co.; Mr. Hartenstein, of the E. C. Fisher Co., Battle Creek, Mich.; Charles E. Roat, of the Charles E. Roat Music Co., Battle Creek, Mich.; Theo J. Miller and Ray Miller, of T. J. Miller & Son, Dixon, Ill.; R. L. Berry, Springfield, Ill.; E. C. Gallup, Niles, Mich.; Walter E. Fox, Fond du Lac, Wis., and Herman Bucheim, of the H. Bucheim Co., Sheboygan, Wis.

Galli-Curci on the Victor

Local Victor dealers were highly elated this week when the announcement was made that Madam Galli-Curci, the Italian singer, which has created such a furor because of her work in the Chicago Grand Opera Co., had made arrangements to sing exclusively for the Victor Talking Machine Co.

Madam Galli-Curci's advent on the American operatic stage had not been greatly heralded except by her particular friends and Cleofonte Campanini, director of the Grand Opera Co. However, her first appearance resulted in such demonstrations as the usually phlegmatic American opera lovers do not generally indulge in, and columns of favorable criticism appeared in every daily paper. Madam Galli-Curci has jumped immediately to the front rank of the world's sopranos and her meteoric rise is already reflected in the calls for records for her voice. Those that have so far been offered to the general public are 74499—"Caro Nome" from "Rigoletto," and 74500—"La Partida," both most satisfying records.

Kennedy Co. Successful With "Playerette."

The Kennedy Furniture Co., which operates a number of branch stores about the city is now handling the "Playerette" in addition to their line of Columbia machines and records. This is a very small metal model that sells retail for $4.95. The company's new branch at 1968 Milwaukee avenue has had great success during the past month in its talking machine department.

Incorporated

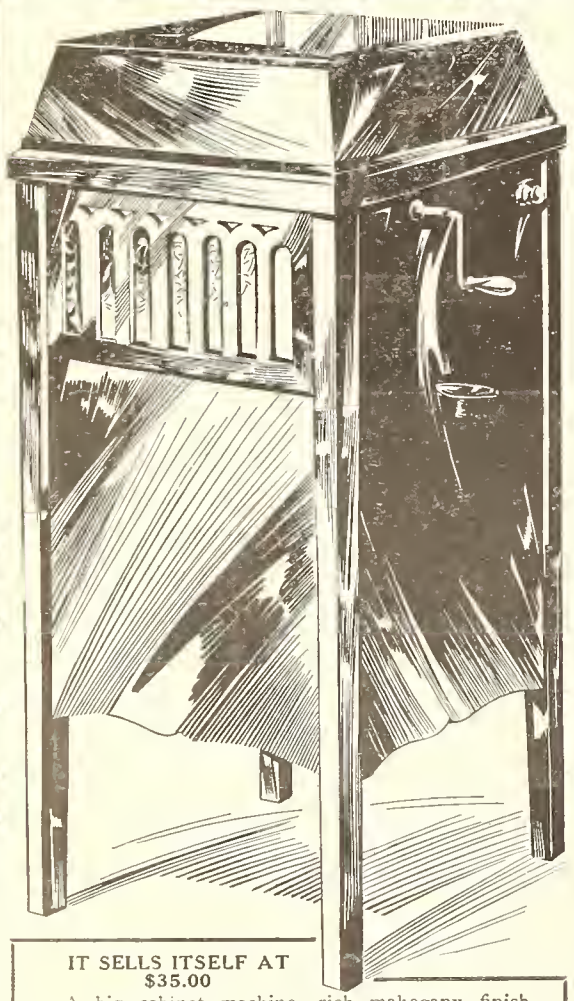
It is reported that the Davis Phonograph Co., of Chicago, Ill., has been incorporated under the laws of the State of Delaware. The incorporators are Meyer Davis, Abraham Davis and Samuel Davis.

STATE STREET SHOP TO HANDLE COLUMBIA EXCLUSIVELY

CHICAGO, ILL., December 9.—The State Street Pathephone Shop, which occupies the busy northeast corner of State and Monroe streets, has changed its name to the "State Street Phonograph Co.," and will handle the Columbia line of machines and records exclusively according to an announcement made to The World today. Complete new stocks of Columbia machines and records have been installed, and on Monday morning formal announcement of the change will be advertised in the local dailies.

"It is our purpose to make this the greatest Columbia store in the World," said Harry K. O'Neill, "and I think we are located and equipped so as to make this quite possible. We are located on a corner which is passed by hundreds of thousands of people every day, but I doubt if there is one in a hundred of those people who is not acquainted with Columbia machines and the great Columbia library, thanks to the Columbia Co.'s advertising. I know that there is something for everyone in the Columbia library, and it is the same way with machines. We start into the work of the holiday rush with the conviction that it will be the greatest ever. We are greatly indebted to the entire local Columbia organization, and particularly to H. A. Yerkes, C. F. Baer and C. R. Ely. All three of these gentlemen were of very great assistance to us in laying our plans.

The State Street Pathephone Shop was organized last Spring and capitalized at $50,000. The officers are Arthur D. O'Neill, president and treasurer, and Harry K. O'Neill, vice-president



IT SELLS ITSELF AT $35.00

A big cabinet machine, rich mahogany finish. Stands 35 inches high, 17½ inches deep and 15½ inches wide.
Storage room for three albums of records.
Tone regulator makes possible loud or soft playing.
Special device brings new needles into place without handling.
Speed easily regulated for fast or slow playing.
Sound box of same wood as piano sounding board. Gives rich, full volume of sound, reproduces delicate passages with great satisfaction.
Motor the same as used in many high priced machines. Has every essential feature found in highest priced machines.

Greatest Value Ever Offered in a Big High-Grade Cabinet Phonograph

The Ashland

Plays All Makes of Lateral and Hill and Dale Records

A big cabinet machine for the price of the small kind that set on the table

Retail Price $35.00

LIBERAL TRADE DISCOUNTS

The Ashland is absolutely guaranteed in every way.

Only one dealer's agency in a city; here is a big opportunity for just one dealer in your city. Don't miss it.

Wire us today, "I want the Ashland Agency". Send complete particulars. Only a few additional territories open at this time.

Ashland Manufacturing Co.

General Offices and Factory: 43rd and Hermitage Ave. CHICAGO Wholesale and Retail Salesrooms: 14 S. Wabash Avenue

FROM OUR CHICAGO HEADQUARTERS (Continued from page 82)

and secretary. The O'Neills were among the organizers of the Pathé-Pathephone Co., the first of the Pathé distributing houses in the West. After disposing of their interests and taking a handsome profit, they startled the trade and set a record for high rentals in the local trade by securing the present location in the ground floor of the Mentor Building, at an annual rental of $25,000.

CAPITAL NOW $1,300,000

Merger of Chicago Ferrotype and Mandel Mfg. Co. Into Mandel Corporation a Move of Importance—The Parties Interested

CHICAGO, ILL., December 9.—The recent merger of the Chicago Ferrotype Co. and the Mandel Mfg. Co. into the Mandel Corporation, at a capitalization of $1,300,000, represents one of the most striking successes in local commercial history.

Louis Mandel

M. B. Silverman

The growth and popularity of the Mandel phonograph has also been so rapid that a little sketch of the company's history is interesting.

Slightly less than ten years ago Manuel and Louis Mandel decided they saw an opportunity in the manufacture of cameras and photographic supplies, with particular reference to the "instantaneous" finish side of it. The fact that they were without funds did not deter them, and, borrowing a mere $50, they started on their career. Hard work and the application of the most progressive ideas soon resulted in their success, and for some time past the Chicago Ferrotype Co. has been well known in all parts of the country. Since the company's entrance into the phonograph field almost 2,000 representatives have been secured. The ideal upon which the organization embarked in the phonograph industry was "to build the machine from the ground up." believing after ten years of manufacturing experience that no greater service could be offered to the dealer than the service which only the manufacturer of the machine in its entirety could give, and, as a result, the Mandel phonograph carries an "unwritten guarantee' upon every part.

Manuel Mandel

The new merger will enable the Mandel Co. to enlarge its manufacturing facilities and increase its output to a point where it can take care of all the phonograph business offered to it, and, although both of the large Mandel factories are going at full speed and running at 100 per cent. efficiency, the future will doubtless soon call for additional productive facilities.

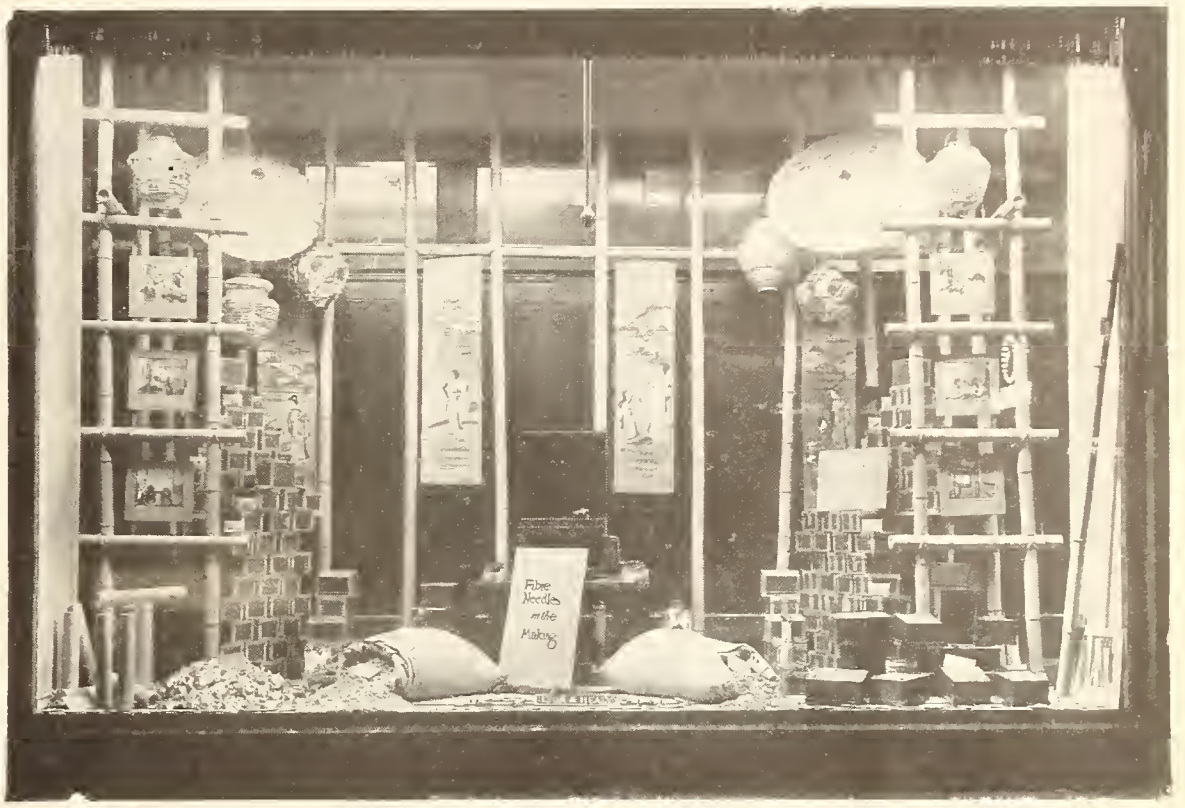
Manuel Mandel and Louis Mandel, the principal officers of the corporation, are devoting their personal attention to the manufacturing organization, with the assistance of able and efficient department heads in their motor department, sound-box department, tone arm department and in their cabinet factory, and by keeping in close touch with every branch of the institution through their department heads, are maintaining the ideals upon which the business is founded.

M. B. Silverman, who has charge of the sales department, has been associated with the Mandel organization since its inception, ten years ago. His aim is to keep in close touch with the men on the firing line and render to the dealer the best possible service that a sales and advertising department can give.

Dealers in the Mandel line have been persistent in their demand for additional models. The Mandel Co. have been unable, on account of the large number of orders received, to attempt the manufacture of new models, but their designers have been busy and have recently submitted new designs for consideration after the present holiday demands have been fulfilled. There will be at least two new models added to the Mandel line next season.

MAKE AN EFFECTIVE DISPLAY OF FIBRE NEEDLES

CHICAGO, ILL., December 9.—Lyon & Healy, for the past two weeks, have had a most attractive display in one of their large windows on Wabash avenue of fibre needles in various processes of manufacture from the crude bamboo pole to the finished product, as shown in the accompanying illustration. The display was rendered more interesting by a series of photographs taken at the factory of the B. & H. Fibre Manufacturing Co., in this city. Japanese lanterns, parasols and bric-a-brac were cleverly displayed throughout. The window gave an oriental and artistic aspect to the whole. The display attracted a large crowd who evinced a keen interest in the evolution of the fibre needle, etc.



Lyon & Healy's Remarkable Fibre Needle Window Display

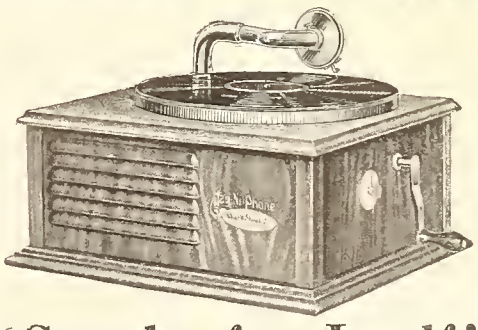
M. L. BORRIS IN WINNIPEG

M. L. Borris, talking machine dealer and inventor, long connected with and well known in the New York trade, is now connected with the Malaton Talking Machine Co., Ltd., Winnipeg, Man., as superintendent of their talking machine factory.

Write to your Congressman at once strongly urging the passage of the Stephens-Ashurst Bill, H. R., 13,568.

Immediate Shipments

Mag-Ni-Phone



The Talking Machine that

"Speaks for Itself"

Send in your late Xmas orders by mail or wire. They will be filled the same day received.
The retail price of the Mag-Ni-Phone is $15.00.

Price to Dealers:

1 to 4 Machines - - -	$10.00 each
5 to 9 " - - -	9.50 "
10 or over - - - - -	9.00 "

F.O.B. FACTORY.

Terms:—2% cash 10 days, 30 days net.

Packed in individual shipping cases weighing approximately 22 lbs. each.

The Mag-Ni-Phone is beautifully finished in genuine mahogany, all metal parts nickel-plated. Equipped with a worm driven motor of our own design—12 inch Turn Table. Tone Arm of sufficient length to play 14 inch records and a genuine mica Sound Box.

The Mag-Ni-Phone plays all makes of standard disc records with such beauty of tone that it not only pleases the general public, but also gratifies the best musicians. One of the chief beauties of this home instrument is the fact that the listener is able to distinguish the individual character of each instrument of an entire orchestra. The Reproducer picks up each tone and over-tone and does not confuse the whole together.

Merchants not handling the Mag-Ni-Phone should write for our interesting proposition.

Charles W. Shonk Company

707 St. Charles St. American Can Co., Owner Maywood, Ill.

Stewart Phonograph

$6.50

West of Rockies $7.00
In Canada $8.00

All Dealers Prepare For The Big Xmas Demand

The Stewart Phonograph is going into tens of thousands of homes this Christmas.

Nothing of its kind has ever made such a big, instantaneous hit.

It is just what the buying public has been hoping for and waiting for—a beautiful, practical phonograph at a price well within reach of everyone.

It is that one easy seller that every store needs at Christmas time. Everybody wants it. Your market is as large as the population of your vicinity.

A Stewart Phonograph on the counter, with someone to play it now and then, will sell hundreds for you.

It is the musical wonder of the age, and a beauty, too. It is finished in that rich verde green, the color so often used on high-grade clocks and costly vases.

The moderate price—$6.50—makes it a value unheard of in a phonograph.

Since the announcement of the new and improved Stewart Phonograph in the Saturday Evening Post, October 14th, orders have literally poured in from dealers all over the country.

Stores of all kinds and all sizes are clamoring for Stewart Phonographs to supply the Christmas demand. It doesn't matter what line you are in you can sell Stewart Phonographs. If people come into your store you can sell Stewart Phonographs.

Our big new phonograph plant is now working full swing—night and day. Our mechanical facilities and our manufacturing organization are unexcelled. Our daily production right now runs up into the thousands.

That, and that alone, enables us to build such a sterling, high-grade instrument to retail for so moderate a price as $6.50.

The Stewart Phonograph makes an excellent premium proposition at Christmas time for any kind of a store. We can give you full information on how other dealers are using it as a premium. It's a great business getter.

The Stewart Phonograph plays records of any type, any make, any size or any price. Its universal reproducer, which makes this possible, is a most important advantage from a sales standpoint.

A newly designed tone arm and an improvement in the sound chamber have given the Stewart Phonograph a volume and quality of tone absolutely unsurpassed.

Another big improvement is the new motor, acknowledged to be the best in any popular priced phonograph. Its quietness and smoothness are astonishing. With a single winding it plays two ten-inch records.

There is a stop which works automatically on the tone arm, preventing the needle from swinging across the record when the piece is finished. This prevents gouging or destroying the record.

The time control, exclusive to the Stewart Phonograph, is another big sales feature. Merely by moving a little lever you get any time you want. It is instantaneous.

The demand for the Stewart Phonograph is already enormous. And it is growing.

You can readily see the unlimited market for such a wonderful instrument.

Now is the time for you to order your stock for Christmas. Do not delay.

Every day you lose now means money—big money—out of your pocket.

Remember, we are rushed with orders. We can give you prompt deliveries now, but later it will be "first come first served."

Act quickly—today. Wire or write us for our liberal dealer proposition.

Stewart Phonograph Corporation, 2866 N. Lincoln St., Chicago, U.S.A.

Our phenomenal increase over a very remarkable 1915 business has been very largely in *records*. Naturally, they are great records. And the prices are attractive. And the guarantee is good as gold. And plenty of the records are made by artists that record buyers want to hear and cannot hear anywhere else.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

ATTRACTIVE MAGNOLA STYLE

Contains Many Important Improvements Which Have Won the Praise of the Trade

CHICAGO, ILL., December 9.—The accompanying illustration of the Magnola, style Louis XVI, No. 150, show some very important improvements in the case construction of the Magnola Talking Machine, especially in the arrangement for filing and indexing records. The Magnola Talking Machine Co. has adopted a filing system for records which is virtually a vertical file, enabling a person to pick out any desired record without the necessity of fussing with albums. This also avoids delay in finding desired records.

Magnola Louis XVI—Open Showing Vertical Filing System Doors for Records and Drop Panel Door in Open Position

The drop cabinet door is also a valuable improvement as it enables one to look right into the machine. This feature also enables the dealer to more fully demonstrate the advantages of the Magnola tone-reflecting system. It is a sort of prolongation of horn and projects tone waves. The drop door may be used as a shelf for records.

Features which have made the Magnola Talking Machine popular are the tone graduator, tone-reflecting system, Universal sound-box and balanced cover.

Since the completion of the two additional stories to their factory, the production of the Magnola Talking Machine Co. has become normal, and the outlook is for a good business during 1917.

"PAN AND HIS PIPES" PUBLISHED

New Volume Issued by Educational Department of Victor Co. Has List of Suitable Illustrative Records Following Stories for Children —An Interesting and Valuable Volume

A most interesting addition to the growing list of Victor literature is a beautiful little volume entitled: "Pan and His Pipes and Other Tales for Children," by Katherine Dunlap Cather, and published by the educational department of the Victor Talking Machine Co.

The little volume has a foreword by Frances Elliott Clark, director of the Victor Co.'s educational department. The stories include: "Pan and His Pipes," "The Tortoise That Gave the World Music," "The Holy Bird," "The Harp King Alfred Played," "Stephen, the Child Crusader," "When Knighthood Was in Flower," "The Violin Makers of Cremona," "A Star and a Song," "The Holy Grail," and "The Song of Hiawatha."

The text is well written and designed to be understandable and thoroughly interesting to the little ones. Each story is suitably illustrated. Perhaps the most interesting feature of "Pan and His Pipes" is the suggestive list of Victor records given after each story. The story of "Pan and His Pipes," for instance, is followed by a list of sixteen selections played on wood-wind instruments, descended from the Pipes of Pan. The story of the tortoise is followed by selections on instruments descended from the ancient lyre. Similarly the story of "The Violin Makers of Cremona" is followed by a list of selections by violin and 'cello, and the story of "Stephen, the Child Crusader," is accompanied by a list of songs and instrumental numbers, played on a variety of instruments such as the mandolin, guitar, etc., descended from the lute which was brought by the Crusaders from the East.

On the whole the volume is interesting not only for the character of the contents, but for the originality that has been displayed in its compilation, and it is safe to predict for it a wide use not only in the schoolroom, but in the private nursary and music room.

In commenting upon "Pan and His Pipes" Mrs. Frances E. Clark, director of the educational department of the Victor Co., said:

"The little book is the result of plans which we have had for two years or more to connect the well-known myths of the discovery of musical instruments with their present day descendants. Everybody knows the myth of the discovery of the membrane tortoise shell which gave us the lyre, but not one person in hundreds ever stopped to think whatever became of the lyre nor to realize that it was metamorphosed into the harp, the spinet, the harpsichord and the modern piano. The same interesting tracing of the pan pipes and the wood wind section of the orchestra and our pipe organ is interesting."

Mrs. Cather, who wrote the stories under Mrs. Clark's direction and plan, is a teacher of English in San Jose, Cal., and has written a number of stories for St. Nicholas and other magazines.

AGAIN MINING MICA IN RUSSIA

Operation of Old Deposits Brought About by the War and Consequent High Prices for That Product—Should Help Talking Machine Trade in Providing Mica for Diaphragms

The war in Europe has had at least one good effect, resulting in the rediscovery of mica in Russia. Before window glass was made Russia supplied the world with mica, and in 1681 was exporting nearly 10,000 kilograms of mica to other countries in Europe and also to America. As the glass industry grew, the demand for mica waned. The mining of it became unprofitable, and deposits were practically forgotten. Before the present war Russia was importing mica from Canada and India. To-day some of the mica beds have been rediscovered in the Mamsky Forest, which are now producing 6,000 kilograms of mica annually. Other deposits are being worked in the Ural Mountains, near Archangel, and also in Siberia.

The fact that the price of mica has risen from $1.50 per pound to $35 per pound has added interest to the work at this particular time.

The rediscovery of mica in Russia should interest the talking machine trade, inasmuch as supplies of mica of the quality necessary for diaphragms has been quite limited at times during the year.

Talking Machine Supplies and Repair Parts

SPECIALTIES: MAIN SPRINGS, GOVERNOR SPRINGS AND SOUND BOX PARTS

THE RENÉ MANUFACTURING CO.
HILLSDALE, NEW JERSEY

ABOUT DEALER DIPLOMACY

Paull Hayden, of Columbia Co. Advertising Department, Pays Tribute in Verse

The difficulty of the talking machine dealer in catering to the great variety of tastes that one comes in contact with in the talking machine store, has been delightfully set forth in verse by Paull Hayden, of the advertising department of the Columbia Graphophone Co. Mr. Hayden's verse, which was published in the "Columbia Record" under the heading of "Dealer Diplomacy," reads as follows:

Irving Berlin and Beethoven,
Schumann, Von Tilzer, Bizet;
"Love Me at Twilight," Aida,
"At the End of a Perfect Day";
Casals and Marguerite Farrell,
Opera, dance—believe *me*
To handle the lot in a single shop
Is dealer diplomacy.

Drum, violin and piano,
Baritone, orchestra, bells,
Jolson and Kathleen Parlow
Unite in a "Medley of Reels,"
"Beautiful Isle of Somewhere,"
"On the Beach at Waikiki,"
To sell at all to each and all
Is *dollar* diplomacy!

CATERING TO SOUTHERN TRADE

Crescent Sales Co., New Orleans, Organized to Handle Accessories in That Section—Plan to Block Out Country in Territories

The Crescent Sales Co. has been recently formed for the purpose of catering to the Southern trade, especially in accessories. The headquarters will be at 228 Chartres street, New Orleans, La., and will be under the management of J. Henry Blache. This company for the present will be equipped with the Crescent machines, but will confine their activities entirely to the sale of parts and accessories. Dealers desiring the general line of machines will save time by getting in direct touch with the New York office of the Crescent Talking Machine Co., at 89 Chambers street.

The Crescent Sales Co. now have offices in Chicago and New Orleans. Inquiry shows that their policy is to block out the United States into selling territories. The Pacific Coast is the next territory they plan to cover with offices either in Denver or Ogden as the critical points. They are even now contemplating issuing to persons interested a general agency in one of these cities to handle not only machines but tone arms, sound boxes, etc., as well.

I AM THE TALKING MACHINE

The talking machine has, of course, inspired a great many thoughts of a literary sort. Among the latest is a piece of prose poetry by Charles E. Byrne, who is well and favorably known in music trade circles. It runs as follows:

I am the Talking Machine.

The jewels of Music are the treasures I bring you.

From my heart comes the tenderest lullaby—the sacred hymn—the melody of romance—the song of songs.

To the young I tell of happiness, of fondest longing, of hopes fulfilled and thrilling conquest.

To the old I give comfort and sweet contentment and golden hours, in which the memories of the past arise through the mists of enchantment.

The noblest impulses awaken at my call.

Inspiration, the passion to achieve and the thrill of Ambition are born of the dreams that my minstrelsy weaves.

I am the heart's desire—the faithful companion of all mankind. Castle and cabin resound with my singing.

My voice enthralls the ruler in the palace and delights the pioneer in the depths of the wilderness—for it is the voice of Friendship.

Children claim me as their comrade, because of the goodness and gladness and laughter I install in their hearts.

I am the herald of Enlightenment, I bear the torch of Learning and lead the way to Culture.

My message is Cheerfulness, Entertainment and Education.

I am your obedient servant—The Talking Machine.

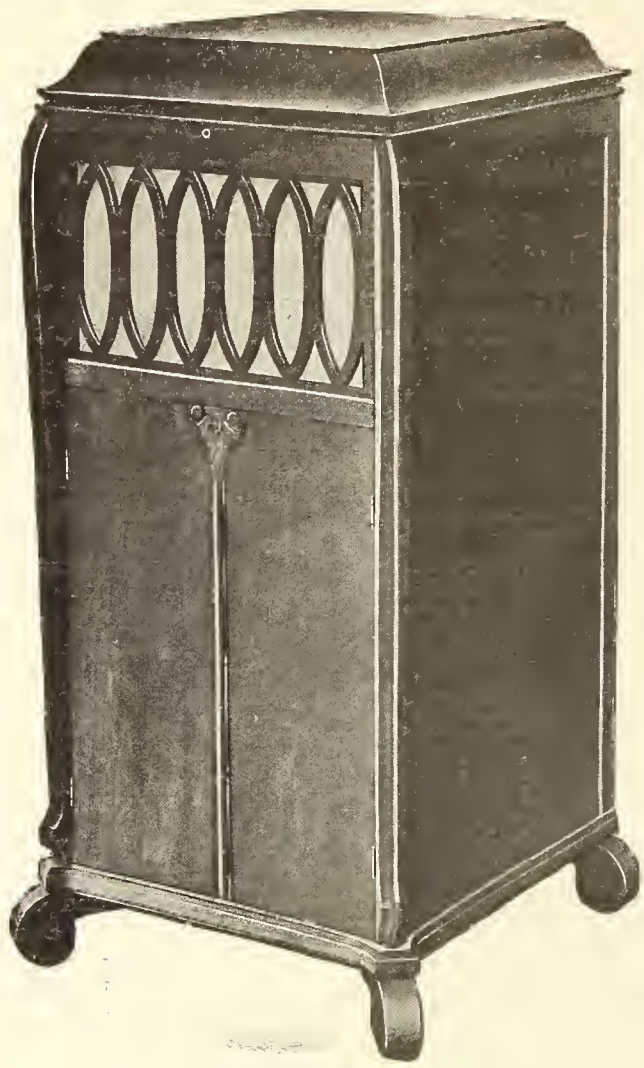
Copyright, C. E. Byrne.

VICTOR NUMERICAL RECORD LIST

Newest Volume Lists All Records Up To and Including November Supplement

The Victor Talking Machine Co. has just sent out to the trade the numerical list of Victor records dated November, 1916, and including all records up to and including the November supplement. The list makes up a volume of 228 pages and is so arranged and indexed as to facilitate the finding of any particular desired record.

The numerical list follows closely the issuance of the regular Victor catalog for use of machine owners, and with it has been sent out advance information regarding records to be omitted from the May, 1917 edition of the Victor record catalog, and for the information and convenience of dealers.



SAVOY—Style 65

Mahogany, Highest Grade Finish. Size on Casters, 48 inches High, 22 Inches Wide, and 23 Inches Deep. Double Spring Wormgear Motor, 12-Inch Turntable. Plays all makes of records without an attachment.

How do you Measure the Value of a Line of Machines?

Savoy machines embody all the qualities that your customers will ever demand.

The cabinet work is excellent.

Double spring-worm gear, *Swiss* motors absolutely guaranteed.

Savoy machines play all makes of records without extra attachments.

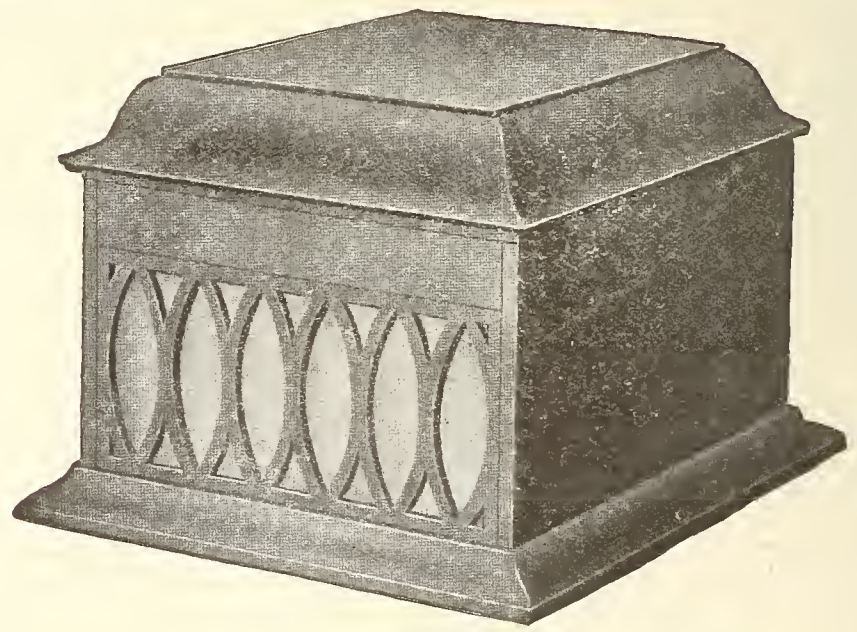
The ***Savoy*** line is complete; consisting of five models.

Immediate shipments guaranteed.

Write or wire for open territory.

Nanes Art Furniture Co.

Grand St. and East River, New York



SAVOY—Style 25

Mahogany, Highest Grade Finish. Size 18½ Inches Wide, 14 Inches High and 22 Inches Deep. Double Spring Wormgear Motor, 12-Inch Turntable, Plays all makes of records without an attachment.

WORDS OF PRAISE FROM LAZARO

Famous Tenor Comments on the Fidelity of the Columbia Recordings of His Voice

The Columbia Graphophone Co., New York, is now featuring in its newspaper advertising the following letter written by Hipolito Lazaro, the famous Spanish tenor and Columbia artist, whose first Columbia records were announced recently:

"The Columbia records of my voice made in your laboratory under my exclusive contract with you are truly wonderful in the fidelity of their reproduction. In justice to your company and the American public I make the statement that the only records that reflect my present ability as a singer and give a true reproduction of my art are the Columbia records I recently made.

"The records I sung for another company more than five years ago were made when my voice was immature and are unsatisfactory to me. Columbia records are the only perfect reproduction of my voice. Very truly yours (Signed), Hipolito Lazaro."

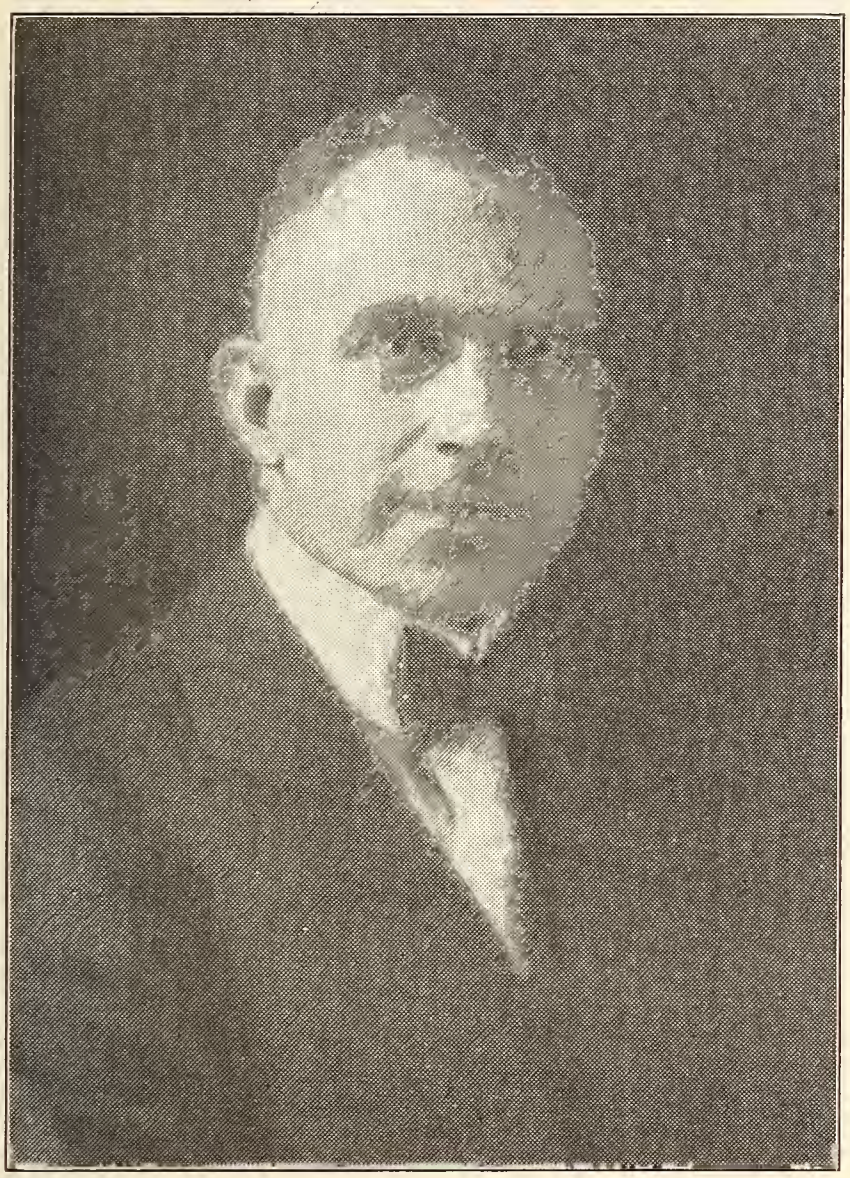
John Jay Ross has opened a very attractive talking machine store at 422 Geary street, San Francisco.

Talking Machine Dealers should write at once to their Congressmen urging strongly the passage of the Stephens-Ashurst Bill, H. R. 13,568, providing for maintenance of retail prices on trade-marked articles.

THE COLLEGE MAN IN THE TRADE

Success of Roy J. Keith, of Chicago Talking Machine Co., and Other Men of Organization Proves the Value of College Training

Arthur D. Geissler, vice-president of the New York Talking Machine Co., New York, and the Chicago Talking Machine Co., Chicago, Victor distributors, a college man himself, maintains that college men have at least as good chance in business life as the average beginner. In his New York organization there are five college men, each one of them have battled through a rough training siege—before even being allowed to demonstrate their sales



Roy J. Keith

ability. In the Chicago organization there are also five university men. Two of these men spent a good many months with the broom, hammer and nails in the shipping department before starting their cruise upwards through the various departments preparatory to selling goods.

One of the shining examples of successful college men in the talking machine business is Roy J. Keith, sales manager and a director of the Chicago Talking Machine Co. Mr. Keith graduated from that famous California University, founded by Senator Leland Stanford. Always a man active in college interests and athletics, president of the class of 1903, the year he graduated, and the leader of the musical clubs, it seemed quite natural upon his return to his home in Chicago his interests, instead of following the profession in which he graduated—law—should have turned to a more active field.

About this time Arthur D. Geissler went to Chicago to take charge of the Chicago Talking Machine Co. Mr. Keith and Mr. Geissler were fraternity brothers in college. Mr. Keith, fascinated by the tales of wonderful successes and business possibilities of the Victor, begged to be permitted to forget his legal inclinations and to enter the talking machine business. That was eleven years ago, and Mr. Keith has certainly "made good."

He has always maintained that the chief asset in his success has been his ability to go into a dealer's store and actually advise with him on the smallest details of the business. He maintains that this is the day and age of efficiency playing the main part in the sale of Victor goods; that the day of the old slap-bang sure-shot-closer as a salesman has passed; that the young man with a knowledge of actual detail of the business, particularly the record end of the business—who can go into the dealer's store and take an actual inventory of the record stock—suggest cutting down here on certain numbers and adding there on others, and at the same time be able to make suggestions on various systems, sales letters, advertising campaigns and, above all, instilling in the dealer's mind not how little down can be accepted on a machine sale, but how large a first payment can be demanded and how cash sales and charge account sales may be made, is the type of salesman who will eventually win the business for his employer.

Mr. Keith very modestly claims that any success he may have made has been through the continued aid of Mr. Geissler and the co-operation of Daniel Creed, his partner in the management of the Chicago Talking Machine Co.

PETE'S VOICE IS BROKEN

He Grieves Over the Loss of the Record Containing an Original Song by Himself

Pete is sad and lonely. Likewise he is a pessimist, and not even the best efforts of his friend, Curator Raymond L. Ditmars, of the New York Zoological Park, serve to cheer him up. Pete is the best Hullock gibbon in the New York Zoo. Until about a year ago, he was very downcast and longed for companionship. Mr. Ditmars, after listening to Pete sing a mourning song every hour in the day, finally managed to get a talking machine record of the anthropoid ballad and entertained Pete by allowing him to listen to himself.

To the somewhat undeveloped mind of Pete the "canned" music brought the impression of his native climes. Pete was decidedly happy with the phonograph, learning to operate it and treating himself with the weird sounds. So much, however, did Pete use the record of his own voice that it began to show signs of wear, and last week it was broken.

Mr. Ditmars is now perplexed regarding how to replace the record. Pete, despite his disappointment at losing his companion's voice, has not yet become disconsolate enough to sing his mourning song again and is just sulking. He shows no interest in the spectators or in his food.

In the hope that Pete will again feel moved to song, a phonograph has been placed in position prepared to make another record. The keepers have been instructed to start the machine when Pete begins tuning up.

R. H. Stowell, of Florence, Mass., recently opened a talking machine store on Center street, Northampton, where he is carrying a full line of Sonora and Columbia machines and records. He reports that prospects for a heavy holiday trade are unusually promising.

THE PATHEPHONE IN CONCERT

The Pathephone was strongly featured recently at a concert given by Jacob Doll & Sons' branch in Jersey City in connection with the opening celebration of Christmas Land in that city. The concert attracted an audience that packed the recital hall to capacity, and the records featured included those by Muratore, Grace Hoffman, Thomas Egan and Anna Fitziu.

ORDER NOW
to insure delivery

We are booking orders for

1917 Shipment

100 LOUD PLAYING
Truetone TRADE MARK DISC RECORD NEEDLES
For Use on all DISC TALKING MACHINES

HIGHEST GRADE
EVER MADE

"The Needle they come back for and pay the price, 10c."

Extra Loud	Finest Tone
Loud Tone	Opera
Full Tone	Half Tone
Medium Tone	Musical
Soft Tone	and others

Samples and prices upon request

NEW YORK DISC NEEDLE CO.
110 Worth Street
NEW YORK

REPAIRS

All Makes of Talking Machines
Repaired Promptly and Efficiently

TALKING MACHINE REPAIR AND SALES CORPORATION
ANDREW H. DODIN, President
25 East 14th Street New York
TELEPHONE, STUYVESANT 292

THE TRADE IN NEW YORK CITY AND VICINITY

A record-breaking holiday business is being closed by all members of the local talking-machine trade. This condition, while very gratifying, was not unexpected, as the sales of machines and records during the past few months established totals which augured a banner Christmas trade. This prosperity is general, the smaller dealer in the residential section securing just as large a share proportionately as the twenty-five booth departments in the leading department stores.

The shortage of machines has been embarrassing in many instances, although large shipments of the most sought for models are expected to reach the local market a few days before Christmas. The manufacturers have been handicapped by the lack of adequate shipping facilities, and recent rulings of the Interstate Commerce Commission in connection with the loading and unloading of cars have not helped the situation. The manufacturers, however, are to be congratulated upon their unceasing efforts to help their distributors and dealers in every possible way.

The record situation continues to give reason for optimism and good-cheer. The great majority of record orders being received by the distributors are being filled in their entirety, and it is pleasing to note that the better class of records, particularly the records made by famous singers are enjoying unusual popularity.

Remarkable Christmas Advertising

The past few weeks may be justly termed as an "advertising spree," on the part of the talking-machine manufacturers and dealers. Every local newspaper has carried talking-machine advertising that in volume and character is far beyond the publicity efforts of any previous year. Rotogravure pages in the leading newspapers, black and white pages featuring records by famous artists, other advertisements devoted to certain types of machines and pages listing the names of local dealers have all made their appearance the past month, and have acted as a powerful stimulus to machine and record sales in the local trade. From an advertising standpoint, this talking-machine publicity is entitled to commendation from every angle, as practically every advertisement used by the talking-machine fraternity bears the stamp of "quality and prestige." There is a noticeable tendency on the part of the leading manufacturers and dealers to pay more attention to the musical and educational functions of the talking-machine, and this tendency is reflected in the artistic character of the 1916 holiday season advertising.

Prosperity of the Victor Trade

A visit to the local Victor distributors furnishes a remarkable tribute to the progress and activities of the Victor dealers in New York and adjacent territory, as every Victor wholesaler is working day and night to take care of the demands of his dealers. For the past year there has been a shortage of Victrolas in practically every type and finish, and with the advent of the holiday season, this scarcity has, of course, been more pronounced. The distributors, however, have left no stone unturned to get a sufficient supply of machines for the immediate needs of their dealers, and during the past week, particularly, good-sized shipments of Victrolas have been forwarded to Victor dealers in this territory. The call for Victor records has reached unheard of sales totals, and the Victor situation in New York at the present time furnishes conclusive proof of the co-operation and assistance which the Victor Co. is rendering to every member of its vast sales organization. Among the Victor distribtuors whose activities are indicated in the hustle and bustle of their establishments are the New York Talking Machine Co., Blackman Talking Machine Co., C. Bruno & Son, Inc., Silas E. Pearsall Co., Inc., G. T. Williams Co., American Talking Machine Co., and others.

Columbia Wholesale Activities

At the wholesale offices of the Columbia Graphophone Co., 83 Chambers street, New York, District Manager Bolton points to the loaded trucks as the best sign of the prosperity and activity of Columbia dealers. During the past few months, every Columbia Grafonola received from the factories has been shipped from the sidewalk the moment it was received at the Chambers street establishment, and in many instances shipments have been made direct from the railroad terminals. The Columbia Co. has materially increased its factory facilities the past few months, but even these extra facilities have not been sufficient to take care of the requirements of Columbia dealers. The local advertising campaign sponsored by the Columbia Co. has produced innumerable Grafonola sales for the dealers, who are enthusiastic in their praises of the practical efficiency of this campaign. There has been a tremendous demand for the Columbia records made by Lazaro and Barrientos, and the latter artist's records, which were only announced a few weeks ago are apparently destined to achieve country-wide popularity.

Comparison Recitals Prove Successful

At the Edison Shop a number of comparison recitals have been held before capacity audiences. Miss Gladys Rice, well-known soprano and an Edison Diamond Disc artist, appeared recently at the Edison Shop auditorium, and gave an interesting comparison recital in conjunction with her Edison Diamond Disc records. The new Edison art models which are on display at the Edison Shop have been admired by music-lovers from all sections, and these models have been the center of attraction at the warerooms. A recent full-page advertisement in one of the Sunday newspaper presented a group photograph of these art models, and extended an invitation to the public to see these instruments whenever convenient.

New Pathé Dealers

The Pathé line has been making very gratifying progress in local territory the past few months, and a number of prominent stores have arranged to handle the Pathé line in their phonograph departments. Senior & Co., one of the leading uptown department stores, is one of the latest additions to the ranks of Pathé dealers, having opened attractive Pathé warerooms the past month. Pye & Co., a prominent Bronx furniture house, has been conducting an extensive advertising campaign in behalf of its Pathé line, which has been productive of excellent results. This advertising has featured both the Pathephone and Pathé discs.

Local Sonora Campaign

The real spirit of Christmas has been apparent in all of the publicity used by the Sonora Phonograph Corp. the past few weeks. A recent page in one of the Rotogravure sections illustrated every model in the Sonora line, interwoven with an artistic holly border. This advertising, which won the approval of the local trade, was thoroughly in keeping with Sonora quality, and listed the addresses of the Sonora retail establishments in New York, Boston and Philadelphia.

Active in Civic Affairs

The residents of Brightwaters, L. I., recently held quite a celebration in honor of the incorporation of Brightwaters as a village. J. Newcomb Blackman, president of the Blackman Talking Machine Co., Victor distributor, was a prominent factor in the successful culmination of these civic activities, and was congratulated on all hands upon the manner in which he handled this important project.

Room 73
65 Nassau Street
Clifford A. Wolf
MANUFACTURER OF
Diamond and Sapphire
Phonograph Points
New York City
Phone, 2124 Cortlandt

TRADE BRIEFLETS

The Haag Cabinet Co., of Wilmington, Del., has been incorporated for the purpose of manufacturing talking machines, cabinets, and records, with a capitalization of $100,000.

The Ideal Music Co., 29 Market street, Poughkeepsie, N. Y., has just completed extensive alterations to its store, making it one of the finest Victor sales rooms in that section of the country.

J. Ed. Howe, of New Orleans, La., has recently been appointed local distributor for the Stewart Phonograph.

H. H. Houston, trustee for the Houston Phonograph Co., bankrupt, of Houston, Tex., has been authorized and directed to pay a final dividend of 6¼ per cent. on all claims against the estate.

Seems like more machines than we know what to do with—doesn't it? You know there are not enough to even begin to take care of our orders, but there is always this one redeeming feature—every dollar's worth is allotted direct to you, Mr. Dealer.

New York Talking Machine Company

Exclusively Wholesale 119 West 40th Street

"AMBEROLA ANDY" THE LATEST

New Character Created to Bring Home to Edison Dealers Methods for Handling the Retail Trade—A Typical "Andy" Story

There is a new member of the large family of fictional commercial characters and including such well-known personages as the "Gold Dust Twins," "Phoebe Snow," "the Campbell Kids" and "Velvet Joe." He is "Amberola Andy," who was created for the purpose of impressing dealers in the New Edison Amberola with the underlying ideas of good Edison salesmanship. "Andy," who made his debut in the pages of the November number of the Phonograph Monthly issued by Thos. A. Edison, Inc., sells the Amberola in "Littleburg" and his experiences are designed to acquaint other dealers with how the work may be done most effectively. "Andy's" first experience is the conversion of the parson's wife to an appreciation of the possibilities of the Amberola and is told as follows:

"AMBEROLA ANDY"

He Converts the Parson's Wife

D'y know thet a Amberola dealer, even in a little one-hoss place like Littleburg, hez a chance to get'a lot'a entertainment out'a his store and to do whut might be called a good merchandisin' in a big place. I don't pat myself on the back much fur my dealin's, but once in a while I kind'a put a good one over, as the feller says. I kind'a enjoy figurin' out how to get people int'rested in Amberolas and Blue Amberols 'cause I knew thet if I once gets 'em to see somethin' in the insterments or records thet strikes 'em in the right way, I've as good ez made a sale. Y'h can't get a'quainted with a person by seein' 'm and you can't get a'quainted with goods by just lookin' at 'em. Fur ten years I walked up and down the streets of Littleburg only noddin' to Sim Davis. Akchully, I thought, most'a the time, thet he wuz sort'a stuck on hisself and, though I try not to hate nobody, I couldn't allus conceal my dislike fur Sim. And I never knew nothin' about 'im! Then one time we both went to the Democrats' Barb'cue and got set side by side. Well, we hed a good dinner and some refreshments and th' fust thing y'h know we wuz talkin' and chatterin' away ez though we allus hed been the best'a friends. I found he wuz int'rested in the same things I wuz and that he was just t'e kind'a feller I had been wantin' fur a friend. Thet's the way it goes. I hed allus looked at the bad side of Sim, but arter I got to know 'im, darned if I could see any bad side.

Thought Rag Devil's Music

Th'other day the parson's wife come in to get some records. I knew just what she would want. It would be some sacred solos or quartets or somethin' like that. I ain't saying thet that ain't good music and thet there ain't a lot'a pleasure in listenin' to it. I like it myself. But that wuz the only kind that the parson and his missus ever bought and I allus hate to see people hev records all of the same kind. To me all kinds'a music are good and beautiful and t'seems to me that everybody should try to hear and enjoy all kinds of it. Listenin' to one kind'a music is like eatin' one kind'a grub. It ain't natchral and it's goin' to make anybody tired of music mighty quick. I kind'a felt that the parson and his wife wuz gettin' tired of their Amb'rola 'cause they hadn't been buyin' many records. I wuz really 'sprised to see her comin' in at all. It struck me all of a sudden thet if I only could sell her some good lively rags, whut a change it would make in her and the parson. But I knew thet both of 'em thought thet rag-time wuz the invention of the Devil. Rag-time wuz the music thet people danced to, and that alone would'a kept it out'a the pars'nage. The Rev. Ebenezer Larkin wuz the kind'a parson who believed in gettin' his parishioners into heaven by scarrin' 'em away from 'tother place and anything thet was lively or enjoyable seemed to him to have some connection with the Devil.

Self Punishment

He wanted old hymns along with his old religion and he and the missus wouldn't even buy records of the latest Billy Sunday hits. Said thet they sounded like saloon songs. All they bought wuz the slowest and most saintly songs they could pick out and when they played 'em they would run the Amb'rola at the slowest speed they could. Then they'ed set with solemn faces list'nin' to the music. The way they looked, you'd think it wuz punishment fur them—and I guess it wuz. But some people enjoy inflictin' sufferin' on themselves and I guess thet must'a been the way with Parson Larkin and his missus. How I did long to fix up some deal on 'um so thet when they thought they hed some slow old hymn on the Amberola, it would start and play some snappy rag that would make 'em get up and do one of these rag-time dances. I used to think about such a thing until it made me most die laffin', but I knew I could never do it.

Andy Gets An Idea

I don't know how it ever happened thet I had this "Yaaka Hula Hickey Dula" thing when the parson's missus came in the day I'm talkin' about, but I did. When she gets herself sat down and all adjusted I tells her that I has a new record on the Amb'rola thet I would like her to hear. And I started it up.

Ez soon ez she hears the first few notes she kinda' stiffens out like a cat with a fit.

"That is one of them dance records, Mr. Simmons," she says. "I guess I won't listen much to that. You can put on something quiet and refined and sacred."

Then I happened to have a bright i'dee. I had read somethin' in the Phonograph Monthly about Hawaiian music bein' old hymn tunes that taken to Hawaii by missionaries and then taken by the natives to play on these here guitar-like things they plays. I stopped the instrument.

"That's Hawaiian music," I says, startin' to take off the record. "The tunes of most of the Hawaiian songs, wuz tak'n from old Methodist hymns thet the sacrificin' missionaries took there years and years ago. The natives learned these gospel songs and they used to sing them at services the missionaries held. Then they began to play 'em on their guitars and make up songs in their own gibberish, and finally they made 'em into what most people now think is real Hawaiian music."

Missus Larkin perked up considerable.

"What did you say the name of thet song was?" she asked.

"Yaaka Hula Hickey Dula," I told her.

"They don't sound like Scriptural characters," she said with a kind'a puzzled look on her face. I bet she was runnin' over the Old Testament to find out if any of them wuz the sons of Jabeth or some of them other old-timers.

"It's the music thet wuz taken from the old hymns," I says. "I don't know much about the words."

"Well, you might start it again," she says in a kind'a unconcerned way. "If there is any hymn music in it, it must be good."

Converted

So pretty soon the strains of thet old fox trot song wuz comin' out in fine shape. As she heard them, she nodded her head up and down as though she was approvin' of it.

"It sounds just like hymn music," she says at last. "I don't approve of them words exactly, but then you don't have to listen to them. I guess I'll take thet record. Have you any more of them Hawaiian hymn tunes?"

I got out all the Hawaiian records I hed in stock and I'll be swanked if I didn't sell her every one of 'em. I could see thet she wuz just hungerin' fur somethin' new and when she got a'quainted with Hawaiian music from the right angle she got ez friendly with it as I am with Sim Davis. I met the parson next day—he saw me before I could get out'a his way. But he surprised me by tellin' me thet those were fine records that I hed sold Missus Larkin, though it wuz a shame to put such triflin' words to sacred tunes. But, when I wuz goin' past the pars'nage later in the day, I hears his solumn baritone voice floatin' out:

"Ya-a-a—k-a-a H-u-u-u-la-a-a Hic—e-e-e-e Du-u-u-u—l-a-a," he wuz singin'.

And I bet he wuz havin' the time of his life, even if he did feel a little bit wicked about it.

And th' next Sunday, when I wuz just dozin' away comfortable in church, I hears the parson's voice say:

"And Yaaka went over into the land of Hula—"

I woke up with a start, in time to see the parson kind'a blush and check hisself and say:

"The next hymn will be No. 244, 'On Thet Beautiful Island Over There.'"

SALES EXECUTIVE

A sales executive, who has been associated with the piano industry for twenty-four years is planning to enter the talking machine field January 1st.

He has called upon dealers for fifteen years, understands their problems and policies and can develop and increase business as a sales executive for a high class, responsible talking machine company. First class references can be furnished. Address Box No. 2, care of The Talking Machine World, 373 Fourth Ave., New York.

TROOPS DRILL TO DOMESTIC MUSIC

Pennsylvania Militiamen Use Talking Machine to Advantage on Mexican Border

PHILADELPHIA, PA., December 11.—When the Tenth Pennsylvania Infantry left for the Border some months ago, there went with them as a Captain, Thomas D. Anderson, a brother of George B. Anderson, one of the directors of the Domestic Talking Machine Corp. The latter at once took advantage of the opportunity to present to the soldiers a Domestic Talking machine to provide music for the dreary hours.

Marching to "Domestic" Music

After reaching the Border, Companies M and L of the Tenth Regiment were sent on detached duty to Boquillas, Texas, ninety miles from the railroad. As the companies had no band with them, the Domestic talking machine was fitted to a wheelbarrow and used to supply music for drill purposes. The accompanying photograph shows the companies lined up with the Domestic being wheeled in front of them. The fact that the machine was used in the open air for several months without damage speaks well for the quality of its construction.

The Artofola Talking Machine Co., Springfield, Ill., has been incorporated with a capital stock of $10,000 by M. J. Hewlett, J. H. Feltman and J. J. Nieger.

A permit has been granted for the erection of a new dry kiln at the plant of the Victor Talking Machine Co., Camden, N. J.

SOSS DIE-CASTINGS

are sharp in outline, absolutely uniform, accurate and well finished

Player Piano Parts, Tone Arm Supports, Sound Boxes, Bases

and other attachments, when **SOSS DIE CAST** in quantities enable you to secure an accurate, beautiful product, with perfect finish and fit, ready to assemble.
Wherever accuracy and dependability are required and wherever prompt delivery is an important factor our **SOSS DIE-CASTING** process is eminently successful in turning out large quantities of intricate parts.
SOSS DIE CASTINGS cost less, give better results and permit of quick assembly.
We have specialized for years in the production of die-castings. Our increased facilities insure you of moderate prices, accurately finished die-castings, as well as prompt deliveries.

Submit models or blue prints for estimate, stating quantity required.

SOSS MANUFACTURING CO., Inc. **435-443 Atlantic Avenue, BROOKLYN, N. Y.**

MAKERS OF SOSS PRODUCTS

BRANCHES: Chicago, 160 No. Fifth Ave. Los Angeles, 224 Central Bldg. San Francisco, 164 Hansford Bldg. Minneapolis, 3416 2d Ave. South Detroit, 922 David Whitney Bldg.
Canadian Representative, J, E. Beauchamp & Co., Montreal.

Manufacturers of
SOSS HINGES
and Producers of
DIE CASTINGS
in
ALUMINUM
Tin, Zinc and Lead Alloys
(White Metal)

Unless a talking machine dealer is handling Columbia Records by Al Jolson, Weber & Fields, Bert Williams and other famous comedians he is not running his business to its fullest capacity.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

PROGRESS IN THE TALKING MACHINE TRADE DURING 1916

Unprecedented Development of Business During the Past Year—How the Trade Has Been Strengthened and Enlarged—Special Attention Being Paid to Record Exploitation

With every branch of the talking machine business unanimous in stating that 1916 has been the best year in the history of the industry, there are one or two features of the year's activities which stand out as the predominating factors in the wonderful progress of the past twelve months.

During 1916 there has been a gradual appreciation of the value of co-operation as applied to the talking machine industry. The manufacturer has evolved new ideas for the benefit of his distributors, and the latter in turn have studied the actual problems confronting the dealer, and by serious thought and consideration to these problems, have been able to give the retailer invaluable assistance.

The jobber or distributor no longer considers that his mission is completed when he has delivered the merchandise to the dealer's establishment, but the modern viewpoint is now based on the idea that the distributor is a link in a merchandising chain that is completed only when the dealer shows a profitable turnover on his merchandise.

Many of the distributors have sent members of their staffs to work with the dealer in the actual sale of his merchandise, and assist the dealer in keeping his stock at a proper level; eliminating doubt and uncertainty, and removing the possibility of over or under-ordering. Display cards of real artistic merit, selected lists of records, window hangers, etc., are included in the present day ideas of co-operation.

How the 1916 Record Trade Developed

The old and time-worn proverb: "'Tis an ill wind that blows nobody good" is well exemplified in the activities of the talking machine trade the past year. The ill wind consisted primarily of a shortage of machines which has been current the entire year; a shortage that has included every style and type of machine, and which even continued throughout the summer without abatement. This scarcity of machines, provoked, of course, many complaints from the dealers who had planned to concentrate their energies on the development of machine business. The manufacturers pointed out, however, that the shortage of machines was something far and beyond their control, as the factories were working day and night to take care of the dealers' demands; more machines were being turned out than during any year in the history of the industry, and new buildings constructed the previous year were in practical operation. In other words the shortage of machines was one of those conditions colloquially termed a "circumstance beyond our control."

Twelve months ago the leading manufacturers prepared themselves to handle a record-breaking machine business. New departments were added to the already mammoth plants, new buildings were erected, and in short, every possible step was taken to handle an increased business during 1916. This increase soon materialized, but by the first of March it had so far exceeded expectations that all the elaborate plans made the previous years were found inadequate to cope with the demand.

With this condition an actual fact, the manufacturers gave serious thought to alleviating the situation along different lines. They made a careful investigation of their record manufacturing resources, and were pleased to learn that the tremendous increases which they had made in their record plants in 1915 would enable them to make their 1916 output far and beyond the 1915 totals.

100 Per Cent. Records

They thereupon decided to give their dealers 100 per cent. record service, if such a thing was possible, and with that end in view, commandeered every available vacant room in the record plants, and installed new machinery with experienced workmen. The results soon become apparent, and the distributors and dealers were gratified to find that their record orders were being filled on practically a 100 per cent. basis.

The new supplements were the subject of extended conferences and thought, and as each month's records were announced, the trade was delighted to find that the new selections represented the "cream" of the available music. Standard and popular selections of indubitable sales possibilities were included in the different supplements, and the dealers were quick to realize that the manufacturers were placing within their reach a series of records that far out-distanced any previous year's offerings.

With the record output established, the manufacturers and distributors joined hands in preparing plans which would enable the dealers to achieve record sales totals commensurate with the quality of the records, and which would act as a powerful stimulus to future record business. National advertising was prepared, which concentrated on the record division of the business, sales helps were conceived which talked "records, records, records," and a campaign was commenced which made itself felt in every section of the country.

The Beneficial Effects of the Record Campaign

The results of this campaign soon became evident, and the distributors thereupon determined to assist the dealer in a manner which would insure his reaping the deserved benefits of the manufacturers' publicity. "Dead" stock, which had been lying on the dealers' shelves for several years, was unearthed, and instead of littering the shelves with this class of stock, the dealers commenced to pay close attention to their record orders, and install "system" in their record departments. Card indices were installed, which showed at a glance the purchasing capabilities of an individual patron. Other systems were developed which practically eliminated the bugaboo of over-stocking records, and to their great surprise, many dealers found that they had been losing many record sales as a direct result of under-ordering.

The most powerful influence of the record campaign was the impression made upon the general public, who, in previous years had not been the subject of such an intensive record campaign. A taste for the better class of records among talking machine owners whose former limits were popular and dance numbers is one of the lasting results of this campaign, and dealers in every section of the country are using space in their local newspaper to feature the records of a celebrated tenor, soprano, or violinist. If nothing else had been accomplished in 1916, but the development of public appreciation of the better type of records, the year could be considered a signal success, but there have been many other achievements which make 1916 a monument to the energy and progressiveness of the industry.

100 TRANSFER NAME PLATES $7.50
PRINTED IN GOLD FACE

any style lettering. 200, $10, 500, $15. We include with order bottle, of Globe Transfer Size, brush and complete directions for quickly applying. These names can be transferred on Talking Machines, under makers names on piano fall boards, on furniture, sporting goods and many other articles.

A large Western dealer, using decalcomanie, writes, "We find this most excellent advertising and almost every instrument we sell has a 'Sold By' transfer on it."

Send in your copy at once. Terms, Cash with order. No C. O. D. orders filled at above special prices.

SOLD BY
LYNN SHEELEY CO.
MORRISTOWN

Size not to exceed ⅝ in. x 2½ in.

GLOBE DECALCOMANIE CO.
Transfers for every line of business
76 Montgomery Street Jersey City, N. J.

For Talking Machine Manufacturers and Dealers

The Perfect Automatic Brake. Simple construction. Easily attached. No Talking Machine complete without it.

Write for sample and attractive quantity prices.

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

Add An Art Model To Your Line

Art Model Phonograph Open—Showing Filing Device

That Your Dealers Can Retail at $100

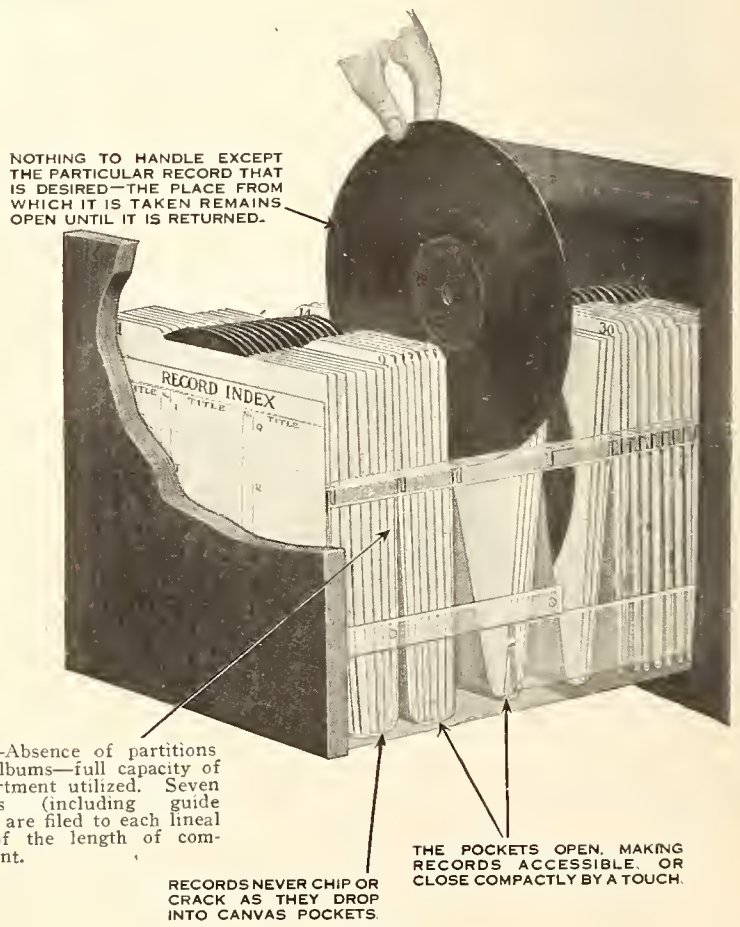
WE are now ready to furnish talking machine manufacturers with a table-style talking machine that has previously been offered, only at art model prices—$300 and upward. We have enlarged our factory tremendously the past few months, installed the latest types of machinery and can furnish this cabinet to the manufacturer ready for the installation of motor sets, at a price that will enable his dealers to retail this machine at $100.

This phonograph is also a handsome piece of furniture and can be utilized as a serving table, which by lifting the lid is converted into a phonograph.

THIS new art model will be equipped with the finest record holding device which has ever been conceived. The handling of clumsy albums is eliminated, patented push button or shelving devices are done away with, and a minimum of space is required to hold a maximum capacity of records.

This system is built on a level with the turntable and tone arm so that the user will not be obliged to bend down and search beneath the sound chamber for a desired record. This in itself is a valuable talking point for your dealers.

We are also prepared to install this record storing device as illustrated, in any style of floor cabinet machine



No. 2—A Section of the Filing System

Let us figure *now* on your requirements

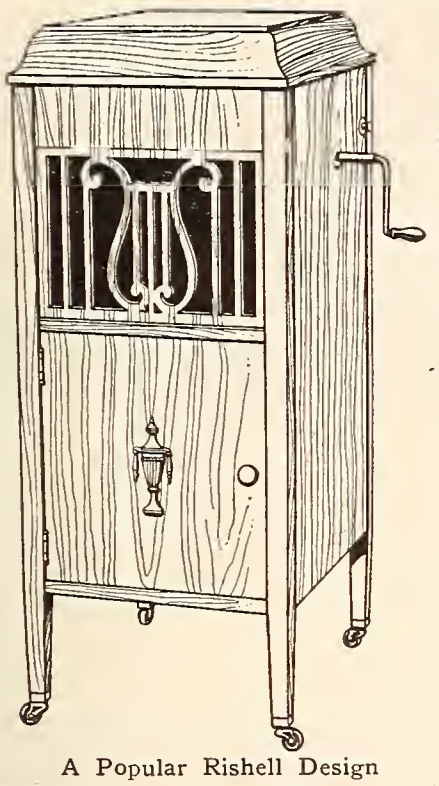
Franz Brückner Mfg. Co.

405 Broadway, New York

PLACING DUPLICATE ORDERS

Pleasing Proofs of the Satisfactory Qualities of the Phonographs Being Placed on the Market by the Rishell Phonograph Co.

Williamsport, Pa., December 8.—"We are more than pleased with the results we have secured in marketing our phonographs," said Ralph T. Smith, secretary of the Rishell Phonograph Co. "The most gratifying feature of our business has been the fact that our dealers have placed many duplicate orders, indicating the



A Popular Rishell Design

satisfaction that our machines are giving in general.

"Some of our customers have been placing their orders by long-distance telephone in order to receive them in time for the Christmas season, and in many instances we made our shipments by express to avoid any unnecessary delays.

"We attribute a considerable measure of our success to the fact that our cabinets embody the best class of workmanship and the best materials that we can secure. Our forty-nine years' experience in furniture and cabinet business has enabled us to furnish our dealers with cabinets that cannot fail to attract the favorable attention of their patrons.

"The violin sounding chamber in our phonograph has also won the enthusiastic praise of our dealers, and, in fact, we have received many letters from our representatives expressing their high regard for the tonal qualities of our phonograph.

COLUMBIA SOCIAL NEWS

Miss Wanda Hilborn, for two years a member of the educational division of the Columbia Graphophone Co., New York, was married on Thanksgiving Day to Julius Asherman, at the home of her parents, Mr. and Mrs. Louis Hilborn, 545 West End avenue, New York. Mr. and Mrs. Asherman are at present away on a honeymoon down South, and upon their return will reside in New York.

While associated with the Columbia educational department Miss Hilborn rendered invaluable co-operation to Columbia dealers throughout the East in the development and expansion of their educational activities. Conversant with every angle of this special work, Miss Hilborn was able to assist Columbia representatives in a practical, result-productive way.

C. W. Wolfe, a member of the advertising department of the Columbia Graphophone Co., New York, was married a fortnight ago to Miss Anna E. Pierre, at the home of the bride's parents, 203 West 131st street, New York. To properly celebrate his entrance into the ranks of benedicts, Mr. Wolfe was a host to the members of the Columbia advertising division at an enjoyable wedding luncheon.

SWINDLER GETS LIFE SENTENCE

Charles E. Ackron, Convicted of Selling Talking Machines of Doubtful Origin as Victrolas, Goes to Sing Sing as an Habitual Criminal.

Charles E. Ackron, who was arrested some time ago in Brooklyn, N. Y., on the charge of securing money under false pretenses by advertising and selling as Victrolas machines labelled "Victoria" and made in a New York factory, was convicted after a short trial and was sentenced on Monday of this week to life imprisonment in Sing Sing. The extreme sentence was due to the fact that it was Ackron's fourth conviction for a felony, which carries with it a life term as an habitual criminal.

The conviction is expected to discourage the operations of a growing number of what in some lines of trade are called "gyp" dealers, who sell instruments from private homes and under misleading statements regarding quality and value. Only recently another man in New York was fined $25 under the misleading advertising law for making fraudulent claims regarding the talking machines he sold. The newspapers and advertising clubs are on their trails and fraudulent dealers will probably find things a little too warm for comfort.

LOUIS STERLING TO LONDON

Louis Sterling, general manager of the European interests of the Columbia Graphophone Co., sailed for London Saturday on the "St. Louis," after spending several months in this country. While here Mr. Sterling received optimistic reports from his associates abroad, indicating that the Columbia Co. is closing a healthy business on the other side of the Atlantic.

J. C. Ray, of the Columbia Co.'s executive offices, returned to his desk Monday, after a ten-days' stay down South.

ENLARGE FACTORY FACILITIES

The Presto Phono Parts Corp. has recently enlarged its manufacturing facilities materially to take care of the demands of its trade. Harry Davis, secretary of the company states that large orders have been received for sound boxes, tone arms, needle cups, etc., from prominent manufacturers. Associated with Mr. Davis in the management of this company is Otto Paschkes, well known in the talking machine trade.

L. D. ROSENFIELD WITH COLUMBIA

Appointed Sales Manager of the International Record Division of the Company, Which Is an Expanding Department

In order to handle adequately the fast growing business of the International record department of the Columbia Graphophone Co., Anton Heindl, manager of this department, has appointed Louis D. Rosenfield, sales manager of the International record division.

Although he is still a young man, Mr. Rosenfield is well equipped to cope with all sales problems arising in his new work. He has spent almost fifteen years in the sales and

Louis D. Rosenfield

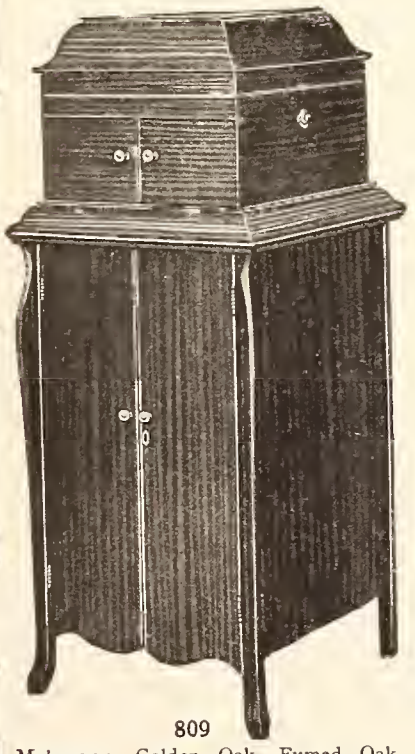
advertising profession and resigned his position as advertising manager of the New York Herold (one of the leading German newspapers) to accept the proffered position with the Columbia Graphophone Co.

Mr. Rosenfield will personally look after the sales of Columbia foreign records, and will be ready at all times to co-operate with any member of the Columbia Co.'s vast sales organization. He will travel extensively, and give practical assistance and service to Coulmbia dealers in developing foreign record business.

It may be interesting to note that thirty-four languages are now recorded in song and music under the supervision of Mr. Heindl. The International record department of the Columbia Co. has shown tremendous increases in sales the past year, due to the splendid quality of the records produced, and the efficiency of the sales and manufacturing organizations.

SCHLOSS BROS.

SCHLOSS BROTHERS CABINETMATCH NEW YORK TRADE MARK



809

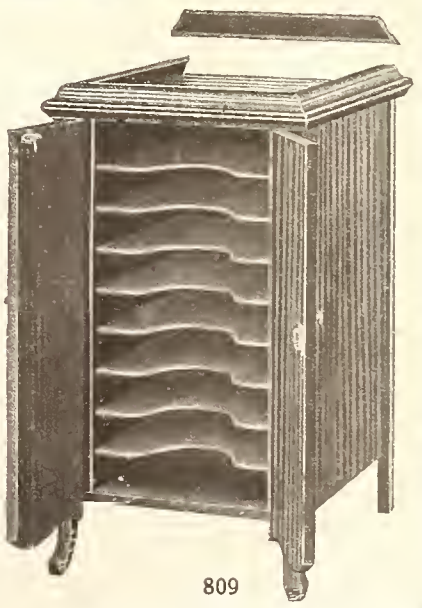
Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Nickel-plated trimmings. Lock and key. Height, 33 inches. Top, 22¾x19¼ inches. Holds 192 twelve-inch records. Matches new Victrola IX. Highest type of cabinet, both in construction and finish.

Service that is Right

SCHLOSS BROTHERS

637-645 West 55th St. New York

Phone: Columbus 7947



809

Showing interior shelf-construction. with removable moulding so machine can easily slide in, giving a perfect "Cabinetmatch" appearance. Finished shelves. Average weight crated, 80 pounds.

800

Same cabinet, without moulding. Matches Columbia Favorite. All finishes.

WORTHINGTON WITH CONDON CO.

Prominent Talking Machine Man Joins Condon Organization—Well Posted on General Trade Conditions and Esteemed in the Industry

The Condon Autostop Co., New York, manufacturer of the "Noset" automatic start and stop, has made a number of changes in its organization, some of which will be announced later. During the past few years it has frequently been rumored that the Standard Oil Co. is planning to enter the phonograph industry, and more recently it has been stated that the Condon Auto-

Everett Worthington

stop Co. was affiliated with these interests. E. T. Condon, Jr., president of the Condon Autostop Co., has not denied this affiliation.

Identified with the present Condon Autostop organization is Everett Worthington, who leaves shortly for an extensive Pacific Coast trip in the interests of the company's products, which will include "Noset" and other products to be announced later.

Mr. Worthington recently resigned from the Victor Talking Machine Co., and prior to joining the Victor forces was associated with Sherman-Clay & Co. on the Pacific coast, where he distinguished himself in various departments.

In 1914 the Victor Co. engaged him to design, erect their exhibition, the "Victor Temple," and represent their interests as manager of the Panama-Pacific International Exposition. In this capacity he again distinguished himself and won many commendations from the members of the talking machine trade.

Mr. Worthington is a close observer of trade conditions and a student of advertising and publicity. He has covered in the past twelve months over 25,000 miles, calling upon the trade in various parts of the country. As a result, he has compiled an efficiency system for use in sales promotion for the talking machine trade, covering in detail sales methods, store service, advertising and general creative publicity.

NEW JOBBERS OF MAJESTIC RECORDS

Jaques M. Kohner, general manager of the Majestic Record Corporation, returned to New York on December 11, after a ten-day trip to the Middle West. Mr. Kohner said he had made arrangements with numerous jobbers in Chicago, St. Louis, Detroit and other Western cities to handle the distribution of Majestic Records in their territory. In speaking of conditions in the West, Mr. Kohner said business was never better and Majestic Record distributors were going to take advantage of it.

STEPHENS BILL BROUGHT UP

Congress Grants Hearing on Price Maintenance Measure—Some Arguments in Its Favor

Edmond A. Whittier, secretary-treasurer of the American Fair Trade League, announced early this week receipt of a telegram from a member of the House Committee on Interstate and Foreign Commerce reading: "Committee at its meeting to-day granted hearings on Stephens Bill (H. R. 13,568) for next Thursday and Friday."

This action is understood to be in fulfillment of the agreement made at the close of the last session of Congress by which the Stephens Honest Advertising Bill was scheduled as the first measure to be given consideration by the committee at the beginning of this session.

Friends of the measure are arguing that the use of standard products as advertising bait to sell anonymous bulk goods at highly speculative prices contributes, in no slight degree, to the present oppressive cost of living.

It is stated that in spite of rising costs of materials, not only in food products, but in practically every line of household necessity, goods bearing the maker's name have not advanced in price. Supporters of the Stephens Bill insist that the stability of price which branded goods are showing in the present greatly inflated market for unidentified bulk goods makes an unanswerable argument for the bill's speedy enactment as a matter of vital interest to the consuming public.

STEADILY INCREASING OUTPUT

J. B. Ogden Enlarging Facilities to Take Care of Demand for His Sectional Record Cabinet And Sales System—Holiday Greetings

LYNCHBURG, VA., December 11.—J. B. Ogden, manufacturer of the Ogden Sectional Record Cabinet and Sales System, announces that he is steadily increasing his manufacturing facilities in order to take care of the constantly growing volume of business, yet he has been hard put to handle without delay orders that have poured in within the past few weeks.

"I want to extend sincere holiday greetings to the many dealers throughout the country who have so loyally supported me during the past year," said Mr. Ogden, "and am planning to show my appreciation by making much better deliveries of a greatly improved product after January 1."

FINAL DIVIDEND PAID

Harry H. Houston, trustee for the Houston Phonograph Co., bankrupt, Houston, Texas, has sent to those holding claims against the concern a second and final dividend amounting to about 6 per cent.

W. C. Cammett and Herbert W. Watts will open a piano and talking machine store at 154 Fleet street, Portsmouth, N. H.

THE EDISON SHOP IN SYRACUSE

New Home of Frank E. Bolway & Son, Inc., in That City, Handsomely Decorated and Arranged—Convenience a Leading Factor

SYRACUSE, N. Y., December 11.—The new Edison Shop, which is the home of Frank E. Bolway & Son, Inc., in this city, has an interior furnishing which is in every way comparable with the impressive front of the building that was illustrated in The World last month.

The first picture shows the long suite that

Entrance to Edison Shop

greets the eye on entering the Shop. This beautiful hall is finished, for the most part, in soft grays, rich pinks and dull gold. The period furniture, which is that of the early Renaissance, is neatly offset by the handsome art lamps which are placed at comfortable intervals down the entire length of the Shop. The plan of alternating a lamp, a Diamond Disc phonograph and

Artistic Treatment of Record Racks

a place to sit down, is a triumvirate in very excellent taste, as it divides the main room of the Shop into what might aptly be termed "individual units." This means that the salesman and a particular customer or set of customers have, as it were, a privacy of their own.

The second illustration shows a treatment for record racks that is decidely artistic and at the same time ideally efficient.

At the end of the long hall is a handsome music room and recital hall, where half-hour recitals by the Edison Diamond Disc are rendered from time to time during the course of each day. This is proving an attractive feature for the many people who are down on Syracuse's most important street during the afternoon. Business with this house is very brisk.

Retail
$35

Oak or Mahogany. Size, 20¼ in. Wide. 20½ in. Deep. 46 in. High. Double spring motor, 12-inch turntable, reversible tone arm, playing all records.

GOVERNOR SPRING WIRE

LUCKY 13 PHONOGRAPH CO., 3 East 12th Street, New York City, wishes to announce

that they are in a position to manufacture and punch out governor springs in any size required at reasonable prices. Send samples and quantity required and we will gladly quote you.

We also wish to announce that we can furnish the following sizes of Main Springs for immediate delivery in large quantities:

5/8 x .025 x 9 ft. 6 in.	7/8 x .022 x 10 ft.
3/4 x .020 x 8 ft. 6 in.	7/8 x .026 x 11 ft.
3/4 x .025 x 10 ft.	1 x .028 x 12 ft.
13/16x .025 x 9 ft. 6 in.	1-1/8 x .027 x 18 ft. 6 in.

Governor Spring Wire in coil, $1.50 per pound in quantity weight.

Some of these springs can be used in many standard motors. If you will let us know what motors you wish springs for, we will gladly advise you what size mainspring can be used.

Write for our 84-page free catalogue—the only one of its kind in America, illustrating 33 different styles of phonographs, eight styles of motors, 500 different parts for various motors and other phonographic parts, such as Tone Arms, Reproducers, Mica, Sapphire Points, Rubber Gasket, Stylus Bars, Needle Holding Screws, Speed Indicators, Brakes, Brake Springs, Winding Shaft Springs, Governor Balls, Governor Springs, Winding Handles, Horns and Horn Brackets, Horn Elbows, Regulator Stems, Main Springs, Governor Pinions, Governor Springs, Turn Table Shafts, Turn Tables, Turn Table Cloth, Intermediate Gears, Spring Barrels, Spring Barrel Gears, Rubber Washers, Rubber Tacks, Escutcheons, Needle Cups, Waste Needle Cups, Cabinet Hinges, Cover Stays, Cabinet Hardware and Tools for Repairing. Also description of our Repair Department.

AT NATIONAL COUNSELLORS MEET

J. Newcomb Blackman, as Representative of National Association of Talking Machine Jobbers Attends Convention of Division of United States Chamber of Commerce

J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, Victor distributor, attended a meeting of the National Counsellors of the United States Chamber of Commerce which took place November 17 and 18 at the New Willard Hotel, Washington, D. C. Mr. Blackman attended this meeting in the capacity of National Counsellor of the National Association of Talking Machine Jobbers, which recently joined the United States Chamber of Commerce.

In a recent chat with The World regarding this meeting, Mr. Blackman stated as follows: "I was greatly impressed with the character of this organization, as it represents in my mind the most businesslike body of men of any convention with which I have ever had any connection. This, however, could only be expected, as the National Counsellors constitute representatives from each organization of the various trades and industries.

"I feel that every possible co-operation should be given the United States Chamber of Commerce, for the reason that it is to-day probably the most influential body of business men getting into contact with Congress, and through its deliberations and influence much good can be accomplished and the needed support received and given, which is absolutely necessary if the business man of the country is to get any co-operation comparable with that obtained by the labor union. We must not overlook the fact that the average politician is interested first, in getting elected; second, in keeping elected; third, in the men or organization that can help him accomplish his political desires—therefore he is forced to lend or refuse support when many times he would like to do otherwise."

In an address Mr. Blackman made at one of the association meetings he expressed the thanks of the Victor industry for the influence that he felt was given the cause of the Stephens Bill in the referendum sent out by the Chamber of Commerce which resulted in an overwhelming vote of the organization members in favor of the bill.

"The talking machine industry can be helped and greatly benefited by giving the utmost support possible to the wonderful work being done by this national body, and I hope that every member will vote promptly on the referendum just sent out to the members calling for an expression of opinion on legislation embodied in the following resolution. The committee recommends that there should be remedial legislation to permit co-operative agreements under federal supervision in those industries which involve primary, natural resources on condition that the agreements in fact tend to conserve the resources, to lessen accidents and to promote the public interests.

"The members of our association should vote as promptly as possible on this measure so that their votes can be recorded not later than January 12. This voting of course must represent the consensus of our opinion through our member votes on the subject."

The annual meeting of the National Chamber of Commerce will be held at the New Willard Hotel in Washington, D. C., January 31 to February 2, inclusive, and in view of the many legislative problems being considered now which ought to be of interest to all business men, these meetings should be well attended in order to get results.

Wake Up Man!

Make More SALES CUSTOMERS PROFIT

File Your Records

The Ogden Way

Better Than

An X-tra Clerk for X-mas

Unconditionally Guaranteed by Your Jobber

SELLS FILES FINDS **More Records**

IN THE SHORTEST TIME—
IN THE SMALLEST SPACE

Order Direct Naming Your Jobber
Rush Orders Shipped *From Stock* after Nov. 20th
Will pay for itself during the rush
1000's of satisfied Dealers our reference

ORDER NOW—SAME LOW PRICE

Patented—Patented—Patented

Models No. 1 and No. 31. High Grade Cabinets for record parlors.

Models No. 2 and No. 62. Low in price. High efficiency. Patented. The Best.

Ogden Sectional Cabinet Co., Lynchburg, Va.

MAKING NEW ARRANGEMENTS

St. Paul, Minn., December 8.—The Koehler & Hinrichs Merc. Co., manufacturer of the "Ko-Hi-Ola" combination phonograph and grandfather's clock, has announced that it is now working on a number of important plans, which embody entirely different mechanical arrangements. Their new products will be announced shortly, and should prove of interest to talking machine jobbers and dealers.

INCORPORATED TO MAKE CABINETS

Philadelphia, Pa., December 8.—The Haag Cabinet Co., with executive offices located in Philadelphia, have recently announced the intention to enter the talking machine field as a manufacturer of cabinets. The new company is capitalized at $200,000, and has as its sales manager, E. M. Howard, formerly of the Fergusson Music Co., Newport News, Va.

TO DISTRIBUTE PATHE RECORDS

An arrangement has been effected between the Pathé Frères Phonograph Co. and the Steger & Sons Piano Mfg. Co., Chicago, Ill., whereby the latter will act as distributors of Pathé records in connection with the Steger line of talking machines, which are to be marketed in quantities shortly.

A new room has been added to the Elizabeth Talking Machine Co.'s store at 228 North Broad street, Elizabeth, N. J., which will be used for the demonstration of a complete line of Victor and Columbia machines.

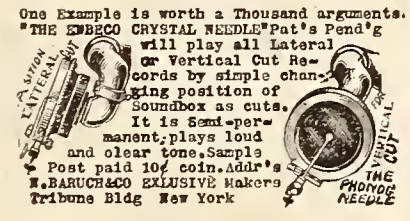
Talking Machine Dealers should write at once to their Congressmen urging strongly the passage of the Stephens-Ashurst Bill, H. R. 13,568, providing for maintenance of retail prices on trade-marked articles. There is no time to be lost.

SELLS AT SIGHT

THE NEEDLE THAT FILLS THE BILL

Give It an Impartial Trial

One Example is worth a Thousand arguments. "THE EMBECO CRYSTAL NEEDLE" Pat's Pend'g will play all Lateral or Vertical Cut Records by simple changing position of Soundbox as cuts. It is Semi-permanent; plays loud and clear tone. Sample Post paid 10¢ coin. Addr's M. BARUCH & CO EXLUSIVE Makers Tribune Bldg New York



Sample order 3 doz. in Carton, $2.25, cash with order. Per gross, $9.00. Each Needle Packed in a Capsule.

Hear It Play. Tone Clear and Loud.
ORDER TODAY

NEW EDISON LANTERN SLIDES

Thomas A. Edison, Inc., Furnishing Dealers With Some Timely Publicity Aids

A set of very attractive lantern slides is among the special advertising matter that Thomas A. Edison, Inc., has provided for the

Slide Featuring the New Edison

special use of New Edison dealers during the holiday season. The slides are striking in color and design, and they present the superior features of the New Edison in a most convinc-

Emphasizing the New Edison as a Gift

ing way. The advertising department of the Edison organization reports that already there is a considerable demand for them from dealers in all parts of the country, who appreciate their advertising value.

MOVETTE

Moving Picture Camera

ANNOUNCEMENT

Extraordinary!!

The Movette Moving Picture Camera offers to dealers in Talking Machines an opportunity of money-making that will duplicate and surpass the profits of the Talking Machine business.

This remarkable proposition fits in with the selling plan and organization of Talking Machine Dealers everywhere.

It will be an addition to their business that will amaze them with its instant and continuous success—because everybody will want to own this truly wonderful machine.

The Movette Moving Picture Camera is the most marvelous invention since the Talking Machine. In many respects a greater and more popular one. It embodies 131 patent applications, yet it is so simple that any boy or girl can load and operate it instantly. It is equal in its performance to the professional camera costing a thousand dollars or more. It is trouble proof for the dealer and fool proof for the user. It gives 1600 snapshots, 50 feet of non-inflammable film for $1.50, equal to two minutes upon the screen. And any picture from the film can be enlarged like the ordinary photograph.

Movette pictures are perfect all the time. There isn't an individual man, woman or child, and professional or business men in every walk of life that will not find a fascinating use for this miracle of the Twentieth Century. Who now will want to take lifeless pictures when they can take living pictures? And thirty-two of them in a foot of film for 3 cents. We are convinced there never has been an opportunity for profit such as this wonderful outdoor and home entertainment.

A business building, money making gift to the Talking Machine Dealer and a logical adjunct to his business.

The Movette Moving Picture Camera sells for $29.75 and the projector for $55.00.

Our output is 1200 Movette Cameras a day.

We invite correspondence.

Movette Camera Corporation

Largest Makers of Moving Picture Cameras in the World

1055 University Avenue, Rochester, New York

COLLECTING ACCOUNTS

Interesting Disquisition on a Subject of Vital Importance to Talking Machine Dealers

"Collecting Accounts" is the title of an interesting article which appeared in the Columbia Record recently, following the valuable talk on installments which appeared previously. This article on the collection of accounts is well worth the attention of the dealers:

(a) Payment Plans.

(b) The follow up.

(a) Payment Plans. The very best arrangement you can make with an installment patron, after definitely deciding upon the dates of payment, is to have him make all payments in your store. There are manifold advantages here. You introduce the personal element. You become better acquainted with your customer and he becomes better acquainted with you. You have ten or a dozen opportunities to make additional record or cabinet sales and keep the account open. The customer has established a habit of coming to your store. Often he will be accompanied by friends—more opportunity! By all odds, if you can have your man make his payments in your store it is to your advantage. In addition you save "collection" expenses and are able much easier to keep the account up to date. If store payment arrangements cannot be made then all depends upon a clear, concise understanding of the payment plans agreed on. This is a most important matter. If you do not expect to see the customer regularly you must make a lasting impression at the initial "payment down." Let your customer know he is entering on a business agreement—he is signing a contract. Explain to him you have payment contracts with your company which you must meet promptly, and it is only a business expectation that he will meet his obligations promptly. This can all be done in a polite way.

Let your man leave your store with a distinct understanding of the date of his first payment. Also it is well to have him know he is to make no payments but to your authorized collector.

(b) The Follow Up. "Everything comes to him who waits" was not spoken of the installment account. Never wait in collecting arrears. Never let arrears collect. If the first payment is not made on the date set call the next morning. If unsuccessful call in the afternoon, call again the next morning. Call regularly, relentlessly. The most obdurate case will improve under this treatment.

A successful "follow up" system must be system. Have collection cards indexed and filed for reference. Go over the complete index daily. Have your collector divide your territory into routes. Have him report to you daily on the status of every over-due account.

By initiative—action—and business-like regularity and promptness in following payments, your installment accounts can be made one of the productive phases of your business.

The vast majority of people are honest, businesslike, well intentioned, and these people will respond to a business-like, well intentioned follow up on their installment accounts.

Do this and success is yours.

I. Davega, Jr., Inc., Express Their

The House of Service, 123-125 West 125th Street, New York

VICTOR DISTRIBUTORS

REPRODUCER THIEVES ABROAD

Hecht Bros. Suffer Loss of Eleven Grafonola Reproducers in a Single Afternoon

Hecht Bros., who conduct a large department store at 53-57 West Fourteenth street, New York, advised The World that on December 6 between the hours of 2 and 4 p. m., eleven reproducers valued at $5, were stolen from machines in the Grafonola department, conducted by the company. The reproducers were stolen while not less than five sales people were in the department. Hecht Bros. are anxious to hear from other local concerns who have had reproducers stolen under similar conditions, together with any facts regarding persons whom such concerns suspect, believing that concerted action may serve to put a stop to the trouble. The department is under the management of Howard S. Hecht.

The Hammond-White Manufacturing Co. was incorporated in Delaware this week to manufacture sound recording machines, with a capital of $1,000,000. C. A. Cole, R. A. Van Voorhis and A. R. Oakley are the incorporators.

Write to your Congressman at once strongly urging the passage of the Stephens-Ashurst Bill, H. R., 13,568.

MOTORS

Our Experience Guarantees A Perfect Product

Kirkman Engineering Corporation

237 Lafayette Street, New York

Successors to the STANDARD GRAMAPHONE APPLIANCE CO.

PREPARED FOR CHRISTMAS TRADE

Victor Co. Issues Many Advertising Folders and Window Hangers to Aid the Dealer in Securing a Full Share of Holiday Trade

The dealer in Victrolas and records cannot attribute any dearth in holiday business to the fact that he did not have the material wherewith to advertise the Victor products in his store, for the Victor Co., as has long been its custom, has taken care of this matter most effectively this year. For the dealer's window the company recently sent out some elaborate posters and hangers with the holly of Yuletide conspicuously present. The material includes a large poster with a holly wreath border in colors and showing the words: "There Should Be Music in Every Home on Christmas Morning." To go with this there is supplied a striking strip in red and gold with a holly decoration at one end, bearing the Victor slogan: "Will There Be a Victrola in Your Home This Christmas?" "His Master's Voice" trade-mark is also supplied, set in the center of a holly wreath.

For the attention of record buyers, there is provided two handsome posters for window displays, one listing forty-nine records, particularly appropriate to the Christmas season, and taken from the general catalog, together with sixteen special Christmas records from the German catalog. The other poster also gives a list of Victor records for Christmas taken from the foreign catalogs of the company, including Bohemian, Slovak, Swedish, Finnish, Italian, German, Danish, Norwegian, French and Spanish numbers.

With this wealth of material comes a suggestion for a Christmas window display, whereby the posters and other features may be used to the best advantage.

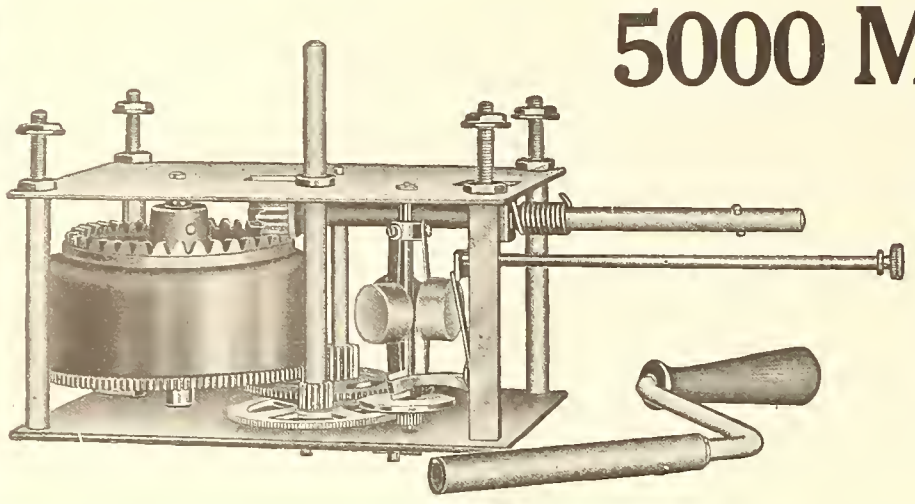
For the use of the customer the Victor Co. has sent out a special lithographed Christmas folder showing the full range of Victrola styles in natural colors. The cover page of the folder shows, through a snow encased window, a family group arranging presents on Christmas Eve, with a Victrola prominently in the foreground.

A second folder features the Victrola IV, together with a specially selected list of records, and a third folder is devoted exclusively to Victor records for Christmas.

With the window signs and the folders, combined with a little energy, the dealer should have everything he requires to stimulate an unusual holiday business, and it must be remembered that Christmas is only three weeks off.

To Make Room For Our New Lines We Offer

5000 Motors at $1.05 each



These motors are single spring, straight gear, and made of brass and steel; the governor gears made of brass and fibre; with each winding they will play one record. Price includes handle, regulator, stopper and escutcheon; without turntable. Requests for samples must be accompanied by check or money-order.

Write us about our No. 4 universal tone-arm and sound-box.

Triton Phonograph Co.
137 Fifth Avenue, New York

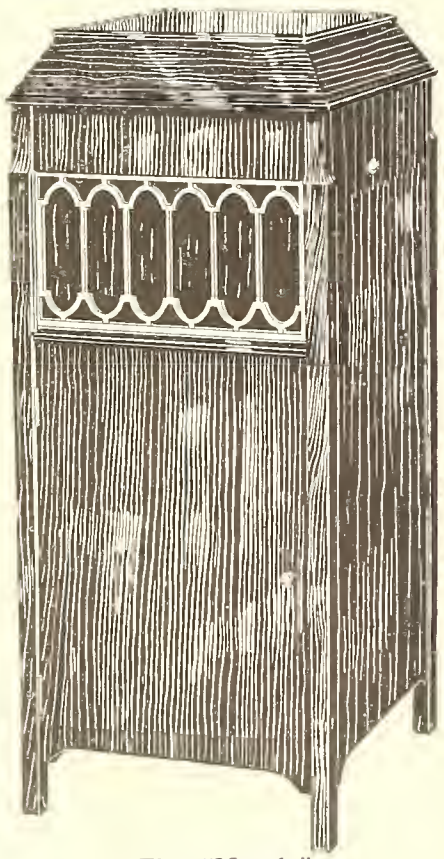
'MUSOLA' LATEST AEOLIAN PRODUCT

New Model Talking Machine Announced to Sell for $55—Some Features of the Machine

The Aeolian Co., New York, has just announced the addition to its phonograph line of a new machine named the "Musola," which will retail at $55. This new machine was advertised in the local newspapers this week, and, judging from all indications, it will be a pleasing success.

In a full-page announcement the Aeolian Co. called attention to the features of the "Musola" as follows:

"For many months the problem of producing



The "Musola"

a talking machine of large cabinet size and of excellent tonal capacity, yet at a very popular price, has been under consideration by this company. Of course an instrument of this type, to justify the support of the Aeolian name and guarantee, had to display real merit—genuine musical worth. A year ago the construction of such an instrument within reasonable price limits seemed hopeless. Nevertheless it is to-day an accomplished task.

"We announce the 'Musola,' a new Aeolian-made talking machine. All important parts of the 'Musola' are made in the Aeolian Co.'s own factories. In the design of every detail and the supervision of every step of construction, the same mature skill and scientific knowledge have been employed that have created the many other famous Aeolian musical instruments.

"The 'Musola' is equipped with an improved sound-box and tone arm which produce a fine, full, sweet tone from any standard make record, whether of the lateral cut or hill-and-dale type. The tone amplifier or horn is scientifically correct in material and proportions. It delivers a large tone volume, very true and natural in quality.

"The 'Musola' motor is of the Swiss type. It is one of the sturdiest and most reliable talking machine motors ever made. The high quality of this motor is an indication of the severe standards to which every important 'Musola' part has been made to measure up."

ISSUE NEW RECORD CATALOG

Both Seven and Nine-Inch Discs Listed in New Book Issued by the Majestic Record Corp.

The Majestic Record Corporation are now distributing their new catalog, which contains the list of both their seven-inch and their new nine-inch records. Jaques M. Kohner, general manager of the concern, has had prepared display cards and store hangers in order to assist the Majestic dealers in calling the attention of the public to the new nine-inch catalog as well as the seven-inch. The hangers are of a very attractive style, devised to be conspicuous and also attractive. Many dealers have complimented the Majestic Corporation on the addition of the new nine-inch record to their catalog, feeling there will be a big demand for a record which will average over four minutes and sell at a popular price. Orders for the last two months have been very heavy, but shipments have been made promptly, according to the management, and they look for a still heavier demand during the holidays.

Write to your Congressman at once strongly urging the passage of the Stephens-Ashurst Bill, H. R., 13,568.

SOME BRIEFLETS FROM ST. LOUIS

Columbia Co. Headquarters in That City Sets Some New Business Records

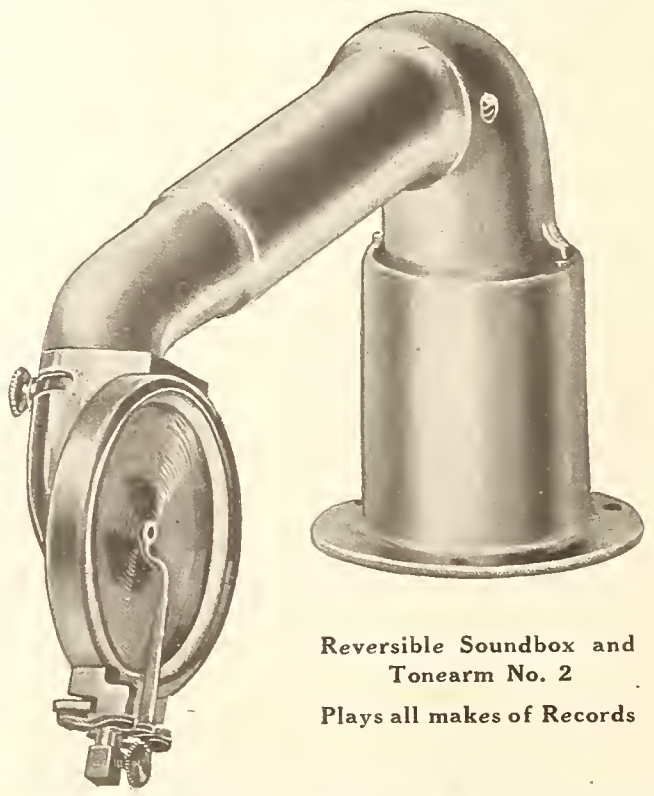
St. Louis, Mo., December 11.—Irby W. Reid, Columbia manager, was in high spirits after he had looked over the business reports during his absence in the East. While East he stopped at Washington to attend the golden wedding anniversary of his parents, then went to the Columbia executive offices in New York and visited the factory.

Wholesale Manager C. R. Salmon is exceedingly optimistic over the prospects of the Columbia holiday trade. "We are getting a deluge of orders," he said, "and we are making fairly good deliveries. The conditions in the country appear to be entirely favorable to an immense trade, and the record demand in the smaller towns is surprising.

"Arkansas, Kentucky and Tennessee, especially, are making records in the consumption of machines to be proud of. Our traveling men, J. J. Bennett and E. G. Neighbors, are signing a surprising lot of new dealers, and they report everything set for a big season after the holidays."

Ben Philipps, retail manager at the Columbia, reports a tremendous business in the Lazaro records. The only trouble with them, he says, is the difficulty in keeping up the stock. Collections are very good, Mr. Philipps reports, and the demand is running chiefly to higher priced machines.

The best bit of news concerning Mr. Philipps was volunteered by the young woman who is chief assistant in his department. It was that last month a fine boy arrived at his home.



Reversible Soundbox and Tonearm No. 2

Plays all makes of Records

An Opportunity to Secure a

UNIVERSAL TONE ARM and SOUND BOX

at a remarkably low figure. Tone Arm and Sound Box heavily Nickel Plated.

Real Mica, 90 cents Each, Complete
Imitation Mica, 80 cents Each, Complete

A newly devised tone-arm and sound-box will be ready within 10 days. An equipment for $50 to $200 machines

ANDS. KOCH
296 Broadway New York

THE VICTOR IN RURAL SCHOOLS

Comprehensive New Volume for the Information of School Authorities and Teachers Just Issued by Victor Co.—A Big Help to Dealers

The Victor Talking Machine Co. have just distributed among its dealers a most attractive and comprehensive eighty-four-page booklet entitled: "The Victor in the Rural Schools," which is expected to give great support to the work of the educational department of the company. A copy of the booklet has been mailed to each State superintendent of instruction, and to each county superintendent in the United States, as well as the heads of all Normal and Training Schools, and it is strongly suggested that the dealer place a copy in the hands of each country school teacher in their vicinity, copies of the book being supplied to local distributors.

The booklet contains information regarding the use of the Victor in the rural schools, how it helps the teacher, initial and supplementary list of records for school use, rote songs, teaching exercises, folk songs, selections from oratorios and operas, lists of instrumental music, artists, and fifty test questions.

ENTER THE GABEL-OLA

CHICAGO, ILL., December 10.—The Automatic Machine & Tool Co., 210 North Ann street, this city, is putting on the market the Gabel-Ola, something very unique in the way of an automatic machine for the home. The distinctive feature of the Gabel-Ola is that it is self-operating. Twenty-four lateral cut records, both ten and twelve inch are placed in the instrument. A starting button is pressed and all of the records are played without the slightest attention by the owner. The idea is to enable the arrangement of an entire evening program which can be proceeded with without further attention, the host giving his time to his guests. Any one of the twenty-four records can be selected and played as desired by the manipulation of an unique selective device. The instrument can be operated by a switch from any room in the house. The instrument places a record on the playing disc, plays it, returns it to its place, at the same time placing another record on the playing disc, all without the touch of a hand. The tonal effects of the Gabel-Ola are excellent, and the case designs are decidedly artistic and symmetrical. They are finished in three attractive styles.

THIRD CLASS RATE FOR RECORDS

Freight Classification Committee Heeds Protest of Talking Machine Men Against Changing Records From Third to Second Class

CHICAGO, ILL., December 11.—L. C. Wiswell, chairman of the traffic committee of the National Association of Talking Machine Jobbers, announces that the official classification committee has granted the protest of jobbers and manufacturers against the proposed increase of freight rates on records in carload lots from third to second class. The present third-class rating is retained. A carload rating has also been given on machines in cars of 16,000 pounds minimum of second class.

SWAMPED WITH HOLIDAY BUSINESS

Schloss Bros., prominent talking machine cabinet manufacturers of 637 West Fifty-fifth street, New York, report a demand from the trade for cabinets for the holidays that has practically swamped their facilities, despite the fact that the company recently secured additional space in the same building with a view to increasing their output.

"We have called in our salesmen," declared Edwin G. Schloss, manager of the company" because we felt that it was not fair to solicit new orders when we were hard put to take care of the demand for our regular trade."

George W. Case, Jr., has resigned as secretary, director and patent council of the Pathé Frères Phonograph Co., New York. Mr. Case will resume the practice of patent law, and has opened offices at 55 Liberty street, New York.

ALL DEPARTMENTS UNDER ONE ROOF

Improved Facilities Provided for the Manufacture of Operaphone Records—The New List

With all their various departments, with the exception of the general offices, under one roof, the Operaphone Manufacturing Corp., manufacturers of the Operaphone records, has prepared to take advantages of trade opportunities during the new year. The concern has moved its recording and electroplating departments to the building which houses its pressing plant in Long Island City.

The latest record list of the company includes several new operatic and standard selections in addition to the usual offering of popular numbers, and special and attractive hangers and signs are being furnished to dealers to call attention to the new records.

NEW STORE IN CHICAGO

CHICAGO, ILL., December 11.—H. C. Meek, who has conducted the Broadway Pathephone Shop for the last year and a half, first on Broadway, near Wilson avenue, and latterly at 1025 Wilson, has moved the business across the street to the new store, and has changed the name to the Meek Phonograph Co. He has added the Columbia and Edison lines and retains the Pathé. The store is fifty feet deep, about twenty wide, and is fitted up in a most artistic manner in French gray and mulberry trimmings. Handsome draperies and period furniture and a mosaic tile floor add to the elegance of the store. On the mezzanine gallery is a large demonstration room and the office. On the main floor there are three beautiful record rooms. The record stock room provides for 10,000 records.

Although Mr. Meek was this week made manager of the retail Victor department of the Geo. P. Bent Co., it will make no difference in the conduct of his north shore store.

The Ryan & Gruender Furniture Co., East St. Louis, Ill., have taken the Columbia agency.

THE "EDMONDSON"

Style 4—Retail Price $75

HERE is a line of machines that embodies all the desirable features of the up-to-date machine. Cabinet work, motor equipment, tone arm, sound box, etc., are as good as can be secured. We leave the rest to you. A sample order will prove our claims.

Write or Wire Today for open territory

Liberal Trade Discounts

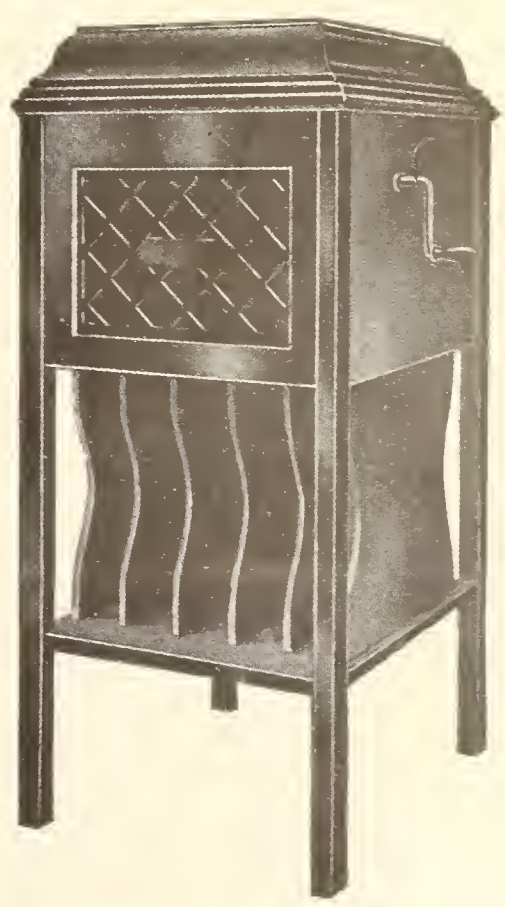
Prompt Deliveries Guaranteed

Style 4

Height 42 inches, depth 22 inches, width 19 inches. Fancy mahogany or oak cabinet, holding 10 Edmondson record albums for 100 records. Latest improved tone arm, heavily nickel plated sound box, automatic stop, indicator, speed regulator and brake, worm-gear, triple spring motor. Plays four records at one winding. All exposed parts nickel plated. Our special variable tone regulator is a feature of this instrument.

Style 3

Height 43 inches, depth 22 inches, width 17 inches. Fancy mahogany or oak cabinet with record compartments. Latest improved tone arm, heavily nickel plated sound box, automatic stop, speed regulator and brake, worm-gear, double spring motor. Plays two records with one winding. All exposed metal parts nickel plated.



Style 3—Retail Price $50

We are equipped to turn out sound-boxes and tone-arms in any quantity

EDMONDSON PHONOGRAPH COMPANY

16-18 Washington Avenue **IRVINGTON, N. J.**

THE MANUFACTURE AND TRADE USE OF DIE CASTINGS

By CHAS. PECK, Chief Chemist and Metallurgist, Doehler Die Casting Co.

One of the notable features of the recent wide development of the talking machine manufacturing trade has been the general demand for and broad use of die castings of the metal parts of machines, such as reproducer cases, tone arms, motor frames and similar details. It has been found that in the long run die castings make for uniformity of parts and incidentally cut production costs, as compared with some other methods. In view of the general use of die castings in talking machines, it is my object in this article to give the readers of The Talking Machine World an elementary understanding of the term "die casting" and also describe briefly the process by which they are produced and which is highly essential to the economical production of the modern talking machine, as well as many parts of other musical instruments such as player-pianos.

Definition

Die castings may be defined as metal castings that have been made by forcing molten metal under pressure, into a metallic die or mold. The castings so produced are accurate and have a smooth finish requiring no further machining.

History

The art of casting metals has been known and practiced since prehistoric times. It is claimed the Egyptians cast metal into molds 4,000 B. C. Their mold was made of stone or baked clay. These types of molds were used during the classic Greek and Roman periods, continued to be used during the Dark and Middle Ages and up to the latter part of the eighteenth century. So called sand molding as practiced to-day began about 1708. The advantage of the sand over the clay method was that the former being porous allowed the air to pass through the mold while pouring insuring solid castings.

The introduction of printing by Guttenberg in 1454 created a demand for a cheap method of producing type, and we find that as early as the sixteenth century metal molds were being used for casting type. Pewter tableware had come into fashion at this time and metal molds were used in casting. Metal molds were also used for casting lead pipe before the modern extrusion method was known and practiced.

The first inception of the die casting process is found in the linotype machine where the metal is forced into a metallic mold by pressure which is produced by means of a cylinder and piston immersed in the molten metal. After the introduction of the linotype machine many attempts were made to apply this principle to the production of machine parts on a commercial basis which met with indifferent success. Die casting as a commercial metallurgical industry was practically established in 1907, when H. H. Doehler patented his die-casting machine which has since been adapted in England, Germany, Austria-Hungary, France and Canada. This machine and process have been improved to a large extent and castings made by this process are recognized as the finest in the art.

Process and Alloys Used

The casting machine primarily consists of a suitable melting pot in which is immersed a cylinder and piston, the whole being heated by gas or electricity. The die or steel mold is clamped to the outlet of this cylinder and the metal is forced into it by means of the piston which is operated automatically. Since the mold is made of a heat-conducting material, the casting chills almost instantaneously, which insures a casting of maximum density, and allows of its immediate ejection from the die, which is also accomplished automatically.

Aside from the machine proper there are two vital factors in the process which are never constant and must be varied in accordance with the requirements of each individual parts. They are:

1—Construction of dies or molds.
2—Composition of alloys used.

Construction of Dies

No set rules can be made for the construction of dies—every piece having its own peculiar shape. To insure uniformly solid castings, the proper location for the gate or metal inlet must be ascertained. Ejector pins to allow for the rapid removal of the casting from the mold must be provided. Dies must also be properly vented to prevent the foundation of "air pockets" in the castings. Besides these fundamental principles there are a thousand and one other minor factors that must be considered if a perfect product is desired.

From the foregoing it can readily be seen that the proper designing of dies is dependent upon knowledge that has been derived by years of experience. For this purpose a staff of well trained engineers must be maintained whose function it is to make a thorough study of this phase of the industry, and tabulate their knowledge and experience for later use.

Where necessary the accuracy of a die casting may be held to without .0010 to the running inch. With this fact in view, it can readily be understood that for the actual construction of these dies, only the finest class of mechanics can be employed. Every die is of different construction and comprises within itself the finest example of mechanical skill. A better understanding of the complexity of the die construction may be gained from the fact that the cost of a single die may vary from $75.00 to $1,200.00, requiring from two weeks to five months' time of a skilled mechanic.

Alloys

The assumption that all die castings are alike is not only erroneous but is likely to lead to considerable trouble. A die casting alloy may be eminently suitable for talking machine parts, but when the same alloy is applied to player action parts, the results are disastrous. Likewise, an alloy may be used for one part of the talking machine with phenomenal success, but is either too soft, too brittle or too weak for some other part.

The specification of the proper alloys must be left to competent and well trained metallurgists who are guided by experience as well as theoretical knowledge, in their decisions. The mixing of the alloys properly also requires expert metallurgical supervision and the raw materials entering into the alloy must be analyzed to ascertain their purity and further guarantee the quality of the product.

Where Die Castings May Be Used

From the comparatively high initial cost of the die, it can readily be seen that die castings can only be used economically where large quantities of castings are required. It is difficult to place any definite minimum limitation on the quantity. Generally speaking, die castings are rarely economical where quantities less than 1,000 are required.

The die casting process cannot compete with the rough sand casting, screw machine or punch press products, but will show a large saving where a number of machining operations are necessary. The castings are delivered finished to blue print limitations, all holes, slots, large internal and external threads, etc., being cast accurately.

In ordering die castings a blue print or model should be submitted. The important dimensions should be marked and limitations given as liberally as conditions will permit, since it must be borne in mind that close limitations means very accurate die work and consequently higher die charge. The functions of the part should be given as should also the physical and chemical conditions surrounding the part while in service. This is to enable the metallurgists to specify the proper alloy.

Die castings when made from the proper alloy may be electro-plated with gold, silver, nickel, brass, etc., without any difficulty.

"Doehler Die Castings"

By the term "Doehler Die Castings" is meant die castings made as outlined in the foregoing article by the Doehler Die Casting Co. This company operates plants in Brooklyn, N. Y.; Newark, N. J., and Toledo, Ohio. Each plant has an independent staff of well trained mechanical, metallurgical and chemical engineers, who make a study of the functions of every part produced, insuring a satisfactory product.

Supremacy of Majestic Records
IN THE
Popular Priced Field Is Undisputed

BECAUSE

25c—7 in. Records (Double Disc)—25c

The tonal quality compares with the best, regardless of price. We have practically eliminated surface noise.

The MAJESTIC CATALOG embraces all that is best in the world's musical literature—Vocal and Instrumental—Classical—Humorous—Secular and Sacred—and all the popular hits of the day.

Our proposition to jobbers and dealers is most liberal and MAJESTIC RECORDS mean quick sales and quick profits.

50c—New 9 in. Records—50c

In our new 9 inch double disc record we give another remarkable demonstration that the MAJESTIC is making the retailing of records a big, profitable business.

Immediate Deliveries—70 New Titles This Month

Majestic Record Corporation

37-39 East 28th Street, New York City

The Lyrian Baby Grand Phonograph

$25.00 Retail

33½ inches high, 17 inches deep
14½ inches wide

Mahogany finish. Plays any disc record vertical or lateral cut. A wonderful seller.

Dealers write for full descriptions and proposition

Lyrian Phonograph Co.
621 Main Street, Cincinnati, O.

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Business opportunities 25c. per line.

POSITION WANTED—Wish to connect with live concern where opportunity would be given to develop original patentable ideas in connection with talking machines and accessories, or would consider position in charge of manufacturing with above features as side issue. Am a practical man with many years' experience and a thorough knowledge of every detail in connection with the manufacture and installation of spring motors and accessories. Address "Box 380," care The Talking Machine World, 373 Fourth Ave., New York.

LATE OFFICER, director and patent counsel of one of the largest phonograph companies, manufacturing records and machines, thoroughly familiar with industry, will consider an attractive proposition. Address "Box 11," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—A complete file of The Talking Machine World since its foundation some twelve years ago, or a file for part of these years. Send information to "Desirous," care of The Talking Machine World, 373 Fourth Ave., New York.

POSITION wanted by mechanic of experience. 20 years on instrument work. Expert on motor troubles, as repairman, assembler and adjuster of phonographs; have A1 reference from one of the best firms in New York City. Address "Box 381," care The Talking Machine World, 373 Fourth Ave., New York.

EXPERIENCED man in the talking machine business, thoroughly schooled in salesmanship and with experience as manager, desires position with live talking machine dealer—Edison dealer preferred. Address "Box 382," care The Talking Machine World, 373 Fourth Ave., New York.

REPAIRMAN WANTED—Must be thoroughly familiar with both Victor and Columbia motors and capable of turning out the best of repairs on same. Send complete references in first letter. Address Tri-State Talking Machine Co., El Paso, Texas.

SALESMAN, thirty years of age, eight years experience as salesman, competent to produce results, seeks connection, wholesale or retail. Highest references. Address "Box 383," care The Talking Machine World, 373 Fourth Ave., New York.

YOUNG MARRIED man of good appearance and over twelve years' experience in the phonograph business, desires the management of a Victor or Edison department. Prefer the Southern States. A-1 references. Address "Box 372," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION wanted by a young man who is thoroughly acquainted in the Victor products as inside salesman. Capable of furnishing first-class reference. Address "Box 373," care The Talking Machine World, 373 Fourth Ave., New York.

MANAGER—Experienced talking machine man (all lines) desires a change; 33 years of age; seven years with present firm as manager. Will consider managerial duties and permanent place with contract only. Replies confidential. Address "Box 375," care The Talking Machine World, 373 Fourth Ave., New York.

SPECIALTY SALESMAN—(Live wire type.) To handle profitable side line—sold among talking machine and piano dealers exclusively. Big future on repeat business. Write to-day for particulars. Master Manufacturing and Specialty Co., Box 96, Camden, N. J.

FOR SALE—Live Victrola Agency in growing suburb of Eastern city of 500,000 population. Store modernly equipped and well stocked. Good reason for selling. Address 376, care Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE—Fine Victor retail store in business center of Eastern city of half-million population. Store and fittings modern in every particular. An opportunity. Address 377, The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—By two experts in manufacture of disc records. Thoroughly familiar with latest and best method of recording, electrotyping, pressing and equipments. Address Box 378, care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—By all-around repairman, experienced in all kinds of motors, as I have had full charge of motor and assembling department. Address Box 379, care The Talking Machine World, 373 Fourth Ave., New York City.

PHOTOGRAPHS WITH A MEANING

A Pictorial Story of the Wonderful Progress That Has Been Made by the Otto Heineman Phonograph Supply Co. at Its Factory in Elyria, O.—Sets a New Record

In another section of this issue of The World there is presented one of the most interesting collections of photographs that has ever been prepared for the attention of the talking machine trade. This series of pictures, which were "taken" at the factory of the Otto Heineman Phonograph Supply Co., Elyria, O., bespeaks most emphatically the wonderful progress achieved by the talking machine industry the past year, and the phenomenal success attained by the "Motor of Quality," the leader in the group of phonograph parts manufactured at the Heineman plant.

Last April Otto Heineman, president of the Otto Heineman Phonograph Supply Co., arranged to illustrate in the columns of The World a group of twelve photographs which represented the more important departments at the Heineman factory. These photographs attracted the attention of all members of the trade, who were deeply impressed with the magnitude and extent of the Heineman manufacturing resources.

Since April, however, the Heineman business has shown such a remarkable increase, and the demands made upon it have jumped ahead so rapidly, that the illustrations shown at that time are totally inadequate in their purpose, and do not by any means reflect the enormous strides made by the "Motor of Quality" institution. During the past eight months every single department in the Heineman factory has been enlarged considerably, and the net results of these activities are evidenced in the thirty odd illustrations shown in this month's World, which form an amazing example of modern manufacturing proficiency and efficiency.

The average member of the talking machine industry will probably find it difficult to realize that the Otto Heineman Phonograph Supply Co., has been actively associated with this country's industrial affairs for less than two years. To the great majority of phonograph men the name "Heineman" is synonomous with motors, tone arms and sound boxes, and the remarkable success achieved by the company in the short while it has been in business is indeed a tribute to the quality of the Heineman products, and the personal force of the man directing its destinies.

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., who is now recognized as one of the "captains" of the talking machine industry, has made a life-long study of the talking machine field. Although a comparatively young man in point of years, Mr. Heineman has been associated with the production of phonographs for upwards of fifteen years, and there is no phase of the industry which has not received his careful thought and study. One of the founders of the world-famous house of Carl Lindstrom, Berlin, Germany, and for many years its managing director. Mr. Heineman is thoroughly familiar with the history of the phonograph, from its earliest days to its present worldwide fame and popularity.

The success of the Otto Heineman Phonograph Supply Co., is based on the doctrine "quality first," and every motor, tone arm or sound box produced at the Heineman factory is an exponent of this principle. The term "Motor of Quality" was adopted as the company's trade-mark about a year ago, and to-day the "Motor of Quality" trade-mark emblazoned in red on the Heineman letterheads, publicity matters, etc., is a familiar object in all sections of this country, and even abroad.

INCORPORATED

The Goldenstone Needle Co., Inc., New York, has been incorporated with a capital stock of $5,000 to manufacture and deal in patented articles, musical instruments, needles, phonographs, labor saving devices, etc. The incorporators are H. E. Fitzsimons, J. J. Brennan and E. W. Hart.

Chandler W. Smith, of Wollaston, Mass., who is well-known in the piano trade, has opened a talking machine shop in the Norris Block, where he will carry a full line of talking machines and records.

Talking Machine Dealers should write at once to their Congressmen urging strongly the passage of the Stephens-Ashurst Bill, H. R. 13,568, providing for maintenance of retail prices on trade-marked articles.

BUY YOUR
SAPPHIRE NEEDLES
WHILE PRICES ARE LOW

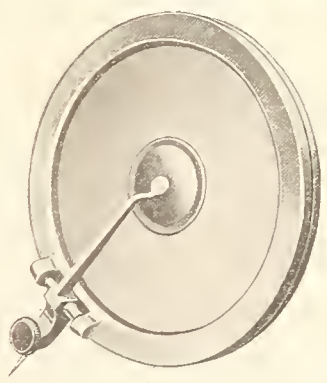
Prices are advancing rapidly on jewel points, so stock up today. We have a tremendous stock of needles at low prices, and can guarantee immediate delivery.

Supertone supplies are made right and are the ideal needles for securing good music.

Don't delay but write today for prices

Supertone Talking Machine Co.
8 West 20th Street NEW YORK

THE BLISS REPRODUCER



will play

ALL MAKES OF RECORDS,
WITH GREATER VOLUME,
LIGHTER NEEDLE,
LESS SCRATCH,
BETTER QUALITY AND
ARTICULATION

than any "sound box" using *mica, metal, paper* or *cork.*

Bring your best sound box and favorite record and make your own comparison.

GREAT OPPORTUNITY FOR THE DEALER

Write or call for demonstration.

WILSON LAIRD PHONOGRAPH CO., Inc.
136 Liberty Street, New York City

FORMAL OPENING OF NEW AEOLIAN HALL IN THE BRONX

Handsome Quarters at 367 East 149th Street, in Heart of Busy Section, Both Exterior and Interior of Building Specially Designed—Wm. G. Whitbeck Manager

The Aeolian Co., New York, held the formal opening of its new Aeolian Hall in the Bronx, late last month, and this new establishment was the subject of extensive advertising in the local newspapers.

Aeolian Hall in the Bronx is located at 367 East 149th street, in the heart of the business center, and adjacent to all modes of transit. Architecturally this building follows the general plans of Aeolian Hall in New York and Brooklyn, and the furnishings and decorations are thoroughly in accord with the prestige and standing of the Aeolian Co.

The Aeolian-Vocalion is prominently displayed in this new Aeolian Hall, one entire floor being devoted to the exhibition and sale of these instruments.

William G. Whitbeck is the manager of Aeolian Hall in the Bronx, which is under the general supervision of Thomas H. Fletcher, manager of the Aeolian Co.'s retail interests.

One of the advertisements announcing the opening of Aeolian Hall is reproduced herewith, and this copy traces the growth of the Aeolian Co. from the time it occupied a one-story shop at 831 Broadway, some forty years ago, until to-day when it has establishments in all of the leading countries of Europe and occupies one of the most magnificent buildings in the musical world.

The reason for opening a new Aeolian Hall in the Bronx is well set forth in the following paragraph:

"And now as the expansion of the Greater City has made no longer possible the serving of the thousands of Aeolian patrons from one great metropolitan center, the beautiful Aeolian Hall in Brooklyn is already established, and to-morrow the doors of the new Aeolian Hall in the Bronx will open."

Striking Aeolian Announcement

Write to your Congressman at once strongly urging the passage of the Stephens-Ashurst Bill, H. R., 13,568.

RECORD ENVELOPES
STOCK RECORD POCKETS
SHIPPING CARTONS
J. L. GILLESPIE COMPANY
PAPER PRODUCTS PITTSBURGH, PA.

TAMING MULES BY MUSIC

California Farmer Has Talking Machine Play When He Breaks His Mule Colts

The Colorado farmer who gets more milk from his cows by giving them a dash of grand opera and a bit of ragtime on his talking machine is not a pioneer in this novel field of farm efficiency.

George A. Gage, of Sutter county, California, claims to be the first "musical farmer."

Gage raises mules and horses. He has a big talking machine on his farm and he plays band pieces, preferably soothing melodies and waltzes, when he is breaking his mule colts.

"Mules love music," said Gage. "I discovered that ten years ago when I drove Benjamin Harrison—the orneriest old mule you ever saw—to Yuba City when a brass band was playing.

"The mule had one of his balky, contrary spells that day, and I could hardly do a thing with Benjamin until we got to Yuba City. You'd never believe it if I told you the change just a few band selections made in that animal. From that day until Benjamin's death he was the gentlest, lovingest old mule you ever would want to see.

"That gave me an idea. When I break my mule colts now I always have the talking machine play. It seems to attract the mule's attention from the harness and wagon.

"Horses don't seem to be affected much. But mules are nearer human than horses anyway."

Gage also avers his chickens like talking machine music, but would not go on record as saying ragtime made the hens lay more eggs.

OFFER LEADER FOR HOLIDAY TRADE

"125 Crescent Outfit Complete" Has All Metal Parts Gold Plated—Big Demand for Parts

The Crescent Talking Machine Co., Inc., of New York, reports big business, especially in parts, tone arms, sound boxes, etc. A brisk business is also being done in Canada.

The World representative who called was informed that this company is putting out a holiday leader in the form of "125 Crescent Outfit Complete." "This outfit," said a member of the Crescent firm, "consists of a mahogany cabinet machine, equipped to play all makes of records. The metal parts throughout, including the casters, are handsomely goldplated, and there is also a clever one-hand automatic cover support."

TO HANDLE TALKING MACHINES

The Electrotone Auto Music Co., 127 West Fifty-sixth street, New York, which for several years has acted as local representatives for the J. P. Sceburg line of automatic pianos and orchestrions, have leased additional space adjoining their present quarters and will shortly install a line of straight pianos and talking machines.

Immediate Delivery
Double Spring Motors
Single Spring Motors
Main Springs Universal Tone Arms
Needle Cups Tone Arm Rests
WRITE FOR PRICES
C. KRONENBERGER
438 Broadway NEW YORK

Paddack Diaphragm

"Better Than Mica"

The Paddack Diaphragm is made of a special patented composition that does its work better than mica, lasts longer and gives a better tone.

As the Paddack Diaphragm is a manufactured product it never varies but is uniform under all conditions. There are no "seconds" in Paddack Diaphragm shipments. Every diaphragm is perfect.

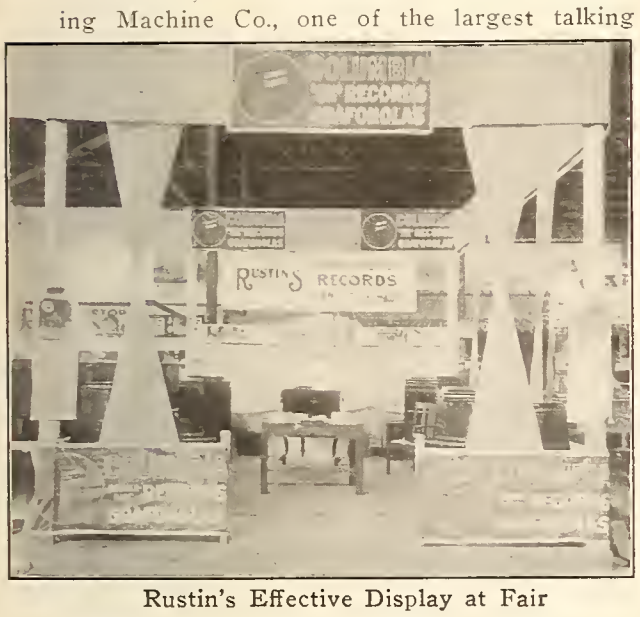
Write for Samples and Quotations

PADDACK DIAPHRAGM, Inc., 1411-30 Church St., New York

MAKE EXHIBIT AT STATE FAIR

Rustin's Talking Machine Co. Displays Columbia Line at South Carolina Exhibition

COLUMBIA, S. C., December 7.—Rustin's Talking Machine Co., one of the largest talking machine dealers in this State, recently conducted a very attractive exhibit at the Columbia, S. C., State Fair, which furnished excellent publicity for the products of the Columbia Graphophone Co. and produced numerous Grafonola and Columbia record sales.



Rustin's Effective Display at Fair

This company has been handling the Columbia line for sometime past, and through the use of energetic sales methods, coupled with practical service to its patrons, it has been able to rapidly expand its business.

IMPROVE PORTLAND, ORE., STORE

Wiley B. Allen Co. Provide Additional Rooms for Victor Talking Machines and Records

PORTLAND, ORE., December 2.—The Wiley B. Allen Co., of this city, have been making extensive improvements to their store at Broadway and Morrison street.

The new arrangement allows first and second floors for Victor goods, and six new Victor record rooms and several machine salesrooms.

Manager James L. Lorder predicts an unprecedented holiday trade. Business to date has broken all previous records, and Mr. Loder finds demands for Victrolas, styles XI and XIV, exceed the supply. Also, an increasing demand for Victrola, style XVIII, electric.

ROBBED COLUMBIA FACTORY

Watchman and Pals Get Away With Parts Valued at $50,000—Arrested

BRIDGEPORT, CONN., December 8.—Charged with being members of a gang working as employes of the American Graphophone Co., who looted the factory of electric motors, records and talking machine parts, valued at more than $50,000. Timothy Sullivan and Royal Saph were arrested here last week. Sullivan admitted his guilt.

Sullivan was employed as a watchman in the factory, and it was his custom to pile the goods outside of the window for his accomplices to remove in dress suit cases. It is estimated goods valued at $2,000 were carried away in one night. The police are endeavoring to discover where the goods were sold in New York.

FIGNER MANOIL SUPERINTENDENT

Promoted From Assistant Factory Manager of Plant Where Manophone is Manufactured—Has Had Wide Talking Machine Experience

Arthur Figner, who as announced some time ago in The World, became assistant factory manager of the James Manoil Co., Newburgh, N. Y., is now superintendent of this plant. Mr. Figner has devoted most of the years of his life to the practical end of the talking machine business, having at one time been connected with the Columbia Graphophone Co., and also other talking machine manufacturers. He has not only made a close study of manufacturing methods, but particularly the producing of tone arms and sound boxes.

He also comes from a family which has been interested in the talking machine business for many years, having an uncle, Gustave O. Figner, of Sao Paulo, Brazil, who is agent for the Columbia Graphophone Co. in that country. Another uncle claims to have been the first man to have brought the phonograph to South America; while still another controls a certain patent on records in Brazil.

SAME OLD STORY IN KANSAS CITY

"Victrolas, Victrolas, Victrolas," the Cry, Declares Schmelzer Arms Co.—Closed Tremendous November Business, Says A. A. Trostler

KANSAS CITY, MO., December 4.—The Schmelzer Arms Co., Victor distributors, state that it is the same old story, Victrolas, Victrolas, Victrolas, with dealers flocking in and telegraph and telephone wires humming in an effort to get some sort of a machine with the Victor name on it to satisfy the retail trade.

A. A. Trostler, manager of the talking machine department of the company, states that he has about decided to move his office to a dark corner of the cellar where no one can reach him for the next thirty days, before he loses his reason entirely.

"We have closed a tremendous November," declared Mr. Trostler, "and when the curtain rises on 1917 we will have closed the most prosperous year in the history of the Schmelzer Arms Co., which is more than gratifying, to say the least, and 1917 promises to be still greater."

Write to your Congressman at once strongly urging the passage of the Stephens-Ashurst Bill, H. R., 13,568.

There Is Always One Best

It is easy for you to know the best reproducer for playing EDISON Records on other machines.

Simply send for a

VICSONIA

and determine for yourself

No rattle or blast **Pure, sweet, natural tones**

Easily and quickly attached

We will send one N. P. VICSONIA to any DEALER in the U. S. or Canada on receipt of $3.50. Mention this advertisement and state make of machine.

VICSONIA MANUFACTURING CO., Inc.

313 East 134th Street New York, N. Y.

Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORY, ELYRIA, OHIO

CHICAGO SEATTLE ATLANTA

We manufacture four styles of

Sound Boxes

All guaranteed to be the Highest Tone Quality

PATHÉ SAPPHIRES EDISON POINTS

ORDER NOW FOR 1917

Otto Heineman
President

AN ORIGINAL WINDOW DISPLAY

Southern California Music Co. Shows Edison's Laboratory in Store Window During Recent Edison Week—An Interesting Home Scene

Los Angeles, Cal., December 2.—During the recent Edison Week, the Southern California Music Co. had one of the most interesting window displays featuring the Edison product ever seen in this city. The display was under the direction of W. H. Richardson, manager of the Edison department of the company, and was entered in the window display contest.

The most striking scene was labeled: "From Edison's laboratory to your home," and occupied one of the main windows with a frontage of thirty feet. The scene represented Edison's laboratory at Orange, N. J., with the details usually associated with such a laboratory. Mr. Edison himself was impersonated by Mr. Titus, of the Fox Film Co., and the faithfulness of detail served to excite enthusiastic comments from the hundreds who stopped to inspect the display closely.

In a window on a placard was given a short history of Mr. Edison's exploits in the phonograph field since 1878. Another sign read: "This display represents a corner in Mr. Edison's laboratory where he invented and perfected his most famous inventions, the best known of which are: the Incandescent Electric Light, the Cylinder Phonograph, the Motion Picture Machine, and the Diamond Disc Phonograph, the instrument which re-creates music." There was also on display in the window a model of the first cylinder machine invented by Mr. Edison which used tin foil records.

Another scene occupied the same width of window space showing the living room of a typical high-class home, with a mother and two small children being entertained by an Edison Disc phonograph. One child was being taught to operate the instrument, while the other was seated on the floor playing with Edison disc records, thus demonstrating their indestructability.

Edison in Laboratory as Window Display

The caption of the display read: "Let your family enjoy Mr. Edison's wonderful re-creation of music." A picture of the laboratory scene is reproduced herewith.

TALKING MACHINE WINS OVER FORD

Family Council Decides That Talker Would Be Best for All Hands.

St. Louis, Mo., December 5.—This rather interesting story is told by a man who was rapidly reaching the point where there was to be some money to spend for the benefit of the family. The question as to what the family would most like to have had been discussed several times, and finally it was put up to all members, three children and the parents, at the dinner table. The question rapidly narrowed down to a $250 talking machine or a Ford automobile. The discussion at this point got very interesting, and then came a vote and the talking machine carried. This family has not bought yet, but it will some time in the near future.

Notice to Victor Jobbers

You will be glad to know that we are in a position to furnish you with the "Best Record Album" containing Famous Heavy Green Bristol Paper Envelopes the same as we have been using for the last ten years.

Despite the shortage of dyes, green paper and silk cloth you can secure our patent album made of the highest grade materials.

Our patent envelopes are locked in metal.

We can Guarantee them to you and you can do likewise to your customers.

To convince yourself give us a small order and let us prove all we say is the truth.

We are also the Sole Manufacturers of the now "Famous Edison Re-Creations Album."

Patented and Manufactured by

THE BOSTON BOOK CO., Inc.

73 Broadway, Brooklyn, New York Factory, 103 Broadway

ATTENTION EDISON DEALERS

Something New

The "KENT" Universal Attachment for the Edison Disc Phonograph to play *all make records.*

Ask your jobber he *has them.*

F. C. Kent Co.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Developments in Trade in the Talking Machine Field Have Demonstrated That These Instruments Are no Longer a Luxury, but a Downright Necessity—The Demand Has Become Quite Acute—The Matter of Labor a Decided Issue—How a Conference of Manufacturers Would Help—Eisdell With Columbia Co.—Marathon Records May Reappear—Some Interesting Issues of Records During the Month—Gramophone Co., Ltd., Declare Ten Per Cent. Dividend—Columbia Activity in Record Field—Other News of General Interest to Talking Machine Trade

LONDON, E. C., December 5.—In retrospect talking machine commerce from the main view point—that of bulk sales—has belied all prognostications. Upon the outbreak of the titanic struggle, it was perhaps natural that the pessimists should hold the field, and in one sense they were right. Arguing from the point of view of industrial dislocation, the financial drain upon private resources, etc., it certainly appeared that such articles as musical instruments would not, as a trade, survive to any great extent. This in relation to the fact that gramophones were then regarded more as luxuries than anything else rather strengthened the belief that maintenance of business under the circumstances would at least be precarious. True, it might have been. But for one thing. And that? There is only one answer. To-day the gramophone is no longer a luxury; it is a downright necessity! It charms into pleasant thoughts the minds of our wounded soldiers and makes easier the monotonous days of their convalescence; in fact, to them it is a golden solace of inestimable worth. Nearly every hospital, if not all, now possesses a gramophone and quantity of records as a necessity. Similarly, it finds a treasured place in the homes of thousands of munition workers, whose main relaxation is the music thus provided. So much is all this recognized that the difficulty has been to produce machines and records fast enough. There is, in fact, no cause for doubting that trade prospects are in every way satisfactory. Machines and records do not require selling to-day; people come in and buy them! That being so, one's thoughts instinctively deviate in the direction of supply. From this side the picture is by no means so encouraging, though there is no great cause for alarm. At this moment, the trade is undergoing some reconstruction, which calls for the exercise of careful judgment on the part of all manufacturers. With the scarcity of ordinary labor—the chief difficulty at the moment—there is a growing tendency to initiate women in the work of those departments which hitherto have been considered only suitable for male labor. Experiments are being made to that end, and doubtless it will be found that the more robust female will gradually adapt herself in the work of the sections in question, but whether or not they can be utilized on a sufficiently large scale for the onerous work of record pressing is still an open question. It is of immediate importance, however, that this matter should be thoroughly threshed out. Already the difficulties of record production has involved in a number of cases the refusal of orders on fixed time delivery. Unless some efficient steps in co-operation by all manufacturers are at once taken, it may be that the future will provide cause for regret. The government is now arranging a big scheme of substittuion which will further militate against the retention of male labor on such work as the making of gramophones and records. One is precluded from saying too much on this point, but certainly the time has arrived when a round table conference of manufacturers would go far in the elucidation of an urgent problem. Isolated and half hearted effort is never productive of much solid result, and I therefore make a strong plea for united action before the trouble becomes acute. Classes at one of the factories might conceivably be started with advantage while there yet remain the means whereby to coach women and boys into work which takes some time to learn. The progress of the gramophone industry is of national importance in more ways than one. It must be maintained at full strength—and it can be, if valuable time is not lost. That it may be so let us take the needful steps without delay.

Seasonable Wishes

All good wishes for the festive season and a real new year of happiness to all my readers. The fervent hope of everyone, whatever be his interests, must be concentrated upon an honorable and satisfactory conclusion of this terrible war. May 1917 see the end of it!

Preserver of Languages and Dialects

Nothing has taken a more leading part in the preservation of languages or dialects than the gramophone. That is an established fact which continual experiment has endorsed over and over again during the last few years. Many learned professors have come to recognize the value of records in this regard with the result that to-day the British Museum is in possession

(*Continued on page* 106)

"His Master's Voice" *Copyright*

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañia del Gramófono, 56-58 Baimes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain:

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

SOMETHING NEW!!!

This Gramophone

is the line that has proven the greatest seller among traders throughout the world. It is the famous

COMPACTOPHONE

— the smallest complete machine on the market
— with a tone, both in quality and volume, equal
— to the largest. IT HOLDS 12 DISC RECORDS.
Outside measurements when closed 14 x 11½ x 7 inches!

JOBBERS—DOES THIS LINE INTEREST YOU?

WRITE US FOR FULL PARTICULARS TRADING TERMS, ETC.

MOTORS WE ARE SOLE AGENTS IN GREAT BRITAIN FOR THE WELL KNOWN SWISS MOTORS MADE BY MERMOD FRERES

THE STERNO MANUFACTURING CO., Ltd., 19 City Road, LONDON, E. C.

FROM OUR LONDON HEADQUARTERS—(Continued from page 105)

of as fine a collection of world dialects as can be found anywhere under one roof. The subject is brought to fresh prominence by a recent article in the London "Observer," which speaks of the work done by Professor Jones, reader in phonetics at the University of London, in securing fine record specimens of the Welsh, Japanese, Hungarian, Czech, Zulu and other languages. In an interview Mr. Jones said, "We have other ways of recording speech besides the phonograph. There is the kymograph, an instrument which records the waves of speech on a revolving drum. The words are spoken into a tube and very beautiful curves, corresponding to the sound, are recorded on smoked paper. From these curves we are able to analyze the nature of the sound, demonstrating for example, that the Japanese whisper many of their vowels instead of sounding them in the ordinary voice. The preservation of dialects is of historical importance and of great value for philologists. Some dialects are disappearing, and if records were taken it would go a long way to keeping them alive."

Hubert Eisdell on Columbia Records

Hubert Eisdell now records exclusively for Columbia! This news of one who by sheer merit alone has forged his way into the front rank of the greatest tenors will give immense satisfaction to his admirers. He has a wide host of friends throughout the country who will be pleased with his new Columbia recordings. In the rare intervals between his arduous duties on a patrol boat scouring the coast. Mr. Eisdell was able to secure leave, and came to town expressly to make his first Columbia records.

These are announced this month and they are certain to create something of a sensation by reason of their being double-sided records. There are two discs, one giving us "Love's Garden of Roses" and "O Flower Divine," and the other "Wait" and "Parted." Mr. Eisdell writes as follows: "I am delighted with my Columbia records, which I have just heard, and am astounded at hearing my voice so faithfully reproduced by your wonderful recording process."

Dividend of Ten Per Cent.

A dividend of 10 per cent. on the ordinary shares for the past year is made by the Gramophone Co., Ltd. This is identical with that declared for the last two years, preceding which the figure was not less than 20 per cent! All things considered it must be regarded as a satisfactory distribution, especially when it is remembered that practically the whole of the continental business is shut off by the war.

Winding Up Polyphon Supply Co., Ltd.

Perhaps in no other industry was German influence so great proportionately, as in the talking machine trade. It was absolutely satiated with enemy-made goods, which, as a matter of fact practically monopolized the British market. Some businesses closed down soon after the outbreak of the war, others were placed in the hands of controllers appointed to fat salaries by the Board of Trade. There is now an agitation for their complete winding up, and as a result official intimation is given under a Board of Trade order for the winding up of the New Polyphon Supply Co., Ltd., 2 Newman street, London, W., a firm which for many years has conducted a large gramophone jobbers' business.

Busy Bechstein Business

Apropos the foregoing it is interesting to note that the entire stock, good will, leasehold and premises of the Bechstein London business was recently sold under the hammer for £56,500. Starting at £40,000, the bidding rose chiefly in sums of £1,000, until at the price quoted, the complete lot was knocked down to James Boyton, who bought on behalf of Messrs. Debenham & Freebody, Ltd., the great West End stores in Wigmore street, London.

The Marathon to Reappear

The long playing "Marathon" record, having a cut finer than any ever issued, is rumored to be due for resuscitation. The trade censor will not as yet consent to the publication of details, but I am assured a movement is on foot whereby the Marathon will certainly make a new bid for patronage under less financial disadvantages than before. I have held faith in the Marathon all through its somewhat troublous career, and most certainly believe it to be the record of the future. Though in capable hands, its first policy direction was perhaps a little too stringent. The policy and organization was good, but in the opinion of many, a little elasticity in carrying it out would have made a considerable difference. These are important points, but there were many other reasons connected with finance and general conduct of affairs more responsible for the elimination of the Marathon business. The record itself will never die, and I am thinking that any new organization for its reissue will not fail to take full count of previous failings. Definite news as to the composition and policy of the new undertaking foreshadowed, will be awaited with more than ordinary interest!

German Prisoners to Make Musical Instruments

German prisoners are now to be offered work, be it noted, under proper conditions and wages, in various industries, one of which is the making of pianofortes and other musical instruments. As a matter of fact pianos are already under construction at one at least of the internment camps.

Records of Pianoforte Accompaniments

At various periods in the history of the talking machine trade spasmodic efforts, but none the less praiseworthy, have been made to meet the public demand for records of pianoforte ac-

Mr. DEALER: You Will Be SHORT OF RECORDS This Season!

REGISTERED

TRADE MARK

You lost business last season through the demand exceeding the supply. Don't let it happen again.

Get into touch with us right away, and make sure of your stock for the busiest Fall trade you've ever had.

Our Records are ***better,*** our Prices are ***better,*** and our Deliveries are ***surer*** than any brand you've ever handled.

All enquiries to:—The Manufacturers

THE INVICTA RECORD CO., Ltd., 1 New Inn Yard, London, E. C., England *Cables*

FROM OUR LONDON HEADQUARTERS—(Continued from page 106)

companiments to the more popular class of standard songs which form the chief program in the average suburban home circle. It cannot be said, however, that any great success in this direction has been achieved. Nevertheless some progress is to be registered, and now that "His Master's Voice" company has taken the subject in hand seriously, the prospect is distinctly more encouraging. A good start is made with an issue of six double-sided discs of accompaniments for soprano or tenor of such well known songs as, for instance, "The "Rosary," "A Perfect Day," "O Dry Those Tears," "Little Grey Home in the West," "Somewhere a Voice Is Calling," "Good-bye," etc. For contralto or baritone there is a similar selection. Instructions as to the correct speed, etc., accompany each record, and there can be little doubt but that this splendid recorded innovation of what is often said to be a lost art, will in consequence receive a great stimulus. The action of the gramophone company merits the hearty co-operation of all dealers, and I certainly believe the venture is not only welcome to a very large circle of amateur and professional singers, but am also sure it must prove a greater success perhaps than was at first anticipated. Capital!

Records by Garde Republicaine Band

The famous Garde Republicaine Band, which recently paid what proved to be a triumphal visit to London, was naturally in great demand for the purpose of making new records. To the fore as usual, the Winner Record Co. quickly secured at considerable expense the services of these French semi-state instrumentalists with the happiest of results. Several items were successfully recorded under special conditions, and those announced this month are: "Andante and Scherzo" (A. Deslandres), "Musette" (C. Huguenin), and "Prelude et Minuet" (Ressard). All brilliant masterpieces, to be sold at the standard price!

New Composition Grows in Favor

As the outcome of British enterprise, we should not be again dependent, as before the war, upon importations of record material. The new composition, Ebonitis, is making great headway. Owing to its special elasticity and to some extent, newly tried ingredients, Ebonitis is productive of a very fine surface which practically eliminates the surface noise so common to most records. This, it should be noted, is not at the expense of wear, for it is guaranteed to withstand, under proper treatment of course, more than a fair share of needle friction. Quotations may be obtained from Ebonitis, Ltd., Willowbrook Grove, London, S. E.

A Novel Hornless Instrument

A novel hornlesss instrument which made its appearance some time ago, called "The Rollophone," continues to enjoy a remarkably good sale. It is fitted with a drawer for records which when opened antomatically operates the Venetian roll top and presents the machine ready for immediate use. The construction throughout is good, consistent with the reasonable price asked, and from the viewpoint of tone delivery, the Rollophone is altogether pleasing. In addition to machines, Messrs. W. H. Reynolds (1915), Ltd., specialize in parts, accessories of all kinds, and "Favorite" double records.

Records Whose Quality Is Appreciated

The best evidence of quality is usually reflected by sales which are progressive. This combination sums up better than anything else the trade position held by the "Guardsman" records, and the Invicta Record Co. certainly has good reason to believe that its present support is but an indication of even greater progress ahead. Every effort is put forth under the most difficult circumstances of production—common, by the way, to all record concerns—to issue what is required, up-to-date records of merit. Upon their success one need not elaborate; sufficient is it that the position grows stronger every day, and the Guardsman record sales, likewise. Some fine new lists for the season, suitable Christmas and New Year titles, are now ready. Those who would be prepared have already placed their orders; the last minute school of dealers will, I am afraid, find these days that "procrastination is more than the thief of time!"

New Piano Capitalization

One of the very old and famous pianoforte interests has come under certain financial reorganization by the recent registration of a new company under the title of John Brinsmead & Sons (1916), Ltd. The prospectus does not actually disclose the purchase price, but the capital is put at £100,000 in £1 preference and ordinary shares, besides a £40,000 debenture at 5 per cent. interest. Average profits for the past few years were over £8,000 per annum. This is arrived at after allowing for advertising expenses, which the managing director is reported to have stated should be reduced! Owing to the elimination of German competition, it is thought the new company's prospects are exceedingly good.

Eisdell's Records on Double Discs

The Gramophone Co., Ltd., announce the inclusion of Hubert Eisdell's contributions in the double-sided category. This is evidently a reply to the acquisition of the famous tenor's services by another company, and the consequent competition is naturally arousing some interest in the trade. Hubert Eisdell will now be in greater demand than ever, which should be of mutual value for the four interests concerned. Previous "H. M. V." single-sided records will be exchanged for the new double-sided program, and with this intimation the Gramophone Co. sent a full list of Eisdell's fine records and an order form which dealers are asked to fill in and return without delay.

Concentrate on Certain Styles

The "His Master's Voice" dealers have received intimation that, owing to the companies factories being actively engaged on work of national importance, it has become necessary to curtail the further manufacture of some models until a return to normal times. Eleven types of instruments, numbers 3 to 14 inclusive, will be continued, but the supply of Nos. 1, 1a, 2 and 4 are not in future available. Orders on hand for the latter must, under the circumstances, be considered cancelled. We are sure that all dealers will fully appreciate the overwhelming reasons advanced for this step and make their plans accordingly. There are, of course, other reasons well known to the trade, that militate against the supply of instruments, and we must, all things considered, content ourselves with the thought that it is a matter for satisfaction that gramophones are still available in fairly respectable quantity.

Make Tour of Inspection

In the welfare of munitioners, Her Majesty the Queen has always evinced very sympathetic interest. It has been her practice to visit different centers, and express her personal thanks to those who daily render such good service to the country. The latest occasion in this connection was Her Majesty's visit to the huge factories of "His Master's Voice" Co., whose managing director, Alfred Clark, and others, received the Queen and conducted her over the works on a tour of inspection. Having personally congratulated the girls and workers generally upon their self-sacrifice, Her Majesty departed to the spontaneous singing of the national anthem. It was indeed a memorable day: one that Hayes will not quickly forget!

T. Edens Osborne's Enterprise

To T. Edens Osborne, of Belfast, must again be given the credit of retail enterprise in the maintenance of newspaper publicity. After announcing a list of recent importations, one of his advertisements proceeds to issue a mild challenge. Anyone who doubts that Mr. Osborne holds the largest stock of gramophone goods in Ireland is invited to call and see for themselves. Capital!

Large List of New Records

A very large list of new records is this month announced by the Sound Recording Co., Ltd., London. In the Grammavox special quality series will be found some excellent selling numbers, the trade orders for which are keeping the company's factory facilities of output up to its zenith. There is also a big list of "Star" and "Popular" discs, comprising many well-known songs of the standard school in addition to the more recent compositions of merit.

New Zonophone List

The new Zonophone list of double-sided records bespeaks the exercise of a close watch upon public taste. There is music for every mood. Whatever one's musical appetite may be, it is sure of appeasement from the varied programs announced by this company. Overseas traders would do well to note as a fact that Zonophone records provide a magnificent choice of London's latest in things musical, contributed without exception by artists of

(*Continued on page* 108)

EBONITIS LIMITED

MANUFACTURERS OF PLASTIC MATERIAL

Manufactureros de materias primas

FOR

para

GRAMOPHONE RECORDS

los discos de Gramophone

QUOTATIONS GIVEN. ADDRESS

Se envian precios. Direccion

EBONITIS LIMITED, Willowbrook Grove, Peckham, London, S. E.

ENGLAND

FROM OUR LONDON HEADQUARTERS—(Continued from page 107)

Who Said MAINSPRINGS?

WHOEVER says "mainspring" without the word "Reyno" neither gets nor deserves the best. As a safeguard to the dealer the very best mainspring on the market is known by one name only

REYNOCARBO MAINSPRINGS

which are made by special process to ensure their being flawless. They're made in all sizes, and prices are the lowest as always. Special quotations for large quantities.

¶ An excellent stock of tone arms, sound-boxes, horns, governors, &c., &c., can always be depended upon.

W. H. REYNOLDS (1915) LTD.
45, CITY ROAD, LONDON, E. C.
TELEGRAMS—"KNOTASLEPE," ENGLAND

merit and in many instances, of world-wide renown. In the way of window bills, showcards and other publicity matter of attractive design, dealers receive very liberal support.

Columbia Brieflets

The Columbia December supplement features "The Holy City," by Madame Clara Butt, and "Nazareth," by Kennerley Rumford, as appropriate Christmas fare. In addition, a comprehensive list of Christmas selections from the catalog is also given in the supplement, so that dealers and public alike have a splendid choice.

The celebrated "Air on the G string" of Bach is the contribution of the master 'cellist, Pablo Casals, to the Columbia December list. This is the famous air for the violin, transcribed for 'cello, and played by M. Casals with an effective orchestra accompaniment. It is one of those supreme examples of the simplicity of genius that Bach, of all composers, gave to the world.

An instrumental record as high in importance as it is in interest is the Grieg Sonata in C minor, played on a Columbia record this month by no less a combination than Albert Sammons, the well known violinist, and William Murdoch, the popular pianist. The appearance of these two leading soloists is undoubtedly a musical event; and Grieg's delightful sonata offering unique opportunities for the display of their respective arts, the players secure of it an exquisitely balanced performance.

Norman Allin has made a distinct success with the Beecham Opera Co. this season, so his Columbia record of the new ballad, "Back from France," and Coleridge-Taylor's "Thou Art Risen, My Beloved," announced this month, possesses an unusual interest. In these songs his fine virile voice rings clear and true.

Sir Henry Wood continues his orchestra in his own ararngement of the familiar Raff's Cavatina on the Columbia this month, the work being superbly rendered by the massed strings of his famous orchestra against the sustained harmonies of wood and brass. It makes an imposing number in this form, and is marked by many touches of the master conductor.

That popular contralto Miss Marion Beeley, gives us on Columbia this month, two songs that aptly display the richness of her voice. They are "Sonny" and "Little Fleur-de-Lys"—and both are numbers imbued with an honest sentiment. Miss Marion Beeley in her treatment of them evinces a delightful sincerity that is convincing and impressive. This record should be in considerable demand.

Hughes Macklin, who has become an established favorite for the artistic work in his fine tenor records on Columbia, gives his admirers a treat this month in Stephen Adams' delightful "Farewell in the Desert," coupled with a newer song, "Come Home to Me."

"Any Time's Kissing Time," the song hit from the Oscar Asche production of "Chu-Chin-Chow," at His Majesty's Theatre, is announced on a ten inch Columbia record.

Kennerley Rumford recently paid another flying visit home from the front, during which he made some new Columbia records, now announced. This popular baritone places the music lover under a debt of gratitude to him for his artistic performances of four familiar numbers. In "Nazareth" we have a noble and dignified rendering that will prove highly acceptable at this season. The artist's sense of beauty is revealed in his delightful treatment of the pretty song "Until" and the warmth and tenderness infused into both this and "Absent" will ensure a welcome for them.

"High Jinks," the latest success among musical plays, is represented by four distinct recordings in the new Columbia list. Ciro's Club Coon Orchestra plays the catchy air, "Something Seems Tingle-ingleing," figuring also as a vocal number by Stewart Morton and chorus a ten inch record. Prince's Band gives us the "High Jinks" waltz, while the song, "A Nice Little Girl," is in vocal form by Stewart Morton on the ten inch record just alluded to.

The Garde Republicaine Band

The Columbia Co. announce the first of an important series of records by the celebrated band of the Garde Republicaine, made for them during the historic visit of that distinguished company of artists to London in September. The records secured by the Columbia Co. represent much, if not all the music played by the band while it was in this country.

Some interesting details of this, probably the greatest band organization of its kind on the Continent, were given a few days ago in the "Referee," the following being extracts. La Garde Republicaine is a body of wind instrumentalists that has the distinction of being paid servants of the French government. Its establishment dates from 1848, when it comprised sixty-six players, since increased to eighty. Although technically a military band it is independent of the French army and entirely at the disposal of the state. It always plays at full strength; its members are not soldiers but state servants. From these reasons La Garde Republicaine is representative of the French government and hence the importance of its visit to our shores. It may be said with assurance that the performance of the famous band (in London) have deepened esteem for French musicians and have increased the feeling of fraternity between the two nations.

It is interesting to note that of "Le Roi de Lahore," the overture to which forms the first Columbia record by the Garde Republicaine Band, the same musical critic says it was remarkable, the tone of the wood-wind peculiarly rich and refined, and the general attack so spirited as in some passages to approach fierceness.

J. Stead & Co., Ltd.
Manor Needle Works
SHEFFIELD, ENGLAND
MANUFACTURERS OF
Talking Machine
Main Springs
Best Prices—Best Quality
Inquiries Solicited

EMERSON ARTISTS AS THESPIANS

Quite a number of the artists recording for the December supplement of the Emerson Phonograph Co. are active at the present time in theatrical circles. Van and Schenck, who made several records for the December Emerson list, is one of the headliner acts in the new production of the "Century Girl" at the Century theatre, New York. Sallie Hamlin, who made the Christmas recitations for the Emerson Co., reecntly appeared at the Globe Music Club in the New York Public Library, where she was enthusisastically received.

Vernon Dalhart, whose Emerson records have met with a ready sale, is a member of the Chicago Opera Co., and the star of the "Pinafore" production which appeared at the Hippodrome. The Avon Comedy Four, recently added to the Emerson library is at present time touring the country on the Keith and Orpheum circuits.

ENLARGE CAPACITY OF PLANT

James Frazee, head of the Phonograph Appliance Co., New Brighton, N. Y., stated this week that the company had made arrangements to add another unit to its plant thereby enlarging its capacity materially. Mr. Frazee reports the receipt of large orders for "Crystal Edge" mica diaphragms from manufacturers in all parts of the country, and states that the company is making plans to take care adequately of a record breaking 1917 business.

CABINETS

All styles of Talking Machine and Disc Record Cabinets for Manufacturers and Dealers.

:: Standard and Special Designs ::

PROMPT SHIPMENTS GUARANTEED
LET US FIGURE ON YOUR REQUIREMENTS

FRANZ BRÜCKNER MFG. CO.
405 Broadway New York

MANUFACTURERS—ATTENTION!

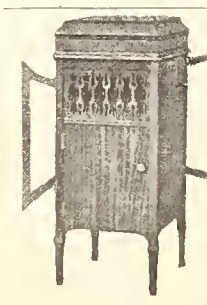
What are you going to do when the Boom is over and real competition begins if your Phonographs have no special feature or improvements to offer the buying public? Unless you get some real Novelty Improvement, it is certain your ultimate end will be bankruptcy.

This is your opportunity to fortify and intrench your position that no trade war can harm you. LISTEN!

Six Important Patented Phonograph Inventions for Sale, including one for a Sound-box that plays both Lateral and Vertical Cut Records without any additions or changes of position, employing a straight Tone-arm and discarding all twists, cranks and freaks.

Embody these radical scientific improvements to your machines, and it will create a Furore and place you in an impregnable position. Owners of present style machines will scrap them. Those music-lovers who have been prevented from owning a phonograph, owing to the well-known faults of existing machines, will not be eager to get yours, for it will be a Real Musical Instrument of the very highest class. Each Patent is linked up with the others, and can only be sold en bloc. Correspondence invited only from responsible people giving Banker's Reference.

NEU-VITA CO., 43 Grays Inn Road, London, W. C.



THE PREMIER CABINET CO.
Makers and Distributors of the
Premier
TALKING MACHINES *and* CABINETS

CHICAGO, ILL.
WILLIAMSPORT, PA.
GOSHEN IND.

Williamsport, Pa.

New records by Lazaro in the January Columbia list (out December 20th). Another chance to fill up the credit side of your big book.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Records TRADE MARK Note the Notes

INFORMATION OF VALUE TO THE NEW MAN IN THE FIELD

Some Reasons Why It Is Economical to Change Needles for Each Record—Some Timely Hints Regarding the Packing of Talking Machines for Export Shipment

A man going into the talking machine business as a dealer must remember that in entering any new line of business success depends largely upon an understanding of that business. A little study of the various types of machines and records and the gleaning of some knowledge about the records themselves, should serve to prevent him from investing more or less capital in a line of machines or records that are decidedly foreign to one another, so far as playing qualities are concerned.

In this section of The World information will be given on such problems that do not of necessity concern the technical construction or mechanical features of instruments which are handled in the department of "Repairs" by A. H. Dodin.

Why It Pays to Change Needles

The talking machine dealers are prone to hear from machine owners that for one to insert a fresh needle for each record is simply a scheme to build up a business for the needle makers. As a matter of fact the dealers themselves have been known to make a similar insinuation. A customer is likely to state that he has tried playing several records with the same needle and couldn't notice any difference in the reproduction. The advice on needle changing, however, is good.

There is no substance known that will withstand friction forever. The steel needle after use on one record will be found under the microscope to have worn away to a surprising degree. The smoothness of the sides will have vanished and it will present a rough surface to the record grooves. This roughness becomes more pronounced each time the record is used and naturally results in the wearing and scratching of the record grooves, because the material with which the records are made is not strong enough to resist the steel.

To the untrained ear there may not be any difference in the reproduction noticeable after playing five or six records with one steel needle, but the life of the record has been materially shortened by the experiment. The wear on the needle may not be apparent to the naked eye, but it can be seen by examination under the glass. If changing the needle will insure double life for the record, it would seem a matter of policy to give that matter attention.

From 1,000 to 1,500 needles may be purchased for the price of one average record. In view of that fact economy alone should influence one to sacrifice the needle instead of the record, and some sacrifice is bound to be made.

About the Wearing of Records

Experiments have tended to prove that in the usual run of disc records the greatest wear occurs at the outer edge. The extent of the wear decreases towards the center and a number of interesting explanations have been made of this fact. One explanation is to the effect that the reproducer travels along the record groove at a much greater speed at the outer edge than at the inner edge, for the turntable revolves at the same speed regardless in what position the needle happens to be. Other experts claim that there is little basis for such an explanation because the recording of the outer edge is done at the same speed, or approximately the same speed, as that at which the record is reproduced.

An explanation that is accepted by a considerable number is that in the case of the average disc machine, the needle of the reproducer must find and follow the record groove of its own accord, there being no mechanical means for adjusting its position in the groove. It is conceded that such being the case, it takes several revolutions of the record before the needle is finally settled in the record groove, and that during the revolutions it must cause some damage to the record in the process of adjustment.

In certain selections the heaviest passages occur toward the middle of the record, or at its end. On such records the greatest wear is generally found where these heavy passages occur, because the wide wave amplitude of these heavy strains tends to more or less resistance to the progress of the needdle.

Packing for Export

Export trade in American-made talking machines is growing to substantial proportions owing to the national development of the industry, and particularly with conditions brought about by the European war in the cutting off of all supplies for various types of talking machines.

The export trade naturally brings up new problems for the manufacturer, not the least of which is proper packing. Packing for a cross country journey in drays and freight cars is quite different from packing for a long water journey, and the rough handling that goods receive while being taken ashore in many South American ports.

In this connection the following information on packing talking machines for export, offered by a man who has developed a big business in foreign countries, should prove of interest:

"The cases used for packing goods for export should be made of a size to fit the goods to be packed. Boxes too large and of odd sizes allow too much play and usually cause damage. Boxes to be carried safely for long distances and subjected to rough handling, as is generally the case with goods sent to foreign markets, should be made of good lumber, preferably spruce or hemlock, not too thick or too thin. In my opinion hard woods including yellow pine should be avoided because they are too heavy and are liable to slip in nailing. When the contents is heavy, the box should be battened, and in all cases lined with waterproof paper and strapped. Some steamship companies stipulate the latter conditions in their bills of lading. When boxes are too large the consignee must pay an unnecessarily heavy freight bill, sometimes double on the size and weight of the box. If the box is too small, the packing must of necessity be defective, because of insufficient room for packing material.

"Packing material, such as excelsior, straw or hay, may be used according to the character of the merchandise, but it is important that such material be perfectly dry, so that the contents may not draw moisture therefrom and become spoiled.

"All materials of high polish should be well wrapped, preferably in waterproof paper. Highly polished metal parts should be wrapped separately in waterproof paper.

"In cases, such as talking machine cases, it is well to have boxes built to measure for the machines. It is well before placing a machine in the case to build around it a frame work of battens, two or three inches wide and about three-quarters of an inch thick. Where the battens come in contact with the machine case, cork or rubber bumpers should be placed between them. Rolls of excelsior wrapped in paper may also prove suitable for preventing rubbing. All boxes should be plainly marked in ink which cannot easily be rubbed off.

"When more than one box is included in a consignment, each box should be numbered consecutively and either bear the address of the consignee in full or his distinguishing mark. Naturally, the same marking should appear on the dock receipt, bill of lading and insurance declaration.

"Owing to the many differences in the customs regulations of the various countries, it is well to ship through a regular shipping agency, and thereby avoid expensive errors."

A STARR CHRISTMAS MESSAGE

The distributors of and dealers in Starr phonographs in their campaigns for holiday business have included in all material sent out to prospective customers a neat little card bearing the question: "Will This Christmas Mean a Starr Phonograph for You?" Being on a separate card the question can hardly be overlooked by the receiver of the latter.

UKULELES

The biggest sellers in the small musical instrument business. Why handle poorly constructed, inferior-toned imitations when you can get at similar prices, the beautifully toned

Genuine Hawaiian Gold Medal Instruments

Hand made throughout of old, thoroughly seasoned native Hawaiian Koa, superior to any other wood in tone quality. Send for wholesale price list.

SHERMAN, CLAY & CO.
163 Kearny Street **San Francisco**
Largest Distributors of Hawaiin Instruments in the World

Hardware for Talking Machine Cabinets

Lid Supports, Tone Rods, Needle Cups, Knobs, Continuous Hinges, Etc.

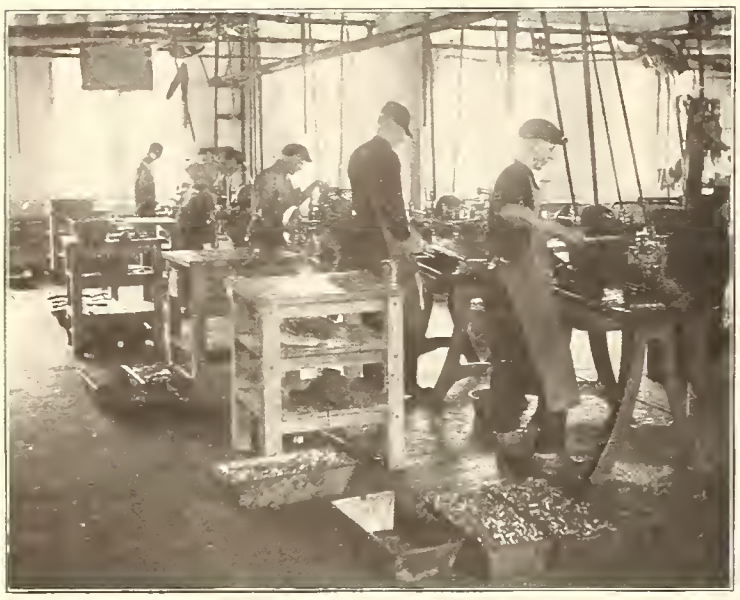
Write for Samples and Prices

WEBER-KNAPP COMPANY
JAMESTOWN, NEW YORK

STARR PIANO CO. NOW MAKING OWN PHONOGRAPH MOTOR

Elaborate Mechanical Equipment Installed in the Factory in Richmond, Ind., for That Purpose—New Department Under Competent Direction—Product Rigidly Inspected

RICHMOND, IND., December 8.—The Starr Piano Co., of this city, has added the necessary machinery and equipment for turning out motors for use in their phonographs. The motor department is in the splendid new factory building



Hand Screw Machines

which was completed last August. It is modern in every detail, thus giving the employes the best conditions under which to work. This building is 225 feet long by 50 feet wide and is six stories high. The floors are devoted to the manufacture of parts and the assembling of the motors. On the first floor, a number of punch presses have been installed and are used exclusively for the motor parts. The largest press which is used in forming the turntable has a pressure of 400 tons. There is a large, double-action press for forming the spring barrels and other presses of smaller sizes for various operations.

Deep cement foundations have been constructed for the heavy punch presses, and in that way they are rigidly supported. The raw stock to be used on the punch presses is kept on racks near at hand, where it is placed when unloaded from the cars and saves being handled or trucked. The machine room is located on the third floor of the new building, where there is plenty of light and air. The interior is white, which makes it easy for the workmen to do the closest work without the use of artificial lights. The machines are arranged in the most systematic order from a standpoint of raw material and finished parts.

One cannot help noticing, in going through the factory, how carefully the minute details have been worked out so that each operation can be made under the most favorable conditions.

In order that the various parts can be made most economically and accurately, the Starr Co. has, at heavy expense, equipped the machine room with the best equipment that can be secured for the special operations necessary for making these parts. A large number of the machines were designed and built specially for the work of turning out various parts, also large sums have been spent for the special dies, drill jigs, etc., used in this work. The equipment mostly consists of automatic worm gear cutters, multiple drill presses, precision lathes, hand and automatic screw machines, lathes, gear hobbers, etc. A number of machines have also been installed for making and repairing tools. Individual motors are installed for furnishing power to drive the machinery. It is said that when the Starr Co. first began making plans to manufacture their own motors, plans were worked out whereby George Kunkel and R. M. Allen (then with a prominent motor firm) became affiliated with the Starr Co. and are giving their best efforts to the development of the motor department.

Multiple Drill Presses and Tapping Machine

Mr. Kunkel says that in designing the motor made by the Starr Co. he has given special attention to overcoming all sources of trouble, and that the motor now made meets the three most essential requirements, that is, being noiseless while running, having uniform speed, and standing up without requiring a lot of attention.

While the different parts are going through

Geo. Kunkel R. M. Allen

the various processes of manufacture, a number of inspectors are constantly checking them up to see that there is no variation. This insures a perfect motor after the parts are assembled. The fact that each part must be right has been so forcibly brought before the workmen that it is very seldom any inferior work shows up at all.

A large stock room is in close proximity to the machine and assembly rooms, thus necessitating the minimum amount of trucking the parts and raw material, also it saves time in securing tools required for setting up different jobs. The assembly room is arranged to the best advantage from the standpoint of efficiency, comfort for the employes and light. Substantial benches have been constructed and arranged so the progress from the parts to the finished product is absolutely continuous and unbroken.

Large Blanking Press

In the assembly room a number of small machines have been installed, such as riveters, drill presses, etc., which are used in assembling the various parts. Special testing machines have

John M. Dean Corporation

Putnam, Conn.

Manufacturers of

Talking Machine NEEDLES

Dean Service covers every essential need in talking machine needles. Needles furnished in bulk or in special packages. Quality needles only.

been designed and built for determining the accuracy of such parts as gears, and by means of these a very rigid inspection is made. No guess work goes with Mr. Kunkel. He had years of experience in making mechanical devices requiring close and accurate work before he began the manufacture of motors, therefore, because of this training he is rigid in his demands.

At the present time only two models are being manufactured, but others will be added in the course of a short time and as the requirements of the company may necessitate. The larger model, known as No. 26, is a double-spring motor, nickel finish. The gears and worms are cut by special machines built for that specific purpose. The springs are made of spring steel tempered by one of the oldest spring manufacturers in the business. The governor is accurately made; therefore, it performs its important functions well, causing the mechanism to run at a uniform speed. The bearings are constructed for giving long service.

The frame of the motor gives rigid support to the parts, holding them in the proper position at all times. There is no warping of the frame in these motors when winding the heavy springs. The No. 16 motor is just as accurately made as the larger type and from material just as high grade, and therefore will give absolute satisfaction. It is smaller and does not run as long as the No. 26.

The plans for the motor department were carefully laid by the Starr Piano Co., and every effort was made to make the quality of the motor first class.

FEATURING THE PATHEPHONE

MEMPHIS, TENN., December 5.—The accompanying illustration presents one of the most attractive window displays which has been seen in the local talking machine trade for some time past. This window was featured with excellent results by the W. W. Kimball Co., Pathé dealer, and John S. Vesey, manager of the store, reports the closing of a number of Pathephone sales as a result of this display. The window has attracted considerable attention from the local trade, including many window dressers.

Pathephone Window of W. W. Kimball Co.

The rooster used for the display is six foot tall, and is cut out of beaver board, re-enforced with wooden strips in the back. It is painted in water colors in a brilliant red, trimmed in white. It stands on a large Pathé disc on back of the mailing folder. The roses and piano lamp are red; the background being a light cream color, almost white.

MOTOR SPRINGS FOR SALE

Ten thousand size .022 x 7/8" wide by 10 feet long, made of the highest quality

Made by the oldest and best clock spring manufacturers in this country

Immediate Delivery

Price 24½c each

Address "SPRINGS" % Talking Machine World
373 Fourth Avenue, New York, N. Y.

NEW HOME FOR AMERICAN T. M. CO.

Victor Distributors of Brooklyn, N. Y., Close Lease on Four-Story Building to Be Erected on Livingston Street—Will Triple Floor Space—Ready About May 1, 1917

The American Talking Machine Co., Victor distributors, who for a number of years have been located at 368 Livingston street, have just closed a twelve year lease of a new, modern, four-story building to be erected at 356 Livingston street, only a few doors from their present home. Work on the new building will start at once and it is expected that it will be ready for occupancy about May 1, of next year, or possibly before that time. The new home will give the American Talking Machine Co. practically three times its present floor space for the storage and handling of Victor goods.

In talking of the new move, R. H. Morris, manager of the American Co., said: "For a long time past we have been badly handicapped through lack of space in our present quarters. Our business has been growing steadily, and to handle it effectively we decided that larger quarters were absolutely essential. The new building will be built according to suggestions made by us and designed to provide the maximum of convenience in the handling of our business.

"In common with other Victor distributors we have faced a more or less serious shortage in certain popular types of machines. The situation has been saved by the plentiful supply of records, which has enabled us to take excellent care of our dealers in this connection."

E. M. Reynolds, of Canton, Ill., has opened a demonstration room in the basement of his furniture store on North Main street, for the demonstration and sale of the Edison, Columbia and Magnola lines.

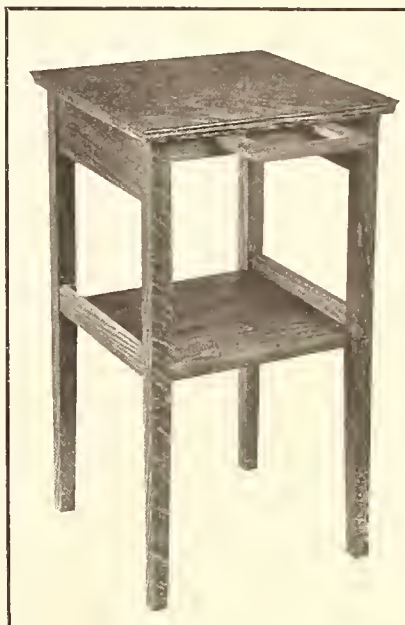
Talking Machine Dealers should write at once to their Congressmen urging strongly the passage of the Stephens-Ashurst Bill, H. R. 13,568, providing for maintenance of retail prices on trade-marked articles. Lose no time.

KANE INSTRUMENT STANDS

Praise Any Home

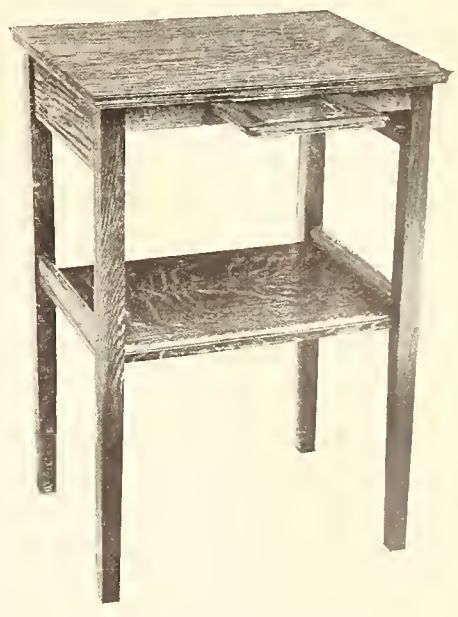
They Sell as Easily as Needles

No. 594
For Victrola IV, Columbia Meteor and smaller machines.
Top 13¼"x14¼". Height 30".



No. 595
For Victrola VI, Columbia Eclipse, and Jewel
Top 17"x17". Height 30".

No. 596
For Columbia Favorite, Edison A-80.
Top 20¼"x24½". Height 30".



No. 597
For Victrola VIII and IX.
Top 17¼"x20⅞". Height 30".

Rubbed Finishes—Mahogany; Golden, Weathered or Fumed Oak

The slide under the top is a "third hand" for changing records.
The shelf is convenient for record files.
A large stock for the holiday trade. *Immediate shipments.*

KANE BLIND AND SCREEN CO., KANE, PENNA.

Columbia Records TRADE MARK Note the Notes

A line of foreign records, representative of every country in Europe, is today strengthening every Columbia dealer handling the present phenomenal demand for European national airs and folk songs.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

LIBERAL ADVERTISING THE RULE IN KANSAS CITY

Leading Makes of Machines and Records Featured Prominently in Newspapers and by Other Means—Victor Distributors "Snowed Under"—Elaborate Edison Tone Tests—Other News

KANSAS CITY, Mo., December 5.—This year seems almost overwhelming the talking machine dealers with business. Maybe most of them knew the trade was going to keep up, whatever the public might have thought about the trade being "overworked." The fact is that all the jobbers, and apparently most of the stores, are doing exceedingly well, and the only drawback is the inability to get more goods.

There has been no letup of advertising, despite the shortage of supplies, so that goodwill is being maintained in the leading lines. The Edison, Columbia and Victor lines have been particularly well exploited, with pages and half pages, not only in Kansas City, but in the larger towns of the district. The Pathe has done some extensive advertising also, and the dealers themselves are going actively after holiday business.

The Edison shop has been holding tone recreation recitals, and advertising them liberally. One of these was at the Muehlbach hotel, one of the finest hotels in the United States; an invitation affair, that was attended by society folk, and where somewhat of a sensation was aroused by the comparative performances of Mlle. Alice Verlet and Arthur L. Walsh on the phonograph and the direct production. Another recent one was before the City Club, one of Kansas City's largest civic bodies, of which M. M. Blackman, manager of the Edison Shop at Kansas City, is a member.

"The shortage this year is the worst in our history," said A. A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., Victor distributors in Kansas City territory. "We are advising dealers to place their orders for 1917 requirements now, so that they may be on order with their distributors. While the demand is very heavy now, this isn't a holiday proposition any longer—it's an all the year round business. We have many orders for the 1917 Victrola, but no samples in yet. The demand for records is very large, and we are taking care of that in good shape."

E. A. McMurtry, manager of the Columbia Co., at Kansas City, has recently returned from a trip to the East where he visited the factory and the head offices; he also called at the branches at Pittsburgh, Chicago and St. Louis.

The Saturday business, December 2, at the Columbia headquarters in Kansas City, was the largest in the branch's history, and November had been its biggest month. This result is from the general growth of the Columbia business, and the volume represents an increase in the trade of almost every Columbia dealer, since the increase in the number of dealers has been small. The branch is doing considerable advertising in the larger towns of the district, and in Kansas City is about to enter a co-operative campaign with the local dealers with respect especially to window decorations. The branch has been conspicuously successful in assisting the local representatives to stimulate their business.

There has been almost a constant stream of musical attractions in Kansas City this fall, with which the Columbia headquarters has been able to hook up advertising of the Grafonola and records. Nearly every week there has been one or more famous artists who sing or play only for the Columbia. Perhaps the widest known of these was Josef Hofmann.

Not many of the Victrola dealers of the Kansas City territory have used the display advertising in large space featuring the fact that the Victrola reproduces overtones. Almost all, however, have more or less prominently displayed these facts in their advertising—and the salesmen gently insinuate the remark into their sales talks.

The Pathé is now being sold at retail in Kansas City, at 913 Grand avenue, by the LoBello Music Co., successors to the E. E. Trower Music Co. James LoBello, manager, was formerly with the Frazier-LoBello Music Co., and is well known in the city. The booths in the store have been altered, the ceilings being lowered to make cozier quarters with better acoustic facilities, and the store has been redecorated. Another adjunct to the talking machine business is being built by James T. Clenny, 913 Grand avenue, as headquarters, Mr. Clenny moving December 4 to this location from his former Walnut street store. Mr. Clenny will feature the Pathé locally, but will also handle several other makes of talking machines. He will act as jobber for the Brooks and the Mandel products; and for the Playerphone, which he has represented for a year. The store will also put out a machine, playing Operaphone records, and produced for them by the Mandel Co.

The E. E. Trower Music Co. continues to act as jobber for the Pathé lines at Kansas City, W. C. Junkins being manager of the house. Its headquarters are still at 913 Grand avenue, on the floor above the retail Pathé store which Mr. Trower conducted before going to Wichita; he retains his control of the distributing company.

The Kansas City house of the Starr Piano Co. has received a sample of the new $75 model, the "Three-fourths," and it promises to be a popular machine. The branch has secured many new accounts in the territory; and is particularly gratified to have available machines and records to supply the growing demand. There are enough Starr phonographs out now around Kansas City to make a considerable volume of record business. The branch is supplying many dealers with complete libraries.

Fred C. Comer, now in charge of the retail department of the Starr Piano Co. at this city, with control over both phonographs and pianos, has recently added to the sales force Val Crane, very widely known in Kansas City; J. H. Clemens, formerly with Hoffman, and later with Wunderlich, and C. M. Woodbury, a recent graduate from the Junior College at Kansas City.

C. V. Bissell, manager of the local Starr branch, was particularly interested in the proposal to put on a phonograph section at the Kansas state university next February, during the Merchants' Short Course. "There are two prime advantages," he said. "It gets all dealers together, of all lines, and each one can learn from the others. Then it provides an opportunity for the dealers in special lines to exchange experiences. It is a fine, progressive plan."

The Geo. B. Peck Dry Goods Co. has had a very large sale of Victor records recently, perhaps the McCormack sale being the largest, in its talking machine department. Manager J. F. Ditzell, pays particular attention to the musical events that can be connected with records. For the McCormack recital at Kansas City, he did much advertising, and sent postcards to a large list throughout the Southwest—and did the business. Mr. Ditzell has recently added J. Wilmuth to the sales force.

E. S. Hall of the Hall Music Co. of Kansas City reports that the talking machine business is on the increase. Sales have almost doubled those of last year.

M. W. Bardwell, formerly in charge of the Grafonola department of the Household Fair at Kansas City, is now with the A. M. Armstrong Music Co. at Oklahoma City, Oklahoma. G. Neer, formerly connected with the Columbian Talking Machine Co. at Kansas City, is now in charge of the department.

Miss Bessie Fullerton recently accepted a position with the Hall Music Co. of Kansas City She is an accomplished musician.

"MAGNET" DECALCOMANIE NAMEPLATES FOR TALKING MACHINE CABINETS ETC.

From the DORAN CO. 45 MICHIGAN AVE Phone Main 4156 DETROIT

SOLD BY HURTEAU, WILLIAMS & CO. Ltd. MONTREAL — OTTAWA

Kunkel Piano Co. BALTIMORE

We can furnish the same or similar style as shown herewith, according to the price scale given below.

	250	500	1000
Gold letters, black edged . .	$12	$15	$20
Black letters, solid gold background, with fancy border	$16	$20	$25

Samples upon application.

GEO. A. SMITH-SCHIFFLIN CO.
136 Liberty Street, New York, N.Y.

FROM THE PHONOGRAPH CO. 1240 HURON ROAD (ENTIRE THIRD FLOOR) PHONES—PROSPECT 2140—CENT 1406 CLEVELAND

SOLD BY WALTER D. MOSES & CO. Oldest Music House in VA and N.C. 103 E BROAD STREET RICHMOND, VA.

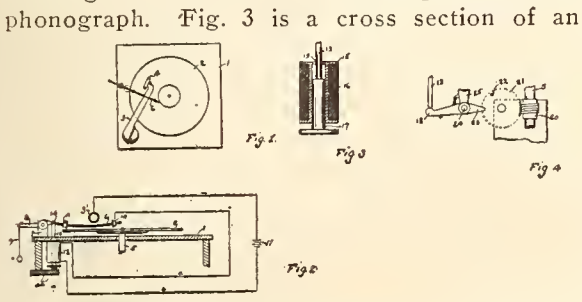
SOLD BY J. E. STRATFORD AUGUSTA, GA.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., December 5.—SOUND-REPRODUCING MACHINE.—John T. Prout, New York. Patent No. 1,202,312.

This invention relates to talking machines, and its object is to provide an improved means whereby the needle commonly used in the reproducer will be eaused to return to the point of starting automatically after a pieee has been played. A further object is to provide means by which this may be accomplished without injuring the record or without adding any attachment thereto.

In the drawings: Figure 1 is a top plan view of a disk type phonograph equipped with the invention. Fig. 2 is a side elevation partly in section showing the invention in place and indicating its relation to certain parts of the phonograph. Fig. 3 is a cross section of an

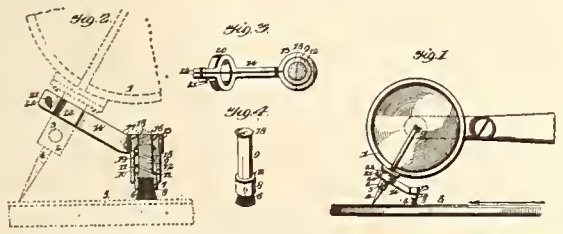


electromagnet of the solenoid type in which the movement of the plunger is restrained giving it the effeet of being equipped with a dash pot. Fig. 4 represents schematically a means for automatically accomplishing the purpose of the invention meehanically.

RECORD CLEANING ATTACHMENT FOR PHONOGRAPHS.—Lorence Ellsworth Rennell, Buffalo, N. Y. Patent No. 1,202,428.

This invention relates to cleaning means for removing particles of dust from the sound groove of a phonographic record, and the principal object is to provide a eleaning brush of soft material, the brush being arranged in a position in advance of the sound reproducing needle, so as to clear the sound groove of any particles of dust and thereby render the reproduction of the sounds more perfect as well as to obviate grinding of the surface of the groove.

Figure 1 is a side elevation of the sound box of a phonograph illustrating the invention as applied to the needle chuek, Fig. 2 is an en-



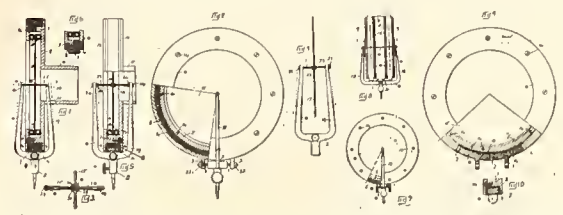
larged longitudinal section of the device showing the needle chuck and the sound box in dotted lines, Fig. 3 is a plan view of the attaehment, and Fig 4 is a detail perspective view of the eleaning brush *per se*.

SOUND BOX.—Jose Hoffay, London, Eng. Patent No. 1,202,520.

This invention relates to improvements in sound boxes or the like for talking machines wherein the supporting means on whieh the stylus lever oscillates is insulated by rubber or other insulating means from the easing of the sound box. Such insulation is not *per se* new but the improvements constituting the invention are more particularly hereinafter indicated.

The invention is illustrated in connection with stylus levers made of a forked formation, the bifurcations straddling the diaphragm, which form the subject matter of other applications for Letters Patent, but the invention is not limited to the use of a forked stylus lever and covers the use of any suitable form of stylus lever in combination with improved insulating means.

The invention consists in forming or mounting the pivots or bearings about which the stylus lever oscillates on a earrier which is itself rigid and is preferably a complete ring though it may be part of a ring. This ring or part of a ring is insulated from the sound box by a ring or part ring of rubber or similar insulating material surrounding the sound box and the tension of this insulator is preferably adjustable. The carrier thus forms a floating ring or section of ring thoroughly insulated from the sound box



while at the same time the adjustment of the stylus lever on its rigid carrier ean be readily made.

Figure 1 is a transverse section of one construction of sound box; Fig. 2 is a face view thereof, the left hand bottom quadrant being in section on 2—2, Fig. 1; Fig. 3 is an enlarged diagrammatic sectional plan of a detail, on 3—3, Fig. 1; Fig. 4 is an elevation of a modification; Fig. 5 is a transverse seetion partly in side elevation of another modification; Fig. 6 is a transverse section of another modification; Fig. 7 is a face view, partly in section, of another modifieation; Fig. 8 is an elevation of another modification; Fig. 9 is a face view partly in section of another modification; Fig. 10 is a transverse seetion of a detail.

GRAMOPHONE AND THE LIKE MACHINE.—Jose Hoffay, London, Eng. Patent No. 1,202,521.

This invention relates to improvements in or relating to the mounting of sound boxes in all kinds of talking machines. It consists in a coupling comprising a hollow block or member, permanently or detachably connected to the sound box or the tone arm or sound tube and pivoted on the tone arm or sound tube or on a support thereon, preferably at a point outside the sound passage adapted to present an opening facing forwardly, approximately in the direetion of the sound groove, or facing laterally transversely to the sound groove, for connecting the sound box to the tone arm or the like, the hollow block or member being adapted, in one position, to complete a tight communication between the sound box and the tone arm or the like, and, in another position, to break the communieation, and displaceable means being provided for restoring the communication when so broken and at such time aiding in securing the hollow block or member in position.

Figure 1 is a plan view of the improved device; Fig. 2 is a side elevation thereof, looking in the direction of the arrow 2 shown in Fig. 1;

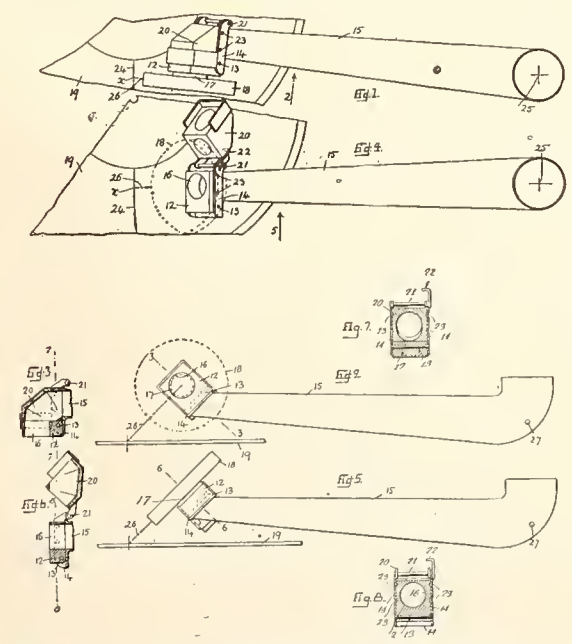


Fig. 3 is a detail sectional view taken on the line 3—3 shown in Fig. 2; Fig. 4 is a plan view of the device shown in Fig. 1; Fig. 5 is a side elevation looking in the direction of the arrow 5 shown in Fig. 4; Fig. 6 is a detail sectional view taken on the line 6—6 shown in Fig. 5; Fig. 7 is a detail sectional view taken on the line 7—7 shown in Fig. 3; and Fig. 8 is a detail sectional view taken on the line 8—8 shown in Fig. 6.

STYLUS FOR TALKING MACHINES.—August Knippenberg, Arnstadt, Germany. Patent No. 1,202,739. This invention relates to improvements in styluses for talking machines, and more especially to those used in connection with the dise records of gramophones.

According to the present invention, the stylus emobdies an operative portion which is elyindrical and the bottom or end of which is rounded, the angle of the bend lying in a plane transverse to the direction of the sound groove in the disc, the slanting position of the cylindrical portion of the stylus causing it to present to one side wall of the sound groove a bearing surfaee of greater extent than that presented to the sound groove by the opposite side of the stylus, wear of the groove in the disc and stylus being thus minimized, resulting in increasing the durability of both the stylus and the records.

A further feature of the invention eonsists in providing the stylus with means for insuring its correet insertion into the stylus holder in order that the stylus will be accurately positioned relatively to the reeord.

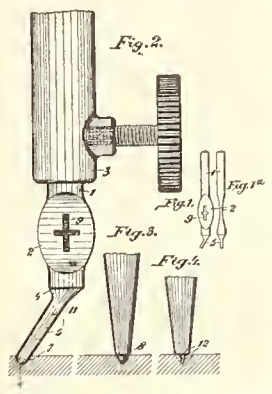
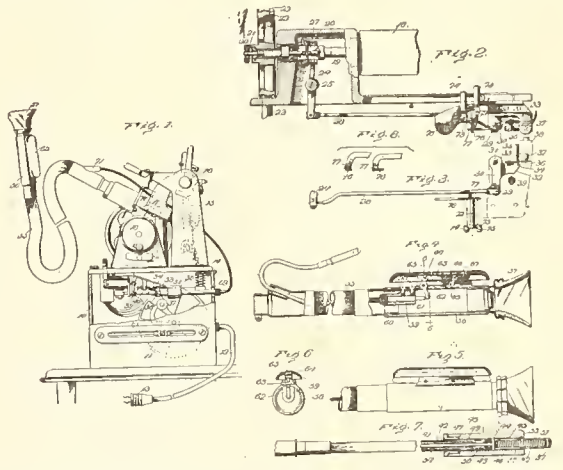


Fig. 1 shows the stylus in co-operative relation with a record disk of a gramophone. Fig. 1a shows the stylus as viewed from one side in Fig. 1. Fig. 2 shows the stylus, on a larger scale, fitted into its holder and in co-operative relation with a record disc. Figs. 3 and 4 represent styluses of a type heretofore used having a conical point, Fig. 4 showing the wear and the resulting deformation of the point.

START AND STOP DEVICE FOR TALKING MACHINES.—Clinton E. Woods, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 1,203,088.

This invention relates to talking machines, and more partieularly to the start-and-stop mechanism thereof, and has for its objeet to provide a simple, convenient and efficient means for starting and stopping the operation of the parts, whether it be the starting and stopping



of a motor, or the starting and stopping of parts operated by a continuously moving motor.

Generally stated, the invention consists in any suitable start-and-stop mechanism, such as a switch that may be closed or opened for the purpose of admitting electric current to or excluding it from the motor, or a clutch mechanism which may be closed or opened for the purpose of connecting the moving parts of the maehine to, or disconnecting them from, a continuously driven motor. Said start-and-stop mechanism in the present invention is combined in operative relation with one terminal of a flexible power transmitting means, a Bowden wire being the means most suitable. The other terminal of the power transmitting means is freely movable bodily in any direction relatively to the start-and-stop mechanism, and is adapted

(*Continued on page* 114)

to be manually manipulated to control the said mechanism. By the term "manually," as hereinafter used, is meant, not only a hand-operated, but a foot-operated, mechanism, or any other means that is actuated by the operator to impart the desired movement to the power transmitting means.

In said drawings Figure 1 is a cross sectional view, with parts in elevation, of a talking machine of the "Dictaphone" type, embodying the invention; Fig. 2 is a longitudinal vertical section, partly in elevation, illustrating the operation of the device; Fig. 3 is a plan view corresponding to Fig. 2, some of the parts being omitted; Fig. 4 is a longitudinal section, partly in elevation, of the speaking tube, showing one means for operating the Bowden wire from the speaking tube; Fig. 5 is an elevation of the mouth-end of the speaking tube; Fig. 6 is a cross section on the line 6—6 of Fig. 4; Fig. 7 is a longitudinal section, partly in elevation, showing the Bowden wire and the mounting for one of the terminals thereof; and Fig. 8 is a detail.

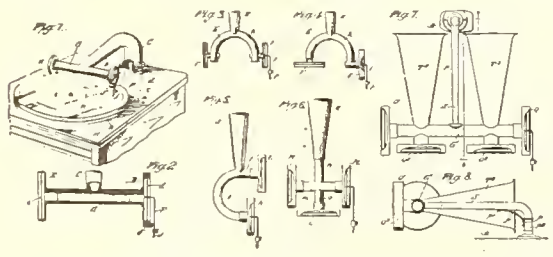
TALKING MACHINES.—Patrick B. Delany, South Orange, N. J. Patent No. 1,202,973.

The object of this invention is to improve the tone and enunciation of talking machines and to eliminate as much as possible the metallic notes or sounds more or less incident to all such machines.

It has been found that if a secondary diaphragm be properly combined with the usual diaphragm or if the usual sound-box be properly combined with an auxiliary diaphragm equipped box and both be made to transmit their vibrations to a common horn, amplifier or tone arm or to horns receiving sound waves from all the diaphragms the desired results above mentioned may be obtained.

In carrying out the invention, two boxes are employed, one, called the primary box, being equipped with a vibratory arm carrying a reproducing needle as usual, and the other or secondary box, being of similar construction but without a vibratory arm and needle. These boxes are preferably though not necessarily mounted at opposite ends of a tube or air chamber communicating with the mouth of an amplifier, horn or tone arm, the arrangement being such that the vibrations produced in the primary box are transmitted to the seconadry box, cause the diaphragm thereof to vibrate and to thus produce secondary sound waves which join the sound waves produced in the primary box and pass with them through the tone arm or other conductor or amplifier to the listener. In this way a clearer, sweeter and more attractive reproduction is obtained.

In the accompanying drawings: Figure 1 is a perspective view of so much of a talking machine as is necessary to show one way of embodying the improvements. Fig. 2 shows a section through a part of a tone arm and air chamber and the primary and secondary boxes applied thereto according to the invention. Figs. 3 to 6, inclusive, show various modified ways of



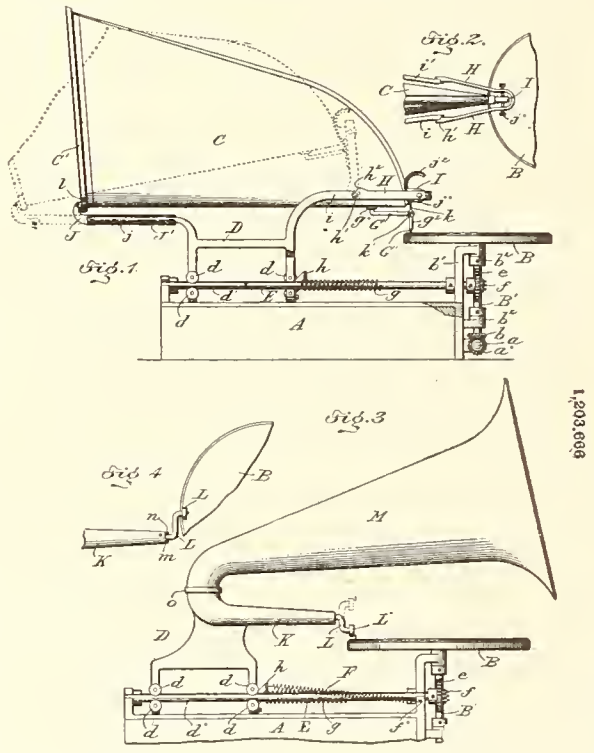
embodying the invention. Fig. 7 shows how a primary box and a plurality of secondary sound boxes may be combined with a plurality of horns, tone arms or amplifiers; and Fig. 8 indicates how the extra weight imposed on the tone arm by the boxes may be compensated.

PHONOGRAPH.—Edwin Walker, Erie, Pa. Patent No. 1,203,666.

This invention is a phonograph or gramophone, the broadly new feature of which consists of means for mechanically carrying the reproducer and horn and positively moving the same relative to or across a rotating record.

In the present invention the machine is equipped with a traveling carriage which is separate from a rotatable record carrier and is operated independently thereof, said record carrier rotating on a fixed axis, and said carriage being in a rectilinear path movable toward and from said record carrier. On said sliding carriage there is mounted the reproducer and horn, the stylus of which is arranged to travel in the groove of the record, and with said carriage co-operates means for positively moving the same, whereby the reproducer and horn are moved in a positive manner and across a record on the aforesaid rotatable record-carrier.

According to one embodiment of the invention, the traveling carriage and the reproducer are equipped with means which permits the operator to readily lift the reproducer away from the record, and to support such reproducer firmly in place while adjusted in a non-working position. Said construction enables the operator to remove a record from the record carrier, and replace it by another one, without danger of mutilating or scratching either record by the



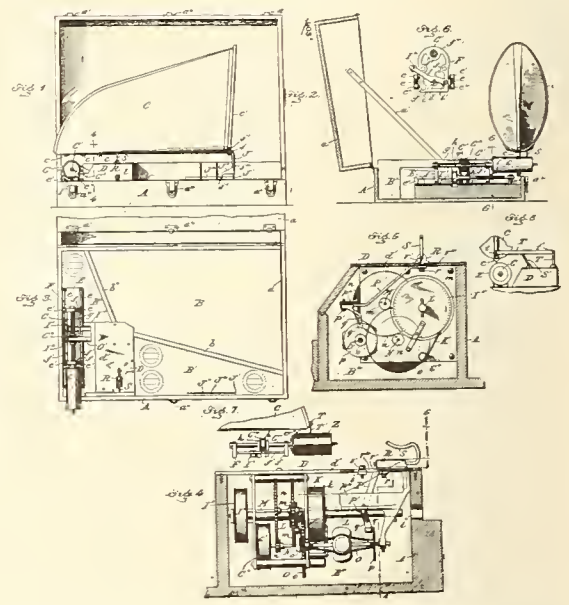
stylus of the reproducer. At the same time, the reproducer and horn are supported in position against accidental dislodgment, and can be easily and quickly replaced for operation after the fresh record is placed on the record carrier.

Figure 1 is a side elevation of a phonograph embodying the invention, certain parts being shown in vertical section. Fig. 2 is a detail plan view showing a portion of the construction illustrated in Fig. 1. Fig 3 is a side elevation of another style of gramophone embodying the present invention. Fig. 4 is a detail view of a part of the machine shown in Fig. 3.

PHONOGRAPH.—Edwin Walker, Erie, Pa. Patent No. 1,203,667. This invention is a phonograph the carrier for the record of which is simultaneously rotated and given a traveling movement with respect to a relatively stationary reproducer.

According to the present invention, the reproducer is, preferably, equipped with means for supporting it firmly in either of several adjusted positions. Said supporting means restrains the reproducer from sidewise movement in a horizontal plane, but permits free movement in a vertical plane. One element of the aforesaid supporting means is foldable into compact relation with the reproducer when the latter is dismounted and packed in a portable case, whereby the reproducer may be easily removed or replaced, as desired.

Figure 1 is a side elevation showing the portable case in an open position and the parts of the phonograph adjusted in position ready for use, the combined horn and reproducer being supported in a raised position with respect to the record carrier or mandrel, in order that a cylindrical record may be placed readily on said carrier or mandrel. Fig. 2 is a vertical cross section, through the portable casing showing certain parts of the machine in longitudinal section and side elevation, the combined horn and reproducer being illustrated in end elevation. Fig. 3 is a plan view of the portable casing and the phonograph, the horn and reproducer being removed. Fig. 4 is a vertical section on an enlarged scale and in the plane indicated by the dotted line 4—4 of Fig. 1 looking in the direction of the arrow, the reproducer and horn being omitted. Fig. 5 is a vertical



section taken on the line 5—5 of Fig. 4 looking in the direction of the arrow. Fig. 6 is a detail cross section through a part of the carriage, showing the feed shaft and the feed lever or traveler which co-operates with said shaft, the plane of the section being indicated by the dotted line 6—6 of Fig. 2. Figs. 7 and 8 are views in side and end elevation illustrating another embodiment of the invention.

Other patents issued relating to talking machines and parts, but not illustrated in this department are:

Sound Box.—Peter Weber, Orange, N. J. Patent No. 1,197,782.

Sweeper for Records of Talking Machines.—A. Herman, New York. Patent No. 1,198,127.

Convertible Sound Box.—Archie E. Parnell, Chicago, Ill. Patent No. 1,198,265.

Sound Reproducing Machine.—Forest Cheney, Chicago, Ill. Patent No. 1,198,416.

Acoustical Instrument.—L. Lumiere, Lyon, France. Patent No. 1,198,464.

Talking Machine.—Albert A. Huseby, Chicago, Ill. Patent No. 1,198,636.

Cabineted Phonograph.—Nathan Shafran, Monticello, N. Y. Patent No. 1,198,782.

Gramophone.—Marcelo Vignali, Montevideo, Uruguay. Patent No. 1,198,977.

Reproducer Attachment for Phonographs.—Willard G. Adams, Weedsport, N. Y. Patent No. 1,199,040.

Talking Machine.—Max Krauss, Philadelphia, Pa. Patent No. 1,199,192.

Tone Purifier for Talking Machines.—Charles P. Marshall, Watertown, N. Y. Patent No. 1,199,197.

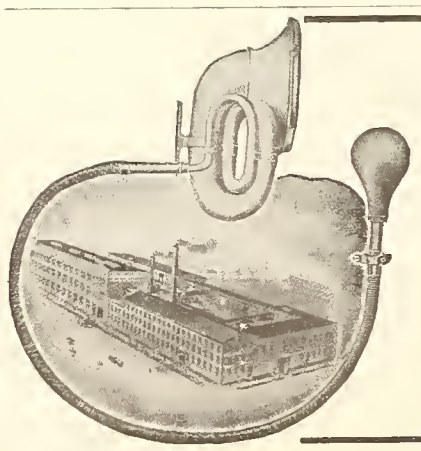
Scratch Muffler for Sound Reproducing Machines.—August C. Rutzen, Cleveland, O. Patent No. 1,199,206.

Playing Brush Record—Stanislaw Wisniewiski, Erie, Pa. Patent No. 1,200,154.

Gage for Sound Boxes.—Henry C. Miller, Waterford, N. Y. Patent No. 1.200,212.

Sound Reproducing and Recording Machine.—Patrick B. Delany, South Orange, N. J. Patent No. 1,199,968.

Sound Modifying Device.—Thomas A. Edison, West Orange, N. J. Patent No. 1,201,499.



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Standard Metal Mfg. Co.
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RECORD BULLETINS FOR JANUARY 1917

COLUMBIA GRAPHOPHONE CO.

MARIE BARRIENTOS, Coloratura Soprano

48627 Lucia Di Lammermoor (Donizetti). Mad scene "Ardon Gl'Incensi" (These flaming tapers). Soprano Solo, with flute obligato by Marshall P. Lufsky. In Italian, with orchestra. Under the direction of Giorgis Polacco of the Metropolitan Opera House, New York, Maria Barrientos 12

48628 Lucia Di Lammermoor (Donizetti). "Regnava nel silenzio" (Silence o'er all). Soprano Solo. In Italian with orchestra. Under the direction of Giorgis Polacco of the Metropolitan Opera House, New York....Maria Barrientos 12

48650 Mireille—Valse (Gounod). Soprano Solo, in Italian with orcb. acomp....Maria Barrientos 12

RECORD OF LAZARO

48748 La Favorita (Donizetti). "Spirto Gentil" (Spirit so Fair). Tenor Solo, in Italian, with orch. accomp.....Hipolito Lazaro 12

POPULAR HITS OF THE MONTH

A2129 Songs of Yesterday (Harris). Orch. accomp., Knickerbocker Quartette 10

Everybody Loves an Irish Song (McKenna). Tenor Solo and Knickerbocker Quartette, orch. accomp. .....M. J. O'Connell 10

A2127 Oh! Southern City (Send Us Some Beautiful Girls) (Vincent). Tenor Solo, orch. accomp., George O'Connor 10

How Could Washington Be a Married Man (and Never, Never Tell a Lie) (Piantadosi). Tenor Solo, oreb. accomp.....M. J. O'Connell 10

A2131 My Lonely Lola Lo (Murphy, Lange and Solman). Guitars, Flute and Violin accomp., Sterling Trio 10

The Lovelight in Your Eyes (Edwards). Tenor Solo, orch. accomp.....Samuel Ash 10

A2126 Way Down in Iowa I'm Going to Hide Away (Meyer). Tenor Solo, orcb. accomp., Irving Kaufman 10

Canary Cottage (Carroll). "I Never Knew." Soprano and Tenor Duet, orcb. accomp., Nannette Flack-Ernest Aldwell 10

A2125 On the Old Bob Sled (Rega). Orch. accomp., Columbia Stellar Quartette 10

Winter Medley. Introducing: "Jingle Bells," "My Bonnie Lies Over the Ocean," "How Can I Leave Thee," "Aunt Dinah's Quilting Party," "Good Night Ladies," Unaccompanied. Broadway Quartette 10

A2123 Ireland Must Be Heaven, for My Mother Came from There (McCarthy, Johnson and Fischer). Tenor Solo, orch. accomp....Charles Harrison 10

Out of the Cradle (Into My Heart) (Gilbert and Friedland). Orcb. accomp.....Sterling Trio 10

A2128 Flora Bella (Schwarzwald). "Give Me All of You." Soprano and Tenor Duet, orcb. accomp. .....Nannette Flack-Charles Harrison 10

Miss Springtime—Throw Me a Rose (Kalman). Tenor Solo, orch. accomp.....Reed Miller 10

A2134 Trail to Sunset Valley (Gilbert and Muir). Tenor and Baritone Duet, orch. accomp., James Reed-James F. Harrison 10

On the Arm of the Old Arm Chair (Lange). Tenor Duet, orch. accomp., Albert Campbell-Henry Burr 10

DANCE RECORDS OF THE MONTH

A5901 Medley One-step (Von Tilzer). "Sometimes You Get a Good One and Sometimes You Don't." Introducing (1) "This Great Big World Owes Me a Loving." (2) "Brutus Caesar Anthony Lee".....Prince's Band 12

Just One Day (Lange). One-step. Prince's Band 12

A5900 Flora Bella (Scbwarzwald). Waltzes. Prince's Orchestra 12

Miss Springtime—In the Garden of Romance (Kalman). Waltz. Introducing "The Love Monopoly" .....Prince's Orchestra 12

A5898 Tiddle-de-Winks Fox-trot (Morris), Prince's Band 12

Two-Two (Two-Two Dance) (Green), Prince's Band 12

VAUDEVILLE NOVELTIES

A2122 If We Could Only Take Her Word (Merrill). Part I. Soprano Solo, orch. accomp., Fannie Brice 10

If We Could Only Take Her Word (Merrill). Part II. Soprano Solo, orch. accomp., Fannie Brice 10

A2119 Songs from Hawaii. Medley Waltz. Introducing "Maui Girl." Ukulele Duet, Helen Louise and Frank Ferera 10

Hawaiian-Portuguese Tang (Louise and Ferera). Guitar and Ukulele Trio. Helen Louise, Frank Ferera and Sam Kainoa 10

A2116 Oh! Dem Golden Slippers (Bland). Baritone Solo and Knickerbocker Quartette, orch. accomp., with banjo effect by Harry C. Browne, Harry C. Browne 10

Keep in De Middle Ob De Road (Hays). Baritone Solo and Knickerbocker Quartette, orch. accomp., with banjo effect by Harry C. Browne.....Harry C. Browne 10

A2118 Clover Land Intermezzo (P. Wenrich). Xylophone Solo, orch. accomp.....Howard Kopp 10

Claudia (Greenwald). Mazurka Caprice. Bell Solo, orch. accomp.....Howard Kopp 10

A2117 Down Soutb (American Sketch) (Myddleton). Gypsy Czimbalom Solo, orch. accomp., Gypsy Countess Verona 10

Hungarian Songs and Csardas (Frater). Gypsy Czimbalom Solo .. ....Gypsy Countess Verona 10

AL JOLSON—PLUS A COMEDY COUPLING

A2124 Someone Else May Be There While I'm Gone (Berlin). Orch. accomp..Al Jolson, comedian 10

I Ain't Prepared for That (Jackson). Tenor Solo. orch. accomp.....George O'Connor 10

DUFAULT'S INITIAL RECORD

A2050 Boat Song (Ware). Tenor Solo, orch. accomp., Paul Dufault 10

Land of the Long Ago (Ray). Tenor Solo, orch. accomp.....Paul Dufault 10

YODLES BY BARTON

A2031 Sleep, Baby Sleep. Guitar accomp., Ward Barton, yodler 10

Rock-a-Bye-Baby. Guitar accomp., Ward Barton, yodler 10

FOLK SONGS BY JUBILEE SINGERS

A2072 Good News, the Chariot's Coming. Folk Song, Fisk University Jubilee Quartette 10

The Great Camp Meeting. Folk Song, Fisk University Jubilee Quartette 10

SPANISH COMPOSER'S COMPOSITIONS

A2130 The Carnival Prince (El Principe Carnaval) (Valverde). "Dance of the Bear," Prince's Orchestra 10

Jolly Coppersmith (Peter). Descriptive with Vocal Quartette Chorus.....Prince's Orchestra 10

NEW RECORDS BY FAMOUS PREACHERS QUARTETTE

A2120 The Valley of Peace (Meredith). Unaccomp., Chautauqua Preachers' Quartette 10

The King's Business (Cassel). Unaccomp., Chautauqua Preachers' Quartette 10

JEAN COOPER'S RECORDS

A2115 Husheen (Needham). Contralto Solo, orch. accomp. .....Jean Cooper 10

Sweet Genevieve (Tucker). Contralto Solo, orch. accomp.....Jean Cooper 10

A "STORY TELLING" RECORD

A2087 The Three Bears. Part I, Reading by Adeline Francis 10

The Three Bears. Part 11, Reading by Adeline Francis 10

THIRTEEN CHILDREN'S SONGS IN MEDLEY

A2133 Children's Songs and Games (arranged by Maurice Smith). Part 1. Introducing (1) "London Bridge Is Falling Down." (2) "The Farmer in the Dell." (3) "Lazy Mary Will You Get Up." (4) "Walking Up the Green Grass." (5) "Water, Water, Wild Flower." (6) "All Around the Mulberry Bush." (7) "Ring Around a Rosy".....Prince's Orchestra 10

Children's Songs and Games (arranged by W. F. Daniel). Part II. Introducing (1) "Hot Cross Buns." (2) "I Tisket I Tasket." (3) "Ten Little Indians." (4) "Billy Boy." (5) "Baby Bunting." (6) "Sailing," Prince's Orchestra 10

PARLOW PLAYS IMMORTAL AIRS

A2121 Moment Musical (Schubert). Violin Solo, orch. accomp. .....Kathleen Parlow 10

The Last Rose of Summer (Moore). (Arranged by Kathleen Parlow.) Violin Solo, Kathleen Parlow 10

ANOTHER OPERATIC OVERTURE

A5893 Zampa Overture (Hérold). Part I, Prince's Orchestra 12

A5893 Zampa Overture (Hérold). Part II, Prince's Orchestra 12

LUCY GATES' RECORDS

A2132 The Cuckoo Clock (Grant-Schaefer). Soprano Solo, orch. accomp.....Lucy Gates 10

Naughty Marietta (Herbert). "Italian Street Song." Soprano Solo and Male Chorus, orch. accomp.....Lucy Gates 10

TWO POPULAR GRIEG COMPOSITIONS

A5892 Wedding Day at Troldhaugen (Grieg), Prince's Orchestra 12

Bridal Procession (Grieg). Opus 19, No. 2, Prince's Symphony Orchestra 12

TENOR TRIUMPHS BY HARRISON

A5897 Any Place Is Heaven If You Are Near Me (Lohr). Tenor Solo, orch. accomp., Charles Harrison 12

The Gypsy Trail (Galloway). Tenor Solo, orch. accomp.....Charles Harrison 12

SPECIAL RECORD BY STELLAR QUARTETTE

A5899 Kathleen Mavourneen (Crouch). Unaccomp., Columbia Stellar Quartette 12

Loch Lomond (Traditional Scotch Melody). Unaccomp. .....Columbia Stellar Quartette 12

OSCAR SEAGLE'S RECORD

A5895 The Ninety and Nine (Sankey). Baritone Solo, orch. accomp.....Oscar Seagle 12

Saved by Grace (Stebbins). Baritone Solo, orch. accomp. .....Oscar Seagle 12

ANOTHER RUSSIAN BALLET SENSATION

A5902 Les Sylphides (Chopin). (1) Seventh Prelude. (2) Waltz Op. 64, No. 2. Ballet Series, under the direction of Ernest Ansermet, conductor of Serge de Diaghileff's Russian Ballet Orchestra 12

Les Sylphides (Chopin). (1) Waltz Op. 70. No. 1. (2) Mazurka Op. 33. No. 2. Ballet Series, under the direction of Ernest Ansermet, conductor of Serge de Diaghileff's Russian Ballet Orchestra 12

VERNON STILES' RECORDS

A5890 The Sunshine of Your Smile (Ray). Tenor Solo, orch. accomp. .....Vernon Stiles 12

The Old Refrain (Kreisler). Tenor Solo, orch. accomp. .....Vernon Stiles 12

SULLIVAN GEMS BY FAMOUS ARTISTS

A5891 The Gondoliers (Sullivan). "In a Contemplative Fashion." Florence Macbeth, soprano; Margaret Keyes, contralto; Morgan Kingston, tenor, and Frank Croxton, Bass. Orch. accomp. 12

Yeoman of the Guard (Sullivan). "I Have a Song to Sing O." Contralto-Bass Solo with Chorus, orch. accomp., Margaret Keyes-Frank Croxton 12

TWO ORCHESTRAL NUMBERS BY CHICAGO SYMPHONY

A5894 Lohengrin (Wagner). Prelude, Chicago Symphony Orchestra 12

Parsifal (Wagner). Procession of the Knights of the Holy Grail. (Bell Scene), Chicago Symphony Orchestra 12

GODOWSKY

A5896 Rigoletto (Verdi-Liszt). Paraphrase. Piano Solo .....Leopold Godowsky 12

Cradle Song (Henselt). Piano Solo, Leopold Godowsky 12

VICTOR TALKING MACHINE CO.

POPULAR SONGS

18180 The Trail to Sunset Valley (Gilbert-Muir), James Reed-J. F. Harrison 10

Laddie in Khaki ("The Girl Who Waits at Home") (Ivor Novello)....James F. Harrison 10

18183 Mammy's Little Coal Black Rose (Egan-Whiting) .....Orpheus Quartet 10

When Evening Shadows Fall (Branen-Polla), Orpheus Quartet 10

18184 Way Down in Iowa I'm Going to Hide Away (Lewis-Young-Meyer).....Irving Kaufman 10

It's Not Your Nationality (It's Simply You) (Howard Johnson).....Billy Murray 10

18185 Come Along to Caroline (Will J. Harris-Abe Olman) .....Collins and Harlan 10

Don't Leave Me, Daddy (J. M. Verges), Marion Harris 10

18186 What I Owe You (Goodwin-Mohr), James F. Harrison 10

I Know I Got More Than My Share (Grant-Clarke-Howard Johnson).....Irving Kaufman 10

18188 Nora (Robert S. Pigott).....Charles Harrison 10

Tho' I Had a Bit o' the Divil in Me (Walter Van Brunt-Harry von Tilzer)....James Reed 10

18192 How Could Washington Be a Married Man (And Never Tell a Lie) (Macdonald-Goodwin-Piantadosi) .....M. J. O'Connell 10

Honolulu, America Loves You (We've Got to Hand It to You) (Clarke-Monaco), American Quartet 10

18159 Song to Hawaii (J. D. Redding) (with Ukulele and Guitar accomp. by Louise and Ferera), Wright and Dietrich 10

My Honolulu Hula Girl ("Sonny" Cunha) (with Ukulele and Guitar accomp. by Louise and Ferera) .....Wright and Dietrich 10

DANCE RECORDS

18181 The Call of a Nation—Fox-trot (Ahlert-Wendling) .....Victor Military Band 10

Honeymoon—Fox-trot (Chester W. Smith), Conway's Band 10

35598 Miss Springtime—Medley One-step (Kalman). "A Little Bid for Sympathy"—"Throw Me a Rose"—"A Little Country Mouse"—"Life is a Game of Bluff"—"This is the Existence," Victor Military Band 12

Chinese Fox-trot—Medley (from "The Amber Empress") (Parenteau). "It's the Only One for Me" (Chinese Fox-trot)—"Don't Lose Your Way"—"There Is Always One You Can't Forget" .....Victor Military Band 12

35599 The Two Two Dance (Arthur N. Green), Victor Military Band 12

Broken Doll—Fox-trot or London Taps (James W. Tate) .....Victor Military Band 12

MISCELLANEOUS INSTRUMENTAL RECORDS

18119 Humoresque (Dvorak) (Harp Solo), Francis J. Lapitino 10

Consolation (Mendelssohn) (Harp Solo), Francis J. Lapitino 10

18149 Chin Chin—Medley Fox-trot (Saxophone Sextette) introducing "Pretty Baby" and "Chin Chin Open Your Heart and Let Me In," Six Brown Brothers 10

Laverne—Waltz Caprice (Henton) (Saxophone Solo—with Conway's Band..H. Benne Henton 10

18155 Inspiration—Spanish Valse (Moskowitz) (Cembalom Solo).....Joseph Moskowitz 10

Argentine Dance (Cembalom Solo) (Moskowitz), Joseph Moskowitz 10

18156 Sweet Spirit, Hear My Prayer (from "Lurline") (Wallace) (Violin-Harp-Flute).Neapolitan Trio 10

Songs Without Words (No. 16—"Hope") (Mendelssohn) (Violin-'Cello-Harp)..Venetian Trio 10

18175 Serenata Napoletana (Sgamhati) (Violin Solo), Maximilian Pilzer 10

Andante from Second Concert (de Beriot) (Violin Solo) .....Samuel Gardner 10

18182 American Trumpeter March (M. L. Lake), Conway's Band 10

All America March (J. S. Zamecnik), Conway's Band 10

18176 Pinafore Selection—Part I (Sullivan). "Now Give Three Cheers for the Sailor's Bride"—"A Maiden Fair to See"—"We Sail the Ocean Blue"—"I'm Called Little Buttercup"—"Admiral's Song"—"When I Was a Lad," Victor Concert Orchestra 10

Pinafore Selection—Part II (Sullivan). "Fair Moon"—"Carefully on the Tip-Toe Stealing"—"Refrain, Audacious Tar"—"He Is An Englishman" .....Victor Concert Orchestra 10

18179 First Arabesque (from "Deux Arabesques") (Debussy) (Pianoforte Solo)..Julius L. Schendel 10

Sérénade Levantine (Achilles Alpheraky) (Pianoforte Solo) .....Julius L. Schendel 10

18193 Geese in the Bog—Medley of Irish Jigs (Accordion Solo). (1) "Geese in the Bog." (2) "Colairne." (3) "Trip to the Cottage," John J. Kimmel 10

Stack of Barley—Medley of Irish Reels (Accordion Solo). (1) "Stack of Barley." (2) "Black-Berry Blossoms." (3) "Green Fields of America" .....John J. Kimmel 10

18164 Pastoral Dance (from "Nell Gwyn") (Edward German) .....Conway's Band 10

Merrymakers' Dance (from "Nell Gwyn") (Edward German) .....Conway's Band 10

35597 Peer Gynt Suite—Part I, "Morning" (Grieg), Vessella's Italian Band 12

Peer Gynt Suite—Part II, "The Death of Ase" (Grieg) .....Vessella's Italian Band 12

VOCAL RECORDS

18178 Night Hymn at Sea (Mrs. Hemans-Goring Thomas).....Elsie Baker-Frederick Wheeler 10

Dreams (Strelezki) (Poem by Baroness Porteous) .....Frederick Wheeler 10

35590 "Snores" .....Robert J. Wildhack 12

"Sneezes" .....Robert J. Wildhack 12

18148 Old Country Fiddler at the Telephone, Charles Ross Taggart 10

Old Country Fiddler on Astronomy, Charles Ross Taggart 10

35595 Primary Songs and Exercises for Teaching—Part 2. (1) What Does Little Birdie Say. (2) Rock-a-bye Baby. (3) Hear the Music of the Drum. (4) Return to high "do"—return to low "do." (5) Diatonic Dictation. (6) Lullaby (No. 6 from "Congdon's Music Primer No. 1") .....Elizabeth Wheeler 12

Primary Songs and Exercises for Teaching—Part 1. (1) Soldiers. (2) Tick-tock. (3) The Hand Organ. (4) The Bells. (5) Exercise in Interval Dictation (Nos. 1, 2 and 3 from "Congdon's Music Primer No. 1"), Elizabeth Wheeler 12

35596 Alma Mater Songs—No. 1. Wesleyan College, "Come Raise the Song" (Davis)—Cornell, "Far Above Cay-u-gas Waters" (Smith and Weeks)—Harvard, "Fair Harvard"—Amherst, "Lord Geoffrey Amherst" (Hamilton)—Rutgers College, "On the Banks of the Old Raritan" .....Victor Male Chorus 12

Alma Mater Songs—No. 2. Princeton College, "Old Nassau" (Peck-Langlotz) — Columbia, "Sans Souci"—Pennsylvania, "The Red and the Blue" (Westvelt-Goeckel)—New York University, "Even Song" (Genns)—Dartmouth, "Eleazer Wheelock" (Wurm)—Yale, "Boola Boola" (Hirsh).....Victor Male Chorus 12

45103 Life's Twilight (Katherine Ward-Olney Speaks) Lambert Murphy 10

When the Roses Bloom ("In the Time of Roses") (Reichardt) (Harp acc. by Francis Lapitino) Lambert Murphy 10

45104 Mother Goose Songs, No. 2—(1) Three Little Kittens, (2) Ride a Cock Horse, (3) John Smith, (4) Willy Winkie (from "Fifteen Mother Goose Melodies," Elizabeth Coolidge) Kitty Cheatham 10

Once a Little Shepherd Maiden (Old French Folk Song. "Il était un Bergrèe"), Kitty Cheatham 10

45105 When John McCormack Sings a Song (Jerome-Goetz-Schwartz), ...Nora Bayes 10

Hicki Hoy (Stanley Murphy-Lewis F. Muir), Nora Bayes 10

RED SEAL RECORDS

ENRICO CARUSO, *Tenor—In French*

88559 Sancta Maria.....J. Bertrand-Jean Faure 12

AMELITA GALLI-CURCI, *Soprano*

74499 Rigoletto—Caro nome (Dearest Name). In Italian .....Verdi 12

74500 La Partida (The Departure) (Spanisb Ballad). In Spanish .....Alvarez 12

EMILIO DE GOGORZA, *Baritone—In Spanish*

64597 Preguntale a las Estrellas (Go Ask of the Higb Stars Gleaming).....Mexican Folk Song 10

EMMY DESTINN, *Soprano—In German* ....

87246 Wiegenlied (Lullaby) ("Schlafe, mein Prinzchen, schlaf' ein") .....Mozart 10

GERALDINE FARRAR, *Soprano*

88569 The Holy City..F. E. Weatherly-Stephen Adams 12

JOHANNA GADSKI, *Soprano*

88578 Die Lotusblume (Lotus Flower), Heine-R. Schumann 12

ALMA GLUCK, *Soprano* (With Orpheus Quartet)

64607 A Perfect Day.....Carrie Jacobs-Bond 10

FRIEDA HEMPEL, *Soprano*

87261 Just You.....Madge M. Miller-H. T. Burleigh 10

ALMA GLUCK, *Soprano*—LOUISE HOMER, *Contralto*

(*Continued on page* 116)

RECORD BULLETINS FOR JANUARY

(*Continued from page* 115)

87267 Long, Long Ago.....T. Haynes Bayly 10
LOUISE HOMER, *Contralto—In German*
(with 'Cello Obbligato)
87265 Nur wer die Sehnsucht kennt (Ye Who Have Yearned Alone).....Tschaikowsky 10
FRITZ KREISLER, *Violinist*
(with String Quartet)
64614 Minuet ("Celebrated Minuet").....Boccherini 10
JOHN MCCORMACK, *Tenor*
64623 Love, Here Is My Heart!.Adrian Ross-Lao Silésu 10
MAUD POWELL, *Violinist*
(Pianoforte by Arthur Loesser)
64615 Love's Delight.....Martini 10
TITTA RUFFO, *Baritone—In Italian*
87166 Faust—Rammenta i lieti di quando (Dost Thou Remember?) .....Gounod 10
CLARENCE WHITEHILL, *Baritone*
(with Male Quartet)
64609 Some Day I'll Wander Back Again,
Arthur W. French-Wm. A. Huntley 10
EVAN WILLIAMS, *Tenor*
74498 Sorrows of Death (from "Hymn of Praise"),
Mendelssohn 12
HERBERT WITHERSPOON, *Bass—In English*
74497 It Was Not So to Be (Old German Folk Song),
Nessler 12

EDISON BLUE AMBEROL RECORDS

LATEST LIGHT OPERA HITS
3061 Childhood Days—The Girl from Brazil (Sigmund Romberg). Soprano Solo, orch. accomp.,
Gladys Rice and Chorus
3062 Come Back, Sweet Dreams—The Girl from Brazil (Sigmund Romberg). Soprano Solo, orch. accomp. .....Gladys Rice
3059 Give Me All of You—Flora Bella (Milton E. Schwarzwald). Soprano and Tenor Duet, orch. accomp. .....Gladys Rice-Walter Van Brunt
3063 In the Garden of Romance—Little Miss Springtime (Emmerich Kalman). Soprano and Baritone Duet, orch. accomp.,
Gladys Rice-Frederick Wheeler
3040 It's Always Orange Day in California—Canary Cottage (Carroll). Tenor Solo, orch. accomp.,
Irving Kaufman and Chorus
3064 Little Bid for Sympathy—Little Miss Springtime (Emmerich Kalman). Soprano and Tenor Duet, orch. accomp.Gladys Rice-Walter Van Brunt
3039 Poor Butterfly—New York Hippodrome—"The Big Show" (Raymond Hubbell). Soprano Solo, orch. accomp.....Elizabeth Spencer
3060 You're the Girl—Flora Bella (Milton E. Schwarzwald). Tenor Solo, orch. accomp.,
Walter Van Brunt and Chorus of Female Voices
SONGS OF TO-DAY
3051 In Florida Among the Palms (Irving Berlin). Tenor Solo, orch. accomp.....Walter Van Brunt
3041 Mississippi Days (Al. Piantadosi). Tenor and Baritone Duet, orch. accomp.,
Arthur Collins-Byron G. Harlan
3037 O'Brien Is Trying to Learn to Talk Hawaiian (Rennie Cormack). Comedienne, orch. accomp.,
Ada Jones
3038 There's a Little Bit of Bad in Every Good Little Girl (Clark-Fischer). Soprano Solo, orch. accomp.....Gladys Rice and Chorus
3057 You Wake Up in the Morning in Chicago (Harry Carroll). Tenor Solo, orch. accomp..Billy Murray
BANDS AND ORCHESTRAS
3058 Hilda—Fox-trot (Uriel Davis). For dancing,
Vess L. Ossman's Banjo Orchestra
3042 In a Bird Store—Descriptive Fantasia (M. L. Lake) .....American Symphony Orchestra
3047 La Confession Valse (Carey Morgan). For dancing.....Jaudas' Society Orchestra
3043 Listen to This—One-step (Mel. B. Kaufman). For dancing.....Jaudas' Society Orchestra
3050 Ole Virginny—One-step (J. S. Zamecnik). For dancing.....Jaudas' Society Orchestra
3053 Simplicity—Intermezzo (Dorothy Lee),
Sodero's Band
3055 Whistler and His Dog (Arthur Pryor),
New York Military Band
SONGS AND BALLADS
3049 Blue Eyes (Nicholls). Tenor Solo, orch. accomp.,
George Wilton Ballard
3054 Dancing Down in Dixie Land (Olman-Bibo). Tenor and Baritone Duet, orch. accomp.,
Arthur Collins and Byron G. Harlan
3046 Dream, A (J. C. Bartlett). Tenor Solo, orch. accomp. .....Hardy Williamson
3048 I'm A-Longing fo' You (Jane Hathaway). Contralto Solo, orch. accomp.....Merle Alcock
3044 Songs of Other Days—No. 4, orch. accomp.,
Metropolitan Mixed Chorus
INSTRUMENTAL SPECIALTIES
3045 Kamchameha March. Hawaiian Guitars,
Helen Louise and Frank Ferera
3052 New York Blues (Rag Classical) (P. Frosini). Accordion .....P. Frosini
WITH THE FUNMAKERS
3056 At the Country Fair (H. E. Knight). Rube Sketch.....Harlan E. Knight and Company

PATHE PHONOGRAPH CO.

28250 Dormi Pure (Sleep On) (Salvatore Scuderi). Baritone Solo, in Italian, orch. accomp.,
Thomas Chalmers
28251 Weiss ich Dich in meiner Nahe (F. Abt). Soprano and Tenor Duet, in German, orch. accomp. .....Marie Rappold and Jacques Urlus
64006 Carmen (Bizet), "Air de la Flêur," sung in French, Tenor Solo, orch. accomp,
Lucien Muratore 12
Romeo and Juliette (Gounod), "Ah! leve-toi, soleil" (Cavatine). Sung in French, Tenor Solo, orch. accomp.....Lucien Muratore 12
64009 Non M'Amate' Piu! (Tosti) (You Don't Love Me Any More). Sung in Italian. Tenor Solo, orch. accomp. .....Lucien Muratore 12
Il Pescatore Canta! (Mazzol and Tosti) (The Song of the Fisherman). Sung in Italian. Tenor Solo, orch. accomp....Lucien Muratore 12
NEW STANDARD VOCAL RECORDS
52017 Bonnie, Sweet Bessie (Root and Gilbert). Sung in Scotch Dialect. Tenor Solo, orch. accomp.,
Craig Campbell 12
My Ain Folk (Mills and Lemon). Tenor Solo, orch. accomp.....Craig Campbell 12
52015 In the Gloaming (Harrison). Mezzo-Soprano Solo, Pathé Salon orch. accomp.,
Eleonora de Cisneros 12
Will o' the Wisp (Ch. G. Spross), Mezzo-Soprano Solo, Pathé Salon orch. accomp.,
Eleonora de Cisneros 12
NEW BAND AND ORCHESTRA RECORDS
35097 Danse Napolitaine (Desormes),
Garde Republicaine Band of France 12
Tarantelle de la Poupee (Wittmann),
Garde Republicaine Band of France 12
35086 The Enchanted Bells (Kamp),
Pathé Grand Orchestra, with Bells 12
March de la Banniere (Stritko),
Pathé Grand Orchestra, with Bells 12
POPULAR HITS OF THE MONTH
20090 Oh! How She Could Yacki Hacki Wicki Wacki Woo (Murphy McCarron and von Tilzer), Baritone Solo, orch. accomp.Louis J. Winsch 10½
Pickin' 'Em Up and Layin' 'Em Down, from "Broadway and Buttermilk" (Chas. N. Grant), Baritone Solo, orch. accomp.,
Louis J. Winsch 10½
20099 She Is the Sunshine of Virginia (MacDonald and Carroll). Baritone Solo, orch. accomp.,
Gordon MacHughes 10½
The Melody of My Dream (Author Unknown), Tenor Solo, orch. accomp.....Henry Burr 10½
20073 Down in Honky Tonky Town (McCarron and Smith), Baritone Solo, orch. accomp.,
Louis J. Winsch 10½
Come Along to Caroline (Harris and Olmar). Baritone Solo, orch. accomp.Louis J. Winsch 10½
20079 The Two-Key Rag (Joe Hollander). Orch. accomp. .....Collins and Harlan 10½
Brutus, Caesar, Anthony Lee (Mahoney and von Tilzer). Baritone Solo, orch. accomp.,
Arthur Collins 10½
NEW INSTRUMENTAL NOVELTIES
40060 Love's Dream After the Ball (Czibulka),
Pathé Symphonic Trio 12
Un Peu d'Amour (Silesu), "A Little Love, A Little Kiss".....Pathé Symphonic Trio 12
NEW PATHE "DE LUXE" DANCE RECORDS
20087 Pretty Baby (van Alstyne and Gumble), Fox-trot .....Van Eps-Banta Dance Orchestra 10½
Teasing the Cat (Chas. L. Johnson). One or Two-step...Van Eps-Banta Dance Orchestra 10½
20097 A Broken Doll (Tate), "London Taps" or Fox-trot .....Pathé Dance Orchestra 10½
Step With Pep (Kaufman), One or Two-step,
American Republic Band 10½
20098 Oh! Babe! (Klickman). Fox-trot,
Pathé Dance Orchestra 10½
Go Get 'Em (Manholz). One or Two-step,
American Republic Band 10½

STARR PHONOGRAPH CO.

STANDARD SELECTIONS
10002 Nearer My God to Thee (Mason). Contralto with orch. accomp.....Elsa Lyon
10003 Shea Van—Juni (June) (Beach). Soprano with orch. accomp.....Elizabeth Schiller
LATEST POPULAR NUMBERS
6505 He May Be Old, But He's Got Young Ideas (Johnson-Gerber-Jentes). Tenor with piano accomp. .....Shubel Cook
You Don't Know And I Don't Know (Where He Goes Every Night) (Gerber-Jentes). Tenor with orch. accomp.....'Dooley" Donovan
7550 On the Old Dominion Line (Harvey-Botsford). Tenor and Baritone with orch. accomp,
The Loos Bros. (Ernie and Billy)
Welcome Honey to Your Old Plantation Home (Yellen-Gumble). Tenor and Baritone with orch. accomp....The Loos Bros. (Ernie and Billy)
INSTRUMENTAL RENDITIONS
7552 Anvil Chorus—"Il Trovatore" (Verdi),
Weber's Prize Band
Miserere—"Il Trovatore" (Verdi),
Weber's Prize Band
7549 Weber's Prize Band March (Bland),
Weber's Prize Band
Old Comrades (Alte Kameraden) March (Teike),
Weber's Prize Band
DANCE RECORDS
7551 The Coney Island Dip—Fox-trot (Ressique),
Starr Military Band
Chinese Blues—Fox-trot (Erdman-Gardner),
Starr Military Band
MISCELLANEOUS VOCAL RECORDINGS
7554 A Perfect Day (Bond). Male Quarette unaccomp. .....Fisk University Jubilee Quartet
Goin' Up. Male Quartet unaccomp.,
Fisk University Jubilee Quartet
7555 Christ Is All (Williams). Tenor with Piano accomp. .....Harry Maxwell
My God and Father While I Stray (Marston). Tenor with Piano accomp.....Harry Maxwell
7553 Come, For It's June (Evans-Forster). Baritone with orch. accomp.....John W. Dodd
You Were the Best Little Mother God Ever Made (Ball). Baritone with orch. accomp,
John W. Dodd
STARR RECORDS FOR THE SEASON
10001 Stille Nacht, heilige Nacht (Gruber). In German. Contralto with Trio accomp.....Elsa Lyon
7548 The Night Before Christmas—Reading,
Strickland Gillilan
The Holy City (Adams). Violin, Flute and Harp,
Starr Trio
7540 Love's Old Sweet Song (Molloy). Violin, Flute and Harp.....Montani Trio
Call Me Thine Own (Halevy). Violin, Flute and Harp .....Montani Trio
7527 Sextet—"Lucia di Lammermoor" (Donizetti),
Starr Military Band
All America—March (Zamecnik),
Starr Military Band
7542 Beautiful Isle of Somewhere (Pounds-Fearis). Tenor with Piano accomp.....Harry Maxwell
Is He Satisfied With Me? (Grace B. Maxwell). Tenor with Piano accomp.....Harry Maxwell
7504 Silver Threads Among the Gold (Rexford-Danks). Song with orch.....Sterling Trio
When You and I Were Young, Maggie (Butterfield). Song with orch.....Sterling Trio
7513 Evening Star—"Tannhauser" (Wagner),
Starr Orchestra
Titl Serenade (Titl).....Starr Orchestra

EMERSON PHONOGRAPH CO.

SEVEN-INCH DOUBLE DISC—POPULAR SONGS
7108 Oh! How She Could Yacki, Hacki, Wicki, Wacki, Woo (Von Tilzer). Baritone Solo, orch. accomp.....Arthur Collins
Just One Day (Lange). Tenor Solo, accomp. by Violin, 'Cello and Piano.....Henry Burr
7119 Flora Bella (Schwarzwald). From "Flora Bella," at the Casino Theatre, New York. Tenor Solo, orch. accomp.....Samuel Ash
Gila, Gilah, Galoo (Donovan). Humorous. Accomp. by orch.....Avon Comedy Four
7109 Bachelor Girl and Boy. From "The Girl From Brazil" (Romberg). Soprano and Tenor Duet. Accomp. by Violin, 'Cello and Piano,
Louise King and Henry Burr
Then You'll Remember Me (Balfe). From "The Bohemian Girl." Tenor Solo, accomp. by Violin, 'Cello and Piano.....Henry Burr
7113 If I Only Knew How I Stood With You (Gus Edwards). Tenor Solo, accomp. by 'Cello, Violin, Bells and Piano.....Samuel Ash
There's Someone More Lonesome Than You (Von Tilzer). Tenor Solo, accomp. by 'Cello, Violin, Bells and Piano.....Samuel Ash
Where the Sunset Turns the Ocean's Blue to Gold (Petrie). Tenor Solo, accomp. by orch.....Manuel Romain
7117 Hippodrome Minstrel Medley. Descriptive Medley, with effects by orch. The following selections are sung: (1) Hot Time in the Old Town; (2) Hear Dem Bells; (3) Lazy Moon; (4) Alabama Coon; (5) Hello, Ma Baby; (6) Oh, I Don't Know, You Ain't So Warm; (7) (Oh, Dem Golden Slippers; (8) Bamboo Tree; (9) Didn't He Ramble.....Manuel Romain
7107 It's a Long, Long Time Since I've Been Home (Vail). Tenor and Baritone Duet, accomp. by orch.....Van and Schenck
Two Key Rag (Hollander). Baritone Solo, accomp. by orch.....Arthur Collins
7114 Down Where the Swanee River Flows (Von Tilzer). Baritone Solo, orch. accomp.,
Arthur Collins
Emancipation Handicap (Mohr). Tenor and Baritone Duet, accomp. by orch.,
Collins and Harlan
7115 My Dad's Dinner Pail (Braham). Baritone Solo, accomp. by Violin, 'Cello, Xylophone and Piano .....John W. Myers
Paddy Duffy's Cart (Braham). Baritone Solo, accomp. by Violin, 'Cello, Xylophone and Piano.....John M. Myers
DANCE AND STANDARD SELECTIONS
7118 Ragging The Scales (Claypool). Fox-trot,
Emerson Military Band
Kilima Waltz. Ukulele and Guitar Duet,
Helena and Palakiko
7112 Gold and Silver (Lehar). Waltz,
Emerson Symphony Orchestra
Dancing in the Barn. Schottische,
Emerson Military Band
7110 Spring Song (Mendelssohn),
Emerson Symphony Orchestra
Erotik (Grieg).....Emerson Symphony Orchestra
7106 Coronation March (Meyerbeer). From "Le Prophete".....Emerson Trumpet Quartet
Carmen March (Bizet). From "Carmen."
Emerson Military Band
7111 Mignon Overture (Thomas),
Emerson Symphony Orchestra
M'Appari (Like a Dream) (Flotow). From "Martha".....Emerson Trumpet Quartet
789 Hunting Chorus (Von Weber). From "Freischütz".....Emerson Trumpet Quartet
Dragon's Eye (Gay).....Emerson Military Band
7116 Three Bears (and Little Goldilocks). Fairy Tale. Told by..... Sally Hamlin
The Duel (The Gingham Dog and the Calico Cat) (Eugene Fields). Told by.....Sally Hamlin
SIX-INCH RECORDS—POPULAR SONGS
5149 Oh! How She Could Yacki, Hacki, Wicki,

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RECORD BULLETINS FOR JANUARY

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5157 Flora Bella (Schwarzwald). From "Flora Bella" at the Casino Theatre, New York. Tenor Solo, orch. accomp.....Samuel Ash
5152 If I Only Knew How I Stood With You (Gus Edwards). Tenor Solo, accomp. by 'Cello, Violin, Bells and Piano.....Samuel Ash
5153 Gila, Gilah, Galoo (Donovan). Humorous, accomp. by orch.....Avon Comedy Four
5151 Just One Day (Lange). Tenor Solo, accomp. by Violin, 'Cello and Piano.....Henry Burr
5150 Down Where the Swanee River Flows (Von Tilzer). Baritone Solo, orch. accomp., Arthur Collins
5115 Dougbie, the Baker (Lauder and MacFayden). Scotch Dialect Song, accomp. by orch., Evan Davies

POPULAR DANCE AND INSTRUMENTAL SELECTIONS

5155 Li-Ke Ho Li-Ke (Hawaiian Medley). Uukulele and Guitar Duet.....Helena and Palakiko
5158 Cupid's Arrow. Piano, Banjo and Xylophone Trio.....Van Epps Trio
5156 Waiu Lulilili. Ukulele and Guitar Duet, Helena and Palakiko

STANDARD VOCAL AND INSTRUMENTAL SELECTIONS

5154 Old Oaken Bucket (Woodward)....Peerless Quartet
5144 O Come; All Ye Faithful. "Adeste Fideles." Christmas Hymn, accomp. by Piano, Violin and 'Cello.....Emerson Mixed Quartet
5148 Keep the Home Fires Burning (Till the Boys Come Home). Baritone Solo, accomp. by Band.....Henry James
5146 Carmen March. (From "Carmen") (Bizet), Emerson Military Band
5147 Hunting Chorus. From "Der Freischütz" (Von Weber).....Emerson Trumpet Quartet

MAJESTIC RECORD CORP.

SEVEN-INCH RECORDS

A151 Stille Nacht-Heilige Nacht (in German). Baritone, orch. accomp.....Royal Dadmun
B151 Abide With Me (Monk). Baritone, orch. accomp.....Royal Dadmun
A152 At Dawning (Cadman). Soprano, orch. accomp.....John Walker
B152 Dear Land of Home (Valmore). Tenor, orch. accomp.....Charles Troxell
A153 Motber O'Mine (Tours). Baritone, orch. accomp.....Royal Dadmun
B153 Gypsy Love Song (Herbert). Baritone, orch. accomp.....Royal Dadmun
A154 I Need Thee Every Hour (Lowry), Majestic Mixed Quartet
B154 Lead Kindly Light (Newman-Dykes). Baritone, orch. accomp.....Royal Dadmun
A155 Traumerei (Schuman). Piano, Violin and 'Cello.....Gramm Trio
B155 Swing Song. Piano, Violin and 'Cello..Gramm Trio
A156 O Promise Me (De Koven). Violin Solo, Autumn Hall
B156 Serenade Coquette (Barthelemy)..Turner Ensemble
A157 The Swan (Saint Saens). Violin Solo.Autumn Hall
B157 The Last Spring (Grieg).....Turner Ensemble
A158 Funiculi-Funicula—Marcb.....Royal Banda Milano
B158 Royal Italian Marcb.....Royal Banda Milano
A159 Lunno Waltz. Hawaiian....Kolomoku and Kimiki
B159 Hilo March. Hawaiian.....Kolomoku and Kimiki
A160 Nursery Favorites. The Night Before Christmas.....Sally Hamlin
B160 Little Orphan Annie (Riley).....Sally Hamlin
A161 Stein Song (Bullard). Baritone, orcb. accomp., Royal Dadmun
B161 At tbe Fountain of Youth (Jentes). Orch. accomp.....Dan Quinn
A162 There's a Quaker Down in Quaker Town (Soloman). Duet, orch. accomp., Campbell and Burr
B162 Cornet Solo—Golondrina. Band accomp., Harry Sbaw
A163 I'Ve Got More Than My Share (Clark and Johnson). Duet, Contralto-Baritone, orch. accomp.....Betty Young and Tom Bresnan
B163 Parson Jones' Three Reasons. Baritone, orch. accomp.....Arthur Collins
A164 Accordion Solo—On to Paragon (Frozini), Petro Gruffrida
B164 My Own Iona. Fox-trot. (Van Alstyvne), Majestic Military Band
A165 Pretty Baby. Fox-trot. (Van Alstyne), Majestic Military Band
B165 Druids Prayer. Waltz (Davson), Majestic Dance Specialty

NINE-INCH RECORDS

A2001 On the Road to Mandalay (Speaks). Baritone Solo, orch. accomp.....Royal Dadmun
B2001 Ben Bolt (Kneas). Contralto Solo, orch. accomp., Beth Young
A2002 O Solo Mio (in Italian) (DiCapua). Neopolitan Folk Song. Baritone Solo, orch. accomp., Benno D'Aberno
B2002 Un Bel Di Vedremo (One Fine Dav) (in Italian). From "Madam Butterfly" (Puccini). Soprano Solo, orch. accomp.....Joan Walker
A2003 O Dry Those Tears (Del Riego). Tenor Solo, orch. accomp.....Charles Troxell
B2003 Elecie (Song of Mourning) (Massenet). Violin Obl., Arthur Gramm. Soprano Solo..Joan Walker

LIST OF NINE INCH RECORDS

A2004 Onward Christian Soldiers—Mixed Quartette, Majestic Mixed Quartette
B2004 Beautiful Isle of Somewhere (Fearis). Baritone Solo, orch. accomp.....Royal Dadmun
A2005 Pemberton Inn Waltz (Frozini). Accordion accomp.....Petro Gruffrida
B2005 World Peace March.....Majestic Military Band
A2006 Flower Song (Lange).....Turner Ensemble
B2006 Good Bye (Tosti).....Majestic Symphonic Players
A2007 Light Cavalry Overture (Suppe). Accordion, Petro Gruffrida
B2007 Titl Serenade (Titl). Duet. (Flute and 'Cello). George Gunderson-Soeller, J. Duncan Allen
A2008 Meditation "Thais" (Massenet). Violin Solo, Arthur Gramm
B2008 Hearts and Flowers (Tobani), Majestic Sympbonie Players
A2009 Hawaiian Medley (A-lei Aloha B Waialee A, One, Two, Three, Four.....Kolomoku-Kimiki
B2009 Hawaiian—Kalima Waltz.....Kolomoku-Kimiki
A2010 Just a Word of Sympathy (Kahn-Van Alstein). Contralto-Baritone Duet, Betty Young-Tommy Bresnan
B2010 It's Not Your Nationality, It's Simply You (Johnson). Baritone Solo, orch. accomp., Dan Quinn
A2011 Arrah Go On, I'm Going Back to Oregon. Baritone Solo, orch. accomp.....Dan Quinn
B2011 On Lake Champlain (Bryan-Gumble). Contralto-Baritone Duet, orch. accomp., Betty Young-Tommy Bresnan
A2012 Oh, How She Could Yacki-Hacki-Wacki-Wicki Woo (A. Von Tilzer). Baritone Solo, orch. accomp.....Arthur Collins
B2012 O'Brien Is Trying to Talk Hawaiian (Cormack). Baritone solo, orch. accomp.....Dan Quinn
A2013 American Jubilee (Patriotic Rag Fox-trot) (Claypoole).....Majestic Military Band
B2013 Popular Medley—One-step, Majestic Banjorine Specialty
A2014 And They Called It Dixieland—Fox-trot (Whiting).....Majestic Military Band
B2014 My Dreamy China Lady—One-step (Van Alstyne) .....Majestic Dance Specialty
A2015 Mighty Lak' a Rose—Waltz (Nevin), Majestic Dance Specialty
B2015 A Perfect Day—Waltz (Bond), Majestic Dance Specialty
A2016 The Radiant Morn Hath Passed Away (Woodward).....Majestic Mixed Quartette
B2016 Crucifix (Faure). Baritone-Tenor Duet, orch. accomp.....Dadmun-Troxell
A2017 Ab Mimi, Tu Piu (Ah Mimi, False One) (from La Boheme) (Puccini). Baritone-Tenor Duet, orch. accomp.....Dadmun-Troxell
B2017 Extase (Reverie) (Ganne). Piano, Violin and Cello .....Gramm Trio
A2018 Toreador Song (from Carmen) (in Italian) (Bizet) .....Benno D'Aberno
B2018 Prelude De Luge (Saint Saens). Violin Solo, Arthur Gramm
A2019 Mamma Mia, Che vo Sape (If My Mother Only Knew) (Emanuele Nutile). In Neapolitan. Baritone Solo.....Benno D'Aberno
B2019 Maria-Mari (My Sunshine) (Di Capua). In Neapolitan. Baritone Solo.....Benno D'Aberno
A2020 Voice of Love (Schuman). Piano, Violin and 'Cello .....Gramm Trio
B2020 Largo (Haendel). Violin Solo.....Arthur Gramm

TALKING MACHINE EXPORTS

WASHINGTON, D. C., December 3.—In the summary of the exports and imports of the commerce of the United States for the month of September, 1916 (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following figures regarding talking machines and supplies appear:

Talking machines to the number of 7,955, valued at $181,847, were exported for September, 1916, as compared with 2,110 talking machines, valued at $61,924, sent abroad in the same month of 1915. The total exports of records and supplies for September were valued at $106,054, as compared with $78,216 in September, 1915. For the nine months 45,210 talking machines were exported, valued at $1,128,602 in 1916, and 19,434, valued at $558,033, in 1915, while records and supplies valued at $823,858 were sent abroad during 1916, as against $574,505 in 1915.

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FORMAL OPENING IN WHITE PLAINS

Public Much Impressed With New Quarters of Hunt's Leading Music House in That City

WHITE PLAINS, N. Y., December 2.—The formal opening of the new quarters of Hunt's Leading Music House, at 114 Main street, this city, was held on Saturday, and, owing to the fact that the opening was announced in full-page advertisements in the local papers and by other means, it attracted a great amount of attention. Large crowds took the opportunity to visit and inspect the new warerooms and enjoy the special musical program. Hunt's Leading Music House features very successfully the Laffargue, Brambach baby grand and other makes of pianos and players and also does a large business in Victrolas.

The new quarters have been elaborately fitted up. The front section of the store is given over to the Victrola department, and is equipped with a number of sound-proof demonstrating booths, finished in ivory white and furnished artistically and comfortably. The main piano warerooms occupy the rear section of the ground floor. The basement is used for player-pianos, music rolls and additional booths for Victor record demonstrations. Among those who attended the opening were: R. W. Morey, general manager of the New York Talking Machine Co., and Roger N. Lagow, district representative for the Victor Talking Machine Co.

If Satan goes to church he doesn't do any sleeping during the sermon. It may be said that he sets a good example by being wideawake and ready for business six days and Sundays.

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Milwaukee, Wis., Albert G. Kunde, 615 Grand Ave.
Minneapolis, Minn., Columbia Graphophone Co., 412-414 Nicollet Ave.
New Haven, Conn., Columbia Graphophone Co., 25 Church St.
New Orleans, La., Columbia Graphophone Co., 517-525 Canal St.
New York City, Columbia Graphophone Co., 83 Chambers St.
Omaha, Neb., Schmoller & Mueller Piano Co.
Philadelphia, Pa., Pennsylvania Talking Machine Co., 210 N. Broad St.
Pittsburgh, Columbia Graphophone Co., 101 Sixth St.
Portland, Me., Columbia Graphophone Co., 43 Exchange St.
Portland, Ore., Columbia Graphophone Co., 429-431 Washington St.; Eiler's Music House.
Rochester, N. Y., The Grafonola Co., 23 Clinton Ave., South.
Sacramento, Cal., Kirk, Geary & Co.
Salt Lake City, Utah, Columbia Stores Co., Dooly Block.
San Francisco, Cal., Columbia Graphophone Co., 334 Sutter St.
Seattle, Wash., Columhia Graphophone Co., 1311 First Ave.; Eilers Music House, Third and University Sts.
Spokane, Wash., Columbia Graphophone Co., 818 Sprague Ave.
Springfield, Mass., Columbia Graphophone Co., 289 Main St.
St. Louis, Mo., Columbia Graphophone Co., 1008 Olive St.
Tampa, Fla., Tampa Hardware Co.
Toledo, O., Columbia Graphophone Co., 229 Superior St.

DEALERS WANTED—Exclusive selling rights given where we are not actively represented.

Write for particulars to the Columbia Graphophone Co., *Wholesale Department, Woolworth Building,* New York.

Headquarters for Canada:
Columbia Graphophone Co., 363-5-7 Sorauren Ave. Toronto, Ont.

1856 WURLITZER 1916

VICTOR
DISTRIBUTORS
VICTORS EXCLUSIVELY
We make a specialty of getting the order out on time—every time.
The Rudolph Wurlitzer Co.
CINCINNATI AND CHICAGO
Two points of supply; order from the nearer

W. J. DYER & BRO.
Saint Paul, Minn.

VICTOR & EDISON
Distributors

Quick Service for all points in the Northwest. Machines, Records, Supplies.

The PERRY B. WHITSIT CO.
Distributors of
Victrolas and Victor Records
COLUMBUS, OHIO

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322 Post Street San Francisco

GATELY-HAIRE CO., Inc.
If it's Victor, we have it
We have it if it's Victor
ALBANY, N. Y.

EVERY jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure to have your card in this department of The Talking Machine World.

GRINNELL BROS. OPEN NEW STORE

Remodeled Headquarters in Flint, Mich., Are Attractively Furnished and Decorated

FLINT, MICH., November 27.—The remodeled store of Grinnell Bros. was opened here last week, under the management of E. J. Beard. The new store is finished in old ivory, a large window giving opportunity for fine displays. Several sound proof booths for the demonstration of the Victor line are located at the rear of the piano warerooms on the first floor.

Sach's drug store and music shop, of Harvey, Ill., has moved to quarters in the King Hotel, a very attractive demonstration room for Victor-Victrolas being a feature.

ATTRACTIVE DIAMOND DISC EXHIBIT

NEW OLEANS, LA., November 27.—The Diamond Disc Shop held a very attractive exhibit at the National Farm and Live Stock Show recently. Recitals were given frequently, and the handsomely decorated booth attracted much attention from the throngs who visited the show. The exhibit was in charge of S. T. Brannan.

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

Why this is "The Highest Class Talking Machine in the World"

1—Universal Playing

THE Sonora is **designed** to play all makes of disc records perfectly. It was so designed **before** it was built; no make-shifts or awkward, unsatisfactory devices are added to secure this decided advantage.

2—Tone Quality

FOR tone quality the Sonora is without a peer, winuing the highest score for this at the Panama-Pacific Exposition in competition with the world's foremost phouographs and talking machines.

3—Tone Control

AT the sound source, the proper place, is the Sonora tone control. It is simple in desigu, but remarkably effective in expression. This is another notable Sonora patent that assists in making this instrument the very best one that human ingenuity has been able to devise.

4—Sound Box

THIS assists in reproducing the golden tones and is noteworthy for its excellence of construction. Made from the best of materials, it sends forth notes that are clear, distinct, accurate and beautiful.

5—Automatic Stop

ON all machines there is placed an automatic stop, which is decidedly convenient and useful. It is simple and mechanically correct, and gives added pleasure and enjoyment.

6—Cabinet Work and Design

THE Sonora is extraordinary for the exceptional beauty of its design and cabinet work. The graceful, flowing lines ("Bulge" effect) are the result of a patented process and are **exclusive** with Sonora.

7—Motor

THE motor is made in Switzerland by experts with generations of experience, and plays about twice as long as do motors of other machines sold at similar prices. For constructional excellence, durability, and strength, it is the supreme motor of the phonograph world.

8—Sound Amplifier or Horn

THE sound amplifier helps create the wonderful tone that the Sonora is noted for. It is made on scientific principles and with special treatments that are exclusive with us.

9—Envelope Filing System

THIS is a marvel of simplicity and convenience. Records are instantly available and can always be located where and when they are desired.

The Complete Instrument

THE assembled machine is an aggregation of individually perfect parts correctly combined. As a result, the tone is of unrivaled clarity and magnificence, with a depth of expression that makes the Sonora unqualifiedly "The Highest Class Talking Machine in the World."

TEN BEAUTIFUL MODELS

$45	$60	$75	$100	$150
$175	$190	$225	$350	$1,000

SONORA PHONOGRAPH CORPORATION

GEORGE E. BRIGHTSON, President

Executive Offices, 57 Reade Street, New York City

Chicago, 320 S. Wabash Avenue — San Francisco, 109 Stockton Street — Boston, 165 Tremont Street

Philadelphia, 1311 Walnut Street — Toronto, Ryrie Building

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

EDISON QUALITY
plus
LOW PRICES

The New Edison Diamond Amberola
Model 50

The New Edison Diamond Amberola and Edison Blue Amberol Records are manufactured in accordance with the Edison technique which has made Edison instruments and records justly famous.

The New Edison Diamond Amberola

Retails at $30, $50, and $75

Edison Blue Amberol Records

Retail at 50c and 75c

The dealer who carries the New Edison Diamond Amberola line is equipped to meet the demand, especially in small towns and rural communities, for instruments and records of Edison quality at prices that appeal to buyers of modest means.

The dealer who carries the New Edison Diamond Amberola and Blue Amberol Records and the higher priced New Edison and Edison Diamond Disc Re-Creations is eqiupped with a line of sound reproducing merchandise which no other dealer can match.

The New Edison Diamond Amberola
Model 75

JOBBERS OF THE NEW EDISON, EDISON RE-CREATIONS,
THE NEW EDISON DIAMOND AMBEROLA AND BLUE AMBEROL RECORDS

CALIFORNIA
Los Angeles—Diamond Disc Distributing Co.
San Francisco—Pacific Phonograph Co.

COLORADO
Denver—Denver Dry Goods Co.

CONNECTICUT
New Haven—Pardee-Ellenberger Co.

GEORGIA
Atlanta—Phonographs, Inc.

ILLINOIS
Chicago—The Phonograph Co.
James I. Lyons

INDIANA
Indianapolis—Kipp Phonograph Co.

IOWA
Des Moines—Harger & Blish.
Sioux City—Harger & Blish.

LOUISIANA
New Orleans—Diamond Music Co., Inc.

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.

MICHIGAN
Detroit—Phonograph Co., of Detroit.

MINNESOTA
Minneapolis—Laurence H. Lucker.
St. Paul—W. J. Dyer & Bro.

MISSOURI
Kansas City—The Phonograph Co. of Kansas City.
St. Louis—Silverstone Music Co.

MONTANA
Helena—Montana Phonograph Co.

NEBRASKA
Omaha—Shultz Bros.

NEW YORK
Albany—American Phonograph Co.
New York—The Phonograph Corp. of Manhattan.
Syracuse—Frank E. Bolway & Son, Inc.
W. D. Andrews Co.

OHIO
Cincinnati—The Phonograph Co.
Cleveland—The Phonograph Co.

OREGON
Portland—Pacific Phonograph Co.

PENNSYLVANIA
Philadelphia—Girard Phonograph Co.
Pittsburgh—Buehn Phonograph Co.
Williamsport—W. A. Myers.

RHODE ISLAND
Providence—J. A. Foster Co.

TEXAS
Dallas — Texas-Oklahoma Phonograph Co.
El Paso—El Paso Phonograph Co., Inc.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—C. B. Haynes & Co.

WASHINGTON
Seattle—Pacific Phonograph Co., N.W.
Spokane—Pacific Phonograph Co.

WISCONSIN
Milwaukee—The Phonograph Co. of Milwaukee.

CANADA
Montreal—R. S. Williams & Sons Co., Ltd.
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Calgary—R. S. Williams & Sons Co., Ltd.

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